

Public policy proposal, inclusive tourism for people with disabilities in San Juan del Río, Qro.

Propuesta de política pública, turismo incluyente para personas con discapacidad en San Juan del Río, Qro.

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Abstract

In this work, the needs of disabled people in the locality under study to enjoy tourist activities, specifically the food of the restaurant of their choice, are presented as meetings and contributions, establishing that there is a lack of awareness and interest in improving the conditions and resources to provide service to this vulnerable group. Therefore, a proposal for people with disabilities was designed and proposed, which was called "public policy aimed at raising awareness and/or training restaurateurs in the provision of services to people with disabilities for inclusive tourism in the city of San Juan del Río, Querétaro". The above was obtained through a mixed type of research, including literature review and field observation, using the qualitative approach for the analysis of information and proposal of the necessary public policy proposal to contribute to the minimization of the detected problem, from which arose the objective of finding and minimizing the areas of opportunity in terms of inclusive tourism for people with disabilities in the restaurant industry of San Juan del Río, Querétaro.

Inclusive tourism, Public policy, disability, San Juan del Rio Qro.

Resumen

En el presente trabajo se exponen como encuentros y aportaciones las necesidades de las personas con discapacidad de la localidad en estudio para disfrutar de actividades turísticas, específicamente de los alimentos del restaurante de su preferencia, estableciendo, que existe una falta de sensibilización e interés por mejorar las condiciones y los recursos para prestar el servicio a este grupo vulnerable, por lo que se diseñó y plantea una propuesta para personas con discapacidad que se denominó "política pública encaminada a la sensibilización y/o capacitación a los restauranteros en materia de prestación del servicio a personas con discapacidad para un turismo incluyente en la ciudad de San Juan del Río, Querétaro". Lo anterior se obtuvo a través del tipo de investigación mixto, incluyendo revisión bibliográfica y observación en el campo, utilizando el enfoque cualitativo para el análisis de información y planteamiento de la propuesta de política pública necesaria para contribuir a la minimización del problema detectado, de donde surgió el objetivo de encontrar y minimizar las áreas de oportunidad en materia de turismo incluyente para personas con discapacidad en la industria restaurantera de San Juan del Río, Querétaro

Turismo incluyente, Política pública, discapacidad, San Juan del Río Qro.

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Introduction

The objective of this work is to find the deficiencies in inclusive tourism for people with disabilities, observed in the restaurant industry of San Juan del Río, Querétaro, without the use of research instruments that require any validation, using a mixed type of research that included observation and own experience in the field, while for the documentary part a theoretical review was carried out to contextualize the problem and the actors involved in it, specifically people with disabilities and the restaurant industry in the city of San Juan del Río, Qro, information at the general level of the country and at the local level of the city under study.

Afterwards, the detected needs of the disabled people of the locality to enjoy tourist activities, specifically the food of the restaurant of their preference, establishing that there is a lack of awareness and interest to improve the conditions and resources to provide the service to this vulnerable group, Therefore, a proposal for people with disabilities was designed and proposed, which was called "public policy aimed at raising awareness and/or training restaurateurs in the provision of service to people with disabilities for inclusive tourism in the city of San Juan del Río, Querétaro", including phases ranging from the detection of the problem as an unmet need to the organizational proposal for the implementation of public policy projects, actors and actions.

The problem

Alcocer Lizcano, (2013) refers that tourism is a dynamic sector that in recent decades has become the support of the national economy in many parts of the world, as it has successfully overcome enormous challenges and challenges demanded by globalization, the way of consumption and consumer expectations. Currently, the influence of international currents in terms of inclusiveness and other objectives of the Agenda 2030 of the United Nations (UN) guides and recommends all sectors to observe the needs of "different" groups, so to speak, of groups that could be vulnerable in the provision of services in the tourism sector, in this case those who have a disability and require services from the restaurant industry.

Similarly, it is noted that the national and local government are working in this regard, in accordance with the provisions of the National Council for the Development and Inclusion of Persons with Disabilities, however, information that can be found in digital press such as Noesis.com, states that these works in the state of Queretaro are for the improvement of infrastructure in the sector.

