

Volume 4, Issue 6 — January — June - 2018

E  
C  
O  
R  
F  
A  
N

Journal-Republic of Cameroon

ISSN-On line: 2414-4959

**ECORFAN<sup>®</sup>**

## **ECORFAN- Cameroon**

### **Chief Editor**

RAMOS-ESCAMILLA, María. PhD

### **Senior Editor**

SERRUDO-GONZALES, Javier. BsC

### **Senior Editorial Assistant**

ROSALES-BORBOR, Eleana. BsC

SORIANO-VELASCO, Jesús. BsC

### **Editorial Director**

PERALTA-CASTRO, Enrique. MsC

### **Executive Editor**

CHIATCHOUA, Cesaire. PhD

### **Production Editors**

ESCAMILLA-BOUCHAN, Imelda. PhD

LUNA-SOTO, Vladimir. PhD

### **Administration Manager**

REYES-VILLAO, Angélica. BsC

### **Production Controllers**

RAMOS-ARANCIBIA Alejandra. BsC

DÍAZ-OCAMPO Javier. BsC

**ECORFAN Journal-Republic of Cameroon**, Volume 4, Issue 6, January - June 2018, is a journal edited semestral by ECORFAN. S/C Zacharie kamaha, Street: Boulevard de la Liberté, Apartamente: Immeuble Kassap, Akwa- Douala. P.C.: 5963, Republic of Cameroon. WEB: [www.ecorfan.org/republi](http://www.ecorfan.org/republi) [journal@ecorfan.org](mailto:journal@ecorfan.org). Editor in Chief: RAMOS-ESCAMILLA, María. Co-Editor: CHIATCHOUA, Cesaire. PhD. ISSN-On line: 2414-4959. Responsible for the latest update of this number ECORFAN Computer Unit. ESCAMILLA-BOUCHÁN, Imelda, LUNA-SOTO, Vladimir, S/C Zacharie kamaha, Street: Boulevard de la Liberté, Apartamente: Immeuble Kassap, Akwa-Douala. P.C.: 5963, Republic of Cameroon, last updated June 30, 2018.

The opinions expressed by the authors do not necessarily reflect the views of the editor of the publication.

It is strictly forbidden to reproduce any part of the contents and images of the publication without permission of the Copyright Office, Republic of Cameroon.

# **ECORFAN-Journal Republic of Cameroon**

## **Definition of Journal**

### **Scientific Objectives**

Support the international scientific community in its written production Science, Technology and Innovation in the Field of Social Sciences, in Subdisciplines Economics, Economy, Regional Development, Business, Management of SMEs.

ECORFAN-Mexico SC is a Scientific and Technological Company in contribution to the Human Resource training focused on the continuity in the critical analysis of International Research and is attached to CONACYT-RENIECYT number 1702902, its commitment is to disseminate research and contributions of the International Scientific Community, academic institutions, agencies and entities of the public and private sectors and contribute to the linking of researchers who carry out scientific activities, technological developments and training of specialized human resources with governments, companies and social organizations.

Encourage the interlocution of the International Scientific Community with other Study Centers in Mexico and abroad and promote a wide incorporation of academics, specialists and researchers to the publication in Science Structures of Autonomous Universities - State Public Universities - Federal IES - Polytechnic Universities - Technological Universities - Federal Technological Institutes - Normal Schools - Decentralized Technological Institutes - Intercultural Universities - S & T Councils - CONACYT Research Centers.

### **Scope, Coverage and Audience**

ECORFAN -Journal Republic of Cameroon is a Journal edited by ECORFAN-Mexico S.C in its Holding with repository in Republic of Cameroon, is a scientific publication arbitrated and indexed with semester periods. It supports a wide range of contents that are evaluated by academic peers by the Double-Blind method, around subjects related to the theory and practice of Economy, Regional Development, Business, Management of SMEs with diverse approaches and perspectives , That contribute to the diffusion of the development of Science Technology and Innovation that allow the arguments related to the decision making and influence in the formulation of international policies in the Field of Social Sciences. The editorial horizon of ECORFAN-Mexico® extends beyond the academy and integrates other segments of research and analysis outside the scope, as long as they meet the requirements of rigorous argumentative and scientific, as well as addressing issues of general and current interest of the International Scientific Society.

## **Editorial Board**

ANGELES - CASTRO, Gerardo. PhD  
University of Kent

SALGADO - BELTRÁN, Lizbeth. PhD  
Universidad de Barcelona

ARANCIBIA - VALVERDE, María Elena. PhD  
Universidad San Francisco Xavier de Chuquisaca

SEGOVIA - VARGAS, María Jesús. PhD  
Universidad Complutense de Madrid

PEREIRA - LÓPEZ, Xesús. PhD  
Universidad de Santiago de Compostela

NIÑO - GUTIÉRREZ, Naú Silverio. PhD  
Universidad de Alicante

DE SAN JORGE - CARDENAS, Xóchitl Ma Del Carmen. PhD  
Universidad de Granada

MARTÍNEZ - PRATS, Germán. PhD  
Universidad Nacional del Sur

FRANZONI - VELAZQUEZ, Ana Lidia. PhD  
Institut National des Télécommunications

HIRA, Anil. PhD  
Claremont Graduate School

BANERJEE, Bidisha. PhD  
Amity University

IBARRA - ZAVALA, Darío Guadalupe. PhD  
New School for Social Research

BARDEY, David. PhD  
University of Besançon

GARCÍA Y MOISES, Enrique. PhD  
Boston University

BLANCO - ENCOMIENDA, Francisco Javier. PhD  
Universidad de Granada

SUYO - CRUZ, Gabriel. PhD  
Universidad de Santiago de Compostela

CHAPARRO, Germán Raúl. PhD  
Universidad Nacional de Colombia

FELDMAN, German. PhD  
Johann Wolfgang Goethe Universität

VARGAS - HERNANDEZ, José G. PhD  
Keele University

RAMÍREZ - MARTÍNEZ, Ivonne Fabiana. PhD  
Universidad Andina Simón Bolívar

ALIAGA - LORDEMANN, Francisco Javier. PhD  
Universidad de Zaragoza

YAN - TSAI, Jeng. PhD  
Tamkang University

GUZMÁN - HURTADO, Juan Luis. PhD  
Universidad de Santiago de Compostela

SANCHEZ - CANO, Julieta Evangelina. PhD  
Universidad Complutense de Madrid

BELTRÁN - MORALES, Luis Felipe. PhD  
Universidad de Concepción

GARCIA - ESPINOZA, Lupe Cecilia. PhD  
Universidad de Santiago de Compostela

MIRANDA - GARCÍA, Marta. PhD  
Universidad Complutense de Madrid

TORRES - HERRERA, Moisés. PhD  
Universidad Autónoma de Barcelona

GÓMEZ - MONGE, Rodrigo. PhD  
Universidad de Santiago de Compostela

POSADA - GÓMEZ, Rubén. PhD  
Institut National Polytechnique de la Lorraine

VILLASANTE, Sebastián. PhD  
Universidad de Santiago de Compostela

ORDÓÑEZ - GUTIÉRREZ, Sergio Adrián. PhD  
Universidad Paris VIII

BLANCO - GARCÍA, Susana. PhD  
Universidad Complutense de Madrid

VALDIVIA - ALTAMIRANO, William Fernando. PhD  
Universidad Nacional Agraria La Molina

DE AZEVEDO - JUNIOR, Wladimir Colman. PhD  
Universidade Federal do Amazonas

VARGAS - DELGADO, Oscar René. PhD  
Universidad de Santiago de Compostela

LUO, Yongli. PhD  
Universidad de Chongqing

CUBÍAS-MEDINA, Ana Elizabeth. PhD  
Universidad Carlos III de Madrid

SEGURA - DE DUEÑAS, Cecilia Elizabeth. PhD  
Universidad Autónoma de Barcelona

ROSILLO - MARTÍNEZ, Alejandro. PhD  
Universidad Carlos III de Madrid

MIRANDA - TORRADO, Fernando. PhD  
Universidad de Santiago de Compostela

PALACIO, Juan. PhD  
University of St. Gallen

CAMPOS - QUIROGA, Peter. PhD  
Universidad Real y Pontifica de San Francisco Xavier de Chuquisaca

BARRERO-ROSALES, José Luis. PhD  
Universidad Rey Juan Carlos III

GUZMAN - SALA, Andrés. PhD  
University of California

DIMAS - RANGEL, María Isabel. PhD  
Universidad José Martí de Latinoamérica

DANTE - SUAREZ, Eugenio. PhD  
Arizona State University

D. EVANS, Richard. PhD  
University of Greenwich

ALVARADO - BORREGO, Aida. PhD  
Universidad Autónoma de Sinaloa

CERVANTES - ROSAS, María de los Ángeles. PhD  
Universidad de Occidente

DOMÍNGUEZ - GUTIÉRREZ, Silvia. PhD  
Universidad de Guadalajara

ARRIETA - DÍAZ, Delia. PhD  
Escuela Libre de Ciencias Políticas y Administración Pública de Oriente

LUIS - PINEDA, Octavio. PhD  
Instituto Politécnico Nacional

REYES - MONJARAS, María Elena. PhD  
Universidad Veracruzana

RUIZ - MARTINEZ, Julio César. PhD  
Instituto Politécnico Nacional

VELÁSQUEZ - SÁNCHEZ, Rosa María. PhD  
Instituto Tecnológico de Oaxaca

PÉREZ - SOTO, Francisco. PhD  
Colegio de Postgraduados

SANROMÁN - ARANDA, Roberto. PhD  
Universidad Panamericana

IBARRA - RIVAS, Luis Rodolfo. PhD  
Universidad Autónoma del Estado de Morelos

SALDAÑA - CARRO, Cesar. PhD  
Colegio de Tlaxcala

TAVERA - CORTÉS, María Elena. PhD  
Colegio de Postgraduados

CONTRERAS - ÁLVAREZ, Isaí. PhD  
Universidad Autónoma Metropolitana

MÁRQUEZ - IBARRA, Lorena. PhD  
Instituto Tecnológico de Sonora

ESPINOZA - VALENCIA, Francisco Javier. PhD  
Instituto Pedagógico de Posgrado en Sonora

VÁZQUEZ - OLARRA, Glafira. PhD  
Universidad Michoacana de San Nicolás de Hidalgo

PELAYO - MACIEL, Jorge. PhD  
Universidad de Guadalajara

GARCÍA - ROJAS, Jesús Alberto. PhD  
Universidad de Puebla

CAMELO - AVEDOY, José Octavio. PhD  
Universidad de Guadalajara

GAZCA - HERRERA, Luis Alejandro. PhD  
Instituto de Administración Pública del Estado de Veracruz

LANDAZURI - AGUILERA, Yara. PhD  
Universidad Autónoma de Nuevo León

TAPIA - MEJIA, Erik. PhD  
El Colegio de Tlaxcala

## **Arbitration Committee**

MANRÍQUEZ - CAMPOS, Irma. PhD  
Instituto de Investigaciones Económicas – UNAM

MAGAÑA - MEDINA, Deneb Elí. PhD  
Universidad del Mayab

QUIROZ - MUÑOZ, Enriqueta María. PhD  
Colegio de México

VILLALBA - PADILLA, Fátima Irina. PhD  
Instituto Politécnico Nacional

RASCÓN - DÓRAME, Luis Tomas. PhD  
Instituto Pedagógico de Posgrado de Sonora

SÁNCHEZ - TRUJILLO, Magda Gabriela. PhD  
Universidad de Celaya

ELIZUNDIA - CISNEROS, María Eugenia. PhD  
Universidad Nacional Autónoma de México

FERNÁNDEZ - GARCÍA, Oscar. PhD  
Instituto Politécnico Nacional

ARCOS - VEGA, José Luis. PhD  
Universidad Iberoamericana

MORENO - ELIZALDE, María Leticia. PhD  
Instituto Universitario Anglo Español

HERNÁNDEZ - LARIOS, Martha Susana. PhD  
Universidad Cuauhtémoc

SALAMANCA - COTS, María Rosa. PhD  
Universidad Nacional Autónoma de México

ÁVALOS - RODRÍGUEZ, María Liliana. PhD  
Universidad Michoacana de San Nicolás de Hidalgo

ELISEO - DANTÉS, Hortensia. PhD  
Universidad Hispanoamericana Justo Sierra

FORNÉS - RIVERA, René Daniel. PhD  
Instituto Tecnológico de Sonora

LEGORRETA - BARRANCOS, Leydi Elena. PhD  
Instituto Humanista de Estudios Superiores

GONZALEZ - GARCIA, Guadalupe. PhD  
Instituto de Estudios Superiores ISIMA

LÓPEZ - TORRES, María del Rosario. PhD  
Universidad del Estado de Puebla

MALDONADO - SANCHEZ, Marisol. PhD  
Universidad Autónoma de Tlaxcala



RIOS - VAZQUEZ, Nidia Josefina. PhD  
Instituto Tecnológico de Sonora

SALAZAR - VÁZQUEZ - Fernando Adolfo. PhD  
Instituto Universitario Internacional de Toluca

SÁNCHEZ - VÁZQUEZ, Elizabeth. PhD  
Universidad ETAC

GALICIA - PALACIOS, Alexander. PhD  
Instituto Politécnico Nacional

BUJARI - ALLI, Ali. PhD  
Instituto Politécnico Nacional

GIRÓN, Alicia. PhD  
Universidad Nacional Autónoma de México

COBOS - CAMPOS, Amalia Patricia. PhD  
Universidad Autónoma de Chihuahua

CÓRDOVA - RANGEL, Arturo. PhD  
Universidad Nacional Autónoma de México

PERALES - SALVADOR, Arturo. PhD  
Universidad Autónoma de Chapingo

AZIZ - POSWAL, Bilal. PhD  
Instituto Politécnico Nacional

CAMPOS - RANGEL, Cuauhtémoc Crisanto. PhD  
Universidad Autónoma de Tlaxcala

MORÁN - CHIQUITO, Diana María. PhD  
Universidad Autónoma Metropolitana

NOVELO - URDANIVIA, Federico Jesús. PhD  
Universidad Autónoma Metropolitana

CRUZ - ARANDA, Fernando. PhD  
Instituto Tecnológico y de Estudios Superiores de Monterrey

