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RINOE Journal-General Economics

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Presentation of Content

In a first article we present, *Alternative tourism through product and service networks for the development of Santiago, of the Cabo del Este Region of the Municipality of Los Cabos*, by ROBLES-ARIAS, Isela Margarita, FLORES-MEZA, Jhony Ramon, SANDOVAL-GARCIA, Brian and VALDEZ-GUERRERO, Raquel, with adscription in the Instituto Tecnológico De La Paz, in the next article we present, *Marketing strategies for alternative medicine businesses of the municipal head of Villa Guerrero, State of Mexico*, by MONTES DE OCA-ESTRADA, Anabel Regina, with adscription in the Tecnológico de Estudios Superiores de Villa Guerrero, in the next article we present, *Impact of COVID 19 on the Mexican economy 2020*, by GUADARRAMA-ALBA, Yolanda, GUADARRAMA-PADILLA, Anaí Dafne, CONTRERAS-RODRÍGUEZ, Leonardo and PÉREZ-VEGA, Fernando, with adscription at Instituto Politécnico Nacional, Universidad Anáhuac Campus Sur and Asociación Mexicana de Investigación Interdisciplinaria, in the last article we present, *Effects of COVID 19 on the labor impact on MSMEs in the leather-footwear sector. Particular case of sector suppliers*, by JARDÓN-SALAZAR, Ernesto, LÓPEZ-BARBERENA, Adriana and ESCUDER-AYALA, Verónica, with adscription in Universidad Tecnológica de León.

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Alternative tourism through product and service networks for the development of Santiago, of the Cabo del Este Region of the Municipality of Los Cabos

El turismo alternativo a través de redes de productos y servicios para el desarrollo de Santiago, de la Región de Cabo del Este del Municipio de Los Cabos

ROBLES-ARIAS, Isela Margarita*†, FLORES-MEZA, Jhony Ramon, SANDOVAL-GARCIA, Brian and VALDEZ-GUERRERO, Raquel

Tecnológico Nacional De México/ Instituto Tecnológico De La Paz, La Paz, Baja California Sur, Boulevard Forjadores De Baja California Sur 4720, CP: 23080

ID 1st Author: *Isela Margarita, Robles-Arias* / ORC ID: 0000-0001-5164-156X, CVU CONACYT ID: 404596

ID 1st Coauthor: *Jhony Ramon, Flores-Meza* / ORC ID: 0000-0001-8250-391X, CVU CONACYT ID: 1097533

ID 2nd Coauthor: *Brian, Sandoval-Garcia* / ORC ID: 0000-0002-1558-987X, CVU CONACYT ID: 1097584

ID 3rd Coauthor: *Raquel, Valdez-Guerrero* / ORC ID: 0000-0003-0972-0189, CVU CONACYT ID: 407004

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Abstract

A strategic plan is presented, it includes strategies that facilitate the structuring and implementation of a network of products and services in the population of Santiago, B.C.S. to achieve the economic reactivation of the community. In the development of this project, documentary and field research was used to obtain information related to this population, its inhabitants, its activities, its traditions and customs, etc. They went to the area to have a group interview with the authorities and inhabitants of the place to carry out the definition of the project and establish the necessary commitments with them. Subsequently, zoning activities, inventory of flora, fauna, gastronomy and tourist attractions of the area were carried out, the results of which were extremely important and a key piece for this research. Both the general and specific objectives were fully met, resulting in the design of strategies that, if implemented, will allow this population to become one of the preferred tourist areas for both national and foreign visitors, generating benefits mainly for its inhabitants.

Strategic planning, Service network, Alternative tourism

Resumen

Se presenta un plan estratégico, incluye estrategias que facilitan la estructuración e implementación de una red de productos y servicios en la población de Santiago, B.C.S. para lograr la reactivación económica de la comunidad. En el desarrollo de este proyecto se utilizó la investigación documental y de campo para la obtención de información relacionada a esta población, sus habitantes, sus actividades, sus tradiciones y costumbres, etc. Se acudió a la zona para tener una entrevista grupal con las autoridades y habitantes del lugar para llevar a cabo la definición del proyecto y establecer los compromisos necesarios con ellos. Posteriormente se realizaron actividades de zonificación, levantamiento de inventarios de flora, fauna, gastronomía y atractivos turísticos de la zona, cuyos resultados fueron sumamente importantes y pieza clave para esta investigación. Tanto el objetivo general como los específicos fueron cumplidos en su totalidad dando como resultado el diseño de estrategias que de ser implementadas permitirán que esta población pueda convertirse en una de las zonas turísticas preferidas por visitantes tanto nacionales como extranjeros, generando beneficios principalmente para sus habitantes.

Planeación estratégica, Red de servicios, Turismo alternativo

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† Researcher contributing first author.

1. Introduction

Alternative tourism today has become a very important factor for the economy of the State of Baja California Sur, derived from the characteristics that the region has in natural attractions have positioned the same State in one of the main places to visit and carry out purely tourist activities. Every year statistical records (anonymous, 2019) are made where the economic impact and growth that occurs in tourism can be appreciated, this generates greater economic income and in turn more sources of employment.

Santiago is a small community belonging to the Municipality of Los Cabos, in the Mexican state of Baja California Sur. It is located on the side of Federal Highway 1 in Mexico, 135 km south of La Paz and about 45 kilometers north of San José del Cabo. Like Todos Santos it is almost directly above the Tropic of Cancer. It is located at the coordinates 23 ° 28.747'N 109 ° 42.748'W at an approximate altitude of 132 meters above sea level. It has a population of 783 inhabitants according to the data provided by INEGI (National Institute of Statistics and Geography, 2020)

The town of Santiago is characterized by its agricultural, livestock and tourist services activities, the latter today can be one of the main engines of the town, it has a great impact and a strong mobilization between the different places of which many of them They are natural as they are: waterfalls, hot springs, lagoons, and some others in which the hand of man has intervened as they are; the town, the parish, archaeological sites and the production of saddlery, carpentry, as well as the production of cheese, crush and regional sweets with seasonal fruit (mango, guava, papaya, and grapefruit candy among others.

Other types of activities are carried out such as purposeful hiking, flora and fauna observation, and photographic safari. However, most service providers do not have the necessary measures to be able to carry out a quality service, which causes the tourist to ignore and stop visiting these areas due to the lack of a development plan.

The purpose of carrying out this research consisted of knowing the availability of the people of the Santiago community to identify areas of opportunity for the development of alternative tourism through a network of products and services that help boost the economy of the region. In the same way, structure a strategic plan that the community can use to solve the low economic development of the area.

For the development of the research, a quantitative study, a field research and documentary research were carried out, in addition to the application of different tools for the analysis of information such as SWOT, CFKE and Ishikawa diagram, which helped to design the strategies that served to develop proposals for improvement and recommendations which will have a positive impact for the benefit of community service providers.

2. Research Objectives

General:

Design a strategic plan in order to promote the tourist and economic development of the Santiago community in the municipality of Los Cabos, through the collaboration of the inhabitants of the place in a network of services.

Specific:

1. Identify areas of opportunity for the development of alternative tourism; rural, ecological and adventure tourism.
2. Know the disposition of the inhabitants of Santiago to form a network of products and services to develop and promote the economy of the region.
3. Integrate a strategic plan to promote the economic development of the region as a tourist area.

Methodology to be developed

In this section, a more specific and personalized methodology proposal has been developed for the development of this research, based on the combination of the methodology of two models.

In other words, it is about the fusion of the “Alternative services planning model (Casal, 2002)” applicable for the creation and representation of the alternative services network, it is based mainly on the different types of services that make up the basic service package. of a company that provides tourist services. and the “Model of the strategic plan (Chiavenato, 2011). Which is based on identifying potential resources, aligning skills, recognizing strengths and weaknesses, and establishing the set of integrated measures that will be applied to ensure that the organization achieves the planned results. But it must be taken into account that this will only reach its maximum effectiveness when all the people who make it up as a whole, accept it, attend to it and apply it..

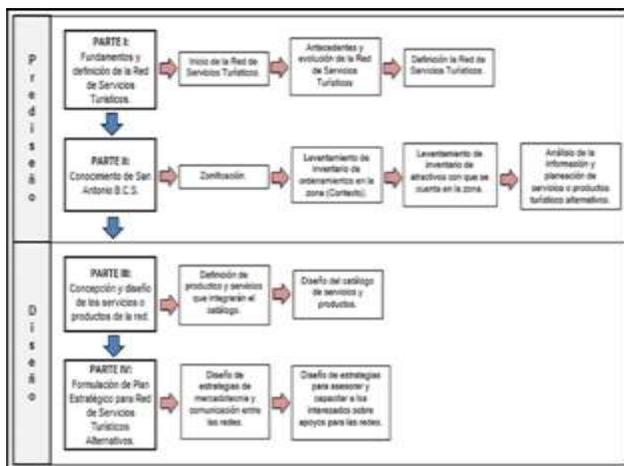


Figure 1 Strategic Research Model
Source: Own Elaboration

Investigation Development

For the realization of this project, the type of documentary and field research was carried out, implementing a mixed research approach, which is integrated by qualitative and quantitative methods, so that the information that was collected was significant, showing a broader perspective and insight into the conditions of the village.

Once the general idea of the project was designed, as mentioned previously, the area was visited to have a group interview with the authorities and inhabitants of the place to carry out the definition of the project and establish the necessary commitments to carry out carry out the various activities. Several instruments were designed and applied such as:

1. With observation, inventories were collected to determine the amount of tourist places, flora, fauna, gastronomy and architecture and tourist attractions that the community has.
2. The survey to residents of Santiago was in order to detect those interested in participating, as well as to know the disposition and openness of the population for the development of their community through the implementation of a network of products and services that would be focused on the positioning of the region in tourism matters,.,

To carry out this research, two populations were considered, in the first instance the inhabitants of Santiago who represent 783 according to data from (National Institute of Statistics and Geography, 2020); Simple random sampling was used with a margin of error of 10% and a confidence level of 99%, which yielded a sample of 138.

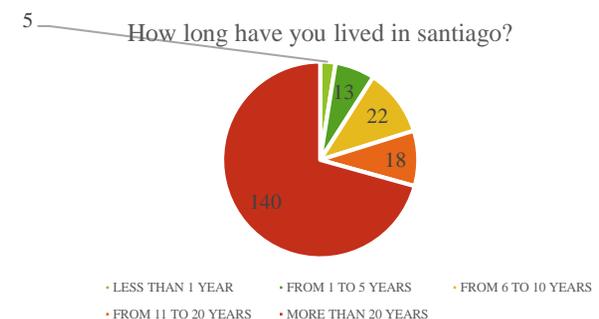
$$n = \frac{z^2 \times p(1-p)}{1 + \left(\frac{z^2 \times p(1-p)}{e^2 N}\right)} \tag{1}$$

Taken from (Badii, 2011)

N = population size = 783
 p = confidence level = 0.99
 e = margin of error = 0.08
 z = 99% z score = 2.58
 n = sample = 198

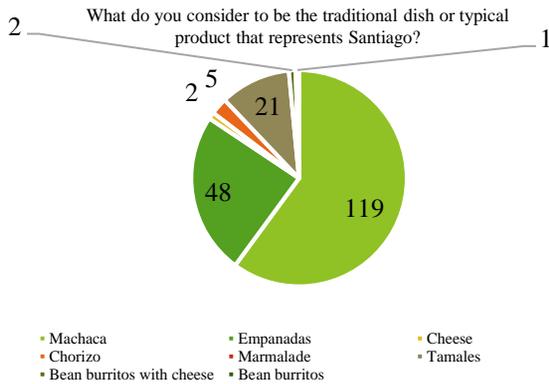
The survey instrument was designed in Google forms so it required having internet coverage with devices such as cell phones and computers, it was applied at different strategic points in the community where the influx of people was greater. 198 people were surveyed.

Information processing.



Graphi 1 Time living in the community

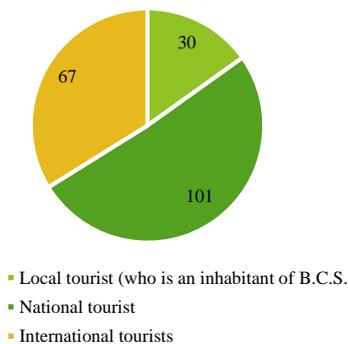
The graph shows that 70% have lived in Santiago for more than 20 years



Graphic 2 Traditional Santiago dish

The graph shows that 60.1% of those surveyed responded that machaca is the typical dish that the Santiago community represents, while 24.2% responded that empanadas are the typical dish of said community, 10.6 % responded that they are tamales, 2.5% responded that cheese is the typical product, while the remaining 2% responded that it is chorizo.

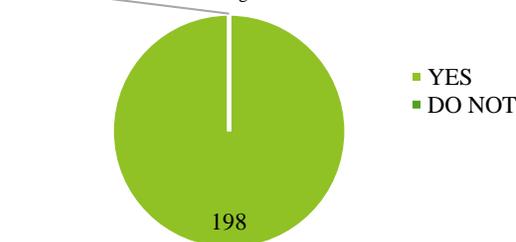
Which tourist do you think represents the most profit for Santiago?



Graphic 3 What tourism represents more profit for Santiago

The graph shows us that the tourism that leaves the most profit is 51% who indicate that it is the national tourist, 33% indicate that it is the international one and finally 15% the local tourism

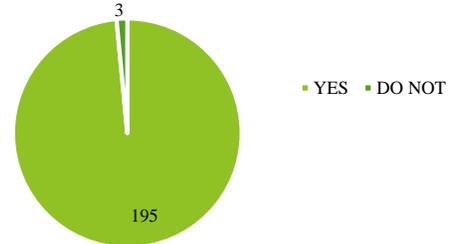
Are you interested in promoting sources of employment for your family so that they do not emigrate and develop the region?



Graphic 4 Interest of the inhabitant in promoting sources of employment and development

The graph shows us that 100% are interested in participating

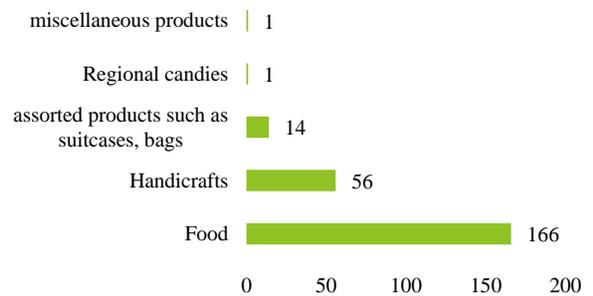
Would you be interested in being supported with financing and advice to start a business for tourism purposes?



Graphic 5 Interest in obtaining support for financing

The graph shows us that 98% are interested in receiving advice and financing.

