



GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH
Volume 11 Issue 2 Version 1.0 February 2011
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
ISSN:0975-5853

Administration of Regional Development and Sustainability Cultural Tourism in the Southern Region of Jalisco

By José G. Vargas-Hernández, Mohammad Reza Noruzi

Internacionales Centro Universitario, Islamic Azad University

Abstract- This study aims to determine the potential of cultural tourism in the municipalities that comprise the region 6 of the State of Jalisco, territorially delimited in the South of Jalisco. Are tested first to determine the demand for cultural tourism to determine the cultural tourist profile under the assumptions that tourists especially motivated by culture, tend to travel longer distances than most tourists. It discusses the motivations and satisfactions of cultural tourists to establish the potential market in accordance with the characteristics of the target market in the southern region of Jalisco. Any operation of cultural tourism companies should make the strategic diagnosis, so that explains the use of SWOT analysis as a tool for strategic planning of cultural tourism enterprises. Finally, we propose the development strategies of cultural tourism in this region of southern Jalisco.

Keywords: *Regional development, tourism companies, Southern Jalisco, Cultural Tourism.*

Classification: *GJMBR-A JEL Classification: H11*



Strictly as per the compliance and regulations of:



Administration of Regional Development and Sustainability Cultural Tourism in the Southern Region of Jalisco

José G. Vargas-Hernández¹, Mohammad Reza Noruzi²

Abstract-This study aims to determine the potential of cultural tourism in the municipalities that comprise the region 6 of the State of Jalisco, territorially delimited in the South of Jalisco. Are tested first to determine the demand for cultural tourism to determine the cultural tourist profile under the assumptions that tourists especially motivated by culture, tend to travel longer distances than most tourists. It discusses the motivations and satisfactions of cultural tourists to establish the potential market in accordance with the characteristics of the target market in the southern region of Jalisco. Any operation of cultural tourism companies should make the strategic diagnosis, so that explains the use of SWOT analysis as a tool for strategic planning of cultural tourism enterprises. Finally, we propose the development strategies of cultural tourism in this region of southern Jalisco.

Keywords: Regional development, tourism companies, Southern Jalisco, Cultural Tourism.

I. CONCEPTUALIZATION

Tourists with special interest in culture corresponds to the segment of "cultural tourism", ie, size and value are directly attributable to the country's cultural values that encourage tourists to take a trip. Tourists with occasional interest in culture belong to other tourism segments (CESTUR). A special program of incentives for tourism related to culture or values must recognize contributions that tourism can have for culture and vice versa, to capitalize on the positive and generate synergies for the development of both sectors. It associates the word "tourist and cultural attraction" with the tangible and intangible cultural heritage.

About¹- Profesor Investigador miembro del Sistema Nacional de Investigadores Departamento de Mercadotecnia y Negocios Internacionales Centro Universitario de Ciencias Económico Administrativas Universidad de Guadalajara. Periférico Norte 799 Edificio G-306 Zapopan, Jalisco C.P. 45100; México.

Tel y fax: +52(33) 3770 3343 Ext 5097

E-Mail- josevargas@cucea.udg.mx, jgvh0811@yahoo.com, jvargas2006@gmail.com

About²- Policy Making in Public Sector Islamic Azad University, Bonab Branch, Iran Young Researchers Club Member, IAU Bonab, Iran.

Tell: +98- 426-4224915

E-Mail- mr.noruzi@modares.ac.ir, mr_norouzi@pnu.ac.ir, mr.noruzi.pnu@gmail.com

II. DETERMINATION OF THE DEMAND OF CULTURAL TOURISM

1) Mexican tourism in the hierarchy of the countries of the world in the year 2004.

When you start the twenty-first century, tourism is the most important for economic development and the cornerstone for the development of services with a value estimated at 476 000 million. It is therefore a powerful tool to promote development of villages in terms of advantage.

Mexico ranks seventh among the main recipients of international tourism, after France, Spain, United States, Italy, China, UK and Austria.

