

Strategies to boost economic and tourist development, under the scheme of Magical Towns in Xicotepec de Juárez, Puebla

Estrategias para impulsar el Desarrollo Económico y Turístico bajo el esquema de Pueblos Mágicos en Xicotepec de Juárez, Puebla

VELÁZQUEZ-VARGAS, José Rubén†*, CRUZ-CABRERA, Clotilde, CARMONA-GONZÁLEZ, Juan Carlos and VAZQUEZ-ARROYO, Felipe

Universidad Tecnológica de Xicotepec de Juárez. División Económico Administrativa. Av. Universidad Tecnológica Núm.1000 Col. Tierra Negra, C.P.: 73080, Xicotepec de Juárez, Puebla

ID 1st Author: *José Rubén, Velázquez-Vargas* / ORC ID: 0000-0002-3085-5515, Researcher ID Thomson: X-2948-2018, CVU CONACYT ID: 953306

ID 1st Coauthor: *Clotilde, Cruz Cabrera* / ORC ID: 0000-0002-4516-7061, Researcher ID Thomson: S-6899-2018, CVU CONACYT ID: 953328

ID 2nd Coauthor: *Juan Carlos, Carmona-González* / ORC ID: 0000-0002-2489-7882, Researcher ID Thomson: Y-1804-2018, CVU CONACYT ID: 954425

ID 3rd Coauthor: *Felipe, Vazquez-Arroyo* / ORC ID: 0000-0002-2142-5978, CVU CONACYT ID: 1006104

DOI: 10.35429/EJRC.2019.9.5.17.23

Received July 27, 2019; Accepted December 20, 2019

Resumen

Las condiciones cambiantes de la economía en nuestro País, aunadas a un riguroso entorno global; demandan alternativas que permitan lograr una administración eficiente de la producción de bienes y servicios para alcanzar las condiciones favorables que generen los medios materiales de bienestar para conservar el mismo nivel de vida en cualquiera de las entidades que lo conforman. Resulta prioritario conocer actualmente en el Municipio de Xicotepec de Juárez, Pue. su valor cultural para generar estrategias que fortalezcan su economía y contribuyan a la preservación de las raíces culturales y afianzar la sustentabilidad turística. Para tal efecto, se realizó un estudio empírico cuantitativo mediante un instrumento de investigación de campo para identificar las acciones de sustentabilidad emprendidas, análisis de mercado gestión de ventas, producción, operación, capacidad instalada, finanzas y uso de la tecnología en las Micro y pequeñas empresas (MYPES) de la localidad. Obteniendo diversos resultados que hacen notoria la carencia de una cultura empresarial que permita el adecuado desarrollo de la economía local. Por lo que se aspira contribuir con el diseño de estrategias que permitan lograr una sustentabilidad turística y mejorar las condiciones económicas sociales y ambientales además de preservar tradiciones y raíces culturales en Xicotepec de Juárez, Pue.

Sustentabilidad, Desarrollo, Estrategias

Abstract

The changing conditions of the economy in our country, coupled with a rigorous global environment; they demand alternatives that allow to achieve an efficient administration of the production of goods and services to reach the favorable conditions that generate the material means of well-being to preserve the same standard of living in any of the entities that comprise it. It is a priority to know currently in the Municipality of Xicotepec de Juárez, Pue. its cultural value to generate strategies that strengthen its economy and contribute to the preservation of cultural roots and strengthen tourism sustainability. For this purpose, a quantitative empirical study was carried out through a field research instrument to identify the sustainability actions undertaken, market analysis, sales management, production, operation, installed capacity, finance and use of technology in Micro and small local businesses (MYPES). Obtaining various results that makes evident the lack of a business culture that allows the proper development of the local economy. Therefore, we hope to contribute to the design of strategies that allow achieving tourist sustainability and improving social and environmental economic conditions as well as preserving traditions and cultural roots in Xicotepec de Juárez, Pue.

Sustainability, Development, Strategies

Citation: VELÁZQUEZ-VARGAS, José Rubén, CRUZ-CABRERA, Clotilde, CARMONA-GONZÁLEZ, Juan Carlos and VAZQUEZ-ARROYO, Felipe. Strategies to boost economic and tourist development, under the scheme of Magical Towns in Xicotepec de Juárez, Puebla. ECORFAN Journal-Republic of Cameroon. 2019, 5-9: 17-23

* Correspondence to Author (email: ruben.velazquez@utxicotepec.edu.mx)

† Researcher contributing first Author.