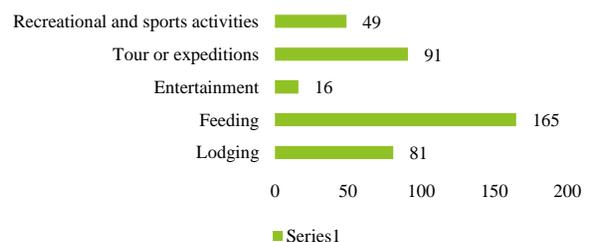
Select the products that you could offer to the tourist visiting Santiago



Graphic 6 Products that can be offered to tourists

83.8% of those surveyed can offer food services, while 28.3% could offer handicraft products and the remaining 7.1% responded that they could offer various products such as bags, suitcases and regional sweets.

Select the services that you could offer to tourists visiting Santiago.



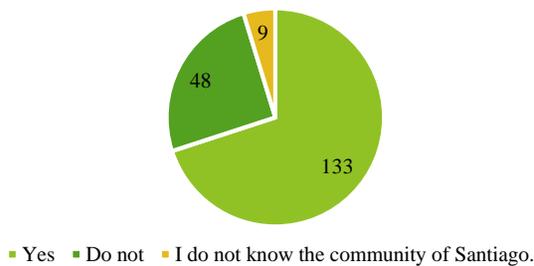
Graphic 7 Services that can be provided to tourists

83.3% of the total respondents could offer food services, while 46% responded that they could offer tours and expeditions, 40.9% of the total responded that they could offer lodging services, 24.7% could offer recreational activities and 8.1% could offer entertainment services

3. Survey of residents of La Paz to determine the interest of the inhabitants of the city of La Paz about tourist attractions and products of Santiago. It was designed in Google forms, it was applied through social networks asking to answer and share with the contacts. How to obtain the sample.

The residents of the city of La Paz are a total of 301,961 according to data from the (National Institute of Statistics and Geography, 2020), simple random sampling was used with a margin of error of 9% and a confidence level of 98% for a sample of 167.

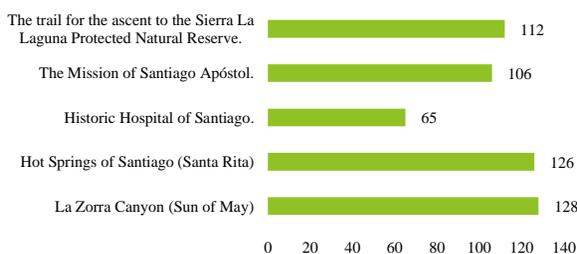
Would you be interested in visiting the community of Santiago?



Graphic 8 Interest of the inhabitants of La Paz to visit the community of Santiago

The previous graph showed us that 70% of those surveyed are interested in knowing the community of Santiago, while 25.3% do not know the community of Santiago and 4.7% are not interested in visiting said community.

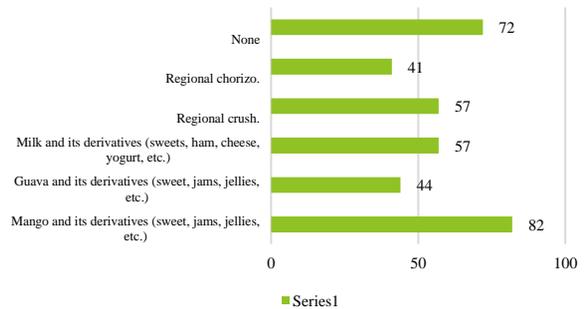
Which of the following attractions do you know or would like to visit in the Santiago region?



Graphic 9 Knowledge or interest in knowing attractions of the Santiago region

The graph shown above shows that of the total of those surveyed, 67.4% know or would like to know the fox canyon, 66.3% the hot springs, 58.9% the path to the ascent to the Sierra de the lagoon, 55.8% the mission of Santiago apóstol, and 34.2% the historic hospital.

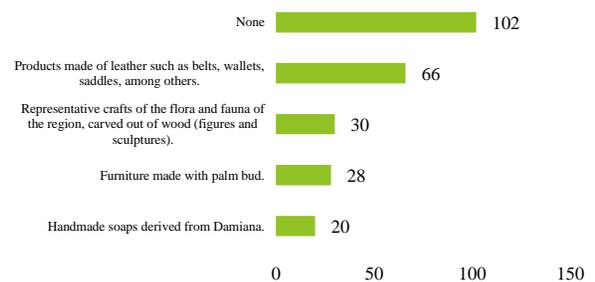
Have you tried any of the following typical Santiago products?



Graphic 10 knowledge of Santiago products

The graph shown above shows us that of the total of those surveyed, 43.2% have tried mango or its derivatives, while 30% have tried milk and its derivatives and another 30% have tried machaca, 23.2 responded that they have tried guava sweets and its derivatives, 21.6 have tried regional chorizo and 30% of those surveyed have not tried any of the typical products mentioned above.

Which of the following products and crafts from Santiago do you know?



Graphic 11 knowledge of products and crafts native to Santiago

The graph shown above showed us that of the total of those surveyed, 53.7% do not know any of the products or crafts from the Santiago community, 34.7% responded that they know products made from leather, 15, 8 who know representative crafts of the community, 14.7% know products made with palm hearts and 10.5% answered that they knew handmade soaps derived from Damiana.

Analysis of the information

Based on the results obtained through the first survey, it can be interpreted that there is interest on the part of the inhabitants of the community of Santiago to start or position their businesses in such a way that they are oriented to an economic development of the region for the well-being and progress of themselves and their families.

This is possible through the tourism development of the region through the creation of a network of products and services, however, an external intervention is necessary given that they lack information and require advice to be able to consolidate the network model of tourism products and services, however, the intervention should be mainly focused on the prosperity of the natives and not third parties as has happened in other regions of the peninsula.

Thanks to the information that the second survey gave us, it showed the interest of this to visit the community due to the tourist attractions of the area and the wealth of its products.

SWOT analysis

Based on the information obtained through the applied instruments, the following diagnosis was made using the administrative tool called SWOT Analysis.

Strength	Opportunity
1. Close to the municipality of Los Cabos.	1. Positioning of the State as a tourist agent.
2. Abundant natural tourist attractions.	2. Expand Internet coverage as a means of promoting the tourist offer.
3. The community has been declared a historic site.	3. Growth of the tourist market in the southern part of the State.
4. Diversity of regional seasonal products.	4. Existence of educational programs for young people of upper and upper secondary level focused on tourism (CECYT and ITES).
5 Willingness of the inhabitants of Santiago to undertake business for tourism purposes.	5. Willingness of the local tourist to visit the community.
6 It has personnel with skills to make artisan products.	6. Development of tourist services focused on alternative tourism.
7. It has attractive events and / or parties for tourism.	7. Design a logo that represents the products made in the región
8. Adequate climate for tourism development and production of various endemic fruits of Santiago.	

9. There is a variety of representative crafts from Baja California Sur.	
10. The artisan products that are marketed are of good quality.	
11. The products are made by local artisans, and each craft is unique.	
Weakness	Threat
1. Lack of infrastructure for accommodation and food.	1. Little tourist visit during some seasons
2. Lack of tourist signs.	2. Tourism development of other areas and communities in the State.
3. Sometimes the sections of the roads leading to the town are affected by the rains.	3. Migration of inhabitants of Santiago due to lack of opportunities.
4. Ignorance of the inhabitants to lower financial resources.	4. By not having the establishment's dissemination on social networks or the internet, some people do not know about this option to buy local crafts
5 . Poor quality of services offered	
6. Little organization and communication in the community.	
7 Little knowledge of speaking the foreign language.	
8. Lack of knowledge of the use of computer tools (computer, Smartphone)	
9. Lack of training to provide quality service	
10. Poor tourism promotion.	
11. Lack of economic activation in the region.	
12. Uncontrol of prices in services.	
13. There is little network coverage for mobile telephony.	
14. No card payments or bank transfers	

Table 1 SWOT analysis

Cause-effect diagram

With the cause and effect diagram it is sought to outline and represent in 4 large sectors that are integrated by Government, Inhabitants, Resources and Marketing, which lead to different problems or circumstances that jointly result in a lack for the economic development of Santiago.



Figure 2 Cause-effect diagram

CFKE analysis

El análisis CFKE que se muestra a continuación tiene como objetivo el plantear un cierto número de estrategias posibles para complementar el análisis FODA y, por consiguiente, dar solución a la problemática mediante un plan estratégico.

Correct	Front facing
<p>Strategy 1. Prepare signage for tourist places.</p> <p>Strategy 2. Advise the interested party to manage it with federal support (support for women, non-refundable funds, for SMEs, etc.</p> <p>Strategy 3. Positioning of the region as a tourist product, unifying the providers of services and products under a representative logo of the region.</p> <p>Strategy 4. Teaching technical English and computer courses through agreements with universities.</p> <p>Strategy 5. Integration of a committee for the establishment of a network of products and services with residents of Santiago and specialized advisers.</p>	<p>Strategy 1. Carry out national and international promotion. (Videos, brochures, website, social networks).</p> <p>Strategy 2. Determine a standardized price tabulation for healthy competition.</p> <p>Strategy 3. Make agreements with educational institutions with careers related to tourism to carry out their practices within the region</p> <p>Strategy 4. Appoint an ejido chief to integrate an association of producers and farmers for decision-making.</p> <p>Strategy 5. Coordination with SETUES for the design of a comprehensive development plan for the region, using financial resources to encourage economic activation.</p>
Keep	Exploit
<p>Strategy 1. Give training courses to those interested to form competencies for the profile of tourism entrepreneurship and development in order to be able to provide and exploit a rural tourism service with standards of excellence.</p> <p>Strategy 2. Promotion of endemic products of the region through advertising campaigns.</p> <p>Strategy 4. Design tours for the appreciation of areas and natural attractions of the region.</p>	<p>Strategy 1. Make strategic alliances with travel agencies, hotels and tourism service providers.</p> <p>Strategy 2. Increase the capture of local and state tourism.</p> <p>Strategy 3. Provide training to the inhabitants about the new tourist trends and how to implement them in their community.</p> <p>Strategy 4. Coordination with the Ministry of Public Education to obtain scholarships for undergraduate and graduate level projects for the region.</p>

<p>Strategy 5. Improve the coordination and communication of the inhabitants to offer a unique service as a community.</p>	<p>development of the Santiago community.</p> <p>Strategy 5. Coordination of the inhabitants to request an improvement of road and telecommunications infrastructure</p> <p>Strategy 6. Implement payment with credit and debit cards through the internet</p>
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Table 3 CFKE analysis

Results obtained

Introduction

The planning and design of alternative services present a series of problems that, if not addressed by means of an appropriate methodology, will be difficult to solve due to the intricacy and extensive information required, as well as the multiple agents involved in this process, which must be first of all concerted, without forgetting, of course, that all this has to take place within the parameters of sustainability that make it possible.

A close relationship between the tourist and the environment that surrounds them, both natural and human, is essential to live a personal, unique, unrepeatable experience in a quality environment so that it becomes a tourist. This consideration suggests a reflection on how to plan and design these same experiences and experiences. It requires its own methodology, which, although it is based on the experiences of conventional tourism, has another approach, in addition to providing new points of view, technical, social, environmental, psychological considerations, etc., which allow the creation of models and sustainable tourism services.

Description of the town

The community of Santiago is located approximately 135 kilometers south of the state capital and approximately 45 kilometers from San José del Cabo. It has an approximate population of 783 inhabitants according to the data provided by the National Institute of Statistics and Geography. It is a small community that is mainly dedicated to rural and artisan activities, such as food production or the elaboration of various artisan products.

This town has a warm climate given the geographical and environmental conditions of the region, however, it is an area that is characterized by being within the Tropic of Cancer. These climatic and environmental conditions allow the abundance of different species of flora and fauna throughout the region.

The majority of the population living in the region are adults and older adults, given the conditions due to the lack of opportunities for professional development, which results in young people tending to emigrate to other cities, being one of the factors for which has not been able to generate a planned and structured development of the community that avoids this phenomenon.

Bow stick (<i>Handroanthus serratifolius</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	Tree with a resistant but flexible trunk, its green leaves and yellow flowers are used for medicinal use, especially for diabetes. The flowers are also food for some species such as the iguana and the bee. In the same way, the wood is used for the elaboration of handicrafts and palapas.
White palm (<i>Washingtonia robusta</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	They are tall trees with resistant wood, most of them grow near streams and their leaves are homes for birds in the region. Its tender leaves (bud) are used to make crafts such as chairs, baskets, hats, among others. Also its dry leaves and its wood are used for the construction of houses, palapas, and shades.
Lomboy (<i>Jatropha vernicosa y cinéra</i>)	
Photography	

Registry	Jhonny Ramón Flores Meza
Characteristics	Plant with great antiseptic and hemostatic medicinal properties (coagulants) which serves to heal wounds on the skin. During the rainy season its leaves are intense green but in autumn seasons its leaf is deciduous, so we can find them without leaves and with fruits that serve as food for birds of the region such as the white-winged dove.
Quiote (<i>Agave aurea</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	Plant that occurs in the softwood region, its cane is used for medicinal use, especially for cleaning urinary tract. In rainy seasons its flower serves as food for animals and people. After the tree is dead, many people use it as an ornament during the Christmas season.
Damiana (<i>Turnera difussa</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	Medicinal plant. It is effective for treating depression, cough, fatigue and stimulates the central nervous system. It can be served as tea or water for use, in the same way soaps and liquor can be made. The best time to cut the plant is after the rains when it sprouts and blooms, and it also emits a pleasant smell that is easy to detect.
White stick (<i>Lysiloma divaricatum</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	Endemic tree of Baja California Sur, its white bark can be used for leather work (tanning animal skin), they grow from 3 to 10 meters in height. In the rainy season and in spring, the tree blooms as food for bees and its fruit is in the form of a green bean used to feed cattle. When the tree dries up, its wood can be used to make furniture, poles or for firewood in the ranches.

Mesquite (<i>Prosopis glandulosa</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	Tree that can reach 9 meters in height, the fruit that these bear are pod-shaped. Its flower is nectar for bees. They are trees that usually provide good shade for animals and their wood is very hard, which is used for making furniture or firewood.
Cat's claw (<i>Mimosa distachya</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	Common wild tree, its seed is used to treat epilepsy. In the spring season its flower is used as food for bees and small insects.
Mount plum (<i>Cyrtocarpa edulis</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	It is a wild tree, with mostly thick stems that reach heights of up to 10 meters of grayish color. Its fruit (plum) can be found in summer and autumn which serves as food for the animals of the region.
Torote (<i>Bursera microphylla</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	Tree with a yellow trunk, it produces small flowers and fruits, most of which are consumed by birds such as the white-winged dove that lives in the region. Most of the year it is found in leaves, but with the arrival of summer it begins to produce them.

