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

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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

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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" (Alburquerquen, 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."

$H_o = \beta 1 = 0$

$H1 = \beta 1 \neq 0$

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.
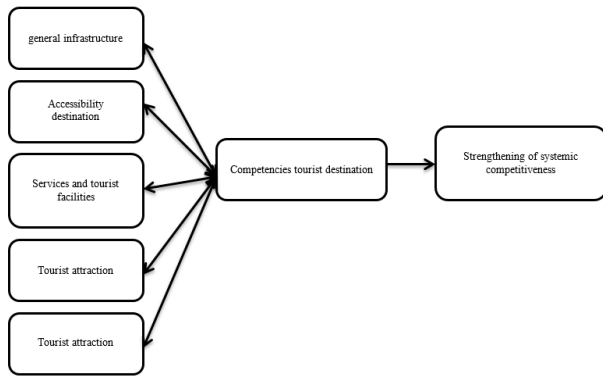
Own calculations

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 probalisitico method through models Chi Square, logit and probit model, which allowed testing of the study hypotheses. confiabilildad 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.	**0.937**

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

Distributionχ^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 χ^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

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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.

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