Introduction

In the current globalizing global context, it is a priority to preserve the territorial identity roots that each region possesses since local economies are distinguished by certain natural and cultural heritage. Nature and culture have a high symbolic value, to the extent that the same community recognizes it as a value (Nieto Mejía, A., 2013).

Disseminating the values that various localities possess is achieved through activities that promote cultural, emotional and recreational experiences, which are carried out through tourism since the geographical space that contains various worldviews can be disseminated as a cultural identity. The territory as a cultural framework is not only a generator of values, but of memory and identification (Galimberti, C., 2013)

Identify those particularities that distinguish Xicotepec de Juárez, make a difference in what is produced and offered to visitors. The article aims to identify cultural wealth to develop proposals that strengthen the economy and contribute to the preservation of cultural roots and the strengthening of tourism sustainability and thus contribute to the design of strategies and incentives that allow improving social and environmental economic conditions.

Tourism in the Region

One of the main economic activities that generate foreign exchange is tourism; According to the World Tourism Organization (UNWTO), Mexico is one of the main tourist destinations in the world despite the decline from sixth to seventh place in the world ranking of countries that are visited by international tourists.

International tourist arrivals 2018			
Country	2017	2018	Millions of arrivals 2018
France	1	1	91.8
Spain	2	2	82.8
Mexico	6	7	41.4
Thailand	10	9	38.3
United Kingdom	7	10	36.3

Table 1 Ranking tourist activity

Source: own elaboration with data from the World Tourism Organization (UNWTO)

In addition, the cultural and gastronomic natural riches it offers, become competitive advantages that are attractive to attract visitors, so in the National Development Plan (PND, 2019-2024) one of the objectives is to position Mexico as part of the main tourist destinations through the sustainable use of national tourism heritage and natural resources. The state of Puebla occupies the sixth place in activities to provide lodging services.

Total tourist arrivals to lodging establishments		
Position	Turistic center	January-April 2019
1	Mexico City	3'418,250
2	Cancun	2'943,012
6	Puebla	1'003,366
9	Monterrey	772,617
10	Veracruz-Boca del Río	604,675

Table 2 Total tourist arrivals to lodging establishments

Source own elaboration with data from the National Tourist Business Council and Datatur of the Tourism Secretariat of the Federal Government

Xicotepec de Juárez, is a Municipality located in the Sierra Norte of the State of Puebla, hosted by the Sierra Madre Oriental, enjoys a mild climate. It rains during most of the year, with annual rainfall of 2,800 mm. It has an area of 312.30 square kilometers that place it in place 34 with respect to the other municipalities of the state. According to INEGI data until 2015, its population was composed of a total of 81,455 inhabitants, 38,757 women and 42,698 are men. With a total of 3,631 people who speak indigenous language (Náhuatl, Totonaca and Otomí).

The distribution of the population by condition of economic activity is as follows: The Economically Active Population is 28,505 of which 27,324 is employed and 1,181 unemployed and 26,761 is made up of the non-economically active population (Students, Retired, home or with some limitation physical). It is a priority for the Municipality of Xicotepec de Juárez, Puebla; properly use the natural, cultural and gastronomic resources that it possesses, in order to attract tourists to this region and take advantage of the preference that travelers have for the state of Puebla and thus strengthen their economy, contribute to the preservation of cultural roots and strengthen sustainability tour.

It also has the recognition of the Magic Town as it has symbols, legends and history being the scene of transcendental events for our country, during the pre-Hispanic and contemporary times, it also contributes to strengthening the national identity.

Currently tourism has positioned itself as one of the most prominent economic activities worldwide; Therefore, it is necessary to create tourist products that diversify the offer of attractions in the destinations and, thus, meet the needs of tourists. Ramírez Hernández (2019), since it has a diversity of attractions, the creation of sustainable tourism is evident and in order to achieve sustainable tourism it is also essential to have a sustainable education and consider reciprocity in the relations of education in the tourism. Maludin Medina (2018).

So the University is the catalyst that allows establishing the achievement of education with sustainability. According to Montalvo & Castillo (2018), it is necessary to facilitate the search for balances between social and environmental economic development in the localities and take advantage of their particularities through their characterization by identifying their degree of fragility, ordering them by areas of exploitation and conservation for the benefit of the local inhabitants, conserving the endemic natural resources and by specificities in a sustainable way creating self-sustainable tourism products that generate benefits to the local population.