San Juan del Río, Querétaro is a city that due to its geographic location and wine corridors, among other virtues, is favored by national and international tourism and its interest in offering inclusive tourism in the municipality is observed by initiating training activities for the personnel of governmental agencies in order to have an impact on the promotion and other actions among local tourism service providers in the search for knowledge in the area of attention to people with disabilities, The restaurant industry is also working to make the necessary changes so that their exterior and interior facilities have the appropriate signage and information services to provide a quality service to this vulnerable group.

The restaurant industry

The National Institute of Statistics Geography and Informatics (INEGI) in the collection of sectorial and regional studies for 2021, stated that the North American Classification System (SCIAN) considers the following classification for restaurants, which are found in branch 7225 that refers to food preparation services and alcoholic and non-alcoholic beverages; dividing them into the following activities:

722511 Restaurants with food preparation service a la carte or run-food service.

722512 Fish and seafood restaurants

722513 Restaurants with service of preparation of antojitos (appetizers)

722514 Restaurants with service of preparation of tacos and cakes
722515 Cafeterias, fountains and snack bars

722515 Cafeterias, soda fountains, ice cream parlors, soft drink parlors and the like
722519 Other food preparation services

722519 Other food preparation services for immediate consumption 722516 Self-service restaurants

722516 Self-service restaurants

722517 Restaurants serving pizzas, hamburgers, hot dogs and rotisserie chickens for take-out

722518 Restaurants serving pizzas, hamburgers, hot dogs and rotisserie chickens for take-out

722519 Restaurants serving other food for immediate consumption

722518 Restaurants that prepare other take-out food.

Algunos indicadores de la industria restaurantera

At a national level, INEGI stated in 2020 that the economic units of the restaurant industry represented 12.2% of all businesses in the country and generated a little more than two million jobs, generating 7.5% of the jobs in the country, and that it is mainly made up of micro-enterprises.

In the Municipality of San Juan del Río, Querétaro

According to tourism blogs, San Juan del Río has 124 restaurants within the municipality, where they correspond to:

Table No. 1 Number of restaurants in San Juan del Río, Querétaro.

Quantity	Description
68	Restaurants with a la carte food preparation or with a meal plan:
7	Restaurants with fish and seafood preparation service
8	Restaurants with preparation of antojitos
6	Restaurants with taco and tortas preparation service
19	Cafeterias, soda fountains, ice cream parlors, refreshment stands and similar establishments
16	Restaurants with pizza, hamburgers, hot dogs and rotisserie chicken to take away.

Table 1 Restaurants in San Juan del Río
Source: Own Elaboration with data from Tripadvisor

People with disabilities

What is a disability?

The World Health Organization (WHO) 2021 defines disability as a general term that encompasses impairments, activity limitations and participation restrictions. Impairments are problems affecting a body structure or function; activity limitations are difficulties in performing actions or tasks; and participation restrictions are problems in participating in life situations. Therefore, disability is a complex phenomenon that reflects an interaction between the characteristics of the human organism and the characteristics of the society in which it lives.

The same organization mentions that people with disabilities are one of the most marginalized groups in the world. These people have worse health outcomes, have lower academic results, participate less in the economy and have higher poverty rates than people without disabilities, and for the purposes of this study, it can be said that they are the ones who enjoy tourism the least due to services that are not suitable for them.

The Royal Spanish Academy defines disability, the quality of the disabled, as a person who is impeded or hindered in any of the daily activities considered normal by the alteration of their physical or intellectual functions.

The Ministry of Health of Bogota defines disability as resulting from the interaction between people with impairments and barriers due to attitude and environment that prevent their full and effective participation in society, on equal terms with others.

The statistics of the National Institute of Statistics, Geography and Information (INEGI) 2000 classifies impairments and disabilities according to the organ, function or area of the body affected or where the limitation occurs, giving some examples such as: brain injuries, spinal cord, limb and other body part such as absence of legs, etc., these disabilities refer to the consequences of the impairment in the affected person, for example limitations in speaking, walking, other activity or learning. As more specific examples, not being able to see, or not being able to move a part of your body, etc., also dividing them into total, moderate or severe disability.