ÁLVAREZ - ECHEVERRÍA, Francisco Antonio. PhD  
Universidad Nacional Autónoma de México

GÓMEZ - CHIÑAS, Carlos. PhD  
Instituto Politécnico Nacional

ORTIZ - ARANGO, Francisco. PhD  
Instituto Tecnológico y de Estudios Superiores de Monterrey

LINAREZ - PLACENCIA, Gildardo. PhD  
Centro Universitario de Tijuana

HERNÁNDEZ, Carmen Guadalupe. PhD  
Instituto Politécnico Nacional

VARGAS - SANCHEZ, Gustavo. PhD  
Universidad Autónoma Metropolitana

GUILLEN - MONDRAGÓN, Irene Juana. PhD  
Universidad Autónoma Metropolitana

CASTILLO - DIEGO, Teresa Ivonne. PhD  
Universidad Autónoma de Tlaxcala

TREJO - GARCÍA, José Carlos. PhD  
Instituto Politécnico Nacional

MANJARREZ - LÓPEZ, Juan Carlos. PhD  
El Colegio de Tlaxcala

SANTILLÁN - NÚÑEZ, María Aída. PhD  
Escuela Normal de Sinaloa

MARTÍNEZ - SÁNCHEZ, José Francisco. PhD  
Instituto Politécnico Nacional

COTA - YAÑEZ, María del Rosario. PhD  
Universidad de Guadalajara

GARCÍA - ELIZALDE, Maribel. PhD  
Universidad Nacional Autónoma de México

MARTÍNEZ - GARCÍA, Miguel Ángel. PhD  
Instituto Politécnico Nacional

GONZÁLEZ - IBARRA, Miguel Rodrigo. PhD  
Universidad Nacional Autónoma de México

ESCALETA - CHÁVEZ, Milka Elena. PhD  
Universidad Autónoma de San Luis Potosí

MARTÍNEZ - HERNÁNDEZ, Mizraim. PhD  
Colegio Universitario de Distrito Federal

GAVIRA - DURÓN, Nora. PhD  
Instituto Politécnico Nacional

BECERRIL - TORRES, Osvaldo U. PhD  
Universidad Autónoma del Estado de México

CAMPOS - ALVAREZ, Rosa Elvira. PhD  
Universidad Autónoma de Durango

CAPRARO - RODRÍGUEZ, Santiago Gabriel Manuel. PhD  
Universidad Nacional Autónoma de México

ISLAS - RIVERA, Víctor Manuel. PhD  
Instituto Politécnico Nacional

PÉREZ - RAMÍREZ, Rigoberto. PhD  
Universidad Nacional Autónoma de México

RIVAS - CASTILLO, Jaime Roberto. PhD  
Centro de Investigaciones y Estudios Superiores en Antropología Social

PELÁEZ - PADILLA, Jorge. PhD  
Universidad Nacional Autónoma de México

NIEVA - ROJAS Jefferson. PhD  
Universidad Autónoma de Occidente

BURGOS - MATAMOROS, Mylai. PhD  
Universidad Nacional Autónoma de México

OLIVO - ESTRADA, José Ramón. PhD  
Instituto Pedagógico de Estudios de Posgrado

HUERTA - QUINTANILLA, Rogelio. PhD  
Universidad Nacional Autónoma de México

PEREZ - BRAVO, Julia. PhD  
Escuela Libre de Ciencias Políticas y Administración Pública

GONZÁLEZ - HERRERA, Karina Concepción. PhD  
El Colegio de Tlaxcala

REYNOSO - IBARRA, Omayra Yolanda. PhD  
Instituto Tecnológico Superior de San Luis Potosí

PEREZ - VEYNA, Oscar. PhD  
Universidad Juárez del Estado de Durango

QUIJANO - GARCIA, Román Alberto. PhD  
Universidad Anáhuac Mayab

GARCÍA - VILLALOBOS, Alejandro Rodolfo. PhD  
Universidad Cuauhtémoc

AHUMADA - TELLO, Eduardo. PhD  
Universidad Iberoamericana del Noroeste

## **Assignment of Rights**

The sending of an Article to ECORFAN -Journal Republic of Cameroon emanates the commitment of the author not to submit it simultaneously to the consideration of other series publications for it must complement the Originality Format for its Article.

The authors sign the Authorization Format for their Article to be disseminated by means that ECORFAN-Mexico, S.C. In its Holding Republic of Cameroon considers pertinent for disclosure and diffusion of its Article its Rights of Work.

## **Declaration of Authorship**

Indicate the Name of Author and Coauthors at most in the participation of the Article and indicate in extensive the Institutional Affiliation indicating the Department.

Identify the Name of Author and Coauthors at most with the CVU Scholarship Number-PNPC or SNI-CONACYT- Indicating the Researcher Level and their Google Scholar Profile to verify their Citation Level and H index.

Identify the Name of Author and Coauthors at most in the Science and Technology Profiles widely accepted by the International Scientific Community ORC ID - Researcher ID Thomson - arXiv Author ID - PubMed Author ID - Open ID respectively.

Indicate the contact for correspondence to the Author (Mail and Telephone) and indicate the Researcher who contributes as the first Author of the Article.

## **Plagiarism Detection**

All Articles will be tested by plagiarism software PLAGSCAN if a plagiarism level is detected Positive will not be sent to arbitration and will be rescinded of the reception of the Article notifying the Authors responsible, claiming that academic plagiarism is criminalized in the Penal Code.

## **Arbitration Process**

All Articles will be evaluated by academic peers by the Double Blind method, the Arbitration Approval is a requirement for the Editorial Board to make a final decision that will be final in all cases. MARVID® is a derivative brand of ECORFAN® specialized in providing the expert evaluators all of them with Doctorate degree and distinction of International Researchers in the respective Councils of Science and Technology the counterpart of CONACYT for the chapters of America-Europe-Asia-Africa and Oceania. The identification of the authorship should only appear on a first removable page, in order to ensure that the Arbitration process is anonymous and covers the following stages: Identification of the Journal with its author occupation rate - Identification of Authors and Coauthors - Detection of plagiarism PLAGSCAN - Review of Formats of Authorization and Originality-Allocation to the Editorial Board- Allocation of the pair of Expert Arbitrators-Notification of Arbitration - Declaration of observations to the Author-Verification of Article Modified for Editing-Publication.

## **Knowledge Area**

The works must be unpublished and refer to topics of Economy, Regional Development, Business, Management of SMEs and other topics related to Social Sciences.

## **Presentation of the Content**

In the first article we present, *Influential factors in the decision to export in the municipalities located in the municipalities of Valle de Santiago, Jaral del Progreso and Huanímaro, Gto.*, By CARMONA-GARCÍA, Nélida, RAMÍREZ-BARAJAS, Alejandro, ALMANZA-SERRANO, Ma. Leticia, LOEZA-GARCÍA, Adolfo, PÉREZ-ROMERO, Elizabeth and RIVAS-MORALES, Israel, as the following article we present, *Impact of factors of a tourist destination in strengthening system competitiveness*, by HERNÁNDEZ-PONCE, Oscar Ernesto, VILLARREAL-VILLARREAL , Luís Alberto, SAUCEDO-MONARQUE, Javier, and BÁEZ-PORTILLO, María Marysol, with ascription at the Universidad Autónoma de Nuevo León and the Instituto Tecnológico de Sonora, as the following article we present, *Improved transport system, packaging in bakery companies*, by GUTIÉRREZ - GARCÍA, Alfredo, with ascription in the Universidad Tecnológica Del Norte De Guanajuato, as last article we present, *The tourist life cycle applied to the municipality of Fortín*, by CARMONA-VÁZQUEZ, Jessica Irene, MORALES-VALENCIA, Nancy, SÁNCHEZ-RODRÍGUEZ, Jairo and SÁNCHEZ-CRUZ, Jared, with affiliation at the Universidad Tecnológica del Centro Veracruz.

## Content

Article	Page
<b>Influential factors in the decision to export in the companies located in the municipalities of Valle de Santiago, Jaral del Progreso and Huanímaro, Gto.</b> CARMONA-GARCÍA, Nélica, RAMÍREZ-BARAJAS, Alejandro, ALMANZA-SERRANO, Ma. Leticia, LOEZA-GARCÍA, Adolfo, PÉREZ-ROMERO, Elizabeth and RIVAS-MORALES, Israel	1-6
<b>Impact of factors of a tourist destination in strengthening systemic competitiveness</b> HERNÁNDEZ-PONCE, Oscar Ernesto, VILLARREAL-VILLARREAL, Luís Alberto, SAUCEDO-MONARQUE, Javier, and BÁEZ-PORTILLO, María Marysol <i>Universidad Autónoma de Nuevo León</i> <i>Instituto Tecnológico de Sonora</i>	7-13
<b>Improved transport system, packaging in bakery companies</b> GUTIÉRREZ-GARCÍA, Alfredo <i>Universidad Tecnológica Del Norte De Guanajuato</i>	14-20
<b>The tourist life cycle applied to the municipality of Fortín</b> CARMONA-VÁZQUEZ, Jessica Irene, MORALES-VALENCIA, Nancy, SÁNCHEZ-RODRÍGUEZ, Jairo and SÁNCHEZ-CRUZ, Jared <i>Universidad Tecnológica del Centro Veracruz</i>	21-25

## Influential factors in the decision to export in the companies located in the municipalities of Valle de Santiago, Jaral del Progreso and Huanímaro, Gto.

## Factores influyentes en la decisión de exportar en las empresas ubicadas en los municipios de Valle de Santiago, Jaral del Progreso y Huanímaro, Gto.

CARMONA-GARCÍA, Nélica\*†, RAMÍREZ-BARAJAS, Alejandro, ALMANZA-SERRANO, Ma. Leticia, LOEZA-GARCÍA, Adolfo, PÉREZ-ROMERO, Elizabeth and RIVAS-MORALES, Israel

ID 1<sup>st</sup> Author: *Nélica, Carmona-García* / ORC ID: 0000-0003-0850-3668, Researcher ID Thomson: S-8608-2018, CVU CONACYT ID: 229857

ID 1<sup>st</sup> Coauthor: *Alejandro, Ramírez-Barajas* / ORC ID: 0000-0002-8426-3267, Researcher ID Thomson: S-8634-2018, CVU CONACYT ID: 228229

ID 2<sup>nd</sup> Coauthor: *Ma. Leticia, Almanza-Serrano* / ORC ID: 0000-0002-1481-5716, Researcher ID Thomson: S-8647-2018, CVU CONACYT ID: 230006

ID 3<sup>rd</sup> Coauthor: *Adolfo, Loeza-García* / ORC ID: 0000-0002-9622-1021, Researcher ID Thomson: S-9252-2018, CVU CONACYT ID: 947918

ID 4<sup>th</sup> Coauthor: *Elizabeth, Pérez-Romero* / ORC ID: 0000-0002-2082-5662, Researcher ID Thomson: T-1549-2018, CVU CONACYT ID: 948199

ID 5<sup>th</sup> Coauthor: *Israel, Rivas-Morales* / ORC ID: 0000-0002-9412-1895, Researcher ID Thomson: T-3435-2018, CVU CONACYT ID: 948178

Received March 20, 2018; Accepted June 30, 2018

### Abstract

The present article contains the graphic results and interpretations of a documentary and field investigation, Which was Carried out to the exporting SMEs of the municipalities of Valle de Santiago, Jaral del Progreso and Huanímaro, Belonging to the state of Guanajuato. This research is derived from a study Conducted first, on the commercial situation at the national level, to deepen Then at the State level. In the field work was Identified SMEs of various Sectors, Which Among the automotive and agricultural Sectors stand out. At the Conclusion of the field research, a statistical analysis was Carried out to determine the factors influence the internationalization That Directly of a company. The results Were Obtained: the size of the company, the number of employees, the productive sector, to Which They Belong, the region Where They are located, The investment in research and development for the innovation of the Processes, the level of staff training, the level of knowledge and support the company That has in terms of advice and / or financing, and Having an adequate internationalization strategy. With the objective of This Knowing the Characteristics That determine the profile of exporting SMEs IV Within region located southwest of the state of Guanajuato.

International Trade, Investigation, SMEs, Profile, Export

### Resumen

El presente artículo contiene los resultados gráficos e interpretaciones sobre la investigación documental y de campo, que se realizó a las Pymes exportadoras de los municipios de Valle de Santiago, Jaral del Progreso y Huanímaro, pertenecientes al estado de Guanajuato. Dicha investigación se deriva a partir de un estudio sobre la situación comercial a nivel nacional, para después ahondar a nivel Estado. En el trabajo de campo se identificaron Pymes de diversos sectores, entre los que destacan el sector automotriz y el agrícola. Al concluir la investigación de campo, se realizó un análisis estadístico para determinar los factores que influyen de manera directa en la internacionalización de una empresa. Los resultados obtenidos fueron: el tamaño de la empresa, el número de empleados, el sector productivo al que pertenecen, la región donde se encuentran ubicadas, la inversión en investigación y desarrollo para la innovación de los procesos, el nivel de capacitación en el personal, el nivel de conocimiento y apoyo con el que cuenta la empresa en cuanto a asesoría y/o financiamiento, y el contar con una estrategia adecuada de internacionalización. Esto con el objetivo de conocer las características que determinan el perfil de las Pymes exportadoras dentro de la región IV ubicada al Suroeste del estado de Guanajuato.

Comercio Internacional, Investigación, Pymes, Perfil, Exportación

**Citation:** CARMONA-GARCÍA, Nélica, RAMÍREZ-BARAJAS, Alejandro, ALMANZA-SERRANO, Ma. Leticia, LOEZA-GARCÍA, Adolfo, PÉREZ-ROMERO, Elizabeth and RIVAS-MORALES, Israel. Influential factors in the decision to export in the companies located in the municipalities of Valle de Santiago, Jaral del Progreso and Huanímaro, Gto. ECORFAN Journal- Republic of Cameroon. 2018, 4-6: 1-6.

\* Correspondence to Author (email: ncarmona@utsoe.edu.mx)

† Researcher contributing first author.

## Introduction

Since the establishment of the General Agreement on Tariffs and Trade (AGTCE) (Curzon 1969), begins the process of internationalization of the economy, which has caused a significant increase in trade flows. Following the phenomenon of globalization in foreign trade, it has led to a wide variety of trade agreements on freedom of movement of goods, integration, expansion and economic integration processes. The phenomenon has reached a lot of countries and Mexico has been no exception (Martinez, 2007).