Pitahaya (<i>Stenocereus queretaroensis</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	Cactus that grows from 1 to 3 meters with cylindrical green stems, covered with gray or white thorns. Its flowers are given from July to September to later bear the fruit.
Cardon (<i>Pachycereus Pringlei</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	They can be found in varying heights. It flowers in spring and summer to later produce a fruit similar to the pitahaya which serves as food for birds. Its wood is usually used in the construction of houses in rancherías and for firewood.
Choya (<i>Cylindropuntia Fulgida</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	Plant that varies in height, gives a small acid fruit and its root is used for medicinal use, it is made in the form of tea for toothaches, diarrhea and relieves asthma.
Viejito (<i>Mammillaria Diorica</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	Small plant that goes from 5 to 30 cm. It is usually used for earache and its red fruit is edible.

Table 4 Flora Inventory

Rattlesnake (<i>Crotalus durissus</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	It is a poisonous species, it can reach up to two meters in length, its skin is scaly, its spine is very prominent. Their hibernation season begins in November in which they get into their burrows and we can see them again in February.
Hare (<i>Lepus Californicus</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	It is a species of grayish mammal with white spots and the tips of the ears and the tail is black, its body can reach 50 cm in height and it can weigh up to 2.5 kg.
Mount cat (<i>Lynx rufus peninsularis</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	It is a species that is adapted to living in desert areas and scrub areas. It is a medium-sized feline and can reach up to 20 kg, is reddish-brown in color and usually feeds on hares, rodents and chickens.
Roadrunner (<i>Geococcyx Californianus</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	It is a grayish-black bird, has great agility in its legs and can reach 30 km / h. This species reaches up to 52 cm in height. It is also known by the local inhabitants as "churea". It nests in bushes and cardones and usually feeds on small insects and reptiles such as snakes.

Fox (<i>Urocyon cinereoargenteus</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	This species usually lives in deserts and grasslands, in its adult age it reaches 50 cm and can weigh up to 5 kg. It has gray fur in winter and brown in summer. It feeds on some fruits like cacachila and some birds like pigeons.
Mule deer (<i>Odocoileus hemionus</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	It is a robust mammalian species. Males have antlers that branch dichotomously. Its coloration is dark reddish in summer and almost black in winter and It feeds on tender leaves and stems. Their adult weight can range from 50 kg to 120 kg.
Desert iguana (<i>Dipsosaurus dorsalis</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	It is a medium-sized lizard that reaches up to 61 cm including its tail, it is pale gray with a brown reticulated pattern. It is usually found in bushes, bushes and rocky beds. They can withstand high temperatures and usually make their burrows in sandy mounds.
Stick iguana (<i>Ctenosaura hemilopha</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	It is an endemic species of Baja California Sur, reaching up to 100 cm. It feeds on flowers and some insects and usually lives on dry logs.

White winged dove (<i>Zenaida asiática</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	It is a species of gray or olive brown bird, it can reach up to 30 cm in length. They have a ring of blue fur that surrounds each eye that is red in color just like their legs.
Cardinal (<i>Carninalis cardinalis</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	It is an average-sized songbird with a body length between 21 and 25 cm. It is easy to distinguish between the male that is bright red while the female is grayish in color.
Buzzard aura (<i>Cathartes aura</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	It is a scavenger bird with a red head and black plumage. It can reach up to 183 cm in length and can weigh up to 2.6 kg
Chipmunk (<i>Otospermophilus atricapillus</i>)	
Photography	
Registry	Jhonny Ramón Flores Meza
Characteristics	Small pale gray rodent, it can be found among bushes where cacti, choyas, mesquite, white wood and torotes predominate. It feeds on leaves and fruits such as curiela del monte and date flower.

Name of the attraction	Category	Type
Fox cannon Or sun of May	Natural site	Waterfall (waterfall)
Picture		
Location	Located on the outskirts of the community of Santiago is 10 km.	
Characteristic	It has a dirt road. To get to the waterfall you have to walk 300 meters. Where we can find a stream of calm water of crystalline green color. In this area we can find a large amount of flora and fauna landscape in which you can take photographs and interpretive hiking.	
Santa Rita	Natural site	Thermal waters
Picture		
Location	It is located 9.3 km from Santiago on a dirt road.	
Characteristic	Its waters are mineralized that are found in the running of a stream, have healing properties and reach 55 ° C. Same that gives a feeling of relaxation to the body. It is surrounded by very rich and diverse flora and fauna for Photography and hiking.	
Dark pool	Natural site	pool
Picture		
Location	It is located 9 km from Santiago and is entered by car on a dirt road.	
Characteristic	To descend to the pool it is necessary to walk downhill 500 meters. It claims to be one of the deepest pools in the region, its depth reaches 15 meters and it is surrounded by a stone cliff. It can be crossed by swimming from shore to shore which is 6 meters long.	
San Dionisio canyon	Natural site	Stream

Table 5 Fauna Inventory

Picture		
Location	Located 9 km from the community of Santiago with a maximum of 20.	
Characteristic	You can travel by car the 20 km on a dirt road, it has a stream that is born in the biosphere reserve "Sierra de la laguna" maintaining its flow throughout the year, the best months to visit are after the rains when there is greater flow of water and its colorful landscapes.	
The shelter	Natural site	Interpretive hiking hike
Picture		
Location	Located 14 km from the community of Santiago.	
Characteristic	The 14 km dirt road can be reached by car. It is a ranch where they offer walks to different points. They teach you the flora and fauna corresponding to the place.	
Baja sierra adventure	Natural site	cycling
Picture		
Location	Located within the town of Santiago	
Characteristic	Small eco-tourism company that provides cycling services, starting from the outskirts of the community and ending in the center of the town of Santiago, especially for people who like this Type of entertainment. At the same time, you can observe the wealth that the places where the activity takes place have.	

Table 6 Inventory of Tourist Attractions

Name of the attraction	Category	Type
Santiago Apostle Church	Architecture	church
Picture		
Location	Santiago. 250 meters from the main entrance	
Characteristic	Church located within the mission routes, was built in 1721 and since then several modifications and maintenance have been carried out. It is one of the historical and representative places of the community.	
Ecological cabins sol de mayo	Architecture	cabin
Picture		
Location	It is located 10 km from the community of Santiago	
Characteristic	Simple cabins for camping, it has the necessary accessories to spend a pleasant stay near attractive natural sites.	
Hospital el carrizalito	Architecture	Hospital
Picture		
Location	It is located 22 km from the community of Santiago, and 13 km from the federal highway entering through the community of the camp.	
Characteristic	Remains of an abandoned hospital, it was built for people with tuberculosis for the years 1940-1960.	

Table 7 Architectural inventory

Beef Machaca	
Description	Typical food of the region, which can be found in certain establishments in the community, its preparation varies with some ingredients but the most common are green chili, potato and onion. It can be accompanied with beans, cheese and a cup of coffee.
Picture	
Mango sweet	
Description	Sweet made from mango pulp while the fruit is ready. It is usually found in stores, expos and restaurants. The sweet can be kept refrigerated for up to 12 months after it is made. The production months are from June to August.
Picture	
Guava sweet	
Description	Sweet made from the pulp of the fruit with sweetener (sugar) for better conservation. We can find it in community stores, exhibitions and by ordering directly with the supplier.
Picture	
Ham	
Description	Regional sweet made from whole milk with sweetener (sugar) that can be found in different presentations. (bars, circular among others.)

Picture	
Dried peaches	
Description	Dehydrated pulp of mango fruit. It can be found seasonally directly with the supplier starting in June and can also be found at expos or fairs that take place in the community.
Picture	
Honey	
Description	Viscous product with a sweet taste. It can be obtained in spring and winter seasons, which is considered a regional product and is found in different presentations.
Picture	
Regional chorizo	
Description	Regional pork prepared with marinade, can vary in the preparation and in the same preparation as food. It is usually found in various presentations in the preparation of the dish and can be sold throughout the year.
Picture	

Regional cheese	
Description	Product made from cow's or goat's milk with hare or venison rennet. It is usually found throughout the year, but the months with the highest production are from December to February.
Picture	

Table 8 Gastronomic inventory

Name of the attraction	Category	Type
Traditional holidays	Scheduled events	Religious and cultural festivals
Picture		
Location	Santiago. Community square	
Characteristic	Traditional festivals to celebrate the saint "Santiago Apostle" accompanied by religious, cultural, sporting and gastronomic events. Its celebration is every year on July 25	
Furniture "chumbo"	Crafts	Carpentry
Picture		
Location	Santiago.	
Characteristic	Manufacture of furniture (rocking chairs, chairs. Tables and others) with wood from the region and palm hearts.	

Rancho El Refugio	Crafts	Saddlery
Picture		
Location	14 km from Santiago, in the sub-delegation of San Dionisio.	
Characteristic	I work with the skins of animals of the region such as cow, deer, snake for the elaboration of saddles for horses, belts, purses, hats, wallets, covers among others.	

Table 9 Other inventories

Based on the CFKE analysis, the following strategies were selected:

Short-term strategies

1. Prepare signage for tourist places.
2. Positioning of the region as a tourism product, unifying the providers of services and products under a representative logo of the region

Medium-term strategies

1. Advise the interested party to manage it with federal support (support for women, lost funds, for SMEs, etc.
2. Make strategic alliances with travel agencies, hotels and tourism service providers.

Long-term strategies

1. Carry out national and international promotion. (videos, brochures, website).
2. Give training courses to interested parties to form competencies for the profile of tourism entrepreneurship and development.

Balanced Scorecard (BSC)

PERPECTIVA	OBJETIVO ESTRATEGICO	ESTRATEGIAS	INDICADOR	VALOR A ALCANZAR	RECURSOS	SEÑALIZADORES
HERRAMIENTAS	Incrementar el atractivo del turismo en la comunidad de Santiago	1. Posicionamiento de la region como producto turístico enfocado a las prestaciones de servicios y productos bajo un logotipo representativo de la región.	Implementación y reconocimiento del logo a nivel estatal	75%	Materiales Técnicos Formación Financiera	Productos de la comunidad de Santiago
		2. Realizar propuestas regionales e interregionales (teléfono, folletos, páginas web).	Incrementar en el turismo nacional e internacional	85%	Tecnológicas Financieras Humanas	Habitantes que ofrecen productos y servicios en Santiago
		3. Realizar alianzas estratégicas con agencias de viajes, turismo y prestadoras de servicios turísticos.	Número de alianzas	10 alianzas	Técnicos Materiales Financieras Humanas	Habitantes que ofrecen productos y servicios en Santiago
CAPACITACIÓN	Desarrollar las competencias necesarias de los habitantes	1. Asesorar al interesado para gestionar el apoyo federalista (ajudo a la mujer, a fondo perdido, para pymes, etc).	Número de capacitaciones de programas	30% de las habitantes de Santiago	Humanos Tecnológicos Financieras Materiales	Habitantes de la comunidad de Santiago
		2. Impartir cursos de capacitación a los interesados para formar competencias para el perfil de emprendimiento y desarrollo turístico.	Mayor en la calidad de los productos y servicios turísticos ofrecidos	85%	Humanos Tecnológicos Financieras Materiales	Habitantes que ofrecen productos y servicios en Santiago
INFRAESTRUCTURA	Accidentalizar la comunidad para el turismo	1. Elevar la señalización para los lugares turísticos.	Porcentaje de señalización de atractivos turísticos	85%	Financieras Técnicos Materiales	Habitantes que ofrecen productos y servicios en Santiago

Table 10

Conclusions

In conclusion, we can say that Santiago and its surroundings have high potential to carry out activities that generate an economic income with which the people and their families of the same community of Santiago can benefit through its products and services. . However, it is the same people who lack the planning, organization and lack of knowledge to undertake and carry out said activities, also considering that most of them do not have the resources and means necessary to empower and carry out projects to that stay operational and have a positive impact on the community market, thus creating job opportunities for more people within the same community

Another aspect is that the few people who carry out or generate an activity that generates income do not have the necessary training and certifications to carry out, being able to improve the quality of either their products or services.

Also due to the little support that the government provides to the community, or which can only be seen in times of electoral campaigns, and later the same government allocates resources to other communities or other projects of less relevance or impact. You can also appreciate the ignorance of people to be able to lower economic support and the lack of communication between them to carry out the exploitation of said resources and the little support that is received from the government or the different agencies

Taking the previous results as an argument, it is necessary to implement tools to organize and structure the information in order to develop a strategic plan that serves as an instrument for the creation of a network of tourism products and services in the community of Santiago.

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Marketing strategies for alternative medicine businesses of the municipal head of Villa Guerrero, State of Mexico

Estrategias de mercadotecnia para negocios de medicina alternativa de la cabecera municipal de Villa Guerrero, Estado de México

MONTES DE OCA-ESTRADA, Anabel Regina†*

Tecnológico de Estudios Superiores de Villa Guerrero, México

ID 1^{er} Autor: *Anabel Regina, Montes de Oca-Estrada* / **ORC ID:** 0000-0003-1586-6440

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Abstract

The present research aims to propose marketing strategies to support alternative medicine establishments in the municipal head of Villa Guerrero, State of Mexico; through a non-experimental, cross-sectional, quantitative, and descriptive study. Taking as a technique the survey, applied to 370 people over 18 years of age, resulting in that Alternative Medicine continues to be a common practice in women, more than in men, however, product, price, place and place strategies are proposed. promotion for the characteristics of regular consumers.

Alternative medicine, Strategies, Marketing

Resumen

La presente investigación tiene como objetivo proponer estrategias de mercadotecnia para apoyar a los establecimientos de medicina alternativa en la cabecera municipal de Villa Guerrero, Estado de México; a través de un estudio de tipo no experimental, transversal, cuantitativo, y descriptivo. Teniendo como técnica la encuesta, aplicada a 370 personas mayores de 18 años, dando como resultado que la Medicina Alternativa sigue siendo una práctica usual en las mujeres, más que en los hombres, no obstante, se proponen estrategias de producto, precio, plaza y promoción para las características de los consumidores asiduos.

Medicina Alternativa, Estrategias, Mercadotecnia

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* Correspondence to Author (email: monrestan@yahoo.com.mx)

† Researcher contributing first author.

Introduction

Alternative medicine for years has taken an important place within the country, and some parts of the world, starting in the 90s, there has been a resurgence of the use of alternative medicines (Blanco, 2017).

Traditional medicine services present a growing demand, since it is used as an alternative to maintain health, prevent and treat diseases, especially in rural areas (Gallegos-Zurita and Gallegos-Z, 2017).

In addition, constant use can serve (based on empirical experiences) for the treatment of different diseases such as: endocrine, respiratory, digestive, nervous system, cancer, among others; that over the years have come to manifest in people who have resorted to the use of various techniques or treatments of alternative medicine (Documentary: Traditional medicine, dose of health and identity, 2014).

With the label of alternative, it is encompassed from totally structured views of health with prevention, diagnosis and therapeutic criteria, such as Chinese medicine and Ayurveda, along with options more focused on treatment such as neural therapy and homeopathy and even chiropractic, and with more healing techniques, such as reiki, music therapy, flower essences, magnetic fields, naturopathy, energy healing, ozone therapy, dowsing and divine healing (Blanco, 2017).