Methodology

For this purpose, a quantitative empirical study was carried out by means of a field research instrument consisting of 62 items to try to understand and interpret reality, from the experience and perception of natural persons who develop activities in the Micro and Small Businesses sector. (MYPES) interviewed. To identify the following items: Operation, Use of Technology, Sustainability Actions, Production, Installed Capacity, Sales Management and Finance; which are applied in the Micro and Small companies located in Xicotepec de Juárez, Pue., and currently know in this Municipality, their cultural value to generate strategies that strengthen their economy contribute to the preservation of cultural roots and strengthen tourism sustainability.

Results

To determine the population, only those economic units that carry out activities in the following sectors were taken into consideration: Cultural and sports recreation services, and other recreational services were considered 44 Micro and Small Businesses (Mypes). 608 Mypes were chosen from the temporary accommodation and food and beverage preparation services sector. Adding a total of 652 companies representing the total population.

Companies of Xicotepec de Juárez, Puebla; excluding Educational and Government Institutions	
Exercise	(21197) Xicotepec
(11) Agriculture, animal husbandry and exploitation, logging, fishing and hunting	4
(21) Mining	5
(22) Generation, transmission and distribution of electrical energy, water and gas supply through pipelines to the final consumer.	6
(23) Construction	24
(31 - 33) Manufacturing industries	630
(43) Wholesale trade	89
(46) Retail trade	1808
(48 - 49) Transportation, mail and storage	30
(51) Information in mass media	21
(52) Financial and insurance services	33
(53) Real estate and rental services of movable and intangible assets	37
(54) Professional, scientific and technical services	69
(55) Corporate	0
(56) Business support services and waste management and remediation services	101
(71) Cultural and sports recreation services, and other recreational services	44
(72) Temporary accommodation and food and beverage preparation services	608
TOTAL	3509
Population of Companies under study 44 + 608 = 652	

Table 3 Population choice

Source: own elaboration with INEGI data

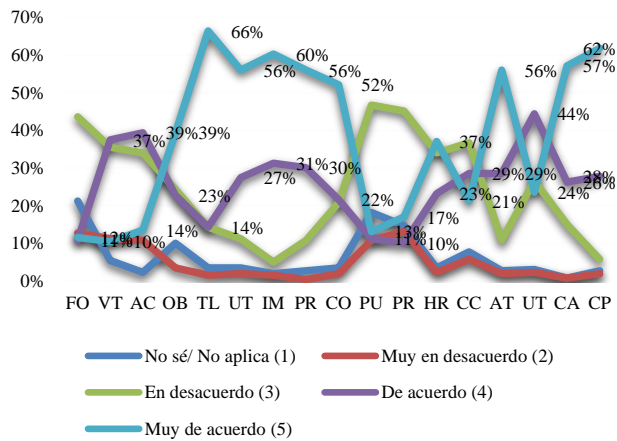
Subsequently, the sample size was determined with a margin of error of 5% based on the population size of 652 Micro and Small companies in Xicotepec, with a 95% confidence level

$$N*(a_c * 0.5)^2 \quad \text{Sample size} = 242$$

$$1 + (e^2 * (N - 1))$$

In the field research, a total of 242 research instruments were applied to the aforementioned sectors.

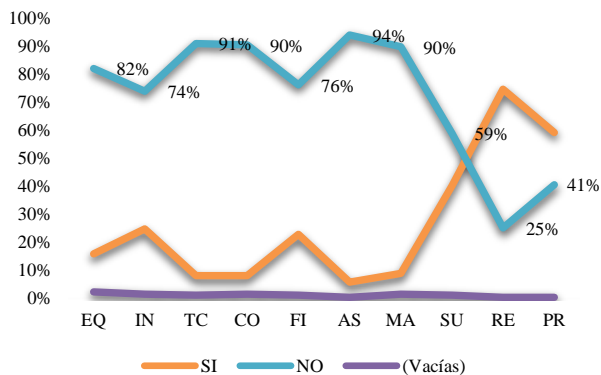
Operation of the Mypes Xicotepec



Graphic 1 Operation of the Mypes Xicotepec
Source Own Elaboration

Regarding the operation of the business, 66% of microentrepreneurs know the legal procedures to operate, 56% have knowledge to calculate the profit margin, have a corporate image in their businesses and affirm that the products are similar to those of In the same way, 56% do not know their SWOT, 58% do not advertise their business, 58% do not promote and 36% do not publish their customer service hours, 42% do not have control and registration of its customers, 57% are also interested in training, 62% compare the products of their suppliers.