Given the importance of small and medium enterprises (SMEs) for economic and social development of the country, it is possible to detect that external elements are considered important for the process of internationalization of the same (Martinez, 2007). For this reason, SMEs are central research field, since all efforts should focus on implementing internationalization processes led to these businesses to enable the country to have a better competitive performance compared to foreign markets (Cancino, 2009).

The main factors driving its international competitiveness in these companies are:

- Cover small markets where big corporations are not interested.
- Cover markets that require different technology obsolete or which competitors use.
- Meet demands for products that require very specific high complexity for each client.
- Enter emerging markets (using its reaction rate) once detected demand (Castañares, 2007).

Mexican SMEs are characterized by family businesses without much organization and logistics, usually are created for the opportunity to sell a particular product, according to a perceived need within the local market (Castañares, 2007).

The states with greater participation of SMEs are: Jalisco (7.35%), Veracruz (6.23%), Puebla (5.53%) and Guanajuato (4.96%).

The infrastructure of each state or region plays a crucial role in decisions exporting companies that need external connections and transport routes to move goods and raw materials. However, exporting companies need financing inherent in their development activities. Some companies have the opportunity to fund internal research and product development if they are in a sector such as industrial and size permits. Other, usually smaller, they need funds to cover costs of legal and tax advice to export, pay processes of international product certification, market research, others to innovate, ie develop products and process patents (Mexican Institute for Competitiveness, 2016).

There are factors that can determine a region to be competitive to attract and retain investment of exporting companies. Factors that locally are important: better costs associated with the initial presence of networks of suppliers and distributors, quality of infrastructure supporting logistics freight and of course public policy, usually fiscal and regulatory, facilitating operations export firms and reduce their costs. There are also more subtle and difficult to define as the state's ability to enforce the law and determining the business environment and corporate culture (Mexican Institute for Competitiveness, 2016).

Guanajuato is located within the triangle formed by the cities of Mexico-Guadalajara-Monterrey. It is the country's largest logistics center, which is located 70% of the Mexican automotive industry and in which 70% of international trade in Mexico (COFOCE, 2014) originates. Also participates with 3.75% of gross domestic product; It bases its economy in 13 productive sectors that the state government has classified as traditional: leather - footwear, textiles - clothing and crafts; with growth potential: automotive and auto parts, metallurgical, chemical and petrochemical, food processing, tourism.

Therefore, the research is based on addressing key aspects and features about foreign trade in the municipalities of Valle de Santiago, Jaral del Progreso and Huanímaro, located in the state of Guanajuato, as it is an area in which they are settling several agro-industrial and automotive suppliers sector.



Export intensity varies not only by sector but also in each region, as well as foreign investment levels vary depending on the environment. The geographical location of companies is one of the elements with strong impact on internationalization processes, as in the case of Guanajuato, which today stands as one of the strongest states of the Mexican Republic, to fulfill its two main objectives relate to building a strong culture of foreign trade and promote exports of goods and services Guanajuato.

That is why research necessary factors were determined to determine the profile of each of the exporting companies are located in each of these municipalities, according to the sector they belong and according to the product marketed by each of them, plus it was determined the number of countries to which they export and how often they do. This way you can say that for questionnaire design, setting blocks to help identify clearly and objectively relevant to assess in each aspects, blocks such as was considered: general information company, international experience, export activity, export influential factors, factors that assess the competitiveness of the company,

Could it be that, once determined the profile of exporting companies, technological Southwest University of Guanajuato and together with the specialized agencies, will provide advice regarding the preparation of trade, so that each of these companies can start or improve export operations?

## Methodology

1. An investigation was conducted on digital platforms, which allowed the identification of micro, small and medium enterprises located in the municipalities Valle de Santiago, Jaral del Progreso and Huanímaro the state of Guanajuato, including 12 affordable units were detected.
2. Finite population formula was used to determine the sample.

$$n = \frac{\sigma^2 N p q}{e^2(N-1) + \sigma^2 p q}$$

Where:

Population N = 12

p = 50% chance for

q = 50% chance against

e = 5% error

$\sigma$  = 95% degree of reliability

In the result of the development of the formula, a sample of 12 companies surveyed was obtained in Valle de Santiago, Jaral del Progreso and Huanímaro the state of Guanajuato municipalities to determine the profile of exporting companies. However, there was a limitation in the number of companies surveyed, since no response 7 are obtained for various reasons.

3. Data surveyed economic units shown in the following table:

Company name	Municipality	Project Sector	Product or service
Almacenes San Lazaro SPR de RL	Valle de Santiago	agroindustrial	Grain Marketing
J & M Produce Growers	Valle de Santiago	Agricultural	Service icing fish and cooling plant
Sekisui Plastics Mexico SA. De CV.	Valle de Santiago	automotive	plastic auto parts
Harnesses and Connections SA. De CV.	Valle de Santiago	automotive	electrical harnesses
Furukawa Automotive Systems (FAS)	Valle de Santiago	automotive	Harness

**Table 1** Facts SMEs surveyed

Source: Prepared by 2018

4. The applied instrument was made from existing models, making adjustments for the fulfillment of the objectives of the research, consisting of 10 blocks:

Block I: General information about the company.

Block II: International experience.

Block III: Export activity.

Block IV: export influential factors.

Block V: Factors assessing the competitiveness of the company.

Block VI: Internal barriers to internationalization.

Block VII: External Barriers for internationalization.

Block VIII: Technological Innovation

Block IX: Performance and satisfaction.

Block X: entrepreneurial orientation.

## Results and conclusions

Once carried out the implementation and development of this research, we conclude that the same achievement meet expected with the objectives set at the beginning of the study, serving as a means to obtain relevant data and determine the influential factors in the decision export in the companies located in the municipalities of Valle de Santiago, Jaral del Progreso and Huanímaro the state of Guanajuato.

To obtain and analyze the data obtained in the research, overall the hypothesis presented is accepted, since 90% of the influential factors in the decision to export in companies located in the municipalities of Valle de Santiago, Jaral del Progreso and Huanímaro of Guanajuato state, are the size of the company, number of employees, the productive sector to which they belong, investment in research and development for process innovation, the region where they are located, the level of training staff, the level of knowledge and support in terms of advice and / or financing, and have adequate internationalization strategy.

Since 40% of responding entities are identified as small businesses, because they have 26 to 50 employees laboring, another 40% is made up medium as it has to operate more than 50 employees and with a percentage of 20% are microenterprises are responsible for 1 to 25 employees.

According to the productive sector to which they belong, 60% of companies that perform export, located in Valle de Santiago, Jaral del Progreso and Huanímaro the state of Guanajuato municipalities belongs to the automotive sector, while 40% is dedicated to the agricultural sector.

Considering investment in research and development for process innovation, 40% of SMEs are fully agree continually updating processes of manufacturing engineering, another 40% think agree, while 20% said not to be agree nor disagree.

Similarly, thanks to the research carried out, it was identified that the region where these exporting SMEs is a very important and decisive factor to consider because there is a lack of information, support and advice regarding terms of export and internationalization corresponds detecting that before starting to export only 40% of SMEs surveyed sought advice from an agent or agency for foreign trade, another 40% decided to internationalize its own, and only 20% decided to export from attending a presentation (forum or expo) international. On the other hand, it was possible to recognize that based on the level of training staff, 100% of the companies surveyed ensures provide training constantly to personally, to help this have a better performance, noting that 80% say it is a very important factor, while the other 20% is considered important.

In addition to the results obtained, it is permissible to mention that the companies requesting a program of incentives and export support, 100% did so in search of financing. As to whether have developed a strategic plan to carry out the export process, 80% of SMEs surveyed said if they have made such planning, while 20% say they have done, noting that it is very important to 80% of the entities carry out the process of strategic planning, while 20% of companies believe moderately important.

Once analyzed together the results obtained, it is concluded that without a doubt the lack of advice to start with the process of internationalization is a fundamental aspect impinging directly to SMEs identified in the Valley municipalities of Santiago, Jaral del progreso and Huanímaro state of Guanajuato decide or not to export, since it was identified that in the case of some of the companies surveyed there is a perception that programs of government funding are not a factor in your experience has been decisive, since they initiated export activities on their own. Similarly, it was recognized that the type of family or no family structure affects performance and performance that companies have, because in SMEs family-type firm in terms of planning, organization, logistics, updating and process innovation it corresponds unappreciated, as they usually are created for the opportunity to sell a particular product, so no skimp on other aspects that are important.

Speaking of the productive sector they belong to the SMEs that were analyzed, it was confirmed that there are indeed areas that are more exporters than others, in the case of institutions located in the Southwest region of Guanajuato are the automotive sector and the agricultural sector, since it was found that according to the region these sectors are viewed as a viable and competitive opportunity to enter other markets. update and process innovation corresponds, as they usually are created for the opportunity to sell a particular product, so do not skimp on other aspects that are important. Speaking of the productive sector they belong to the SMEs that were analyzed, it was confirmed that there are indeed areas that are more exporters than others, in the case of institutions located in the Southwest region of Guanajuato are the automotive sector and the agricultural sector, since it was found that according to the region these sectors are viewed as a viable and competitive opportunity to enter other markets. update and process innovation corresponds, as they usually are created for the opportunity to sell a particular product, so do not skimp on other aspects that are important.

Speaking of the productive sector they belong to the SMEs that were analyzed, it was confirmed that there are indeed areas that are more exporters than others, in the case of institutions located in the Southwest region of Guanajuato are the automotive sector and the agricultural sector, since it was found that according to the region these sectors are viewed as a viable and competitive opportunity to enter other markets.

As for the investment that is intended to share research and development, it was found that a higher percentage of companies are aware of the importance of performing consistently an analysis of the technological and environmental innovation to bring out the processes that allow them to work through higher quality standards, which guides them to be guided by a better entrepreneurial attitude, because they know that such investment will bring them as profit maximizing their business opportunities in foreign markets, introducing new ideas improvement of its products. It is noteworthy that the main countries exporting SMEs surveyed are the United States, Canada and Japan, according to the results of the statistical analysis.

## References

- Azcapotzalco, U. A. (Primer cuatrimestre de 2007). *Sistema de Información Científica Redalyc*. Recuperado el 8 de Mayo de 2018, de <http://www.redalyc.org/html/413/41304906/>
- Cancino, C. y. (2009). Factores claves en la rápida internacionalización de las pequeñas y medianas empresas. *Revista América Economía*. Recuperado el 08 de Mayo de 2018, de [www.americaeconomia.com](http://www.americaeconomia.com).
- Castañares, E. O. (2007). Recuperado el 18 de Mayo de 2018, de <http://www.ptolomeo.unam.mx:8080/xmlui/bitstream/handle/132.248.52.100/1988/ortizcasta%20C3%B1ares.pdf?sequence=1>
- INEGI. (2010). *INEGI*. Recuperado el 07 de Mayo de 2016, de [http://www.inegi.org.mx/prod\\_serv/contenidos/espanol/bvinegi/productos/ce/nsos/poblacion/2010/panora\\_socio/gto/Panorama\\_Gto.pdf](http://www.inegi.org.mx/prod_serv/contenidos/espanol/bvinegi/productos/ce/nsos/poblacion/2010/panora_socio/gto/Panorama_Gto.pdf)
- INEGI. (2012). Obtenido de <http://www.inegi.org.mx/inegi/contenidos/espanol/prensa/Contenidos/estadisticas/2>
- INEGI. (s.f.). *Indicadores estratégicos 2013*. Obtenido de [www.inegi.org.mx](http://www.inegi.org.mx)
- Instituto Mexicano para la Competitividad. (2016). Recuperado el 13 de 05 de 2018, de <https://imco.org.mx/wp-content/uploads/2016/11/2016-ICE-Libro.pdf>
- Lara M. E., H. A. (2015). *Empresarialidad Femenina en el municipio de Valle de Santiago, Guanajuato*.
- Martínez, J. I. (Primer cuatrimestre de 2007). *Sistema de Información Científica Redalyc*. Recuperado el 8 de Mayo de 2018, de <http://www.redalyc.org/html/413/41304906/>
- Nivel, A. (2011). *Alto Nivel*. Recuperado el 05 de Mayo de 2016, de <http://www.altonivel.com.mx/8401-que-define-a-la-mujer-empresaria>
- OCDE. (2012). Obtenido de <http://www.oecd.org/gender/data/labourforceparticipationbysex15and15-24yearsold.htm>

SAT. (2016). SAT. Recuperado el Enero de 2016, de [ww.sat.com.mx](http://ww.sat.com.mx)

SEDESHU. (Noviembre de 2012). *SEDESHU*. Recuperado el 02 de Mayo de 2016, de [www.sedeshu.com](http://www.sedeshu.com)

Uribe, É. (2014). *Las nuevas reinas del juego*. Obtenido de <http://www.soyentrepreneur.com/27320-las-nuevas-reinas-del-juego.html>.