In the municipal capital of Villa Guerrero, State of Mexico, there are establishments that offer alternative medicine products, which can be beneficial for the population in terms of economy and confidence, covering the needs of well-being and health, since people resort to these products with the ideology of healing or improving the conditions they have; However, it is intended, with this research, to propose marketing strategies that help these establishments, covering product, place, price and promotion strategies (marketing mix) basically, as a start to consider these places, as businesses that offer products for customers with specific characteristics and needs.

Literature Review

According to Dr. José Rodríguez Domínguez (1998), he mentions that until a few years ago, numerous practices with curative intentions were considered as spaces of eccentricity, quackery, charlatanism, etc., and immediately disqualified as non-rational, non-serious practices or illegal. However, since the eighties, they have been consistently gaining respectability, acquiring a place within the arts of healing and healing. This appears to be due to its positive effects in the treatment of patients in whom conventional allopathic medicine has failed.

Rodríguez (Alternative Medicine in the medical curriculum, 1998) also mentions that since the eighties, the Mexican Institute of Social Security (IMSS) established a program for the study and development of Mexican herbalism. Therefore, there is a need to define what, from the perspective of the World Health Organization, traditional medicine is the entire set of knowledge, skills and practices based on theories, beliefs and indigenous experiences of different cultures, be they or unexplained, used for the maintenance of health, as well as for the prevention, diagnosis, improvement or treatment of physical or mental illnesses (Zhang, 2019).

On the other hand, the terms "complementary medicine" and "alternative medicine" are used interchangeably together with "traditional medicine" in some countries. They refer to a broad set of health care practices that are not part of the tradition of the country and are not integrated into the main health system (Zhang, 2019).

Also, the term natural, complementary or alternative medicine broadly designates the methods and practices used instead, or as a complement, to conventional medical treatments to cure or alleviate diseases (Pinedo, 2018). Refers to low- or no-risk treatments that are used in place of conventional (standard) treatments. Likewise, if an alternative treatment is used together with medicine or conventional therapy, the alternative treatment will be considered as complementary therapy (MedlinePlus, 2020).

Alternative Medicine and Alternative and Complementary Therapies (AM and TAC) make up a medical system and related therapies, recognized in many countries of the world, not only by legislators and administrators of the health sector, but by users because they constitute an option to attend to their needs (SENA, 2006). There are those who believe that alternative medicine may be the solution to the increasing cost of Western medicine, which is more critical in poor countries such as Mexico (Peña and Paco, 2007).

In a study carried out, called The use of alternative and complementary therapies in the Mexican population with depressive and anxiety disorders: results of a survey in Mexico City, it was found that those who resorted to home remedies sought to alleviate nerves and anxiety, insomnia. The main reason why they did some physical activity or attended healing practices adapted from other countries was: to relax or relieve stress.

The interviewees used vitamins or food supplements to treat the sensation of weakness, lack of energy and strength, all these concepts underlying the idea of obtaining an improvement in their state or condition (Berenzon Gorn, Alanís Navarro, & Saavedra Solano, 2009).

Regarding the legal framework, Manuel Díaz (2013) refers to the General Directorate for Health Planning and Development, through the creation in 2002 of the Directorate for Traditional Medicine and Intercultural Development, which aims to promote a model intercultural to position in the offer of institutional services, a vision in accordance with the expectations of society and indigenous peoples, through an innovative and expanded vision regarding the issue of interculturality in health, in order to influence the institutional resolution of the problems on these issues and the definition of a policy regarding traditional Mexican medicine, the so-called Complementary Medicines, present in the preferences of society and the offer of services (Perspectives of alternative and / or complementary medicines at the Universidad del Valle de Atemajac (UNIVA), Campus Zapopan, Jalisco, 2013).

It is there, where the meaning of this research is generated, since Alternative Medicine has been considered from a medical perspective, however, the administrative perspective is also generated, considering as micro-businesses the establishments that offer these products that have become a necessity for consumers, with very specific characteristics.

In Mexico there are about 50,000 establishments that sell herbal products, food supplements and naturopathic medicine and these very conservatively enter an average of 100,000 pesos per year, there is talk of a sector with a spill generated by no less than 5,000 million pesos (Ramírez, 2018). It is a first estimate made by the National Federation of the Herbal Industry and Alternative, Traditional and Naturist Medicine (FNIHMATN).

Therefore, it will also be necessary to consider marketing (also known as marketing anglicism) that, like any other micro-business, needs for its subsistence and development. Considering marketing as the business process through which the consumer obtains well-being through the exchange of products of value (Rattinger, 2018). Likewise, it is a set of activities that are carried out to determine what the needs and demands of a public or market are, with the aim of satisfying them through products or services (Economic Encyclopedia, 2018). Marketing does not create needs, it only discovers, structures and satisfies them (Sangri, 2014).

Consequently, this research does not seek to create the need to consume Alternative Medicine, but there are already people who know and need it, therefore, it seeks to generate marketing strategies that the establishments that sell these products, located in the Municipal Headquarters of Villa Guerrero, State of Mexico can, at a certain time, put into practice, as a support to the development of these, and of the same locality.

Marketing strategies or marketing strategies refer to the set of actions that have the objective of increasing sales and achieving a sustainable competitive advantage. The fundamental purpose is to identify and communicate the benefits that the business offers to the target market (Galeano, 2019).

A business unit hopes to achieve its marketing objectives by: 1) selecting the target market it wants to reach, 2) defining the positioning it will try to achieve in the minds of the target customers, 3) choosing the combination or mix of marketing (product, place, price and promotion) with which it will try to satisfy the needs or desires of the target market and 4) the determination of the levels of marketing expenses (Ferrell and Hartline, 2012). The marketing mix is defined as the set of tools used to implement the previously created marketing strategy, in order to reach the company's target audience using these four variables: product, price, communication and distribution, which are called the 4P's by their Anglo-Saxon denomination (Product, Price, Promotion and Place) (Martínez, Ruiz, and Escrivá, 2014).

Variables of the elements of the marketing mix			
Marketing mix	Product	Marketing mix	pricing
Strategy:		strategy:	
Brand		Prices	
Variety		Payment periods	
Quality		Discounts	
Design		Credit conditions	
Packaging			
Marketing	Mix	Marketing	Mix
Communication Strategy:		Distribution Strategy:	
Advertising		Distribution channels	
Sale promotion		Market coverage	
Public relations		Location	
Personal sale		Transport	
Direct marketing		Logistics	

Table 1 Variables of the elements of the marketing mix
Source: (Romero, 2019)

Note. This Table shows the basic variables that are considered for the elements of the marketing mix mainly.

Methodology

This research is non-experimental, because it is carried out without the deliberate manipulation of variables and in which the phenomena are only observed in their natural environment and then analyzed (Hernández, Fernández, & Baptista, 2010); in this case, the characteristics of the people are studied, with respect to the use and consumption of Alternative Medicine, to later propose marketing strategies. Transversal, since information about the object of study is obtained only once at a given time, which was in October 2019, people belonging to the Municipal Head of Villa Guerrero were identified, and the survey was applied to them.

Descriptive because facts, situations, features, characteristics of an object of study are shown, narrated, outlined or identified, or products, models, prototypes, guides, etc. are designed. But no explanations, reasons or explanations of the phenomena, situations are given (Bernal, 2010). Consequently, general marketing strategies were designed for Alternative Medicine establishments (Santana, García, Millán, & Miranda, 2020)

The study population was considered by those people belonging to the Municipal Head of Villa Guerrero, State of Mexico; older than 18 years, considering a simple random sampling, where 47% and 53% corresponding to the percentages of women and men respectively, of legal age, with the same probability of consuming Alternative Medicine were taken; As a result of the sample, a total of 370 people were obtained, who answered a questionnaire whose structure includes data on sex, age, occupation, academic level, factors that were considered in relation to whether they use Alternative Medicine.

In addition to 19 multiple-choice questions; which, later, were analyzed through the Statistical Program for Social Sciences (SPSS, for its acronym in English) version 22, with which descriptive statistics (percentages and frequencies) were obtained.

Results

The questionnaires were applied in the center of the Municipal Head of Villa Guerrero, in the month of October 2019, to 370 people, in which the following data were found: they are mostly women (61.6%), the age range is between 18 and 27 years old mainly (39.7%), the most prevalent academic level is secondary school (39.7%) and the activity they mainly perform is a trade (49.5%). (See Table 2)

Features	n (%)
Gender	
Man	142 (38.4)
Woman	228 (61.6)
Age	
Unanswered	1 (0.3)
18-27	147 (39.7)
28-37	105 (28.4)
38-47	64 (17.3)
48-57	39 (10.5)
58 or more	14(3.8)
Academic level	
Unanswered	3(0.8)
Primary	65(17.6)
High school	117(31.6)
High school	107(28.9)
Bachelor's degree	77(20.8)
Other	1(0.3)
Occupation	
Unanswered	1(0.3)
student	40(10.8)
Job	183(49.5)
Home	102(27.6)
Profession	30(8.1)
Other	14(3.8)

Table 2 Main features

Source: Adapted from SPSS version 22

		Do you use alternative medicine?		Total	
		Yes	No		
Gender	Male	Count	112	30	142
		% of the total	30.3%	8.1%	38.4%
	Female	Count	188	40	228
		% of the total	50.8%	10.8%	61.6%
Total	Count	300	70	370	
	% of the total	81.1%	18.9%	100.0%	

Table 3 Relationship between the use of Alternative Medicine and Sex. Adapted from SPSS version 22

Note: The results showed that 81.1% of the population use Alternative Medicine, of which women are the ones who use it the most with a frequency of 188 (50.8%).

		Do you use alternative medicine?		Total	
		Yes	No		
Academic level	Unanswered	Count	2	1	3
		% of the total	0.5%	0.3%	0.8%
	Primary	Count	47	18	65
		% of the total	12.7%	4.9%	17.6%
	High school	Count	102	15	117
		% of the total	27.6%	4.1%	31.6%
	High school	Count	88	19	107
		% of the total	23.8%	5.1%	28.9%
	Bachelor's degree	Count	60	17	77
		% of the total	16.2%	4.6%	20.8%
	Other	Count	1	0	1
		% of the total	0.3%	0.0%	0.3%
Total	Count	300	70	370	
	% of the total	81.1%	18.9%	100.0%	

Table 4 Alternative Medicine use relationship with academic level. Adapted from SPSS version 22

Note: The highest academic level is secondary, obtaining a total of 117 frequency, of which 102 (27.6%) mention that, if they use Alternative Medicine, followed by high school 88 (23.8%) and Bachelor's degree 60 (16.2%).

			What is the reason for using alternative medicine?					Total	
			Accessibility	Trust	Tradition	Economy	Other		Does not use alternative medicine
Do you use alternative medicine?	Yes	Count	69	100	72	52	6	1	300
		% of the total	18.6%	27.0%	19.5%	14.1%	1.6%	0.3%	81.1%
	No	Count	5	5	9	22	13	16	70
		% of the total	1.4%	1.4%	2.4%	5.9%	3.5%	4.3%	18.9%
Total	Count	74	105	81	74	19	17	370	
	% of the total	20.0%	28.4%	21.9%	20.0%	5.1%	4.6%	100.0%	

Table 5 Relation of use of Alternative Medicine with reason. Adapted from SPSS version 22

Note: The main reason for using Alternative Medicine is trust, which obtained 28.4%, adding both those surveyed who use it and those who do not, that perhaps, because at some point in their life they have resorted to it, although not be frequently.

			Where is it easiest for you to get alternative medicine?					Total
			Street establishments	Health food stores	Pharmacy	Malls	Does not use alternative medicine	
Do you use alternative medicine?	Yes	Count	110	149	24	17	0	300
		% of the total	29.7%	40.3%	6.5%	4.6%	0.0%	81.1%
	No	Count	12	22	16	2	18	70
		% of the total	3.2%	5.9%	4.3%	0.5%	4.9%	18.9%
Total	Count	122	171	40	19	18	370	
	% of the total	33.0%	46.2%	10.8%	5.1%	4.9%	100.0%	

Table 6 Relationship of use of Alternative Medicine with place of acquisition. Adapted from SPSS version 22

Note: Health food stores obtained a frequency of 149 (40.3%), which is a beneficial result for the research, because it is to this type of places, those that are in the Municipal Head of Villa Guerrero, and it is to whom the marketing strategies that are considered.

			What ailments do you most often use alternative medicine for?					Total	
			Respiratory	Digestive	Headache	Nerves	Others		Does not use alternative medicine
Do you use alternative medicine?	Yes	Count	104	85	48	41	22	0	300
		% of the total	28.1%	23.0%	13.0%	11.1%	5.9%	0.0%	81.1%
	No	Count	11	9	5	14	8	23	70
		% of the total	3.0%	2.4%	1.4%	3.8%	2.2%	6.2%	18.9%
Total	Count	115	94	53	55	30	23	370	
	% of the total	31.1%	25.4%	14.3%	14.9%	8.1%	6.2%	100.0%	

Table 7 Relationship of use of Alternative Medicine and discomforts. Adapted from SPSS version 22

Note: People who use Alternative Medicine use it mainly to treat respiratory ailments, which obtained a frequency of 104 (28.1%), as well as for digestives with a frequency of 85 (23.0%).

		What presentations do you think are most effective?						Total	
		Unanswered	Syrups	Ointments	Pills	Herbalists	Other		
Do you use alternative medicine?	Yes	Count	0	69	76	64	81	300	
		% of the total	0.0%	18.6%	20.5%	17.3%	21.9%	2.7%	81.1%
	No	Count	5	11	18	19	11	6	70
		% of the total	1.4%	3.0%	4.9%	5.1%	3.0%	1.6%	18.9%
Total		Count	5	80	94	83	92	16	370
		% of the total	1.4%	21.6%	25.4%	22.4%	24.9%	4.3%	100.0%

Table 8 Relationship of use of Alternative Medicine with presentations used. Adapted from SPSS version 22.

Note: People prefer to use the herbal and ointment presentations, obtaining a frequency of 81 (21.9%) and 76 (20.5%) respectively, so it can be considered for product strategies.

		When it comes to buying alternative medicine, how much do you spend on it?				Total	
		\$10-\$50	\$51-\$100	More than 100	Does not use alternative medicine		
Do you use alternative medicine?	Yes	Count	167	101	32	0	300
		% of the total	45.1%	27.3%	8.6%	0.0%	81.1%
	No	Count	17	26	9	18	70
		% of the total	4.6%	7.0%	2.4%	4.9%	18.9%
Total		Count	184	127	41	18	370
		% of the total	49.7%	34.3%	11.1%	4.9%	100.0%

Table 9 Relationship of use of Alternative Medicine with investment in the product. Adapted from SPSS version 22

Note: This is an interesting fact, because, although people consume Alternative Medicine, their investment does not exceed \$ 100.00, since 45.1% spend between 10 to 50 pesos, and 27.3% spend between 51 to 100 pesos, so that the Pricing strategies should consider what consumers prefer to spend and / or use trust to persuade the consumer to increase this investment.