Likewise, the National Institute classifies them by group, as shown in the following table: See Table 2 (Annexes)

The 2014 census conducted by INEGI establishes that there are 15.8 million people with some type of disability, which represents 13.2% of the total population. It mentions that the economically active population (EAP) of 15 years and older with disability conditions represents 39.1% and the one without limitation or any disability represents 65.7%, of which 27.6 are women with disability and 47.9 without limitations and 52.9 are men with disability and 84.7 without disability or limitation, this difference in the EAP could be causing significant losses of potential income for households in which people with disabilities reside.

Disability in San Juan del Río, Querétaro

In 2019, the year in which the Support Program for People with Disabilities was created, in a first census 3000 disabled people were detected in the city of San Juan del Río, Querétaro according to García (2019), who also stated that a purge would have to be made because as they would be given a pension of 2500 pesos bimonthly with the mentioned program, some people of those censused could be pretending not to be disabled. The INEGI census of the year 2020 states that the main disabilities present in the population of San Juan del Río were visual, physical, hearing, motor, memory and communication disabilities. The same census provides information on the number of people with disabilities and the percentage of the total population.

Disability	Visual impairment	Physical disability	Hearing impairment	Motor	To remember	For contact
Number of disabled	6383	6044	3377	2516	2455	1950
% of total population	2.14	2.03	1.13	.84	.82	.65

Table 3 Disabilities in the population in San Juan del Río, Querétaro

Source: Own Elaboration with data from INEGI (2020)

Demands of political actors

What do people with disabilities in San Juan del Río, Querétaro need to enjoy tourist activities, specifically food from the restaurant of their preference.

According to Matamoros, Tejeida & Morales (2019), in Mexico, people with disabilities encounter physical, social, economic and cultural barriers to enjoy tourism and recreational activities and the supply in this tourism sector is inefficient in terms of accessibility and there is a lack of adequate public policies, which has prevented them from fully enjoying their free time, considered a universal human right.

Therefore, it is necessary to strengthen or create appropriate public policies in order to create processes that allow linking this group of people with the tourism sector, that is, to improve infrastructure, internal equipment and trained personnel in the various tourist services such as restaurants, hotels and cultural centers, thus avoiding barriers to the social inclusion of people with disabilities.

This is because tourism is a universal human right and is recognized in Article 7 of the World Tourism Organization's (WTO) Global Code of Ethics for Tourism and should be available to any person without physical, social, economic, racial or any other kind of distinction. As in Mexico, the Political Constitution in Article 1 establishes the scope of the human rights of people in conditions of vulnerability or any disadvantage, by pointing out the obligation of all authorities not to discriminate in any way, Rabell (S.f.), as well as various laws such as the General Law for the Inclusion of People with Disabilities, the Federal Law of Tourism, among others, promote and seek to guarantee equal opportunities for people with disabilities within the development programs of the tourism sector.

Regarding the Municipality and the sector that concerns us in the present work, data on restaurants that have equipment and trained personnel for inclusive activities to receive and serve people with disabilities has yet to be determined, however, through observation in a first exploration, we visited restaurants in San Juan del Río, Querétaro, observing that in the providers of this service there is a lack of adequate equipment and trained personnel to serve people with disabilities or lack of sensitivity of the food service providers to this vulnerable group.

Proposed public policy

Therefore, considering the steps mentioned by Rabell (S.f.) for the present work, a public policy proposal is made, in which it can be observed that some of the steps for the elaboration of public policies are proposed, as well as the phases proposed by Pérez (2021).

These phases include: Detection of pending actions with justification of why it is an unsatisfied need and its probable causes; an alternative is also proposed, without having proposed several and choosing one; likewise, the evaluation phase is included, without being evaluated, but it is thought that this would be positive, hypothetically considering that the local government has the capacity to intervene, it would be effective and that there is political feasibility. It also includes the objectives (general and specific), the project for the chosen alternative with activities and the projection of objectives, the necessary organization for the implementation of the public policy projects with space to propose participants and leaders.