*Ventanilla Unica*. (2012). Obtenido de <https://www.ventanillaunica.gob.mx/vucem/SobreVU/Descargas/index.html>

## Impact of factors of a tourist destination in strengthening systemic competitiveness

### Impacto de los factores de un destino turístico en el fortalecimiento de la competitividad sistémica

HERNÁNDEZ-PONCE, Oscar Ernesto<sup>1,2\*†</sup>, VILLARREAL-VILLARREAL, Luís Alberto<sup>1</sup>, SAUCEDO-MONARQUE, Javier<sup>2</sup>, and BÁEZ-PORTILLO, María Marysol<sup>2</sup>

<sup>1</sup>Universidad Autónoma de Nuevo León, Facultad de Contaduría Pública y Administración

<sup>2</sup>Instituto Tecnológico de Sonora. Unidad Navojoa

ID 1<sup>st</sup> Author: *Oscar Ernesto, Hernández-Ponce* / ORC ID: 0000-0001-7169-8854, Researcher ID Thomson: X-2219-2018, CVU CONACYT ID: 284745

ID 1<sup>st</sup> Coauthor: *Luís Alberto, Villarreal-Villarreal* / ORC ID: 0002-0921-035X, Researcher ID Thomson: X-2239-2018, CVU CONACYT ID: 268796

ID 2<sup>nd</sup> Coauthor: *Javier, Saucedo-Monarque* / ORC ID: 0000-0002-8111-3909, Researcher ID Thomson: T-7019-2018, CVU CONACYT ID: 287325

ID 3<sup>rd</sup> Coauthor: *María Marysol, Báez-Portillo* / ORC ID: 0000-0003-1231-4106, Researcher ID Thomson: X-2795-2018, CVU CONACYT ID: 290042

Received March 27, 2018; Accepted June 20, 2018

#### Abstract

The present investigation Consists of analyzing the relationship of the competition of the impact factors of a tourist destination With the systemic Competitiveness, in the Municipality of Guaymas, Sonora. For This, the methodology includes aspects such as: the detailed investigation of the problem, the selection of the theoretical framework, determination of the random probabilistic sample, and the nonparametric inferential statistical analysis of the Chi-Square was performed to determine the correlation, the logit model in order to know the explanation of esta relationship and Probit model to determine the impact of influence of the independent Variable dependent on the. The research is of a quantitative, non-experimental explanatory section. Finally, it is Determined That there is a cause-effect significance and relationship of the variable-tourism destination of competition on the systemic Competitiveness of companies in the tourism industry of Guaymas, Sonora. The result Allows to define strategies for the Competitiveness of the tourist companies and to build a model to Strengthen the Competitiveness of the tourist destination.

**Tourist destination, Systemic Competitiveness, Business sectors of the tourism sector**

#### Resumen

La presente investigación consiste en analizar la relación de la competencia de los factores de impacto de un destino turístico con la competitividad sistémica, en el Municipio de Guaymas, Sonora. Para ello, la metodología incluye aspectos tales como: la indagación detallada del problema, la selección de marco teórico, determinación de la muestra probabilística aleatoria y se realizó el análisis estadístico inferencial no paramétrica de la Chi-Cuadrada para determina la correlación, el modelo Logit para conocer la explicación de dicha relación y modelo Probit para determinar el impacto de influencia de la variable independiente sobre la dependiente. La investigación es de un corte cuantitativo, explicativo no experimental. Finalmente, se determina que existe una significancia y relación de causa efecto de la variable de competencia del destino turístico sobre la "competitividad sistémica de las empresas del sector turístico de Guaymas, Sonora. El resultado permite definir estrategias para la competitividad de las empresas turísticas y construir un modelo para fortalecer la competitividad del destino turístico.

**Destino turístico, Competitividad sistémica, Sector empresarial del sector turístico**

**Citation:** HERNÁNDEZ-PONCE, Oscar Ernesto, VILLARREAL-VILLARREAL, Luís Alberto, SAUCEDO-MONARQUE, Javier, and BÁEZ-PORTILLO, María Marysol. Impact of factors of a tourist destination in strengthening systemic competitiveness. ECORFAN Journal-Republic of Cameroon. 2018, 4-6:7-13.

\* Correspondence to Author (email: oscar.ernesto.ponce@gmail.com)

† Researcher contributing first Author.

## Introduction

The problem of competitiveness has been the focus of intense debate. One of the critics is Krugman (1994) who argued that competitiveness is a meaningless term, and that if he had any, would be a poetic way of talking about productivity. He also stressed that the economic problem can not limit competition in international markets and the success of a country can not be reduced only to their behavior in the international market (Alvarado, 2017). On the other hand, considering that globalization allows to interconnect the nations and their companies through the commercialization of goods, services and technologies; in the case of the tourism sector from the international context, diversification of preferences and travel motivation of tourists as well as the development of a demand diverse tourism products with this tourist destinations will have to define strategies to be presented more competitive in international markets.

## Justification

It is noteworthy that the research seeks to explain the current configuration from the context of understanding and perception of the tourist destination of the Municipality of Guaymas, Sonora; and its impact on the strengthening of systemic competitiveness. As mentioned above, the direct users of the results of research are: the business and government sectors, enabling them to know the status of the systemic competitiveness of the destination and based on this, to build and strengthen policies public in tourism in order to be sustainable.

This research provides quantitative data descriptive and predictive impact of factors of a tourist destination in systemic competitiveness.

Therefore, research is based on the assumptions that there is a vacuum applied knowledge regarding the impact of the factors of a destination in systemic competitiveness.

Therefore and according to Michale Porter (1998), knowing the state of competitiveness, creates strategies to increase productivity of enterprises or industries constituents also improves the ability to innovate and productivity growth; and it stimulates the formation of new companies that support innovation and extend the offer.

Likewise, to know the relationship of the factors tourist destination is the basis for boosting competitiveness through an integrated model of tourism through differentiation, positioning the destination, achieving a competitive advantage through the use and exploitation of tourism resources in the region (Weidenfeld, 2018).

However, tourism in the Municipality of Guaymas, Sonora shows signs of decay but the region has a potential to be a leader in the Northwest region of Mexico destination. This proposal is aimed at making an axiomatic reflection through determining the impact of factors tourist destination in the Municipality of Guaymas, Sonora with systemic competitiveness of the sector.

## Problem

The rapid changes in the economic and environmental environment suffer in today's world requires that researchers and actors in each sector adopt a position "reflexive criticism" (Albuquerque, 2002). It is also well known, well promoted tourism becomes a socioeconomic element that drives the development, promoting the diversification of the services of a tourist destination managing to be competitive (Cardenas, 2011).

However, as have appeared new competitors and has been creating a scenario of hostile competition, the various authorities responsible for overseeing the development of tourism have begun to set as a priority the construction of public policies, achieving the competitiveness; and thus, companies begin to assume that the competitiveness of their businesses depends increasingly on the environment in which it takes place (Morales, 2014).

Also, the tourist market are not unrelated to the constant and rapid changes, leading to tourist destinations competing aggressively if so, for attaining a market share and productivity becomes the core of competitiveness (Garau, 2011). Based on the theory of Garau (2011), the tourist destination of tourism in the municipality of Guaymas has a stagnation in productivity even though the region has a tourism potential comparative advantage that positions it as one site with tourist characteristics typical in Northwest Mexico.

In order to respond to the problem described above, the following question was structured: Is there an impact of the factors of competencies tourist destination in the systemic competitiveness of the tourist destination of the Municipality of Guaymas, Sonora?

### Hypothesis

The hypothesis that grounds the approach of the research was: "The competition factors tourist destination in the Municipality of Guaymas impact on the systemic competitiveness of the region."

$$H_0 = \beta_1 = 0$$

$$H_1 = \beta_1 \neq 0$$

### Goals

The objective was to analyze the factors of competition in the tourist destination of the Municipality of Guaymas and its impact on the systemic competitiveness of the region.

### Specific objectives

- Analyze the factor of general infrastructure and its impact on systemic competitiveness of the Municipality of Guaymas, Sonora. "
- Analyze the accessibility to the destination factor and its impact on systemic competitiveness of the Municipality of Guaymas, Sonora. "
- Factor analysis services and tourist facilities and their impact on systemic competitiveness of the Municipality of Guaymas, Sonora. "
- Analyze the factor of tourist attractions and their impact on systemic competitiveness of the Municipality of Guaymas, Sonora. "
- Analyze the factor of tourism products and their impact on systemic competitiveness of the Municipality of Guaymas, Sonora. "

### Theoretical framework

When it comes to the ability of an industry to achieve their goals, so above the average of the reference sector and sustainable manner, namely: ability to obtain profitability above average investment reasonably and ability to do so lower social and environmental costs, referring to the theory of competitiveness (Gonzalez, 2009) becomes. In the present investigation it was taken as the theoretical framework systemic competitiveness, making a reflection from the tourism sector at a level to analyze the factors of a tourist destination and its impact on the competitiveness of it.

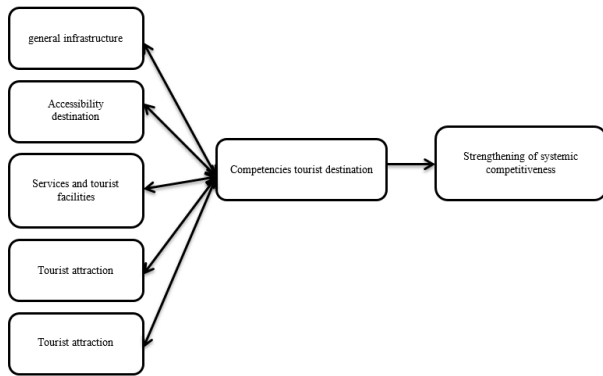
That is why, there is a limitation on the empirical references that examined the theory of systemic competitiveness from the socio-economic approach to tourism in the region of Guaymas, Sonora. Thus, Cardenas (2011) mentions that despite the important is the objective of systemic competitiveness knowledge, there is a large gap in relation to objective studies in the approach to tourism.

On the other hand, the concept of competitiveness from in systems approach is complex, and this is because the measurement can be applied to a variety of economic environments from macro to micro economic level (Dumitru, 2016)

Meanwhile, Croch and Ritchie (1999) mention that companies are competitive when existing economic and financial pressure; as well as a need for networks to boost the competitiveness of the sector.

To determine the competition factors destination Guaymas Township, it was a theoretical analysis of systemic competitiveness as said theoretical model considers factors organizational and institutional; ie MACRO level analysis by classification of systemic competitiveness. At this level, performance and quality requirements of enterprises is evaluated. (Esser, K., Hillebrand, W. Messner, D., and Meyer-Stamer, J., 1996).

As mentioned above, was an adaptation of the theoretical model of systemic competitiveness and the factors that impact on competition tourist destination, following presents in graphical model.



*Own calculations*

No variables were chosen indiscriminately, therefore it is important to consider that each structure is manifested in a number of variables and each group of variables reveals only a certain structure. It requires a major effort destinations offer your potential customers tourism products and services with greater differentiation capacity (Cardenas, 2011). Therefore, Sanchez (2011) argue that competitiveness and continuous pursuit of quality and excellence have become one of the fundamental objectives pursued destinations

Mazaraki, (2018) mentions that the competitiveness of tourist destinations is more related to the microeconomic than macroeconomic definition. You can define a tourist destination as "an amalgam of individual products and opportunities for experiences that combine to form an overall experience of the visited area".

Meanwhile, Aldas (2016) refers to is a shift in tourist destinations, which will not only compete on price, it is necessary to define the comparative and competitive advantages based on quality of service, image, health, safety or environment.

The most important efforts to increase competitiveness must be made at enterprise level. However, international competitiveness is not explained solely at the enterprise level. Companies are competitive when being fulfilled two fundamental requirements: First, be subject to competitive pressure that forces sustained deploy to improve their products and production efficiency efforts; second, to be inserted in articulated networks within which the efforts of each company be supported by a range of externalities, services and institutions (Crotti, 2017).

## Research Methodology

Knowledge development is a broad and complex process that requires a multidimensional concept for complete understanding. factors influencing their achievement are many and varied in that sense, the approach has been made from various approaches and theoretical views.

The development of research had an impact on the analysis of the impact of competitive factors tourist destination in the municipality of Guaymas and perceived that are correlated and influence the systemic competitiveness of the same.

The research design was not experimental because there is no manipulation of independent variables. The level measurement is "intervalar", ie numerical data were collected, and represent an accurate value of the correlation, explanation and prediction of the study variables.

The research design is based on the scientific method of quantitative court, an opportunity for checking, explanatory and predictive level. The unit of measurement were management-level staff of companies of tourist services in the municipality of Guaymas, Sonora. The technique for testing the hypothesis is not experimental methodology nonparametric statistics, and validation of the hypothesis arises through probability sampling.

In the research technique aspects such as included: detailed investigation of the problem, the selection of relevant theoretical framework, registration information through the Statistical Package for the Social Sciences version 21 (SPSS) software, and information was organized corroborating the achievement of objectives through non-parametric inferential analysis using statistical models: the Chi-Square, Berkson Logit and Probit Josep Chester Ittner Bliss.

In the language of nonparametric inferential statistics is said to be observing a "relationship" between the two variables, that is, when you change one, the other also (Corbetta, 2007).



However, probit and logit models are models used when qualitative responses (CR), and the dependent variable is discrete 1 and 0, taking values according Likert scale instrument designed for the present investigation, we have that: 1 It equals 4 = 5 = according Strongly agree and 0 represents the value of Likert scale 3 = neither agree nor disagree, 2 = disagree and 1 = totally disagree.

As seen above, which was ordered by degree of response-perception and opinion variables they were ordinal. The measurement unit were all companies providing tourist services in the municipality of Guaymas, Sonora, which have a total population of 84 companies according to the National Institute of Statistics and Geography (INEGI, 2014), leaving a sample of 68, with an estimation error of 5% and 1.96 confidence coefficient = 95%. Stratified sampling is primarily because the study subjects are grouped according to the rotation of the tourism business; and each business segment, the sample is selected through the sampling roasting.

## Results

This chapter is comprised of the description of results of the nonparametric inferential statistics on a sample of 68 companies providing tourist services in the municipality of Guaymas, Sonora, in order to accept or reject the research hypothesis. Data were collected and nonparametric inferential statistics are presented, through the evidentiary and probalistic method through models Chi Square, logit and probit model, which allowed testing of the study hypotheses. confiabilidad the following results and validity of the musical instrument obtained.

Variable	Alpha de Cronbach
X1: Competencia del destino turístico	0.810
Y: El fortalecimiento de la competitividad sistémica de las empresas del sector turístico del Municipio Guaymas, Sonora.	<b>0.937</b>

**Table 1** Summary of Alpha final Cronbach  
*Own Calculations*

For determination and verification of research hypotheses, we proceeded to do (nonparametric) widespread testing because qualitative perception data were collected, as explained in advance.

## Hypothesis testing with Chi-Square

### Distribution $\chi^2$

This test was used to determine the association between the independent variable and the dependent variable. That is, the square Chi, allowed to test dependency variables. To check the association, it was clinging to the theory of operation of the Chi Square, considering the value of the same with degree of freedom (gl) 1 and a 0.05 significance to determine the dependence of the variable, giving a standard value of 3.8415 (see table 2. General distribution Chi Square).

v/p	0.001	0.0025	0.005	0.01	0.025	0.05
1	10.8274	9.1404	7.8794	6.6349	5.0239	3.8415

V = Degrees of Freedom  
P = probability of finding a value greater than or equal to the weighted chi square

**Table 2** General Distribution of Chi Square  
*Source: Diaz, A. 2013. Prepared*

In the case of the independent variable X. Competition tourist destination, a value of P-value corresponding to a Chi square Pearson  $\chi^2 = 13.752$  is obtained, which is higher also the significance value of 0.05 of the general distribution Chi square, so it can be stated that there is dependence between the independent variable and the dependent variable, which corresponds to strengthen the systemic competitiveness of enterprises in the tourism sector in the Municipality of Guaymas, Sonora.