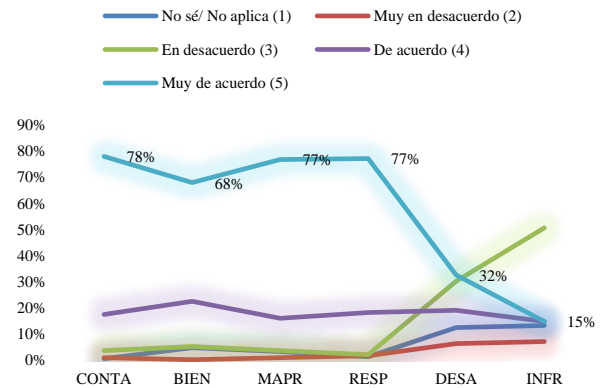
Use of Technology in Mypes Xicotepec



Graphic 2 Use of Mypes Technology Xicotepec
Source Own Elaboration

It is perceived that 82% do not use computer equipment, 74% do not have internet in their business, 91% do not use terminals for credit card collection, 90% do not have an automated switch or answering machine, 76% do not have a signature electronic, 90% do not have operating manuals, but 75% have customer records, 59% have policies and procedures.

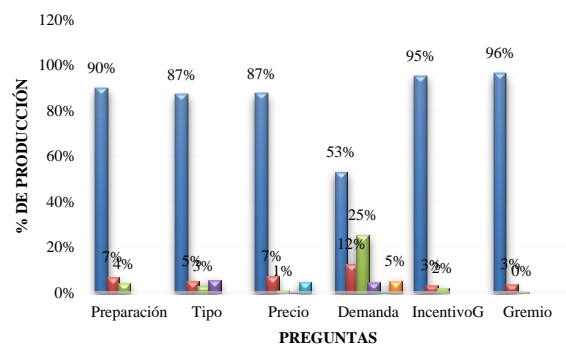
Sustainable actions of the Mypes Xicotepec



Graphic 3 Sustainable actions in the Mypes Xicotepec
Source Own Elaboration

Regarding sustainability and pollution prevention, it was determined that 78% prevent pollution, 68% promote actions that generate well-being for their staff, 77% avoid bad practices such as bribes and corruption, 77% their behavior is ethical with Your clients.

Production in the Mypes of Xicotepec

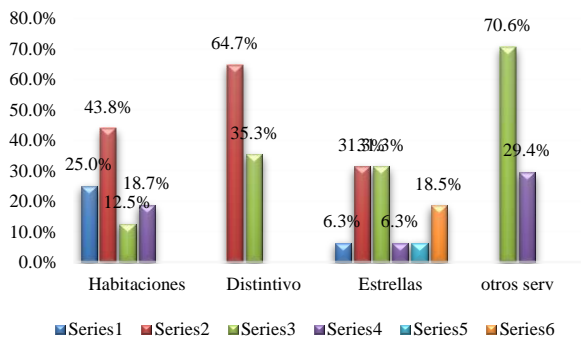


Graphic 4 Production in the Mypes Xicotepec
Source Own Elaboration

The Production of Mypes in Xicotepec is focused on producing food by hand in 90% of its businesses, 7% use technology devices and traditional regional food is best selling with 87%, prices are very accessible.

From \$ 50 pesos to \$ 200, 87% of businesses offer a menu of 50 to 100 pesos, 7% of businesses have a menu of \$ 100 to \$ 150 pesos and 1% has a menu of 150 to 200 pesos, demand of the Mexican dishes is the highest percentage with 53%, fast food with 25% and 12% are occupied by restaurants with a la carte food, only 4% make international food; more than 95% do not receive any incentive and do not belong to any business association.

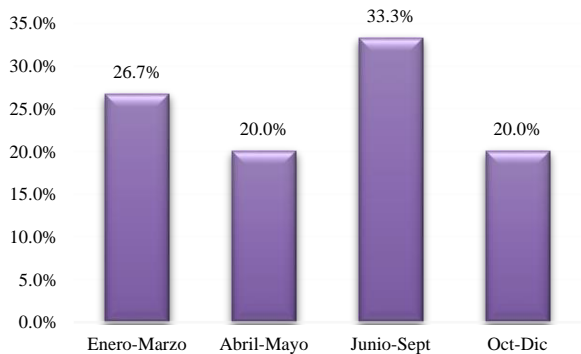
Installed Capacity of the Mypes Xicotepec



Graphic 5 Capacity installed in the Mypes Xicotepec
Source Own Elaboration

Hotels that have between 5 and 10 rooms are 25%, most hotels have between 10 and 20 rooms with 43.8%, the rest 12.5% and 18.7% are for hotels with more than 30 rooms. It should be noted that 64.7% of the hotels have badges (corporate image) and 35.3 do not have them, as for the stars 6.3% have the 5 stars, 31.3 are 4-star hotels and 31.3 are 3 stars, and 6.3% are occupied by hotels 2 and 1 star, and 18.8% responded that they do not apply that degree of evaluation to their facilities.