Table 1: Mexico's Tourism related information

Mexico	2004			2014		
	Growth			Growth		
	Relative	Absolute	Growth	Relative	Absolute	Growth
Personal Travel & Tourism	17	130	133	16	137	124
Business Travel	14	-----	131	12	---	39
Public expenditure	12	58	168	11	62	145
Equity Investments	11	93	2	7	94	3
Visitor Exports	16	113	9	12	115	15
Other exports	11	15	27	9	15	19
Travel and tourism demand	12	---	34	10	---	13
Tourism and travel industry	14	108	91	11	103	68
tourism economy	11	99	52	10	70	14
Tourism industry employment	22	115	89	19	110	68
Tourism economy employment	14	75	42	8	52	4

12004 Real growth adjusted for inflation.

22005-2014 annualized real growth adjusted for inflation

Total 174 countries and 13 regions (largest / highest / The biggest one is number one, the smallest / most under / the worst is number 174 0 13 0 is no hierarchy aggregate region.

Source: World Travel and Tourism Council. Mexico travel and tourism merging ahead.

A study by the World Travel and Tourism Council (WTTC) based on eight indicators of Tourist Competitiveness Monitor (Financial Infosel, 2004) and applied to 212 countries, puts Mexico in the 70th. The eight indicators are prices, human tourism, infrastructure, environment, technology opening to tourism, social and human resources.

The price index considers "the costs that consumers pay for hotel products and services ... taxes on purchases of goods and service utilization."

The human tourism index takes into account "the people's participation in tourism activities."

Table 2: Place of Mexico from 212 countries

Index	Place of Mexico from 212 countries
Tourist Opening	54
Prices	66
Human Resources	70
Technology	71
Social	72
human Tourism	89
Environment	92

2) *Economic Impact of Tourism sector in Mexico*

According to the latest official information available from the Government of Mexico (Bulletin Quarterly Tourism) the number of international tourists to Mexico in 2003 showed growth rates marginally below that recorded during the previous year representing a significant reduction for the indicator in 2003. When considering the total international tourists in 2003 (more border placement) reveals a contraction (-5.1%) resulting from the collapse of border tourists, going from 9.8 million tourists in 2002 to 8.3 million tourists in 2003, a reduction of 15%. The country received 18.7 million international tourists, down by 5.1% over 2002. The main reason for the negative balance in number of tourists is due to increased immigration enforcement at the border with the United States, caused by exogenous factors such as the recent conflicts in the Middle East and the severe acute respiratory syndrome.

Although there was a lower number of international tourists compared with 2002, the inflow of

hard currency received in 2003 allowed to record historical figures as the result achieved in 2003 is the highest level seen in the last four years. Tourists in hospital, are those who generate more foreign exchange for our country, so no border tourism presented a positive change that led to the outflow of hard currency to grow, by increasing the total expenditure of international visitors to Mexico, resulting in a significant increase in the surplus of passengers.. The segment of tourists in hospital ended the year 2003 with 10.4 million, 4.8% higher than the levels presented in 2002. Spending increased from 8.858 at 2002-9457000 dollars, a level which represents an increase of 6.8%. Within this segment, the placement tourism contributed 70% of total deposits, 23% were in the hikers and the remaining 6% is recorded border tourists (Tourism Quarterly Bulletin). The cruise segment recorded an increase in currency in 2003 to 35.9 over the previous year.

There was also a reduction in the flow of tourists and visitors Trans fronteras international outside Mexico than in 2003 accumulated a 18.6% drop. The total expenditure incurred by Mexicans abroad showed a surplus in the tourism balance of \$ 3.204 million for 2003, 14.5% more than in 2002.

In 2003 recorded 47.9 million tourist arrivals national hotel rooms, which means an increase of 1.3% compared to the previous year. In 2003 domestic tourism increased the average stay of tourists at night overnight or 8.2%, highlighting especially in beach destinations, while the fate of cities recorded lower occupancy rates .. The interior cities and large cities respectively showed a contraction of 2.8 and 1.5 percentage points compared with the levels recorded in 2002, while the border cities showed a good performance by recording an average occupancy of 60.2%, which is 6.3 percentage points higher than that of a year earlier.