Symmetrical measurements for the independent variable: Powers of destination can be observed that the coefficient Gamma indicates a correlation with the dependent variable: Strengthening systemic competitiveness of 0.795.

	Value	Error typ. asint.a	T aproximadab	Sig. Approximate	
Ordinal by ordinal	gamma	.795	.116	4,239	.000
N valid cases		68			

**Table 3** Symmetrical measurements for X2. Competition tourist destination  
*Own Calculations*

**Explanatory and probabilistic analysis through probit and logit models**

After corroborating the association of the independent variable on the dependent variable, we proceeded to explain the impact thereof on the observed variable consisting of "strengthening the competitiveness of tourism enterprises"; for it was held as marked in the method, the test model Logit, reflecting that there is an explanation of 70.04% of the independent variable: competence tourist destination in the Municipality of Guaymas, on the dependent variable of the study.

DEPENDENT VARIABLE		Y.	Strengthening	Systemic
Competitiveness				
logit		Confidence interval 95%		
VARIABLES	ESTIMATE	Z value	Lower limit	Upper limit
X1. POWERS OF TOURIST DESTINATION	0.704058	2,874	0.223966	1.184149

**Table 4** Explanatory analysis through Logit Model  
*Own Calculations*

Through Probit model is able to predict the impact and influence on the increase of the same, being the result as follows: In case there is an increase in the independent variable X: Competition tourist destination, it estimates a increase in the observed variable of 42.97%.

DEPENDENT VARIABLE		Y.	Strengthening	Systemic
Competitiveness				
PROBI		Confidence interval 95%		
VARIABLES	ESTIMATE	Z value	Lower limit	Upper limit
X2. COMPETENCE OF TOURIST DESTINATION	0.42972	2,929	0.142147	0.717292

**Table 5** Predictive analysis through the Probit Model  
*Own Calculations*

**Conclusions**

It is determined that there is a correlation and impact of the independent variable: competencies tourist destination on the strengthening of systemic competitiveness of enterprises in the tourism sector in the Municipality of Guaymas, Sonora.

This means that as in the tourism sector, conditions are generated to improve skills as a tourist destination, as it will directly impact the strengthening of systemic competitiveness of the tourism business sector in the municipality.

Therefore, the comprehensive model of tourism that need to build to strengthen systemic competitiveness and guidelines for the promotion of tourism effectively and efficiently in the municipality of Guaymas, Sonora, you need to create direct lines of action to boost growthgeneral infrastructure, accessibility to the destination, services and tourist facilities, attractions and tourism products.

Therefore, should be directed actions to improve the skills of the tourist destination and it is important not to put aside work under a comprehensive strategy for competitive to the municipality from the point of view of tourism, and create a solid foundation to build a responsible industry the sustainability of the region (Mazaraki, 2018).

"The competition factors tourist destination in the Municipality of Guaymas impact on the systemic competitiveness of the region" Finally, the results obtained with the hypothesis that it is accepted.

Adhering to the overall objective, it is determined if there is a positive and direct impact of the powers of the tourist destination on strengthening systemic competitiveness of companies in the tourist sector Municipality of Guaymas, Sonora.

The result of this research and its proper use, can be point of reflection to identify areas of opportunity described here to promote the strengthening of systemic competitiveness of enterprises in the tourism sector in the Municipality of Guaymas, Sonora.

**References**

Albuquerque, F. (2002). Desarrollo económico territorial. Guía para agentes. Instituto de Desarrollo regional, Fundación Universitaria, Sevilla.

Aldas. M. J. & Gonzalo, M. G (2016). Análisis Básico de Datos. Universidad de Valencia.

Alvarado, J., & Oddone, N. (2017). Fortalecimiento de la cadena de valor de turismo en Pedernales (República Dominicana). Fortalecimiento de cadenas de valor rurales. Santiago: CEPAL, 2017. LC/TS. 2017/24. p. 243-292.

Cárdenas García, P. J. (2011). La competitividad turística en los países del mediterráneo. análisis de los factores determinantes. *Revista de análisis turístico*, (12).

Corbetta, P. (2007). *Metodología y Técnica de Investigación Social*, Editorial Mc Graw Hill, Madrid, España.

Crotti, R., & Misrahi, T. (2017). *The Travel & Tourism Competitiveness Report 2017. Paving the Way for a More Sustainable and Inclusive Future*. World Economic Forum: Geneva, Switzerland.

Crouch, G. I., & Ritchie, J. B. (1999). Tourism, competitiveness, and societal prosperity. *Journal of business research*, 44(3), pp: 137-152.

Dumitru, A., Budică, A. B., & Motoi, A. G. (2016). Managerial-systemic profile of a tourism company.

Esser, K., Hillebrand, W., Messner, D., & Meyer-Stamer, J. (1996). Competitividad sistémica: nuevo desafío para las empresas y la política. *Revista de la CEPAL*, 59(8), pp: 39-52.

Garau Taberner, J. (2011). Propuesta de dos índices para la medición de la competitividad de los destinos de sol y playa del mediterráneo: avance de resultados desde el punto de vista de la demanda. *Revista de Análisis Turístico*, (4).

González, R. C., & Mendieta, M. D. (2009). Reflexiones sobre la conceptualización de la competitividad de destinos turísticos. *Cuadernos de Turismo*, (23), pp: 111-128.

Mazaraki, A., Boyko, M., Bosovska, M., Vedmid, N., & Okhrimenko, A. (2018). Formation of The National Tourism System of Ukraine. *Problems and Perspectives in Management*, Volume 16, Issue 1, p. 68-84.

Morales, F. E. J., & Lanquar, R. (2014). El futuro turístico de una ciudad patrimonio de la humanidad: Córdoba 2031. *Tourism & Management Studies*, 10(2).

Porter, M. (1998): *La ventaja competitiva de las naciones*, Plaza y Janés, Barcelona.

Sánchez Rivero, M. (2011). Elaboración de un ranking de competitividad de los destinos turísticos españoles: un análisis provincial mediante modelos de estructura latente. *Revista de análisis turístico*, (1).

Weidenfeld, A. (2018). *Tourism Diversification and Its Implications for Smart Specialisation*. *Sustainability*, 10(2), 319

## Improved transport system, packaging in bakery companies

### Mejora del sistema de transporte, envase y embalaje en empresas panificadoras

GUTIÉRREZ-GARCÍA, Alfredo\*†

*Universidad Tecnológica Del Norte De Guanajuato, Av. Educación Tecnológica 34, Universidad, 37800 Dolores Hidalgo Cuna de la Independencia Nacional, Gto.*

ID 1<sup>st</sup> Author: *Alfredo, Gutiérrez-García* / ORC ID: 0000-0003-4863-8532, Researcher ID Thomson: Y-7099-2018

Received March 27, 2018; Accepted June 20, 2018

#### Abstract

To innovate and keep up to date in matters of marketing and product distribution has led to the constant development of supply chain management. In this sense, it is necessary to maintain a close relationship with suppliers of merchandise, raw materials and products. customers or distributors with the company itself, that is why nowadays ERP enterprise resource planning systems have become a fundamental part in small organizations and especially large companies; In this way, material requisitions (MRP) by their initials in English must satisfy the customer's demand at the same rate as the production level of the manufacturing lines. Therefore, the evaluation and proposal of improvement in the design and type of packaging and optimizing its physical and chemical characteristics based on Mexican standards and in the design of the transport, improving the delivery of the final product to the customer analyzing the box is carried out. teacher, the stacking, the management of the communication in the supply chain, the handling of the type of inventory and the processing of the orders for an ERP system and finally the redesign of the bakery plant in its production line. flour tortillas.

**Industrial processes, integrated production by computer, inventories, purchase, packaging, means of transport**

#### Resumen

El innovar y mantenerse actualizado en cuestiones de mercadeo y distribución de productos ha provocado que la administración de la cadena de suministro esté en constante desarrollo, en este sentido, es necesario mantener una cercana relación con los proveedores de mercancías, de materias primas y de los clientes o distribuidores con la propia empresa, es por ello que hoy día los sistemas de planificación de los recursos empresariales ERP (por sus siglas en ingles), han pasado a formar parte fundamental en las organizaciones tanto pequeñas y en especial las grandes empresas; dicho de este modo, las requisiciones de material (MRP) por sus siglas en ingles deben satisfacer la demanda del cliente al mismo ritmo que el nivel de producción poseen las líneas de fabricación. Por lo tanto, se realiza la evaluación y propuesta de mejora en el diseño y tipo de envase y embalaje optimizando sus características físicas y químicas en base a las normas mexicanas y en el diseño del transporte mejorar la entrega del producto final al cliente analizando la caja maestra, el apilamiento, el manejo de la comunicación en la cadena de suministro, el manejo del tipo de inventario y el procesamiento de los pedidos para un sistema ERP y finalmente realizar el rediseño de la planta de la empresa panificadora en su línea de producción de tortillas de harina.

**Procesos industriales, producción integrada por computadora, inventarios, compra, embalaje, medios de transporte**

**Citation:** GUTIÉRREZ-GARCÍA, Alfredo. Improved transport system, packaging in bakery companies. ECORFAN Journal-Republic of Cameroon. 2018, 4-6: 14-20.

\* Correspondence to Author (email: alfredo.gutierrez@utng.edu.mx)

† Researcher contributing first Author.

## Introduction

Proper packaging design, packaging and transport, is an essential part of the supply chain, as if taken from a customer perspective, we can identify that this will be focused on marketing, however, when this is done industrially it is focused on logistics (Bowersox, 2007). In this sense and anyway, these are always aimed at improving sales and lower costs. Put this way, the prospects for packing these aimed at meeting the need to improve the efficiency of the areas of transport and optimize cash resources, being these groups into a single unit, master box, container, pallets and others to take basis and propose the types of instruments for handling the materials are already mechanized, semi-automated and last and best instance, automated. And based on these needs, communication among those involved in the chain becomes substantial part of the context and the need to use tools to identify the products in each of the processes, somehow pass formulated barcodes, 2D, postcards, etc. ISBN Kanban cards within poka-yokes to create and eliminate possible confusion in the transfer, sorting, storage and delivery of products. In this connection, the method of transportation can be classified in rail, road, water, pipelines and air as shown in most cases direct consumer interaction and / or distributor may be considered according to its functionality and internal companies or external, ie, outsourcing logistics companies distribution as is the case of parcel delivery companies, this carrier type contract offer a wide variety of value-added services, such as sorting and sequencing products ,(Bowersox, 2007)

## Problem

A first visit in Panaderia Santa Teresita of the Child Jesus<sup>1</sup> was possible to observe that the flour tortillas product already has a design packaging and design of transport, however there is an area of opportunity to observe not have the ideals that requires the product as it is character food and has the potential to substantially increase sales if thoroughly evaluated indicators to restructure the production system and promote a strategy that suits the supply chain.

<sup>1</sup>Bakery St. Therese of the Child Jesus is located in Prolongation Cortazar 44, fractionation Guanajuato, 37800 Dolores Hidalgo, Guanajuato. Founded in 1999.

In turn, the company has machinery in top condition as shown in Figure 1,



**Figure 1** Machinery and plant distribution *Source: Bakery Santa Teresita of the Child Jesus*

## Packaging design

The container which has the product of flour tortillas are made from polypropylene which is a very effective for the preparation of bags containing material hygroscopic food as tortillas flour because they require special care to be a food product. It has dimensions of 12 x 15 centimeters. Container colors cover the entire area which prevents partial view of the product (common in similar products)



**Figure 2** Package of tortillas *Source: Bakery Santa Teresita of the Child Jesus*

## Packaging design

The company does not have is a packaging system, but only positions the finished product in a rigid container to prevent spoilage and easy storage in the mini stock at the time of outputting the product vendor that serves as distributed to retailers.

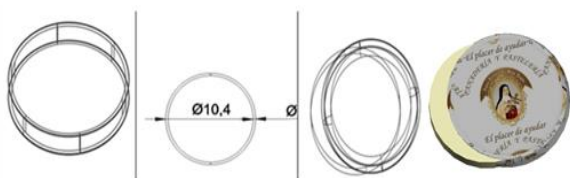




**Figure 1** Packing tortillas  
Source: Bakery Santa Teresita of the Child Jesus

**Improvement proposal**

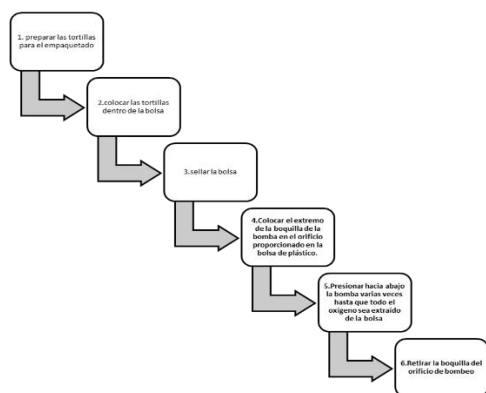
To improve the package has been chosen to design a novel and specific features system that give added value to the product, how cosiste to improve the image, keep it in top condition as long as possible and optimize their transportation to save space and thus lower costs in this connection in the image for the new container 4 flour tortillas shown.



**Figure 2** New package of tortillas  
Source: Authors

**Type and form of packaging**

The proposal is to realize a high vacuum to ensure that the product is retained for longer this method is to remove the air inside the packaging, in Figure 5 shows the steps for a good packaging using a hand pump due that if the product is packaged with an automatic machine could undergo various moisture damage since for its operation heat is used.