Discussion

The results obtained with respect to the age range, which mainly range between 18 and 27 years (39.7%), the most predominant academic level is secondary school (39.7%) and the activity they mainly perform is a trade (49.5%), which were obtained in this research, are consistent with those found in the publication by Rocío Santiváñez (2020), Use of alternative and complementary medicine therapies in the province of Coronel Portillo, Ucayali, Peru, in which it turned out that the majority of those surveyed were women (68.3%), primarily in the 18 to 30 age range (29.2%), as well as having an independent occupation with 38.1%, although in the latter they are dedicated to their home with 38.6%.

Similarly, in the study Use of health facilities of the Ministry Of Health of Peru, 2009-2011 (Curioso, Pardo, and Valeriano, 2013) it emerged that it is the female sex with 55.4% who most use alternative medicine, as well as aged up to 29 years with 48.5%. What gives a guideline for marketing strategies (product and communication) to be directed mainly to this sex and especially to young people and adults.

According to Peña and Paco (2007) in the Alternative Medicine research: attempted analysis, they mention that visits to establishments of these products have increased, as well as that in some countries such as Chile, Colombia, Ethiopia and Lima consumption is of 70%, 40%, 90% and 57% respectively, which corresponds to the findings of 81.1% of this research, that if they use Alternative Medicine in the Municipal Head of Villa Guerrero, as well as that they go to health food stores with a 40.3%. Therefore, the following marketing strategies are considered as a proposal for the establishments of health food stores ("Don Miguel", in Plaza San José Villa Guerrero, "Mixteco Botanical Center", José María García street, "Centro Naturista Torres", calle Heroes of September 14) of the Municipal Head of Villa Guerrero, State of Mexico:

1. Product Strategies: Objective, to generate greater interaction with customers to position it in the consumer's mind as a reliable and quality product. Exhibitions and setting (Technique: establishment of a tent for the exhibition and setting related to Alternative Medicine in the center of Villa Guerrero. Tactic: carry it out every 2 months so that people know alternative medicine, as well as its benefits and diseases it can treat); Demonstrations (Use a stand in the center, in the civic square, as well as outside the Bicentennial General Hospital, where there is more traffic of people. Tactic: do it every month so that people know the presentations of the product that Alternative Medicine handles).

2. **Price Strategies:** Objective, increase the sales volume of natural products and motivate the desire to buy. Psychological price (Technique: Set prices ending at \$ 0.99 in the line of herbalists and ointments, so that an impact is generated in the consumer's mind. Tactic: place the ointments and herbalists in an attractive display by setting the prices in the central part of the product, for a month); Price setting based on competition (Technique: Set the price according to the price that scientific medicine manages, mainly in those that treat respiratory and digestive discomforts. Tactic: Apply a price equal to that used in pharmacies for pills that relieve respiratory discomfort and stomach, highlighting the benefits).
3. **Distribution Strategies:** Objective, to distribute the products in the most recurring points, in addition to facilitating the purchase using digital media. Selective distribution (Technique: The products will be taken to Supermarkets, health food stores in another nearby town. Tactic: Send Alternative Medicine products using a short distribution channel); Positioning by online point of sale (Technique: Consumers will have access to a web page to search for the product, prices, benefits, discomforts, among other characteristics. Tactic: The web page could be promoted on different social networks such as WhatsApp, Facebook and Instagram, so that they can place their order).
4. **Communication Strategies:** Objective, Inform the benefits of Alternative Medicine for health, strengthening people in their lifestyles, for the prevention, correction and support of diseases. Traditional advertising (Technique: through brochures and triptychs the benefits of the different products will be announced, with respect to the diseases they contribute. Tactic: they will be distributed to passers-by who pass through the streets where the establishments are located so that they know the benefits of the Alternative Medicine offered, as well as location and contact information).

Conclusions

Consequently, derived from the results of the research carried out, it can be concluded that marketing is a science that can be applied to large, medium, small or micro-businesses, regardless of the type of business they offer. And to the bewilderment of many, perhaps, applying marketing to Alternative Medicine establishments is not so usual, because there is still controversy in its acceptance, verification and legislation in various countries, and Mexico is no exception.

However, it has also been reviewed that Alternative Medicine is a cultural tradition that has had advances in medical sciences, which have increasingly increased its use as complementary treatments to various diseases, therefore its use and sale is increasing.

Therefore, it is convenient to help in economic development through strategies that help position the products that are offered in the market, resulting in the same ones that were already described in the previous section in a generic way.

Therefore, perhaps it is others who can delve into the investigation, by viewing administratively and commercially these types of establishments as businesses, and not as invaders of society, due to the fact that it is the population who has had confidence in the products, in its use and application periodically for various diseases such as respiratory, digestive, nervous or others that may suffer.

Finally, the investigation remains open to seek strategies that can diversify the variety of products, as well as their presentation and distribution, in addition to changing their image, to gain customer loyalty and the prestige of brands, in the Alternative Medicine framework.

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Impact of COVID 19 on the Mexican economy 2020

Impacto de COVID 19 en la economía mexicana 2020

GUADARRAMA-ALBA, Yolanda†*, GUADARRAMA-PADILLA, Anaí Dafne, CONTRERAS-RODRÍGUEZ, Leonardo and PÉREZ-VEGA, Fernando

UPIICSA-Instituto Politécnico Nacional y Universidad Anáhuac Campus Sur, ASMIA-Asociación Mexicana de Investigación Interdisciplinaria

ID 1st Author: *Yolanda, Guadarrama-Alba*

ID 1st Coauthor: *Anaí Dafne, Guadarrama-Padilla*

ID 2nd Coauthor: *Leonardo, Contreras-Rodríguez*

ID 3rd Coauthor: *Fernando, Pérez-Vega*

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Abstract

This work aims to address a critical analysis of the current situation of the Mexican economy in the face of the COVID-19 pandemic, considering the main economic effects that somehow fall on the population most vulnerable to poverty, observing a very discouraging scenario, which shows its macroeconomic indicators a great contraction of the country's economy. The health emergency exerts a very accentuated pressure on the economy every day, directly affects family income, the unemployment rate grows when companies find it necessary not to hire staff, as they do not have the profits generated by their sales, and In this way, generating jobs that somehow provide for the satisfaction of the minimum needs of the family, in addition to this, schools also contribute when closing their doors in order to contain the pandemic, causes families to have the need for new purchases technology which implies for many large expenses thus minimizing your family income. In addition to the fact that the majority of service establishments, tourism, cultural, religious, social in general, maintain a healthy distance or stop providing services, which further deepens the collapse of the Mexican economy by 2020.

COVID-19, Economy, Population, Pandemic, Companies

Resumen

Este trabajo pretende abordar un análisis crítico hacia la situación actual de la economía mexicana ante la pandemia COVID-19, considerando los principales efectos económicos que de alguna manera recaen en la población más vulnerable a la pobreza, observando un escenario muy desalentador, que muestra es sus indicadores macroeconómicos una gran contracción de la economía del país. La emergencia sanitaria ejerce cada día una muy acentuada presión sobre la economía, afecta directamente el ingreso familiar, crece la tasa de desempleo cuando las empresas se ven en la necesidad de no contratar personal, al no contar con las utilidades generadas por sus ventas, y generar de esta manera empleos que de alguna forma prevén la satisfacción de necesidades mínimas de las familia, aunado a esto, los centros escolares contribuyen también cuando al cerrar sus puertas a efecto de contener la pandemia, provoca que las familias tengan la necesidad de nuevas compras de tecnología lo que implica para muchos grandes gastos minimizando con ello su ingreso familiar. Además de que la mayoría de establecimientos de servicios, turismo, culturales, religiosos, sociales en general, mantienen la sana distancia o bien dejan de dar servicios, lo que profundiza aún más el desplome de la economía mexicana para el 2020.

COVID-19, Economía, Población, Pandemia, Empresas

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* Correspondence to Author (email: yguadarram@ipn.mx)

† Researcher contributing first author.

Introduction

Currently the world is experiencing one of the strongest tragedies in recent years, COVID-19, which not only affects human health, but also fortuitously affects the economy and social status, when people They present symptoms of mild, moderate intensity and mortality, considering that the COVID-19 pandemic is derived from the coronavirus disease 2019, caused by the SARS-CoV-2 virus (severe acute respiratory syndrome coronavirus 2). The World Health Organization (WHO) establishes it as a pandemic on March 11, 2020.

Therefore, the different governments of the world have imposed travel restrictions, quarantines, confinements, cancellation of events and closure of establishments, thus preventing the spread of the epidemic and avoiding contagion between people.

The main effects that have occurred with the pandemic are health, social and economic, of disruptive impact, which have caused the closure of schools, many companies and locations of human accumulation, which has generated a great reduction in economic activity thus increasing the unemployment rate, a third of the world population is in a state of confinement with strong restrictions on freedom to circulate, which has generated isolations that cause discouragement in society with stress depressions, impacting on health and welfare status.

Already in the past decades before 2020, several scientists and authors warned about the possible appearance of a virus with the ability to generate a pandemic that would have devastating global consequences. Such as the quote from the book "The Hot Zone" by Richard Preston that indicates the lack of sufficient preparation to deal with such a pandemic (Experts Warned of a Pandemic Decades Aug. Why Weren't We Ready ?, n.d.).

Unfortunately, around half of the world's poor are affected by situations of fragility and conflict. In fact, poverty is concentrating, it is possible that by 2030 up to two thirds of the world's extremely poor population will be living. COVID-19 is likely to further accentuate this trend (Gates, 2020).

Methodology

The methodological strategy carried out consisted of a mixed deductive research approach, ranging from the general, a generalized event in the world and to the particular, the effect of the impact of the pandemic in Mexico, in addition to using an explanatory dialogue, given the Current events on this new COVID-19 pandemic and its repercussions on different social and economic environments.

The research method used for this analysis was deductive in nature, since it implies a reasoning strategy from the general to the particular, that is, the observation of logical evidence of the problem is handled, from a series of macroeconomic premises, and ethical principles towards the care and conservation of the environment.

Analysis

Conceptual framework

Today there is an economic catastrophe caused by COVID-19 that is considered the deepest for advanced economies since World War II and the first contraction of output in emerging and developing economies in at least the last six decades as established by Ayhan Kose, director of the World Bank's Outlook Group. "There are no records of such sudden and drastic downward corrections to world growth forecasts as those seen in the current era."

Mexico is not exempt. The Mexican economy is too discouraging, the economic collapse that has been registered places the country at the forefront of those most affected by COVID-19. The observed scenario of the macroeconomic indicators for the second quarter shows the destructive impact that occurs when the pandemic is declared, by referring to the contraction of the deterioration of the economy (Constant Fiscal Support and Public Health Actions are Required to Make Hope for Recovery One Reality - OECD, nd).

The World Bank anticipates a 10% drop in the Gross Domestic Product (GDP) for Mexico in 2020, deeper than the 7.5% in June of the same year.

The expected contraction for this country exceeds the regional average for this year of 7.9%. affecting economies with a drop in external demand, greater economic uncertainty, tourism collapse and the consequences of months of confinement to overcome the spread of the disease.

The agency anticipates a 10 percent drop in gross domestic product (GDP) for Mexico in 2020, deeper than the 7.5 percent it calculated in June (Estimción Oportuna, n.d.).

The expected contraction for Mexico exceeds the regional average for this year, which will be 7.9%, he explained.

The economies of the region are affected by the drop in external demand, greater economic uncertainty, the collapse of tourism and the consequences of months of confinement to contain the spread of the disease, said BM.

The COVID-19 pandemic has caused, among other things, a global socio-economic impact, as a result of the health effect of the disease itself and efforts to control its expansion, which rapidly causes saturation of health systems if prevention measures are not applied and restriction, which therefore affects the economy of the countries and the lifestyle of their citizens.

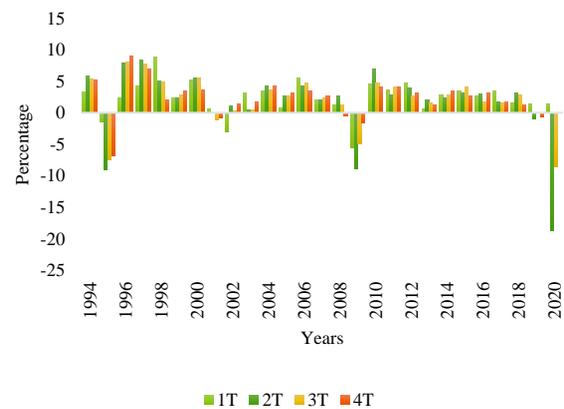
This crisis, called as the Great Lockdown given the economic crisis by Coronavirus, is causing the largest global recession in history.

It could cause the global economy to shrink by 5% during 2020, instead of growing to 2.5% as expected a year earlier.⁴⁶⁷ As businesses lose revenue, unemployment rises sharply, transforming a supply shock over an even more extensive demand shock to the economy (The Great Lockdown: The Worst Economic Downturn Since The Great Depression - Dialogoafondo Blog, nd).

The Organization for Economic Cooperation and Development (OECD) warns that the epidemic unleashed by COVID -19 will slow down the world economy at the end of the year. In this way, it has lowered the global growth forecast from 2.9% to 2.4%, SEE REFERENCE TO 2021, December report (OECD Economic Outlook, December 2020 | Transforming Hope into Reality, n.d.).

Economy in Mexico

The Mexican scenario is very discouraging in economic terms, the fall in GDP only reflects the deterioration of the aggregate variables that compose it. A scenario that is of undue concern since there is a strong consecutive quarterly contraction of the Mexican GDP after the deterioration caused by the stagnation that the Mexican economy experienced at the end of 2019 and the drastic fall by the end of 2020.



Graphic 1 Annual percentage change 2020 3Q.
Source: Own elaboration of the graphic arrangements, as well as data provided by INEGI.

Concept	% Variation compared to the previous quarter	% Variation compared to the same quarter of the previous year
Total GDP	12.1	-8.6
Primary activities	8.0	7.4
Secondary activities	21.7	-8.8
Tertiary Activities	8.8	-8.9

In its annual comparison, the Gross Domestic Product had a real decline of (-) 8.6% in the quarter in question. By large groups of economic activities, the GDP of Tertiaries decreased (-) 8.9% and that of Secondary (-) 8.8%, while that of Primary schools increased 7.4% in the same period.

Table 1 Seasonally adjusted figures by group of economic activities
Source: Own elaboration and arrangements, based on data provided by INEGI.