The pending action of creating a public policy aimed at raising awareness and/or training restaurateurs in the provision of services to people with disabilities for inclusive tourism in the city of San Juan del Río, Querétaro is detected.

It is an unsatisfied need since in relation to another time and another space, it is behind and in order to initiate actions in the city that are aimed at inclusive tourism for people with disabilities, it is necessary that first the service providers are sensitized and trained in this regard. The probable cause of this need is that there is little interest in providing the service to this vulnerable group or lack of knowledge of the rights of this same group with respect to inclusive tourism.

Therefore, the alternative is to start with a program to sensitize and train restaurateurs in the provision of service to people with disabilities.

Considering that this alternative solution to the problem or area of opportunity observed would be evaluated by the municipal government as feasible, considering the criteria of:

- Intervention capacity (Financially and organizationally).
- Effectiveness (Efficiency in resources and objectives)
- Political feasibility (social and legal feasibility).

Objectives of the chosen alternative

Sensitization and/or training to restaurateurs in terms of providing service to people with disabilities for inclusive tourism in the city of San Juan del Río, Querétaro.

General objective:

Raise awareness and train restaurateurs in the city, through a process that considers training, exchange of experiences, promotion of best practices in service to the disabled, social dialogue and the commitment of stakeholders to the existing challenges in the field.

Specific objectives:

Promote greater knowledge among stakeholders on initiatives, standards, approaches, methods, etc., of service delivery to people with disabilities through various processes of capacity building, training, research - among the various stakeholders - on approaches and methods, systematization and dissemination, which contribute to a better understanding of the benefits and the role of the various stakeholders in the development of services.

Project for the chosen alternative

1. Municipal project to raise awareness and provide training in the provision of tourism services to people with disabilities for inclusive tourism.

Institutional project activities for awareness and training in the provision of tourism services to people with disabilities for inclusive tourism.

Design and implementation of a web platform (a space on the municipal government's website) for the dissemination of information on the subject.

Organization of conferences, seminars and training courses on the subject with the participation of international and national experts. See Table 4 (Annexes).

Organization for the implementation of public policy projects and activities.

In order to implement the project activities for training and capacity building in the provision of tourism services for people with disabilities, a committee or management council is first required to initiate the implementation, manage the financing and continuity of the identified lines of action.

This council can be organized into commissions or subcommittees by topic that are responsible for implementing what is necessary to carry out the actions of each of the projects, that is, for designing the work plan on the basis of social dialogue and consensus among all the participating actors, which must have technical, social, political and financial viability.

1. These commissions should be formed on the basis of the activities proposed for each of the projects:
2. Commission for training and education in the provision of tourism services to people with disabilities.
 - A) Committee for the Design and implementation of a training program on the provision of tourism services to people with disabilities at the municipal level.
 - B) Committee for the design of a training plan for the provision of tourism services to people with disabilities in order to strengthen and expand the actions currently being carried out.
3. Communication and Dissemination Committee
 - C) Committee for the design and implementation of a web platform for the dissemination of information on the provision of tourism services to persons with disabilities.
 - D) Committee for the organization of conferences, seminars and training courses on the provision of tourism services for people with disabilities with the participation of international and national experts. See table number 5 (Annexes)

Conclusions

After what has been observed in companies of the tourism sector, specifically in those dedicated to the provision of prepared food services, as well as analyzing the information from bibliographic sources, it is confirmed the existence of a situation that does not contribute to the exclusivity of people with disabilities to receive services according to their needs in the restaurant industry of San Juan del Rio, Qro.

Being that: there is no sensitivity, knowledge in the workers of the mentioned business or the service providers to improve the necessary conditions for a quality service to vulnerable people due to their disability.

Likewise and derived from the above, a proposal to improve the quality of services offered to people with disabilities in the city, called "public policy aimed at raising awareness and / or training to restaurateurs in the provision of service to people with disabilities for inclusive tourism in the city of San Juan del Rio, Queretaro", including phases such as: detection of pending actions with substantiation of why it is an unmet need and its probable causes; an alternative is proposed, the phases of evaluation, objectives, project to be implemented, necessary organization for the implementation of the public policy projects with space to raise participants and leaders are included.