**Figure 3** High vacuum packaging  
Source: Authors

**Type and form of packaging**

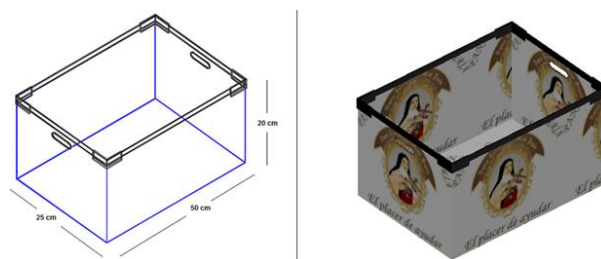
To prevent breakage of the product is placed alternative rigid plastic circular spacers inside the box as shown in Figure 6, this type of separator can be accommodated according to the diameter having the tortilla. The functionality is the separator will cover the product, so that when it is transported this does not move and lose its characteristics. The inner diameter of the inner packing is 20 cm in diameter, outer diameter of the separator is 22.5 cm. Considering the range that will give the tables within which estivos 5 packages were placed so that also the product is not compressed with both weight and flexibility of tortillas change, having a weight of 3.5 kg.



**Figure 4** Packaging with dividers  
Source: Authors

**Design master box**

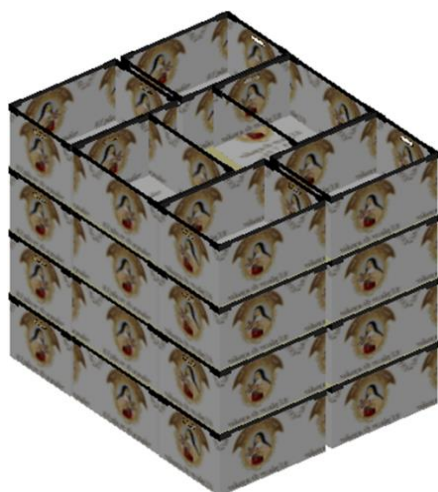
It consists of a rigid container measures 25 cm wide \* 50 cm long \* 20 cm high, with company logos around the container being also returnable type as it is intended that these reach the customer and serve as counter for product as shown in figure 7.



**Figure 5** Design master box  
Source: Authors

### Type stacking

For grouping into a single unit, master boxes are designed to be clustered in spiral, this provides greater stability when being transported to the retail customers and guarantee the integrity of the product to the end consumer, in this sense, this is shown in figure 8.



**Figure 6** Type stacking boxes teachers  
*Source: Self Made*

### Communication tolos

To achieve effective communication within the supply chain, it is necessary to generate codes serve as product identification and, in this sense, efficiency is reflected in the time, errors and costs. That is why each package will have a linear code Code 128<sup>2</sup> taking reference to the following obtain as shown in Figure 9.

- Customer No. 08
- Seller: 31
- Manufacturing date; 160618
- Expiration date: 300618
- Lot 97
- Contact Name: Jose Morales. (JR)



**Figure 7** Barcode for container  
*Source: Authors*

2d code allow these store more data than linear, in the sense that will be used in the master box and data to be used are as follows as shown in Figure 10.

- Customer No. 01
- Seller 03
- Manufacturing date; 160618
- Expiration date: 300618
- Lot 97
- Company: Abarrotes López
- Contact Name: Jose Morales. (JR)
- Phone: 01 418 182 6856
- Website:  
<http://panaderiasantateresita.mex.tl/>

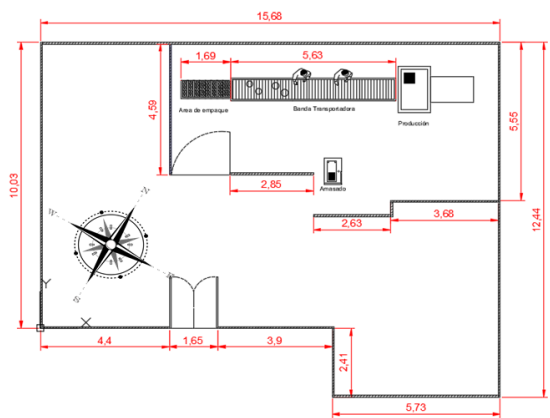


**Figure 8** 2d code for master box  
*Source: Authors*

### Plant design

Proposed to improve efficiency in manufacturing processes tortilla production system is based on the reorganization of the machines, body sense, start from left to right cyclically in the northwest of the production line until the area kneading for begin cooking of tortillas, then place the finished product in individual carton south area, locations that can be identified in figure 11.

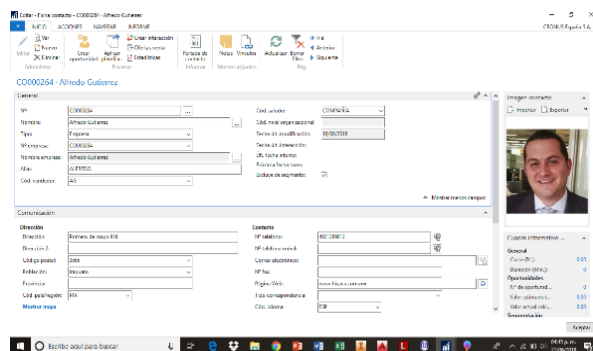
<sup>2</sup> Code 128 is a bar code that supports alphanumeric data which helps further customize communication in the supply chain.



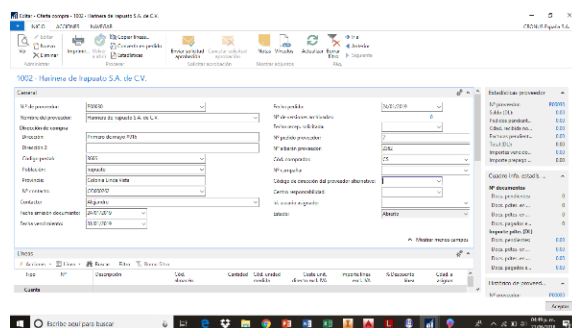
**Figure 11** Layout of the production area  
*Source: Authors*

**Order processing**

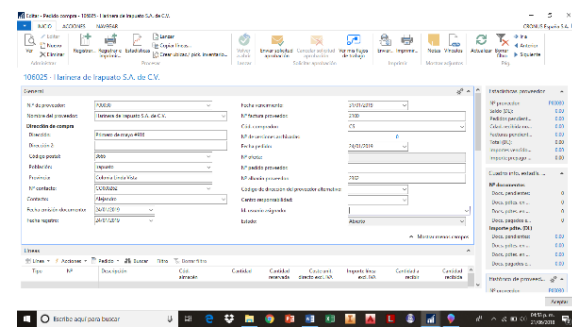
The supply chain management is increasingly geared to meet the needs of customers and suppliers, including them so that they work in one system, in this regard it is how you can integrate a CRM system<sup>3</sup> and SRM<sup>4</sup> to make the ERP<sup>5</sup> optimize the time download and upload information to the servers involved in the entire ordering process-manufacturing-distribution-sales and / or avoid losing time to be giving instructions to each of them, in this line technology plays a leading role, which is why this activity from being carried out by a computer software like Microsoft Dynamics NAV is. In this regard Figures 12 to 18 show how to use this technology in the company Panadería Santa Teresita of the Child Jesus.



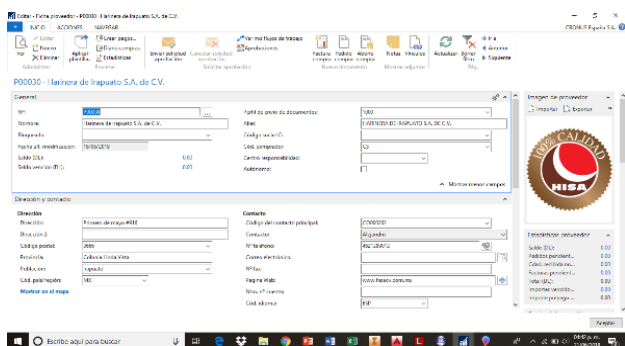
**Figure 10** Contact sheet  
*Source Provider: Authors.*



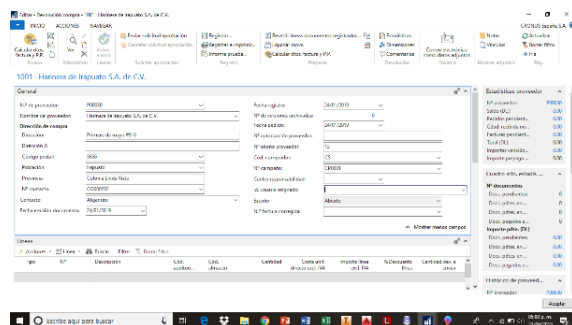
**Figure 11** Bid sheet supplier  
*Source: Authors.*



**Figure 15** Sheet purchase order to supplier  
*Source: Authors.*



**Figure 9** Provider tab  
*Source: Authors*



**Figure 12** Tab Return / customer / supplier warranty  
*Source: Authors.*

<sup>3</sup> CRM is based on relationships with customers, a management model throughout the organization and is in contact at all times with the client to check the status of your order administration.

<sup>4</sup> SRM is to manage relationships with suppliers, which works the same way as the CRM.

<sup>5</sup> ERP is an enterprise resource planning, this includes the CRM, SRM, Manufacturing, Human Resources, Accounting and others.







**Figure 21** Rest for fermentation  
Source: Bakery Santa Teresita of the Child Jesus

Pressing and firing: In this part of the process, press the Testal<sup>7</sup> to give the tables round shape.



**Figure 16** Training tortilla  
Source: Bakery Santa Teresita of the Child Jesus



**Figure 17** Cooking tortilla  
Source: Bakery Santa Teresita of the Child Jesus

Cooling: Is this part of the process, the tortilla for immediate packaging cools.



**Figure 18** Cooling tortilla  
Source: Bakery Santa Teresita of the Child Jesus

Packaging: With the cold tortilla and ready, packed in with custom packaging material company. And he settles into tray with 10 packs each.



**Figure 19** Packaged tortilla  
Source: Bakery Santa Teresita of the Child Jesus

## References

- Bowersox, D. (2007). *Administración y logística en la cadena de suministros* (2 ed.). Ciudad de México, México: McGRAW-HILL. Recuperado el 18 de Junio de 2018
- Jananía, C. (2008). *Manual de tiempos y movimientos Ingeniería de Métodos* (1 ed.). Ciudad de México, México: Limusa. Recuperado el 19 de Junio de 2018
- Microsoft. (20 de Julio de 2018). *Información general de Microsoft Dynamics NAV*. Obtenido de <https://dynamics.microsoft.com/es-mx/nav-overview/>
- Paz, R. (2008). *Canales de distribución: gestión comercial y logística* (3 ed.). Buenos Aires: LECTORUM-UGERMAN. Recuperado el 25 de Julio de 2018

<sup>7</sup> Testal is the ideal amount for the right size of the finished omelet weight.

## The tourist life cycle applied to the municipality of Fortin

### El ciclo de vida turístico aplicado al municipio de Fortín

CARMONA-VÁZQUEZ, Jessica Irene†, MORALES-VALENCIA, Nancy, SÁNCHEZ-RODRÍGUEZ, Jairo and SÁNCHEZ-CRUZ, Jared

*Universidad Tecnológica del Centro Veracruz Cuitlahuac, Veracruz*

ID 1<sup>st</sup> Author: *Jessica Irene, Carmona-Vázquez* / ORC ID: 0000-0003-4813-3526, Researcher ID Thomson: U-1776-2018, CVU CONACYT ID: 889252

ID 1<sup>st</sup> Coauthor: *Nancy, Morales-Valencia* / ORC ID: 0000-0003-4813-3526, Researcher ID Thomson: U-3747-2018, CVU CONACYT ID: 893027

ID 2<sup>nd</sup> Coauthor: *Jairo, Sánchez-Rodríguez* / ORC ID: 0000-0002-7917-8076, Researcher ID Thomson: U-3744-2018, CVU CONACYT ID: 580929

ID 3<sup>rd</sup> Coauthor: *Jared, Sánchez-Cruz* / CVU CONACYT ID: 476195

Received March 25, 2018; Accepted June 20, 2018

#### Abstract

The research is entitled "The tourism life cycle applied to the municipality of Fortín" aims to define the stage in which the municipality of Fortin is located according to the Butler CVDT model, through the evaluation of tourism activity, at the hand of a methodology designed in two phases: the first consists of a diagnosis of the municipality using the tourism system, considering the supply and demand variables, the economic and social axis, infrastructure and superstructure. The second phase is to identify the Fortín stage within the CVDT, with the analysis of the information obtained and considering the characteristics of the stages of the model used. The results achieved locate the municipality of Fortín in the introduction stage, which provides guidelines to the continuation of the research and design of the appropriate strategies adequated to the characteristics of the municipality, making use of the diagnosis of natural and cultural tourist attractions, the catalog of service providers tourism is possible to diversify the offer in order to get to the stage of development and achieve sustainable tourism as an economic activity that contributes to improve the quality of life of residents.

**Tourism destinations life cycle, tourism system, tourist diagnosis**

#### Resumen

La investigación que lleva por título "El ciclo de vida turístico aplicado al municipio de Fortín" tiene como objetivo definir la etapa en la que se encuentra el municipio de Fortin según el modelo del CVDT de Butler, a través de la evaluación de la actividad turística, para lo cual, se diseña una metodología en dos fases: la primera consta de un diagnóstico del municipio utilizando el sistema turístico, contemplando las variables de oferta y demanda, el eje económico y social, infraestructura y supraestructura. La segunda fase es identificar la etapa de Fortín dentro del CVDT, con el análisis de la información obtenida y considerando las características de las etapas del modelo utilizado. Los resultados logrados ubican al municipio de Fortín en la introducción, lo que da pauta a la continuación de la investigación y diseñar las estrategias adecuadas para las características del municipio, haciendo uso del diagnóstico de atractivos turísticos naturales y culturales, el catálogo de prestadores de servicios turísticos y con base en eso, diversificar la oferta para lograr pasar a la etapa del desarrollo y así el turismo sustentable sea una actividad económica que contribuya a mejorar la calidad de vida de los residentes.

**Ciclo de vida de los destinos turísticos, sistema turístico y diagnóstico turístico**

**Citation:** CARMONA-VÁZQUEZ, Jessica Irene, MORALES-VALENCIA, Nancy, SÁNCHEZ-RODRÍGUEZ, Jairo and SÁNCHEZ-CRUZ, Jared. The tourist life cycle applied to the municipality of Fortin. ECORFAN Journal-Republic of Cameroon. 2018, 4-6: 21-25.