Population growth in Mexico

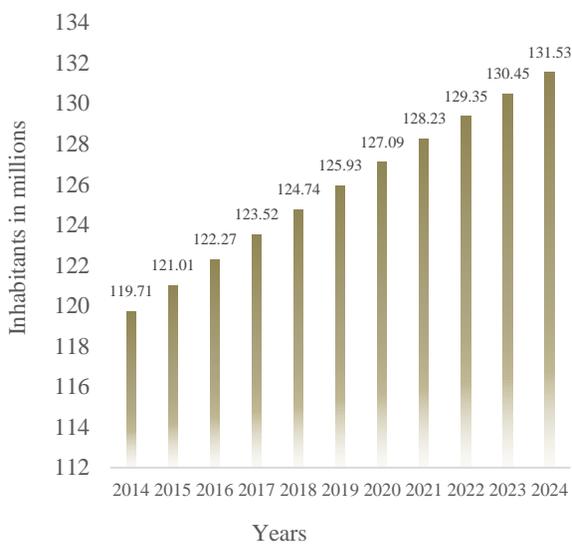
As the population grows more than the Gross Domestic Product (GDP) or food production, the deficiencies of large groups of Mexicans will intensify, alerted Armando García de León, from the Institute of Geography (IGg).

Given the accelerated population increase in the country, he recommended the creation of a national program to rationalize population growth. "It would be a first step to achieve an order in accordance with the objective of improving the living conditions of the inhabitants",

In 12 years, in 2030, Mexico will be the ninth country with the largest number of inhabitants in the world. It currently occupies the 11th place, and this increase can already be considered as serious, said García de León (El Crecimiento Poblacional de México, Problema Grave - Gaceta UNAM, n.d.).

Total population of Mexico 2014-2024

In 2019, the total population of Mexico was estimated at more than 125.9 million inhabitants. A total population of Mexico of 131.5 million is expected at the end of 2024.



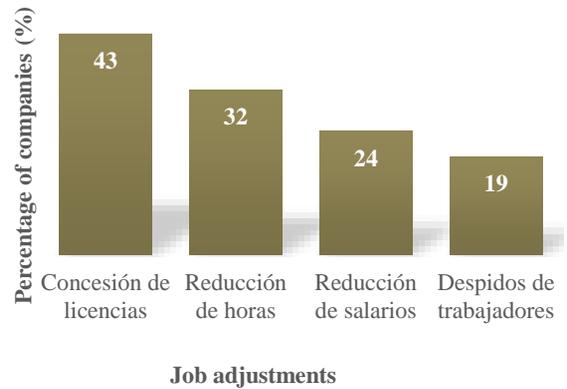
Graphic 2 Mexico: total population from 2014 to 2024 (in millions of inhabitants)

Source: Own elaboration of the graphic arrangements, as well as data provided by <https://es.statista.com/estadisticas/635250/poblacion-total-de-mexico-en-2020/>

Impact on the business sector and jobs

The arrival of COVID-19 in Mexico has had a great impact causing a great economic slowdown affecting the business sector and with it jobs. It is well known that this sector, especially that which concerns micro, small and medium-sized enterprises, is subject, even in developing countries, to intense pressure, bankruptcy.

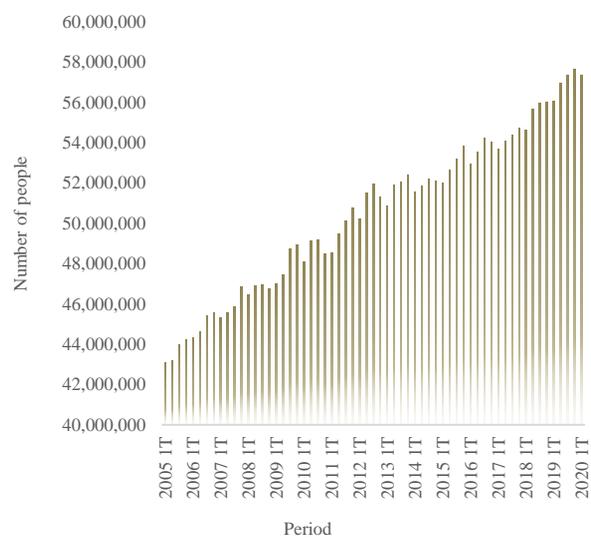
But according to these serious circumstances the World Bank (WB) reports that more than a third of companies have increased the use of digital technology to adapt to the crisis, despite the fact that during these serious periods, company sales have been cut in half, which has forced them to reduce wages and hours of work, and most of them are adrift to disappear, awaiting support from the State.



Graphic 3 Proportion of companies (%), by adjustments in employment

Source: Own elaboration of the graph arrangements, as well as data provided by <https://blogs.worldbank.org/>

At the end of the second quarter, the number of workers insured to the Mexican Social Security Institute (IMSS) amounted to 19 million 499 thousand 859 contributors, a lower figure of 868 thousand 807 insured compared to the same month of the previous year and equivalent to an annual decrease of 4.3 percent.

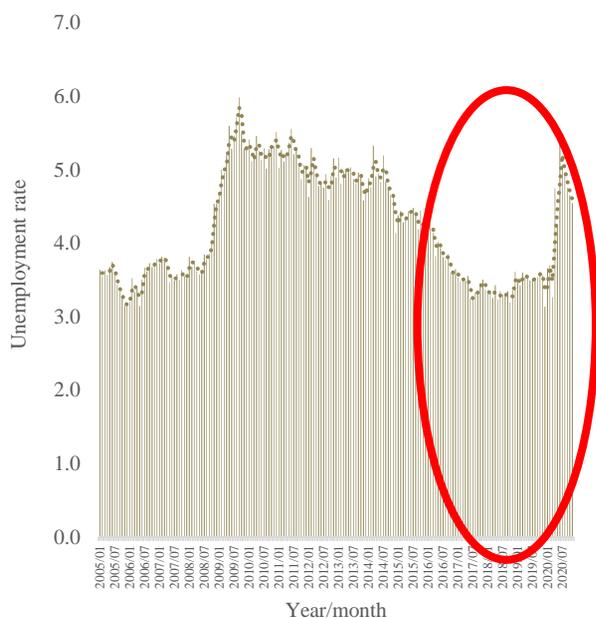


Graphic 4. Economically active population 2020

Source: Own elaboration of the graphic arrangements, as well as data provided by INEGI

The International Labor Organization (ILO) reports that the unemployment rate in Mexico at the end of 2020 could reach 11.7% of the Economically Active Population (EAP). As a consequence of the Covid-19 pandemic, "millions of working people had to stay at home, telework or had to face consequences of the crisis such as low wages or layoffs since the end of March," the ILO remarked as a basis of your reasoning.

National Unemployment Rate. According to the Telephone Occupation and Employment Survey (ETOE), developed by INEGI, as of the second quarter of 2020, the national unemployment rate was 4.8 percent on average.



Graphic 5. Unemployment rate. Monthly variation 4.7
Source: Own elaboration of the graphic arrangements, as well as data provided by INEGI.

Informality and employment

The pandemic caused a “historical” drop in informality to 47.7%, a figure that began to rebound in August and that by the end of the year could exceed the levels prior to the outbreak of Covid-19 “due to a transfer of workers towards informality”.

According to the latest report from the National Institute of Statistics and Geography (INEGI), issued at the end of September with figures for August, the Mexican unemployment rate fell to 5.2% in August when 608,000 people reincorporated to the EAP, with which there are 2.8 million of unemployed.

Family income

Income in Mexican families has been reduced due to the loss of employment, the interruption of remittances or other factors related to COVID-19, which will continue to put human capital at risk, as they have less money, families are will be forced to make trade-offs and sacrifices that could undermine the health and learning outcomes of a generation

Only in the first month of the crisis effect of the Covid-19 pandemic, the incomes of 16.7 million households in Mexico were affected, this is due to the fact that in three out of 10 households at least one family member lost his job and reductions wages, reported the National Institute of Statistics and Geography (INEGI). Julio Santaella, I'm pointing.

In April, among the people who lost their job and did not try to get a new one in the framework of the pandemic, the unemployed sought to work and those who had not entered the labor market, there was a deficit of 15.7 million jobs for people over 18 years of age .

Edgar Vielma, director of Sociodemographic Statistics of the organization, explained that the loss of income in those 16.7 million households - which represent 65 percent of those in the country - also translated into 37.4 percent, that is, 6.2 million of those who found themselves in that situation sold their goods, borrowed or consumed their savings (Covid-19 Impacted Income of 16.7 Million Families: Inegi - Economía - La Jornada, nd).

The labor condition in the framework of the pandemic also points to temporary absentees, such as a stratum of 7 million 200 thousand workers who are not considered unemployed because they continue to maintain the employment relationship, at least in words or are self-employed.

Among the 6 million 100 thousand temporary absentees who were subject to an employer, six out of 10 had their income affected. Only four out of 10 received their full remuneration, four were given only a partial payment and in two cases out of 10 it is assumed that the person will return to work there, but no financial support was given.

Another part of those affected are independent workers for whom, four out of ten, were directly affected by Covid-19 and three out of 10 suffered the lack of customers given the lower mobility and loss of economic activity. However, two out of 10 also said they had no problems due to the crisis.

While in the sum of 32 million 900 thousand people, who were assumed to be employed, 23% work from home, 42% decreased their working hours, 46% their income and only 5% received any support from the government.

In addition to the already existing pressures among those who remain linked to a job, there are 5 million more people who do not have a job, do not look for one due to the current circumstance, but who believe that they will return to work once the health contingency ends. Of them, before the pandemic, 465 percent were subordinate and paid workers; independent, 53 percent; 22% received support from a family member to alleviate the crisis and 92% do not have access to health services (Covid-19 Impacted Income of 16.7 Million Families: Inegi - Economy - La Jornada, n.d.).

For this reason, it is advisable to expand the amounts of cash transfers for the population that needs it most since the COVID-19 pandemic has taken charge of further framing the gaps and needs that already existed, concluding that the benefits of social programs are insufficient .

It is very difficult to provide a viable solution to the economic situation of the households that have fewer resources, it should be appreciated that this crisis needs differential and additional actions to those existing previously, not seeing and ignoring this situation, implies enlarging and eternalizing the cycles of poverty and inequality in Mexico.

Medical care and the high cost

The pandemic causes the need for effective, accessible and affordable family health care. Before the crisis there were already great needs, and now for this purpose of COVID 19 it is estimated that, in the world, financial expenses amount to more than 900 million people.

Joana Chapa Cantú, director of the Center for Economic Research at the Autonomous University of Nuevo León, explained that the change in income in the country had an impact on the number of people who did not have enough to buy a basic food basket (Increase of Poverty in Mexico, Another Blow Derived From COVID-19 - Point U - Autonomous University of Nuevo León, nd).

And health care is just one of the ways that COVID-19 is affecting human capital in countries. Even before the pandemic, the world was facing a learning crisis, with 53% of children in low- and middle-income countries unable to read a basic text by the end of primary school. These risks are intensified by school closings due to the pandemic (2020 Annual Summary: The Impact of COVID-19 (Coronavirus) In 12 Graphs, n.d.).

The economic crisis that is being experienced in 2020 due to the COVID-19 pandemic is the "deeper than any we have ever experienced", but Mexico today has some strengths that we did not have in the 1995 crisis, said Eduardo Osuna, general director and Vice Chairman of the Board of Directors of BBVA México (Economic Crisis Due to COVID-19, The Deepest We Have Ever Lived: BBVA México, nd).

During his participation in the Annual Meeting of Regional Councilors, held for the first time virtually, Osuna explained that this crisis is much deeper and longer than expected, but, unlike in 1995 when NAFTA was entering into force and there were "Great doubts about the competitive capacity of Mexican businessmen and even more so being in crisis, today there are variables that are absolutely differential that allow us to assume that Mexico has better strengths."

One of them, he pointed out, is that inflation is "absolutely controlled; interest rates down, and we don't see a significant devaluation of the Mexican peso. Today it is an adjustment variable for the economy, which has worked very well in this fluctuation that it has had not only with respect to what is happening internally, but also regarding global economic fluctuations ”.

In addition, there is an autonomous Central Bank with reserves that works with the financial sector, “we have an absolutely globalized economy, where the non-oil export component continues to gain space, today it is 34.8 percent of GDP, but it is 438 billion of pesos, 72 thousand when we compare it against the year 95 ”.

Also having a strong financial system, which, unlike in 1995, was insolvent and today there are very high capitalization rates, which comply with all the Basel standards, which is an example for the rest of the world, he told the 600 connected directors.

“We have many problems, the crisis is going to be very deep, but if we compare a crisis, which many of us are experiencing, with the current crisis, Mexico has much more solid fundamentals than those we had in 1995; and, above all, we have shown that the private sector has a lot of competitive capacity at a global level in an absolutely open economy ”. he said.

He anticipated that 2021 will be better than 2020 because of a comparative and rebound issue. "We will see an economic recovery in the face of this new normal. We are learning how to combat COVID-19 with treatments, the management in terms of protocols, the vaccines will arrive, and obviously this was what he said about the rebound, from the economic point of view," he added.

Conclusions

The impact of COVID-19 in the world and in the Mexican economy lends itself to various comparisons with the financial crisis of 2008, with the 2nd. World War, or the so-called Crisis of 29, which, although it seems dramatic, the pandemic has had a far-reaching effect on almost all aspects of development, like previous crises. The real magnitude of the COVID-19 pandemic will only be known in the coming years, as the data collected by recognized institutions is analyzed, new financing and social programs can be developed and adapted to meet the needs of the vulnerable population, there is much short and long-term work, to ensure that the population is included in a new circular and flexible economy where equity and equality are denoted, thus reducing extreme poverty, finding a better world where everyone wins in the sense of a better wellness

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Effects of COVID 19 on the labor impact on MSMEs in the leather-footwear sector. Particular case of sector suppliers

Efectos del COVID 19 en el impacto laboral en las Mipymes del sector cuero-calzado. Caso particular proveedores del sector

JARDÓN-SALAZAR, Ernesto*†, LÓPEZ-BARBERENA, Adriana and ESCUDER-AYALA, Verónica

Universidad Tecnológica de León

ID 1st Autor: *Ernesto, Jardón-Salazar* / ORC ID: 0000-0002-6407-0062, CVU CONACYT ID: 1096237

ID 1st Coautor: *Adriana, López-Barberena* / ORC ID: 0000-0002-0861-9807, CVU CONACYT ID: 438328

ID 2nd Coautor: *Verónica Escuder-Ayala* / ORC ID: 0000-0003-2771-4444, CVU CONACYT ID: 1096246

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Abstract

The objective of this research was to find the effects on the work of the MSMEs due to the COVID 19 pandemic. The case analyzed was a national footwear company and its suppliers were asked how it affected the company, in its employment as well as in their physical and emotional health due the pandemic issues caused by COVID 19. Four dimensions were analyzed based on the questionnaire issued by the Organization for Economic Cooperation and Development (OECD) on the pandemic this 2020 year. Interesting data was found in the industry of the Leather-Footwear sector, such as the fact that most of the companies did have direct impact affectation, in addition to the fact that micro companies suffered an impact on salaries, layoffs, as well as the lack of attention to data of mental health that have been caused by the COVID 19 pandemic.