In 2004 it is expected that travel and tourism generates in Mexico 8.40.200 million pesos equivalent to U.S. \$ 73.3 billion in economic activity (total demand). The direct impacts of this industry include:
+681, 354 jobs, representing 2.4% of the total.
186 800 million Mexican pesos equivalent to U.S. \$ 16.3 billion gross domestic product, equivalent to 2.7% of total

However, because tourism touches all sectors of the economy, its real impact is greater. The economy of this sector directly and indirectly represents:
+2, 865.740 jobs representing 10.0% of total
+ 643 200 million pesos of gross domestic product, equivalent to 9.4% of the total.
+ 299 900 million Mexican pesos equivalent to U.S. \$ 26.2 billion of exports, goods or services and 13.8% of total exports

- + 168 300 million Mexican pesos equivalent to 14.7% billion of capital investments or 10.7% of total investments.
- + 40 300 million pesos equivalent to U.S. \$ 35.5 billion of government expenditure or 5.1% of participation.

3) *Growth*

For 2004, tourism projects in Mexico

- + Real growth of 11.1% of total demand.
- + 9.3% of the domestic product of the tourism industry sector, 186 800 million Mexican pesos equivalent to U.S. \$ 16.3 billion gross domestic product for the industry directly, and 10.7%, 643.2 thousand million pesos of gross domestic product, equivalent to 9.4% of the total. For the economy of tourism in general (direct and indirect costs).

- + 8% in employment in the tourism industry with direct impact only, or 681.354 jobs, and 9.9% or 2.86574 million jobs in the tourism economy in general, direct and indirect impact.

In the next ten years, tourism in Mexico is expected to reach an annualized real growth:

- + 7.1% of total tourism demand for logar2, 340 equivalent to 000 million (U.S. \$ 167.4 bn) in 2014.
- + 5.5 of total of total domestic product of the tourism sector up to 422 900 million pesos equivalent to U.S. \$ 124.6 billion to the economy of tourism in general.
- + 3.1 in employment in the tourism sector to reach 921, 832 work directly in industry and 5.8% to 5.02955 million jobs in the tourism economy in general for the year 214.
- + 7.9% in exports of visitors rising to 382 300 million pesos, equivalent to 27.3 billion dollars for the year 214.
- + 9.9% in terms of capital investment to increase to 604 700 million pesos, equivalent to 43. \$ 2 trillion in 2014.
- + 2.3 & in terms of increased public expenditure to reach 70.6 thousand million pesos equivalent to \$ 5 billion in 2014.

In Mexico, cultural tourism figures have not been determined accurately. Only the National Institute of Anthropology and History (INAH) estimated to have captured in the spaces under their custody 16.4 million visitors in 2002. The domestic visitors accounted for about four-fifths with a total of 13.2 million and international one-fifth with 3.2 million. However, among domestic visitors do not distinguish between tourists and residents of cities where sites are located.

The culture is in sixth place as the main motivation for domestic tourism and the fourth for international tourism. It is estimated that tourism especially motivated by the culture in Mexico accounts for 5.5% of domestic passengers and 3% for international. Almost 70 million tourists with activities related to culture in Mexico. The cost per trip of tourism demand is related to culture the national average, by increasing their daily intake based on their activities

around the cultural heritage and their stay is greater than that of other segments.

III. PROFILE OF TOURISTS WITH CULTURAL STATEMENT

Tourists especially motivated by culture, tend to travel longer distances than most tourists. To carry out a cultural incursion personal investment is needed of the tourist, who expressed greater interest in learning and engage in the life of the place visited, which requires more time than a scenic trip, the more visited is the culture of others, more curious results on the tourists.

Main activities, those related to tangible heritage are very popular among tourists especially motivated by culture, representing 48% of all tourism activities conducted by national and international 63%. The intangible elements are by their very nature, more difficult to identify although its influence is manifested in a general sense of impregnating the culture visited tourist.

In the case of activities from tangible and intangible heritage, the archaeological sites (27%) are a favorite of international tourists especially motivated by culture. As for the intangible heritage, prefer to see the traditions and customs of the communities (9%). For its part, Mexicans prefer to attend activities related to intangible assets (52%) among its outstanding regional cuisine tasting (13%). The tangible heritage related activity preferred by Mexican tourists is the observation of architectural monuments (18%). This relates to the interest, rather than didactic aesthetic appreciation of most cultural travelers.