\* Correspondence to Author (email: [jessica.vazquez@utcv.edu.mx](mailto:jessica.vazquez@utcv.edu.mx))

† Researcher contributing first Author.

## Introduction

In order to make a proper tourism planning and optimal use of resources of a municipality is important to know the stage that is a destination, as with any product; for that reason, it has been taken as a basis model lifecycle tourist destination (VCLT) Richard Butler applied to the municipality of Fortin, Veracruz.

Fortin is one of 57 municipalities that make up the region of high mountains. Semicálido climate is humid with abundant rains in summer. It has a diversity of natural and cultural attractions to be exploited for tourism. However, its current status is unknown, the stage of the life cycle in which it is located and thus it is not possible to propose strategies and lines of action to move to the next stage or reach the stage of development that raises the model where the destination has the possibility of consolidation for maximum utilization.

The proposed model allows an effective review of each of the elements of fate and thus practice proper evaluation and correctly determine the corresponding phase and plan of action to follow. Butler model is divided into six stages: introduction, involvement, development, consolidation, maturity and stagnation. In the sixth stage there are two possible angles; decline or rejuvenation.

In the introductory phase are features such as the limited availability of the product, low sales, high promotion costs, high prices, in relation to the profile of tourists these are allocentric (design your own itinerary), do not hire operators or travel agencies, its origin is from distant places and travel main reason lies in the desire to know different and unique natural and cultural attractions.

It is considered a very accessible destination because the structure is not suitable for the development of tourism, existing tourism services are offered by lessees, contact between tourists and residents is high, the territory is relatively unchanged, tourism represents very little income to society.

At the stage of involvement aspects where local residents are involved in providing tourist services in the same way and contact with tourists are identified remains high, presents an incipient advertising campaign focused on the tourist market already identified, begin to appear tourist seasons, the structure of trips made to the destination is more systematic, public bodies responsible for tourism activities involved in planning, the need to improve transport networks and infrastructure, identifies the number of tourists is growing as a result of new equipment created by local initiatives, the destination becomes more popular, it is developing the market and a tourist season, Public service demand mainly in infrastructure.

In the development phase are features like market research, review of consumer needs, the possibility of identifying a type of tourism in particular and thus create ad hoc advertising campaigns, indigenous participation, involvement in tourism planning, disappearance of small farms and replacing them mostly known hotel chains, domestic products are replaced by imports or artificial products, residents may feel overwhelmed by the tourist population, there may be conflicts and disagreements among tourists and residents, commercial exchange in establishments consumption, increased tourist arrivals, tourist activity control by external rather than local companies, modernization of facilities, participation of tour operators, the uniqueness of the destination is lost and migration are presented.

During the consolidation phase are features of soaring sales, adding value to the product, purchase motivation for other buyers, stable prices, promotion costs are leveled with sales growing number of tourists exponentially, fate and it is part of organized industry sales levels rise to economies of scale and initial tourists have traveled to other destinations.

At the stage of maturity aspects are as competitors grow, sales increased by population, excess load capacity, marketing strategies are strengthened in order to extend the tourist season, continue the great franchises industry, the influence of many visitors and cause discontent services to local residents especially those who have no relation to tourism, the number of tourists does not grow as in the previous stage, prolonged periods low seasons are presented.

In the stagnation phase, you reach the maximum number of visitors stops the load capacity is exceeded, the image is well established but is no longer fashionable, repeat visits so conferences and conventions are used to maintain the flow tourists, oversupply of beds available, genuine and natural attractions are supplanted by imported services and changes frequently experienced owners.

Finally, if the phase of decline occurs it is common to find situations decrease in visitors with reduced stays and little chance of fate to compete with new locations and thus dwindle both spatially and number of tourists. Once you have entered the decline phase, it is possible to re-start the cycle through a phase called rejuvenation, which can only be possible if a complete change in the identity of the tourist attractions of the site is done, this from the public or private sector.

Derived little knowledge of the current situation of the municipality in question, it is difficult to achieve adequate sustainable tourism planning for maximum utilization of resources as a result is able to design viable strategies for the destination.

The main assumption is that the municipality Fortin is currently in phase involvement according to the model VCLT Butler.

### Methodology to develop

The variables through which this research is conducted are: the tourist offer will be evaluated through an inventory of natural and cultural attractions priority using a data collection sheet; Tourism demand to be measured with the number of tourists received profile Fortin; suprastructure measured by the number dedicated to the promotion of tourism agencies; social variable to determine the adaptation of living with resident tourists through tourist culture and the creation of jobs for the greatest benefit of the population; Another variable is the infrastructure to define accessibility and services that are offered to tourists; where economic variable aspects are considered as the average length of stay, tourism spending and GDP share.

Finally municipality characteristics regarding the results of the analysis of the tourism system. these variables to situate Fortin de las Flores in a stage of the life cycle of tourist destinations proposed by Butler are determined. (See Table 1).

Tourism system diagnostics	
1.1 Variable: tourist	
Indicator	Tool
natural and cultural attractions	Record data collection
1.2 Variable: tourist demand	
Indicator	Tool
tourist profile	Poll
Origin tourist	Interview
Tourist movement (arrivals)	statistical report
1.3 Variable: Economic	
Indicator	Tool
Stay	statistical report
tourist expenditure	Report income
Participation to GDP	Tourism Satellite Account
1.4 Variable: social	
Indicator	Tool
Sector jobs	Record data collection
Host community benefit	Survey tourist culture
1.5 Variable: infrastructure	
Indicator	Tool
Sanitation (water supply, garbage collection, drainage)	Data collection sheet and municipal booklet
Energy	
Communication	
Transport	
Edification	
1.6 Variable: suprastructure	
Indicator	Tool
Bodies governing tourism	Record data collection
Fortin identification within the life cycle of tourist destinations proposed by Butler	
2.1 Variable Current Features municipality	
Indicator	Tool
Diagnostic results tourism system	Life cycle theory of tourism destinations

**Table 1** Diagnosis tourist system own calculations

### Results

Once the review of the diagnosis of the tourism system in the municipality the following was found: the tourist offer has a total of 12 natural attractions and cultural attractions 24, which generate a displacement of tourists. On the other hand, the complementary offer has a total of 31 food and beverage establishments, 15 hotels and 3 travel agencies.



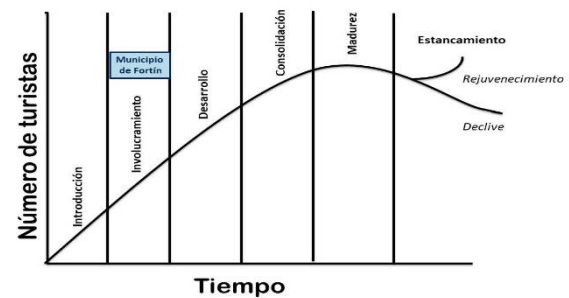
The origin of the tourist is mostly locally, may be the same municipality or from surrounding municipalities as Ixtaczoquitlán, Orizaba, Córdoba, Huatusco and Coscomatepec. Registration tourists is null and only the data obtained informally finding that it is the winter season when most tourists arrive and that they tend to travel with family or through trips for visits through the historic center and the main attractive place. One of the activities of extreme sports that more domestic and foreign arrivals generated is mainly Paragliding in May derived from an event whose name Air Festival.

According to the last existing record of the Tourism Satellite Account in 2016, the share Veracruz had in the contribution of GDP was 1.39%. There is no record of the average stay of tourists. It is estimated that the average cost per day is \$ 900.00 including lodging and food expenses.

As for the social variable, it was identified that the tertiary sector is 71.4% of the population, however, tourist activity only affects 8%, in the analysis of the tourist culture is identified that residents consider Fortin characterized by its landscapes and natural resources, 94% have a perception of the city with tourism potential, identified mostly attraction of locations that make Fortin, unaware of the types of tourism that can be performed and 94% is knowing that the tourism will bring economic benefits to Fortin so the same percentage say they have available for training in tourism culture, known attractions, appear affable with tourists, and although 72% know that there is minimal diffusion believe and has not had the desired range.

At the point of infrastructure, according to the municipal booklet there is a water network that has 228 sources of supply, a system of garbage collection according to latest data it collected 14.6 thousand tons of municipal solid waste, 14 drainage systems and sewerage 20663 sockets installed power, number 17166 housing with running water availability representing 93.8% of the total housing, 5 urban transport lines and one bus terminal with domestic arrivals. At the point of building you can be found a clinic and a health center and a tourism school. Finally, the total road network of the municipality is 27.4 Km.

## Annexes



## Conclusions

The importance of identifying the lifecycle of a destination lies in proposing strategies that promote sustainable development of tourism in the municipality of Fortin. It can be concluded that the municipality of Fortin is in the stage of involvement which leads to the planning of sustainable tourism from the rescue and conservation of natural and cultural attractions, thus may diversify supply and at the same while expanding benefits for providers focused on tourism services. The strategic location of the town between the city of Cordoba and Orizaba Pueblo Magico given the opportunity to be visited by being a step forced between these two major cities; however, have a privileged location is not everything.

Over the years the municipality of Fortin has shown relevant changes in growth and development, which have sometimes generated as a result that can not be progress in tourism despite having the potential and the primary supply and what are the natural and cultural attractions. Initially the town was raised as a tourist attraction and housing, however, has not been able to run a program that detonates mainly tourism. Proof of this is that it has not managed to move to a stage of development according to the model Buttlar. After takes place 1st Flower Fair in 1939, the municipality generated the first arrivals for tourism, this led to the construction of the first hotel by Don Antonio Ruiz Galindo, It is important to state that, to publicize the tourist wealth must implement marketing strategies and marketing, which will give the municipality a better positioning and increased demand; and to promote synergy among the inhabitants involving public, private and society sector in general in order to identify tangible opportunities that tourism can generate, such as jobs, improved quality of life and conservation of natural resources to name a few.

**References**

López, V. (2011, Enero). La reorientación del ciclo de vida del área turística. El caso de Bahías de Huatulco, Oaxaca (México). *Investigaciones Turísticas*, No. 1, pp. 107-121.

Pérez, P. (2012, julio 27). El Ciclo de Vida en un área turística: su aplicación a la Costa del Sol española y su medio ambiente. *Observatorio Medioambiental*, Volumen 15, pp. 21-34.

Rosado, A., Medina, G. (2014). Ciclo de vida turístico de Bacalar, Pueblo Mágico, Quintana Roo. *Teoría y Praxis*, No. 15, pp. 96-120.

Santana, A., Pinto, R. (2010). Bordes y límites del Modelo de Ciclo de Vida del Producto Turístico. Reflexiones desde el terreno de investigación. *Tiempo Libre. Turismo y recreación*, Volumen 1, pp. 1-18.

Virgen, C. (2009, enero). El ciclo de vida de un destino turístico: Puerto Vallarta, Jalisco, México. *Revista de Cultura y Turismo*, Año. 03, pp. 1-24.

# Instructions for Scientific, Technological and Innovation Publication

---

## [Title in Times New Roman and Bold No. 14 in English and Spanish]

Surname (IN UPPERCASE), Name 1<sup>st</sup> Author†\*, Surname (IN UPPERCASE), Name 1<sup>st</sup> Coauthor, Surname (IN UPPERCASE), Name 2<sup>nd</sup> Coauthor and Surname (IN UPPERCASE), Name 3<sup>rd</sup> Coauthor

*Institutional Affiliation of Author including Dependency (No.10 Times New Roman and Italic)*

*International Identification of Science - Technology and Innovation*

ID 1<sup>st</sup> author: (ORC ID - Researcher ID Thomson, arXiv Author ID - PubMed Author ID - Open ID) and CVU 1<sup>st</sup> author: (Scholar-PNPC or SNI-CONACYT) (No.10 Times New Roman)

ID 1<sup>st</sup> coauthor: (ORC ID - Researcher ID Thomson, arXiv Author ID - PubMed Author ID - Open ID) and CVU 1<sup>st</sup> coauthor: (Scholar or SNI) (No.10 Times New Roman)

ID 2<sup>nd</sup> coauthor: (ORC ID - Researcher ID Thomson, arXiv Author ID - PubMed Author ID - Open ID) and CVU 2<sup>nd</sup> coauthor: (Scholar or SNI) (No.10 Times New Roman)

ID 3<sup>rd</sup> coauthor: (ORC ID - Researcher ID Thomson, arXiv Author ID - PubMed Author ID - Open ID) and CVU 3<sup>rd</sup> coauthor: (Scholar or SNI) (No.10 Times New Roman)

(Report Submission Date: Month, Day, and Year); Accepted (Insert date of Acceptance: Use Only ECORFAN)

---

### **Abstract (In English, 150-200 words)**

Objectives  
Methodology  
Contribution

### **Keywords (In English)**

Indicate 3 keywords in Times New Roman and Bold No. 10

### **Abstract (In Spanish, 150-200 words)**

Objectives  
Methodology  
Contribution

### **Keywords (In Spanish)**

Indicate 3 keywords in Times New Roman and Bold No. 10

---

**Citation:** Surname (IN UPPERCASE), Name 1st Author†\*, Surname (IN UPPERCASE), Name 1st Coauthor, Surname (IN UPPERCASE), Name 2nd Coauthor and Surname (IN UPPERCASE), Name 3rd Coauthor. Paper Title. ECORFAN Journal-Republic of Cameroon. Year 1-1: 1-11 [Times New Roman No.10]

---

---

\* Correspondence to Author (example@example.org)

† Researcher contributing as first author.



# Instructions for Scientific, Technological and Innovation Publication

## Introduction

Text in Times New Roman No.12, single space.

General explanation of the subject and explain why it is important.

What is your added value with respect to other techniques?

Clearly focus each of its features

Clearly explain the problem to be solved and the central hypothesis.

Explanation of sections Article.

## Development of headings and subheadings of the article with subsequent numbers

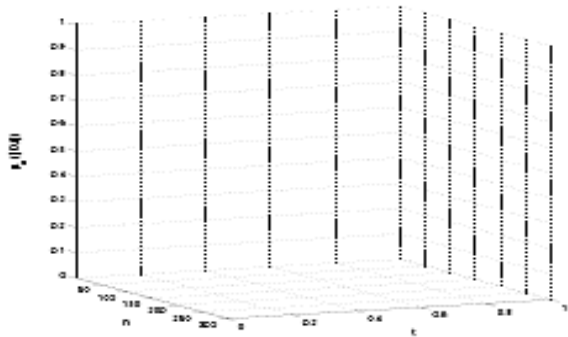
[Title No.12 in Times New Roman, single spaced and bold]

Products in development No.12 Times New Roman, single spaced.