Labor Impact, Covid 19, MSMEs

Resumen

El objetivo de esta investigación fue encontrar los efectos en el trabajo de las Mypimes debido a la pandemia del COVID 19. El caso analizado fue una empresa de calzado a nivel nacional y se les pregunto a sus proveedores como les afecto en la empresa, en su empleo así como en su salud física y emocional la pandemia ocasionada por el COVID 19. Se analizaron 4 dimensiones basadas en el cuestionario emitido por la Organización para la Cooperación y el Desarrollo Económico (OCDE) sobre la pandemia en el año 2020. Se encontraron datos muy interesantes en la industria del sector Cuero- Calzado como el hecho de que la mayoría de las empresas si tuvieron alguna afectación directa además de que las empresas micro sufrieron impacto en los sueldos y despidos así como la falta de atención a los datos de la salud mental que se han propiciado por la pandemia del COVID 19.

Impacto Laboral, Covid 19, Mipymes

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* Correspondence to Author (email: ejardon@utleon.edu.mx)

† Researcher contributing first author.

1. Introduction

According to the International Labor Organization (ILO), the pandemic called Covid-19 has had a significant impact on work and has shown the vulnerability of people and companies. Numerous workplaces have been identified that have closed due to this pandemic and reductions of up to 10.7% in total hours worked are identified. The losses registered by COVID 19, until July 2020, which is recorded by the ILO Labor Summit, are up to 305 million jobs with base hours of 48 hours on average the working day. Among the regions most affected in the first half were Asia and the Pacific; However, in this second semester are the Americas, followed by Europe and Central Asia (International Labor Organization (ILO), 2020).

The future trajectory of Covid-19 is still uncertain as its full control is not yet established. The people most affected are the most vulnerable and least favored, including the informal economy. In this area, it is detected that six out of every ten workers live daily and that on average they are threatened because this area contracted 60% in the first month of the pandemic. A worrying fact is that the ILO indicates that the next pandemic could be hunger. The pandemic phenomenon does not distinguish between gender, but the one that has given the most attention is women.

Women work more in services and in front-line occupations against the pandemic. Women are located mainly in the health sector and in the personal care sector, where they represent 70% of the staff. Likewise, this sector has less access to social protection and additionally assumes the provision of care. Women, it is also considered, are more vulnerable in some jobs such as domestic workers. Young people in their encounter for job opportunities as well as children have also suffered devastating impacts on their job search and education. It is presumed that 50% of the people in training will not complete their courses as planned and 10% will not do so at all (International Labor Organization (ILO), 2020).

The initial hypothetical assumption is that MSMEs are being seriously affected by the Covid 19 pandemic, especially those of micro and small companies that have little staff and that belong to the Leather-Footwear sector in Mexico.

The sections presented are:

1. Impact of Covid 19 at the Global level.
2. Impact of Covid 19 on Organizations and Mypimes.
3. Impact of Covid in Latin America.
4. Impact of Covid in Mexico.
5. Impact of Covid in the Leather-Footwear Sector in Mexico.
6. The Shoe Industry in León, Guanajuato.
7. Theoretical foundation: Initial analysis of the ILO, WHO and OECD on the impact on Organizations.
8. Methodology
9. Results
10. Conclusions
11. References.

2. Impact of Covid-19 at the Global level

The impact of Covid-19 is felt globally with significant effects on world GDP. According to data from the Organization for Economic Cooperation and Development (OECD) (2020), this pandemic leaves effects that to date are registered in various continents, the continents of Europe and North America being affected, in a special way, in the second part of the wave of infections that was at the end of 2020. The impact on world GDP is 3% less than the same as the quarter of last year. In the European case it is 7.3% and the United States 3.2%.

There is a possibility that the closure of borders and social distancing will continue throughout the first half of 2021. The global impact on GDP is estimated to be a drop of 4.2% worldwide. Although an equal rebound is expected in 2021 and China will see more growth than in other sectors. All this affected by the speed at which the vaccine doses can be distributed and the application of tests as well as the control and tracking of the virus. In the optimistic scenario, if the vaccine is applied, it would rise by 5% in world GDP, achieving a slight improvement, but in the negative scenario, we would be in a world decrease of up to 2.3 / 4 percentage points in 2021 (Organization for Cooperation and Economic Development (OECD), 2020).

3. Impact of Covid 19 on Organizations and MSMEs

Organizations are suffering an extreme impact such as has not been seen since 2009. According to data from the Economic Commission for Latin America and the Caribbean (ECLAC, 2020), the economic impact in the countries of Latin America and the Caribbean is imminent and more so in its productive and business structure. The productive structure of the region has decades of weaknesses. There are few activities for the production and processing of natural resources, as well as high capital intensity services such as banks, telecommunications and electricity, there are few large companies with added value and low productivity. Likewise, two fundamental factors, the first is that there is an international technological frontier and the second is the great difference in the productivity of MSMEs versus Large Companies. (Economic Commission for Latin America and the Caribbean, 2020)

According to the ILO, Micro and Small as well as Medium Enterprises are susceptible to little resistance to brief periods of inactivity, which cause great uncertainty. The sectors most affected are: wholesale and retail trade; auto repair, manufacturing, hotel and restaurant services, real estate, business and administration activities. An average of 436 million companies are estimated to be at risk of being affected by this phenomenon (International Labor Organization (ILO), 2020).

According to the ECLAC analysis (2020), this pandemic has a profound impact on the economy and in the case of Latin America and the Caribbean, the estimate is that by the end of the 2020 semester, 2.7 million companies could close, which is equivalent to the 19% of all firms in the region. In the case of micro-enterprises, the drop is estimated to be 21%. In terms of employment, it is estimated that there are more than 8.5 million jobs, of which 8.1% are in formal employment and a fifth percent belong to jobs generated by microenterprises ((ECLAC, 2020).

The data for calculating the impact on Latin American companies according to ECLAC (2020) are presented.



Figure 1 Percentage of Companies that could close due to the crisis in America and the Caribbean according to their size

Source: Own elaboration based on ECLAC 2020

In the case of Latin America, a closure of up to 21.5% of micro companies and 7.3% of small companies is projected, as well as a loss of 2.7 in medium-sized companies, which has a broad impact on the employment of small owners who are the most vulnerable in this economic crisis having little access to formal employment and support credits for this industry.

4. Impact of Covid in Latin America

The Economic Commission for Latin America and the Caribbean (ECLAC) through its COVID-19 observatory in Latin America and the Caribbean (2020) declares the economic and social impact, mentions that the world is facing an unprecedented health and humanitarian crisis in the last century, as the world economy has suffered its greatest contraction since 1946. According to the preliminary balance of the economies in Latin America and the Caribbean, this will be the worst hit region in the developing world. The worst economic contraction in 120 years, added to a low growth trajectory since 2014, facing a lost decade. The impact is the product of unprecedented negative supply and demand shocks.

The pandemic has magnified historical structural problems such as inequality, limited fiscal space, low productivity, high informality, fragmentation of health and social protection.

According to figures from ECLAC (2020), a positive GDP growth rate is expected in 2021, the GDP growth rate of the Latin America and the Caribbean region will show a rebound reaching 3.7%, but the recovery of the level of output The pre-crisis crisis will be slow towards the year 2024. Although the governments of Latin America and the Caribbean have made efforts in their fiscal and monetary policies, which have helped mitigate the effects of the pandemic crisis, ECLAC (2020) mentions that They require more active fiscal policies together with environmental and industrial policies that allow the structural transformations that the region requires, promoting sustainable growth.

Esquivel (2020) comments that, from the ECLAC estimates, it is interesting to note that the expected increase in poverty rates in the different countries of Latin America. This increase in the poverty rate appears to be closely associated with the expected contraction of GDP for 2020: the fall in production is accompanied by a fall in income. If this fall were proportional along the income distribution, this would imply an increase in poverty rates for those who were just above the poverty line. This effect could be even greater if the fall in income disproportionately affected the poorest.

ECLAC (2020) projects that by 2021 the region is subject to high uncertainty based on the intensity and spread of a second wave of infections, distribution of COVID-19 vaccines in countries with developing economies, capacity to maintain monetary and fiscal policies, geopolitical tensions, trade policy and technological frictions and social unrest.

ECLAC (2020), based on the Dealogicy LatinFinance (Bonds Database), indicates that in the Latin American and Caribbean region, debt issuances in international markets have increased, as well as declines in May since May. commodity prices, which are above pre-pandemic levels except for energy products. Likewise, it is indicated that exports of goods in the region suffered a sharp fall of 13% accompanied by a greater fall in imports by 20%, the average of remittances grew by 5% this year, the behavior between countries is diverse, but Mexico and Central America are surprising for their resilience in this area.

In the preliminary balance of the economies of Latin America and the Caribbean, ECLAC mentions that 2020 will close with an unemployment rate of 10.7%, although if a participation rate similar to that of 2019 is assumed, the total unemployment rate would be 18.5% and the female would be 22.2% against the male 15.3%. The magnitudes of fiscal efforts are related to the characteristics of each country, such as: structure of their economies, available fiscal space, ability to mobilize additional financing, scope of health systems and social safety nets, as well as the progress of the pandemic. . Countries that had social protection systems with greater coverage have been able to react quickly and effectively to contain and mitigate the effects of the pandemic, taking advantage of existing programs and combining them with fiscal efforts.

Official figures from the Economic Commission for Latin America and the Caribbean (2020) have observed a significant drop in tax revenues, public spending has increased strongly, prioritizing current transfers to households and the productive sector, the fiscal position of the region is it has deteriorated with important increases in the primary deficit; The greater financing needs have led to a trend in public debt; The historically low levels of inflation have stimulated the adoption of expansionary monetary policies, since June inflation in items such as food has increased. In the monetary sphere, conventional and unconventional policies have materialized in rate cuts and increased liquidity.

ECLAC mentions that the greatest challenges in the Latin American and Caribbean region are: Understanding the growth rate in 2021 as an effect of the pandemic, this dynamics depends on the outbreaks of the pandemic, availability of the vaccine and fiscal stimulus strategies and monetary to support aggregate demand and the productive sectors of each country. The advancement of the region is glimpsed on sustainable growth with investments towards environmentally sustainable sectors favoring the generation of employment and technological innovation.

5. Impact of Covid in Mexico

According to Esquivel in his article (2020), the pandemic has had multiple economic effects, the GDP in Mexico could contract in 2020 in a range of between 8.5% and 10.5%, this fall has been mainly defined by the long period of confinement of the second quarter and due to the relatively slow recovery anticipated for the second half of the year. The fall in economic activity bottomed out in May and the recovery began to be observed in June with the incipient reopening of some additional economic sectors. A very rapid contraction in spending was observed through the use of credit and debit cards at the beginning of the confinement, this activity has been gradually recovering towards the end of the year.

Esquivel (2020) mentions that in the workplace there is a significant contraction in formal employment and large changes in the composition of the workforce. However, paradoxically, this has not been reflected in a significant increase in the unemployment rate. Labor market indicators point to a loss of 1.1 million formal jobs, a 5.4% reduction of all formal jobs registered with the IMSS. (ETOE) (2020), the greatest loss is seen between the months of April and May. The loss of formal jobs in the March-June 2020 period has been disproportionately concentrated in low-income workers. In fact, 83.7% (933 thousand) of all jobs lost correspond to workers who received between 1 and 2 minimum wages.

The productive sectors that have been the most affected in relative terms have been agriculture (-11.5%), construction (-10.1%) and services for people, companies and the home (-8.6%). These three sectors account for 60% of all jobs lost during the pandemic. Other sectors affected significantly in absolute terms have been the Transformation Industry (245 thousand jobs lost, -4.4%) and Commerce (131 thousand, -3.2%). Together, these five sectors account for 94% of all formal jobs lost. (Esquivel, 2020)

The adjustment in the labor market is perceived as transitory, as unemployed people are waiting for the end of the pandemic to rejoin the world of work. This situation facilitates the growth of the informal labor sector in Mexico, which currently serves as a buffer against the economic shock.

The impact of the labor market caused by the pandemic is yet to be defined, since it directly depends on the evolution of the pandemic, the new confinement measures during the outbreak at the end of the year and the ability of the economy to make this crisis transitory, and not permanent (Esquivel, 2020).

Esquivel (2020) mentions that based on estimates of the impact of the pandemic on poverty in Mexico, ECLAC (2020), Coneval (2020), EQUIDE (2020) and PUED-UNAM Nájera-Huffman, an important increase in the rates of total and extreme poverty in Mexico, it is expected that around 9 million Mexicans could be considered poor and a similar number could fall into extreme poverty. This effect could lead us to reach the highest poverty rates so far this century. In the long run, this will be perhaps the most lasting and painful impact of this crisis and the one that requires more immediate attention.

6. Impact of Covid on the Leather-Footwear Sector in Mexico

According to the Revista del Calzado (2020), since the state of emergency was imposed, shoe companies across the country have been forced to reduce or completely suspend their activities. Likewise, the Chamber of the Footwear Industry of the State of Guanajuato (CICEG) and the National Chamber of the Footwear Industry (CANAIICAL) agree that the closure of department stores, shopping centers and shoe stores, etc., have brought with them cancellation of orders and complication of payments; and the foregoing does not exempt them from the obligation of salary and tax payments, running the risk of disappearing in a short term.

In addition, a study carried out among several Mexican footwear companies suggests that 35% of those surveyed see an "uncertain" outlook for reactivation, while 24% estimated that the manufacturing rhythm would resume in June 2020. With 22% there are those who suggested that the recovery would occur at the end of the year and finally with 6% there are those who considered that their activities would never normalize. According to the Parcerisa article (2020), from the provisional closure of operations of non-essential factories, there were cancellations of 83% of orders, as well as a significant reduction in demand of 73.7%, as well as a major crisis in the liquidity of the same.

In addition to the previous point, a 65% increase in smuggling activities and illegal imports has also been something that the industry has had to deal with.

7. The Shoe Industry in León, Guanajuato

According to Milenio (2020) (Adame, 2020) the Chamber of the Footwear Industry of the State of Guanajuato (CICEG) estimated a fall of 87% that generated the loss of 12 thousand formal jobs, according to the latest figures updated by the Mexican Social Security Institute.

"A lot hits the companies in the informality, small workshops, picas, small businessmen who did not have money to support their collaborators who maybe did not fire them, but they do not know if they are going to open," explained Luis Gerardo González, president of this House "(Adame, 2020, p. s / p).

In addition, 3% of the companies affiliated with the chamber were estimated to have a total closure, as they could not cope with the economic panorama mainly and also had to face abuse actions by suppliers and some buyers such as: the delay and cancellation of orders, price increases on materials, request for discounts, returns, request for really low purchase prices and price increases from suppliers.