Annexes

Group	Subgroup	Examples
Sensory and communication disabilities	- Disability to see, - Hearing impairment, - Speech impairment (muteness), and - Communication and language comprehension disability	Ablepsia Amaurosis Sightlessness Total blindness Blind Missing one eye One-eyed Hearing impaired No hearing in one ear Born deaf Does not hear in right or left ear Deaf-mute Uses hearing aid Lack of tongue Mute Mute Does not speak well No speech Obmutescence (total loss of voice) Cleft lip and palate Alexia Dysphasia Lacunar language

Motor Disabilities	<ul style="list-style-type: none"> - Disabilities of the lower extremities, trunk, neck and head, and - Disabilities of the upper extremities 	Bone shortening of the lower extremity Amputation of any part of an extremity Amputation of legs or feet Leg atrophy Rheumatoid arthritis Lame Disabled legs Missing foot or leg Missing toes Not walking Partial paralysis of legs Pes cavus Amputation of arms or hands Absent arms or hands Fingers fused together Missing fingers or toes One-armed No movement of hands or arms
Mental Disabilities	<ul style="list-style-type: none"> - Intellectual disabilities (mental retardation), and - Behavioral and other mental disabilities 	Brain atrophy Mental weakness Mental deficiency Dementia Alzheimer's disease Mental gaps Slow learning Complete memory loss Amnesia Mental retardation Down syndrome Trisomy Hallucinations Epileptic seizures Autism Suicidal behavior Seizures Insanity Neurosis Psychopath
Multiple and other disabilities	<ul style="list-style-type: none"> - Multiple disabilities and - Other disabilities 	Limitation of movement or walking and limitations in the use of arms or hands Quadriplegia Stroke Stroke Parkinson's disease Unable to move Left or right side paralysis Total paralysis Asthma Blood cancer Kyphosis Diabetes
Special keys	<ul style="list-style-type: none"> - Descriptions that do not correspond to the concept of disability - Not specified general 	Uric acid Alcoholic Allergy High blood pressure Anemia Arthritic Arm droop Cramps Hardly hears Hardly sees Heart difficulty Stuttering Dyslexia Difficulty breathing Uses crutches Uses prosthesis Old age

Table 2 Disability groups
 Source: Own Elaboration based on statistical data from INEGI (2000)

Thematic Commission	Lead	Participants
Training and education commission for the provision of tourism services to people with disabilities this commission must work on the lines of action of training and education; research and systematization in order to carry out activities 1, 2, 3, 4, 5, 6, 7, 8 and 8.		

Table 4 Projection of public policy objectives
 Source: Own Elaboration

Projectable Objectives	Indicators, Verifiers and External Factors		
Awareness raising and training on issues related to the provision of tourism services to people with disabilities for inclusive tourism.	Indicators	Verifiers	External factors
General Objective of the Project (Long-Term): To promote the provision of tourism services to people with disabilities, through a process that considers training, exchange of experiences, promotion of best practices, social dialogue and stakeholder engagement with existing challenges in the field.			
Specific Project Objectives	1.- To promote greater knowledge among stakeholders about initiatives, standards, approaches, methods, etc., for the provision of tourism services to people with disabilities.		
	2.- To establish different training, education and research processes - among the different stakeholders- on the provision of tourism services to people with disabilities.		
	3.- To raise awareness among stakeholders about the benefits and the role of each one in the development of tourism services for people with disabilities in the municipality.		
General Objective of Project 1 (Short Or Medium Term):			
Specific objectives of the project for raising awareness and training in the provision of tourism services to persons with disabilities	1.- Design and implementation of a training program on the provision of tourism services to people with disabilities for all stakeholders.		
	2.- To design and implement a training program for the provision of tourism services to people with disabilities in order to strengthen and expand the actions currently being carried out.		

Table 5 Who participates and leads such commissions?
 Source: Own Elaboration

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