## Including graphs, figures and tables- Editable

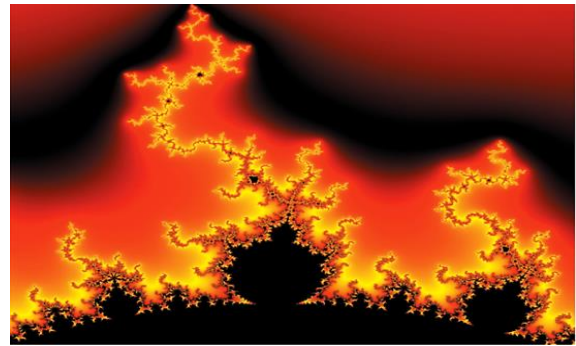
In the article content any graphic, table and figure should be editable formats that can change size, type and number of letter, for the purposes of edition, these must be high quality, not pixelated and should be noticeable even reducing image scale.

[Indicating the title at the bottom with No.10 and Times New Roman Bold]



**Graphic 1** Title and *Source (in italics)*

Should not be images-everything must be editable.



**Figure 1** Title and *Source (in italics)*

Should not be images-everything must be editable.


**Table 1** Title and *Source (in italics)*

Should not be images-everything must be editable.

Each article shall present separately in **3 folders**: a) Figures, b) Charts and c) Tables in .JPG format, indicating the number and sequential Bold Title.

## For the use of equations, noted as follows:

$$Y_{ij} = \alpha + \sum_{h=1}^r \beta_h X_{hij} + u_j + e_{ij} \quad (1)$$

Must be editable and number aligned on the right side.

## Methodology

Develop give the meaning of the variables in linear writing and important is the comparison of the used criteria.

## Results

The results shall be by section of the article.

## Annexes

Tables and adequate sources thanks to indicate if were funded by any institution, University or company.

## Conclusions

Explain clearly the results and possibilities of improvement.

# Instructions for Scientific, Technological and Innovation Publication

---

## References

Use APA system. Should not be numbered, nor with bullets, however if necessary numbering will be because reference or mention is made somewhere in the Article.

Use Roman Alphabet, all references you have used must be in the Roman Alphabet, even if you have quoted an Article, book in any of the official languages of the United Nations (English, French, German, Chinese, Russian, Portuguese, Italian, Spanish, Arabic), you must write the reference in Roman script and not in any of the official languages.

## Technical Specifications

Each article must submit your dates into a Word document (.docx):

Journal Name

Article title

Abstract

Keywords

Article sections, for example:

*1. Introduction*

*2. Description of the method*

*3. Analysis from the regression demand curve*

*4. Results*

*5. Thanks*

*6. Conclusions*

*7. References*

Author Name (s)

Email Correspondence to Author

References

## Intellectual Property Requirements for editing:

-Authentic Signature in Color of Originality  
Format Author and Coauthors

-Authentic Signature in Color of the  
Acceptance Format of Author and Coauthors

## **Reservation to Editorial Policy**

ECORFAN -Journal Republic of Cameroon reserves the right to make editorial changes required to adapt the Articles to the Editorial Policy of the Journal. Once the Article is accepted in its final version, the Journal will send the author the proofs for review. ECORFAN® will only accept the correction of errata and errors or omissions arising from the editing process of the Journal, reserving in full the copyrights and content dissemination. No deletions, substitutions or additions that alter the formation of the Article will be accepted.

## **Code of Ethics - Good Practices and Declaration of Solution to Editorial Conflicts**

### **Declaration of Originality and unpublished character of the Article, of Authors, on the obtaining of data and interpretation of results, Acknowledgments, Conflict of interests, Assignment of rights and Distribution.**

The ECORFAN-Mexico, S.C Management claims to Authors of Articles that its content must be original, unpublished and of Scientific, Technological and Innovation content to be submitted for evaluation.

The Authors signing the Article must be the same that have contributed to its conception, realization and development, as well as obtaining the data, interpreting the results, drafting and reviewing it. The Corresponding Author of the proposed Article will request the form that follows.

Article title:

- The sending of an Article to ECORFAN -Journal Republic of Cameroon emanates the commitment of the author not to submit it simultaneously to the consideration of other series publications for it must complement the Format of Originality for its Article, unless it is rejected by the Arbitration Committee, it may be withdrawn.
- None of the data presented in this article has been plagiarized or invented. The original data are clearly distinguished from those already published. And it is known of the test in PLAGSCAN if a level of plagiarism is detected Positive will not proceed to arbitrate.
- References are cited on which the information contained in the Article is based, as well as theories and data from other previously published Articles.
- The authors sign the Format of Authorization for their Article to be disseminated by means that ECORFAN-Mexico, S.C. In its Republic of Cameroon considers pertinent for disclosure and diffusion of its Article its Rights of Work.
- Consent has been obtained from those who have contributed unpublished data obtained through verbal or written communication, and such communication and Authorship are adequately identified.
- The Author and Co-Authors who sign this work have participated in its planning, design and execution, as well as in the interpretation of the results. They also critically reviewed the paper, approved its final version and agreed with its publication.
- No signature responsible for the work has been omitted and the criteria of Scientific Authorization are satisfied.
- The results of this Article have been interpreted objectively. Any results contrary to the point of view of those who sign are exposed and discussed in the Article.

## Copyright and Access

The publication of this Article supposes the transfer of the copyright to ECORFAN-Mexico, SC in its Holding Republic of Cameroon for its ECORFAN -Journal Republic of Cameroon, which reserves the right to distribute on the Web the published version of the Article and the making available of the Article in This format supposes for its Authors the fulfilment of what is established in the Law of Science and Technology of the United Mexican States, regarding the obligation to allow access to the results of Scientific Research.

Article Title:

Name and Surnames of the Contact Author and the Coauthors	Signature
1.	
2.	
3.	
4.	

## Principles of Ethics and Declaration of Solution to Editorial Conflicts

### Editor Responsibilities

The Publisher undertakes to guarantee the confidentiality of the evaluation process, it may not disclose to the Arbitrators the identity of the Authors, nor may it reveal the identity of the Arbitrators at any time.

The Editor assumes the responsibility to properly inform the Author of the stage of the editorial process in which the text is sent, as well as the resolutions of Double-Blind Review.

The Editor should evaluate manuscripts and their intellectual content without distinction of race, gender, sexual orientation, religious beliefs, ethnicity, nationality, or the political philosophy of the Authors.

The Editor and his editing team of ECORFAN® Holdings will not disclose any information about Articles submitted to anyone other than the corresponding Author.

The Editor should make fair and impartial decisions and ensure a fair Double-Blind Review.

### Responsibilities of the Editorial Board

The description of the peer review processes is made known by the Editorial Board in order that the Authors know what the evaluation criteria are and will always be willing to justify any controversy in the evaluation process. In case of Plagiarism Detection to the Article the Committee notifies the Authors for Violation to the Right of Scientific, Technological and Innovation Authorization.

### Responsibilities of the Arbitration Committee

The Arbitrators undertake to notify about any unethical conduct by the Authors and to indicate all the information that may be reason to reject the publication of the Articles. In addition, they must undertake to keep confidential information related to the Articles they evaluate.

Any manuscript received for your arbitration must be treated as confidential, should not be displayed or discussed with other experts, except with the permission of the Editor.

The Arbitrators must be conducted objectively, any personal criticism of the Author is inappropriate.

The Arbitrators must express their points of view with clarity and with valid arguments that contribute to the Scientific, Technological and Innovation of the Author.

The Arbitrators should not evaluate manuscripts in which they have conflicts of interest and have been notified to the Editor before submitting the Article for Double-Blind Review.

### **Responsibilities of the Authors**

Authors must guarantee that their articles are the product of their original work and that the data has been obtained ethically.

Authors must ensure that they have not been previously published or that they are not considered in another serial publication.

Authors must strictly follow the rules for the publication of Defined Articles by the Editorial Board.

The authors have requested that the text in all its forms be an unethical editorial behavior and is unacceptable, consequently, any manuscript that incurs in plagiarism is eliminated and not considered for publication.

Authors should cite publications that have been influential in the nature of the Article submitted to arbitration.

### **Information services**

#### **Indexation - Bases and Repositories**

RESEARCH GATE (Germany)

GOOGLE SCHOLAR (Citation indices-Google)

REDIB (Ibero-American Network of Innovation and Scientific Knowledge- CSIC)

MENDELEY (Bibliographic References Manager)

#### **Publishing Services:**

Citation and Index Identification H.

Management of Originality Format and Authorization.

Testing Article with PLAGSCAN.

Article Evaluation.

Certificate of Double-Blind Review.

Article Edition.

Web layout.

Indexing and Repository

Article Translation.

Article Publication.

Certificate of Article.

Service Billing.

#### **Editorial Policy and Management**

244 – 2 Itzopan Street La Florida, Ecatepec Municipality Mexico State, 55120 Zipcode, MX. Phones: +52 1 55 2024 3918, +52 1 55 6159 2296, +52 1 55 4640 1298; Email: [contact@ecorfan.org](mailto:contact@ecorfan.org)  
[www.ecorfan.org](http://www.ecorfan.org)

## **ECORFAN®**

### **Chief Editor**

RAMOS-ESCAMILLA, María. PhD

### **Senior Editor**

SERRUDO-GONZALES, Javier. BsC

### **Senior Editorial Assistant**

ROSALES-BORBOR, Eleana. BsC

SORIANO-VELASCO, Jesús. BsC

### **Editorial Director**

PERALTA-CASTRO, Enrique. MsC

### **Executive Editor**

CHIATCHOUA, Cesaire. PhD

### **Production Editors**

ESCAMILLA-BOUCHAN, Imelda. PhD

LUNA-SOTO, Vladimir. PhD

### **Administration Manager**

REYES-VILLAO, Angélica. BsC

### **Production Controllers**

RAMOS-ARANCIBIA Alejandra. BsC

DÍAZ-OCAMPO Javier. BsC

### **Associate Editors**

OLIVES-MALDONADO, Carlos. MsC

MIRANDA-GARCIA, Marta. PhD

CHIATCHOUA, Cesaire. PhD

SUYO-CRUZ, Gabriel. PhD

CENTENO-ROA, Ramona. MsC

ZAPATA-MONTES, Nery Javier. PhD

ALAS-SOLA, Gilberto Américo. PhD

MARTÍNEZ-HERRERA, Erick Obed. MsC

ILUNGA-MBUYAMBA, Elisée. MsC

IGLESIAS-SUAREZ, Fernando. MsC

VARGAS-DELGADO, Oscar. PhD

### **Advertising & Sponsorship**

(ECORFAN® -Mexico – Bolivia – Spain – Ecuador – Cameroon – Colombia - El Salvador – Guatemala -Nicaragua-Peru-Paraguay-Democratic Republic of The Congo, Taiwan),  
sponsorships@ecorfan.org

### **Site Licences**

03-2010-032610094200-01-For printed material ,03-2010-031613323600-01-For Electronic material,03-2010-032610105200-01-For Photographic material,03-2010-032610115700-14-For the facts Compilation,04-2010-031613323600-01-For its Web page,19502-For the Iberoamerican and Caribbean Indexation,20-281 HB9-For its indexation in Latin-American in Social Sciences and Humanities,671-For its indexing in Electronic Scientific Journals Spanish and Latin-America,7045008-For its divulgation and edition in the Ministry of Education and Culture-Spain,25409-For its repository in the Biblioteca Universitaria-Madrid,16258-For its indexing in the Dialnet,20589-For its indexing in the edited Journals in the countries of Iberian-America and the Caribbean, 15048-For the international registration of Congress and Colloquiums. financingprograms@ecorfan.org

**Management Offices**

244 Itzopan, Ecatepec de Morelos–México.

21 Santa Lucía, CP-5220. Libertadores -Sucre–Bolivia.

38 Matacerquillas, CP-28411. Morazarzal –Madrid-España.

18 Marcial Romero, CP-241550. Avenue, Salinas I - Santa Elena-Ecuador.

1047 La Raza Avenue -Santa Ana, Cusco-Peru.

Boulevard de la Liberté, Immeuble Kassap, CP-5963.Akwa- Douala-Cameroon.

Southwest Avenue, San Sebastian – León-Nicaragua.

6593 Kinshasa 31 – Republique Démocratique du Congo.

San Quentin Avenue, R 1-17 Miralvalle - San Salvador-El Salvador.

16 Kilometro, American Highway, House Terra Alta, D7 Mixco Zona 1-Guatemala.

105 Alberdi Rivarola Captain, CP-2060. Luque City- Paraguay.

YongHe district, ZhongXin, Street 69. Taipei-Taiwan.

# ECORFAN Journal-Republic of Cameroon

“Influential factors in the decision to export in the companies located in the municipalities of Valle de Santiago, Jaral del Progreso and Huanímaro, Gto.”  
**CARMONA-GARCÍA, Nélida, RAMÍREZ-BARAJAS, Alejandro, ALMANZA-SERRANO, Ma. Leticia, LOEZA-GARCÍA, Adolfo, PÉREZ-ROMERO, Elizabeth and RIVAS-MORALES, Israel**

“Impact of factors of a tourist destination in strengthening systemic competitiveness”  
**HERNÁNDEZ-PONCE, Oscar Ernesto, VILLARREAL-VILLARREAL, Luís Alberto, SAUCEDO-MONARQUE, Javier, and BÁEZ-PORTILLO, María Marysol**  
*Universidad Autónoma de Nuevo León  
Instituto Tecnológico de Sonora*

“Improved transport system, packaging in bakery companies”  
**GUTIÉRREZ-GARCÍA, Alfredo**  
*Universidad Tecnológica Del Norte De Guanajuato*

“The tourist life cycle applied to the municipality of Fortín”  
**CARMONA-VÁZQUEZ, Jessica Irene, MORALES-VALENCIA, Nancy, SÁNCHEZ-RODRÍGUEZ, Jairo and SÁNCHEZ-CRUZ, Jared**  
*Universidad Tecnológica del Centro Veracruz*