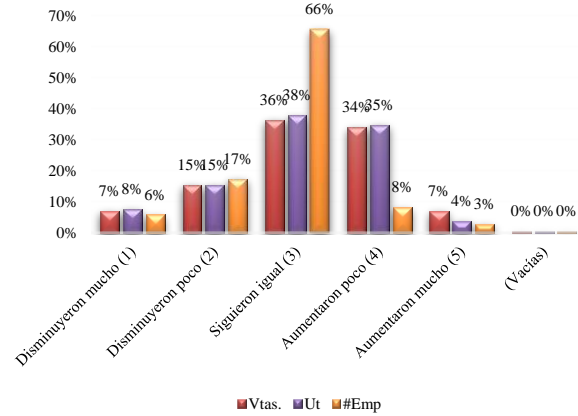
Xicotepec Hotel Sales Management



Graphic 6 Xicotepec Hotel Sales Management
Source Own Elaboration

The hotels declare that the period in which they receive lower income is 33.3% in June-September, with the same trend January-March with 26.7% and the remaining 3 quarters remain with 20%, identifying the best periods for services Lodging are: April-May and October December.

Mype Finance in Xicotepec



Graphic 7 Finance of the MSe's in Xicotepec
Source Own Elaboration

It can be seen that the bars with the highest percentage are focused on indicating that Mypes finances continued without change in the last 3 years, 36% affirm that their sales remain the same, 38% state that their profits remain the same, and 66% recognizes that the number of employees has increased. In terms of growth these increased little in sales with 34%, those that increased their profits with 35% and those that increased little personal only 8%.

Results

Xicotepec de Juárez is one of the 217 municipalities that make up the State of Puebla recognized by the Ministry of Tourism of Mexico as a magical town, because of its geographical location it is an intermediate point between Mexico City and the port of Veracruz is a strategic place to offer tourist and gastronomic services, however, the favorable initial condition has decreased for Xicotepec de Juárez, due to the culmination of the Mexico-Tuxpan highway, as this causes not all tourists traveling to both destinations in the mentioned cities to stop in Xicotepec de Juárez, situation that gives rise to the present research focused on diagnosing the business assets of companies in terms of business and tourism culture to present strategies that contribute to the business development of the Mypes of Xicotepec de Juárez.

It is to be recognized that, like the Mypes of the majority of Municipalities that make up the country, in Xicotepec they suffer from the same problems as: administrative problems, lack of liquidity, absence of advertising strategies, lack of organization manuals, policies and procedures; also sales levels mostly without growth and lack of technology either to communicate their products and services or as tools to control their finances; For this reason, when analyzing the statistical data, the following strategies were formulated, which could later become the object of study to identify the impact that they could have on the benefit of economic development in the aforementioned Municipality. For this purpose the following is suggested:

Establish training projects in a simplified way because entrepreneurs do not have much time for theory, teaching business control methods and procedures applied to the daily practice of the activities they perform.

Promote the culture of management and use of information technologies both for the control of its customers and to broaden its growth horizon.

Make agreements with the Municipal and Higher Education authorities and also with the business associations so that in a tripartite way there will be intervention of the universities, creating and adapting better business models, by the areas of university research and teaching, supported by the periods in which that the students give back to society what they have learned through the social service and stay, in coordination with the support of the Municipality to grant facilities in the training processes for the benefit of the Mypes, all articulated with the business associations.

Rescue the base of the gastronomic menu as heritage of the region to strengthen the local identity itself, consequently its culture and customs that laid the foundations to acquire the denomination of magical town, to adequately promote its cultural wealth to visitors who integrate national tourism and international visiting the region.

To increase sales in the Mypes, training on the use of social networks and advertising media of lower cost should be provided, derived from the low budget with which this sector operates.

Acknowledgments

We appreciate the unconditional support granted by the highest authorities of our M.B.A. Gerardo Vargas Ortíz, Rector; to Mtra. Altagracia Carrillo Parra, Academic Secretary and M.I. Juan Carlos Carmona González, Manager of the Administrative Economic Division of the Technological University of Xicotepec de Juárez to achieve the presentation of this research work.

Conclusions

The project supplies from the tourism angle associated with gastronomy since these sectors are strengthened as a magical town, generating a large part of the economy, which sustains the region to identify, however many of which have been missing, culture as their way of production and preparation of food for this reason when carrying out this project is to determine the sectors that most benefit the magical people to implement strategies that help to improve.

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