"We are aware that they agree on a payment date and do not meet it; Orders already placed and then canceled, already with the finished product ... There is a lack of empathy regarding the rise in prices of materials; there are requests for discounts, returns of merchandise, they take away your modeling and they don't give you the order or they want to pay it cheaper", said Luis Gerardo González, president of CANAICAL (Nación, Querétaro, 2020, p. s / p).

The sector undergoes important changes due to uncertainty and there are many variations in its processes and operations. Companies in the sector regardless of size are facing a delicate moment due to the Covid-19 crisis, coupled with the factors that had occurred in the same sector for years.

7.1 Success story in the shoe industry in León, Gto

The case of success mentioned is a company of Guanajuato origin that has been producing shoes since 1935 and was founded by one of the most recognized businessmen in the region, under the CESAR brand. It started by making 300 pairs a week. Originally it was dedicated to the production of children's footwear, to later manufacture men's shoes. The company also ventured into making women's footwear. In 1963 he introduced the serial production systematization process, in 1965 the current brand was born, which is associated with a type of shoe with greater flexibility and comfort.

In 1970 the Central Avíos Plant was inaugurated and by the end of the 80's the brand was already recognized nationally and internationally. For the first decade of the 2000s, it consolidated the first 30 stores in Mexico, which would later amount to 300 with concepts inspired by nature. Likewise, for 2011 it achieves the ISO 9001: 2008 Certification, for the correct administrative practice. For the years 2012 and 2013 it consolidates its entry into the US market with its first stores in Texas, as well as the launch of the first mobile App.

In 2015, the owner's son became the CEO, becoming the 3rd generation at the helm of the company. The group has attached primary importance to the quality and design of shoes, establishing quality controls in the production process and also with the introduction of automation. In addition, for several years, 3D software has been used in the design of shoes and likewise the prototypes also use a similar 3D printing technology.

It currently employs more than 5 thousand people who produce about 16 million pairs per year. The company has 400 points of sale locally and with more than 4 thousand customers, among which are department stores and boutiques such as: Copel, Liverpool and Palacio de Hierro. Likewise, it exports to Japan, Spain, Costa Rica, Guatemala, Honduras, El Salvador, Colombia, Canada and the United States, among other countries (Expansión, 2017).

After the pandemic situation in the face of SARS-COV-2, known as coronavirus (COVID19), in Mexico there were suspensions to non-essential activities to prevent the spread and according to the World Health Organization (WHO) the “ second or subsequent pandemic wave ”. Therefore, in the case of Grupo Zapatero, other companies and certain sectors, attention must be paid to procedures and measures established by the corresponding authorities in matters of health and occupational safety at the federal and state level.

8. Theoretical foundation: Initial analysis of the ILO, WHO and OECD on the impact on Organizations

Studies of work against pandemics have been carried out since similar phenomena occur with data similar to Covid-19. In the face of the 2009 H1N1 pandemic, a variation of the Avial Flu, the data is similar, according to the WHO (World Health Organization), to the protection measures recently adopted in the case of the Covid-19 Pandemic. The information on pandemic treatment, as documented in the case of the H1N1 pandemic in 2009, is as follows:

1. Monitor public health measures at the individual, family and community levels.
2. Identify the costs of transmitting the information and the reasons for it.
3. Study the protection and efficiency measures at the individual level in terms of hand hygiene, masks and respirators.
4. Study the effectiveness measures of contacts.
5. Reduction of massive concentrations.
6. Use of environmental control methods.
7. Air circulation and natural ventilation.
8. Likewise, applications of public health measures are recommended at the individual and community level (World Health Organization, 2009).

In terms of work, the data to take care of in a pandemic in MSMEs are very interesting because they would help improve productivity. According to the recommendations of the H1N1 pandemic (2009), the following items should be taken care of:

- Information gathering.
- Management of action plans.
- Minimization of human contact.

Establishment of personal hygiene practices.

Helps employees to detect the virus.

Help with personal finances to employees.

Exchange information on the subject.

(Kawakami, 2009).

Given the current Covid-19 pandemic, there are very interesting data on how the population is affected in employment terms. According to the OECD 2020 survey on the employment crisis, data is obtained on specific sectors and impacts on companies:

1. Impact on companies due to their working hours.
2. Management of work policies, impact on employability.
3. Existence of different scenarios in the face of reactivation with a new security and form of communication.
4. Existence of sectors most affected, such as youth and women (OECD, 2020).

According to the work reports, the management of the new forms of work, new rules of employment immersion emerge. Among the aspects considered is new communication and digitization as part of the employability process (Employability Commission, 2020).

9. Methodology

Based on the OECD questionnaire and the proposed dimensions, a topic guide version is made for a semi-structured interview, adapted for MSMEs in the Mexican case of the Leather-Footwear Sector industry. The dimensions analyzed were: 1 company 2 work 3. new forms of security and communication 4. innovation and digitization. Each dimension includes subdimensions or themes according to the area such as the impact on the company and work, the new forms of security in the physical plant and the new work rules such as the home office. Likewise, the capacity for innovation and changes in digitization is contemplated. An added aspect was the issue of both physical and emotional health, where the support received from companies was measured not only on the issue of physical health but also on the issue of emotional health.

As part of the investigation, online interviews were conducted with 27 people who collaborate with the same Large Company of the Leather-Footwear Sector located in León, Gto. The people who answered the interview work for the quality area as suppliers or are in charge of internal quality control of the company. Most of the suppliers are MSMEs, this large company being one of the companies that hires the most personnel in the supply area, giving a large amount of work to the Leather-Footwear sector. The selected company has a national presence. Due to confidentiality and strategy issues, its data is omitted but it is considered one of the most representative of the State of Guanajuato, being important nationally and internationally. It is one of the companies that generates the most jobs in the leather - footwear sector, with more than 11 thousand employees currently working in it. The profile of the interviewees was very simple, men and women who work directly with the selected industry that operates in León, Gto. Supervisory personnel, workers and also external persons who were supplier workers of various companies, as well as consultants and owners of companies that provide services to the Quality department of the Large Company were interviewed. The time to work in the company of at least 2 years and a company size by number of employees was determined. Among the 27 interviews in the selected companies, 14 were large-sized cases within the Company and 13 were MSMEs providers of the same company.

10. Results of the Mexican case of the Leather-Footwear industry

10.1 About the profile of the Interviewees



Figure 2 Profile of the Interviewees

Source: *Self Made*

Most of the interviewees of the MSMEs have a schooling higher than the degree; however, in the case company his level was high school and undergraduate. The jobs were varied from base personnel such as storekeepers and supervisors to owners, sellers and partners of the MSMEs.

The number of employees in the MSMEs was very small with a maximum of 10 employees, while the large company has at least 11 thousand workers. Medium-sized companies on average had 120 people, which gives a very large gap between Large Companies and MSMEs. Likewise, despite their schooling, the employees of the Grande company had more time in the company than the employees of the MSMEs despite having higher positions, the employees of the MSMEs.

10.2 Problems presented in the Company by Covid-19



Figure 3 Problems presented in Companies in the face of the Covid-19 pandemic

Among the most common problems were the decrease in production, the drop in sales, the salary reduction and others that when it was analyzed that it was the reduction of workers as well as the risk of closure and in some cases the total closure of operations. It is interesting to note that the total closures were seen in Micro and Small companies more than in Medium-sized and Large Companies.

10.3 Business Learning in the Pandemic



Figure 4 Business learning from the Covid-19 pandemic
Source: Self Made

Important learnings were noted such as better management of expenses, improvement in the way of communicating and coordinating, as well as immersion in new forms of sale through electronic commerce, digitization of processes and uses of technologies. Likewise, the use of new communication platforms and the management of better alliances as well as negotiations are noted.

10.4 Effects on Work detected in the face of Covid-19



Figure 5 Effects on work detected by employees in the face of the Covid-19 Pandemic
Source: Self Made

It is interesting to see that if there are job losses in the industry and in addition there are cuts in wages and working hours. However, there is an increase in the working day without greater pay for the staff remaining after the cuts and the salary reduction. Less pay for more work.

10.5 Changes detected in the Work



Figure 6 Changes detected in the Work
Source: Self Made

It is noted that there are new communication platforms such as the use of teams and zoom, also in greater one-to-one contact and the use of social networks as well as the more traditional methods that have been email and use of the telephone. To a lesser degree, the use of messaging, specialized advertising and job training was noted as part of the changes in the organization. The social network WhatsApp was mentioned in particular as a means of support in both internal and external processes of the company.

10.6 Ways of working detected in the face of the Covid 19 Pandemic



Figure 7 Ways of working in the face of the Covid 19 pandemic
Source: Self Made

There is a large degree of people who have to go to the company because their positions are in production or quality of physical products, in this case making shoes. It has been detected that most of the people who do administrative tasks do not go to the plant only on special occasions. The degree of intellectual complexity makes physical presence less necessary.

10.7 Support in detecting the disease

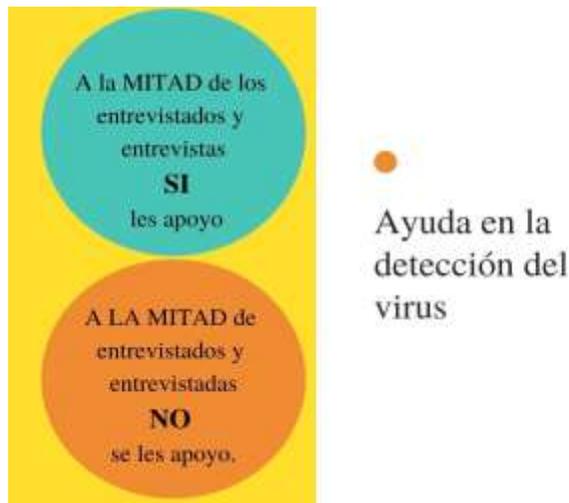


Figure 8 Support for disease detection
Source: Self Made

An interesting case was that although there are relatively stable jobs, half of the interviewees are NOT supported with the management of detecting the disease. The employees that are supported are those of production in the Large Company due to risk issues in the case of micro and small companies, there is no support.

10.8 Changes in physical job security



Figure 9 Physical changes detected in occupational safety
Source: Self Made

It is noted that companies have been concerned about the use of helmets, gloves and face masks, in the least of cases for the improvement of hygiene in physical spaces. It should be noted that several workers do NOT detect changes in their physical safety at work.

10.9 Detection of Emotional Health



Figure 10 Detection of Emotional Health
Source: Self Made

It is detected that most people do not have support in the emotional part, although if they are given physical attention, they are not supported to verify the work or personal impact that they have. Likewise, no actual help processes are mentioned about this situation. Most of the interviewees only know the physical part of the disease, not its emotional consequences.

When asked if they considered they needed help against the pandemic, the majority answered that they did require support in their emotional processes in the face of the change that is being experienced, but companies DO NOT attend to this part of the aid.

10.10 Valuation of Innovation and Digitization



Figure 11 Opinions on Innovation and Digitization
Source: *Self Made*

There is a close relationship between digitization and the valuation of innovation. Although digitization is a little less valued and in all cases there is a favorable opinion of innovation.



Figure 12 Ideas before the new reality after the pandemic
Source: *Self Made*

A new reality is noted with concerns in the rehiring of staff. Likewise, the management of training and permanent safety is desired, it seeks to continue with continuous improvement with the use and care of labor integrity. Likewise, it is desired that the sector does not lower the quality of its products and that it is prepared to continue with continuous improvement.

11 Conclusions

One of the aspects to be noted is that the dimensions studied, which were: company, work, new forms of security and communication, innovation and digitization, were all affected by the phenomenon of the Covid-19 Pandemic. Changes in hiring are seen in the Company, with job losses and effects in terms of lower wages and shorter working hours. However, in the field of work there are changes such as the use of new communication platforms, teams and zoom being the most common. It shows the work of social networks more and the work online in addition to the traditional methods.

Most of the people who work in the office are those who have tasks that do not require or have to do with production and the activities that require less physical involvement are those of consulting, sales and administration activities. In the physical spaces, relevant changes are not noticed, but rather the safety factors of face masks, gloves and helmets; however, no further changes are noticed which is an interesting idea to note. One of the aspects that are considered is physical health that the large company supports for detection, but in terms of emotional health support has not been found, which is something that can be highlighted as a work point in all companies.

Innovation and digitization processes are valued; however, innovation is still more valued than digitization. Likewise, there are new interesting ideas such as keeping spaces clean, maintaining training, taking care of health and work integrity. Likewise, they have ideas for personal rehire and the search for constant innovation. In addition, they want to maintain the quality of the products that are sent.

The questions that can be generated for a new investigation are:

1. How could the emotional health of workers be cared for in the face of this pandemic?
2. What kind of information do workers need in situations of physical and emotional risk?
3. What are the forms of prevention against occupational hazards for workers?

4. How to maintain the best jobs and learnings that have occurred in the Covid 19 pandemic?

As a reflection, it remains to continue analyzing what physical, emotional, economic, social and cultural consequences the Covid-19 pandemic will have in the workplace. As a sector, protocols should be promoted to guarantee the safety and well-being of workers, in the face of the possible threat of a new outbreak in companies. The protocols should undoubtedly be permeated at all business levels and areas that comprise it, such as: administration, safety and hygiene, communication, production, logistics, transport, sales, etc. and with the possible creation of new ones: sanitation.

Likewise, take advantage of the advantages provided by innovation or modernization and technology, in primary or support activities of the value chain of organizations, such as: electronic commerce, the new work and health culture, possible redesign of the value added chain (CVC), supply and production chains; with all the possibility of redesigning current business models.

Likewise, do a constant investigation of these phenomena and monitor the actions and recovery processes.

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† Researcher contributing as first author.

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

What is your added value with respect to other techniques?

Clearly focus each of its features

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

Explanation of sections Article.

Development of headings and subheadings of the article with subsequent numbers

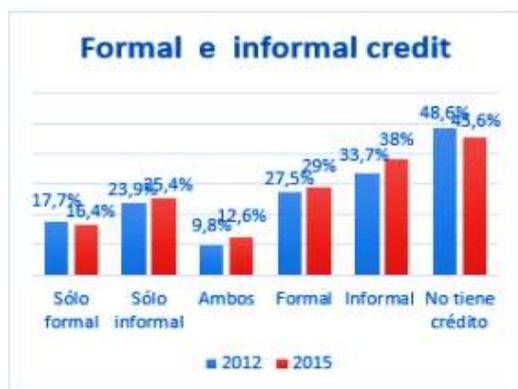
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Graphic 1 Title and Source (in italics).

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Products	Industry	Chocolate Business
Food and beverage provision services	Processed food	
	Cultural tourism	Commercial chocolate (national and international brands)
Cultural Services	Agroindustry	Museums of chocolate

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