IV. MOTIVATIONS AND SATISFACTION OF CULTURAL TOURISTS

Both domestic and international tourists, the attributes relating to architecture and living culture are key motivators. The place of these factors between nationals and foreigners is reversed, with the themes related to culture alive for those of more international tourists and those related to tangible assets most important to the national tourist. The tourist interested in culture, is also seeking money, climate, landscape and activities that can meet the members of the group that travels.

Mexican cultural tourists are sensitive to the cost-benefit purpose, value destinations around the variety and quality of activities offered, is willing to spend on experiences, but not in services that do not provide clear differences with respect to others who have a interesting style. The economic cost factors, emotional and physical are crucial. The relationship between them and their benefits must be proportionate. A cultural tourist destination and to provide cultural

activities featuring comfort and additional options for leisure and entertainment, is more likely to attract tourists or occasional specialized than other destinations. Considered cultural tourists in general are scarce pleasant and attractive cultural offerings for children and adolescents and that failure to appreciate the teaching culture.

V. MARKET POTENTIAL

Surveys to estimate and characterize the current volume of demand for cultural tourism in the domestic market indicate that only 5.5% of domestic tourists are considered especially motivated by culture and 35.7% with casual interest. globally 37% of the tourists engage in some cultural activity during their trip and the annual growth rate will be 15% from 2000. (Bywater, M., 1993)

Mexico is currently involved with the tourists, - 554.233 1.8% of the market they represent the sending countries, USA, Canada, Germany, France, Spain and England, which means there is huge potential for market penetration, as long as the market develops and adequate supply. Mexico is already involved with the 8.4% market share amounting to 7.2 million tourists. tourists with a casual interest in culture, they represent a total of 84.9 million tourists who travel abroad: 35% of the total. Mexico is already involved with the 8.4% market share amounting to 7.2 million tourists.

VI. DETAILS OF THE OFFER OF TOURIST DESTINATIONS-CULTURAL

The size and competitiveness of the tourist and cultural offer can not be assessed from these resources in isolation but in relation to geographic locations where they are located, and in which converge the various elements that make it feasible for your visit.

The criteria used for selecting the destination locations are:

1. The role they play in the tourism system;
2. The main features that have cultural heritage;
3. The terms of infrastructure and services for tourist use and
4. Details of the local population.

It becomes most apparent difference between domestic and foreign perceptions.

As examples of the wide diversity of cultural tourism resources can be mentioned:

- Cities and towns with secular architecture, historical values and particular environments.
- Groups with techniques of production and exchange themselves, usages and customs, chronicles, legends, rituals, festivities, gastronomy, etc.,
- Archaeological sites that are open to the public (INAH)

- Landmarks of historical value of the XVI to XIX (CONACULTA)
- Objects historical, artistic and everyday use, exhibited in museums registered by the INAH, Houses of Culture, Private Museums, State, Municipal and Community.
- Events and festivals, theatrical events, concerts, cinema, dance, etc..
- In terms of infrastructure and services, tourists interested in culture can use the facility for other tourist segments, for example:
- food and beverage establishments, travel agencies, tour guides and car rental.
- Highway that connects major cities and highways which connect small towns and airports, three of which are international.

VII. OPERATIONS OF THE BUSINESS OF CULTURAL TOURISM

In cultural tourism are companies from various sectors of production. In addition to the tourism and cultural sector, significantly involved companies and institutions involved in urban development and the service sector in general and support areas.

1) *Cultural Tourism Sectors*

The cultural tourism agencies include public, private and social, this diversity of actors makes the administration has a greater complexity than other fields of tourism.

In specific areas of tourism and culture whose presence turns excel is very important in those places where the activity takes place:

- Hotels
- Tour operators
- Museums
- Craft Stores
- Restaurants
- Tourists Guides
- Cultural sites managed by the INAH

In the relations of the actors in the system, the basic structure of marketing generates harmonious relations between private actors in the tourism sector. In addition to these key players, cultural tourism has other such as:

2) *Cultural tourism players*

- Municipal authorities, state and federal
- Bodies promoters Culture
- Administration of sites and monuments
- Nongovernmental organizations
- Universities, schools and institutes
- Business of Entertainment
- Carriers
- Tourists Guides
- Travel Agencies

- Independent travel Promoters
- Associations and Clubs

VIII. SWOT CORPORATE ANALYSIS

Internal	Strength Emergence of companies in the process of modernization that value culture	Weakness Predominance of firms with conventional approaches to culture and tourism and lack of adequate supply
External	Opportunities Recognition of culture as the value of differentiation and identity and its importance for the competitiveness of the company	Threats Short-term business vision and prominence of big business (mass model) as a paradigm.
	Companies and Products competitive heritage value and participate in strengthening cultures local	Simulated Development and use conventional of spaces property in Tourism
	Creating enclaves business without local benefits regional	The use of heritage limited to entertainment. Competition price, and loss profitability businesses and destinations

In general, the business outlook is favorable for the development of cultural tourism requires a better use of cultural resources to strengthen the identity of the destinations and the country as there are more strengths than weaknesses. Need greater certainty about the path to take to seize the assets and improve the participation of Cultural tourism companies, there is a willingness to undertake the necessary improvements to enhance the development of these communities and tourism enterprises.

Recognized six areas for action in proposing a series of strategic guidance and tactical approaches that will strengthen and enhance the relationship of tourism activities in their cultural side:

1. Revaluation of the relationship between culture and tourism
2. Systematization of planning and control instruments
3. Organizational strengthening
4. Optimization of cultural heritage management
5. Enriching the cultural tourism offer
6. Rethinking the promotion and marketing

IX. BUSINESS DEVELOPMENT STRATEGIES OF CULTURAL TOURISM

1. Improving the coordination of the various factors involved in the activity for development programs, marketing, participation in the conservation and enhancement of cultural heritage in the areas: intersectional and interdisciplinary.
2. Improve mechanisms for training of Human Resources.
3. Facilitate the development of small and medium companies and grocery services to strengthen the system as a whole
4. Strengthen the bond of action of the companies with the conservation and enhancement of cultural heritage
5. Encourage companies to provide information to tourists on cultural activities that exist in the destination, and to establish awareness programs for the care of heritage and respect for local customs
6. Promoting and using cultural tourism to differentiate the existing tourist facility, opening new market opportunities
7. Diversify mechanisms to promote and market segments with an interest in culture
8. Harnessing the elements of cultural identification of each region to increase differentiation of Mexican companies in domestic and international markets
9. Promote use of sustainable technology (alternative energy, recycling, etc.)..

REFERENCES RÉFÉRENCES REFERENCIAS

1. Bywater, M. (1993) The Market for Cultural Tourism in Europe, N. EIU 6.
2. Cestur (2002). Cultural tourism in Mexico. Study Centre of the Ministry of Tourism.
3. Encarnacion, Salvador. The Famous Equipales Zacoalco. Daily Mirror Collection.
4. Facun. "In the footsteps of Juan Rulfo" <http://www.papelesdeviaje.com/facundo46.htm>
5. Castolo Gonzalez, Fernando. Dance of the Conquest of Hernán Cortés.
6. Gonzalez Castolo Fernando. Tzaputlatena legend of the goddess.
7. Castolo Gonzalez, Fernando. Legend Tzapoteca (La Laguna de Zapotlán).
8. Castolo Gonzalez, Fernando. Tzapoteca Legend II (The Stones of Sochule or "The Compadres").
9. Castolo Gonzalez, Fernando. A Fair Feast originated from a



10. Lara, José. Jalisco cuisine, a tradition that remains alive in memory and in palates.
11. Ornelas, Mendoza and Valdivia, Nicolas Antonio, Fr Chronicle Santiago Province of Jalisco (1719-1722). Ijah. London. 1962. Pages 142, 143 and 144.
12. Municipal Development Plan. Tonila, Jalisco. 2004-2006.
13. Spillane, Brian A (1997). "Zacoalco Torres equipales Earth." Mexico Unknown No. 240 / February 1997.
14. Villaseñor Bordes, Ruben. <<Yendo To see two hospitales>>. The Cultural Supplement Informant. June 18, 1989. Pages 13 and 14.