

## Project: Mx Trek Tours Thn

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### Abstract

The municipality of Tehuacan and ITS region unique climate and orography Have; semi desertic zones value is so high That the biggest ecological zone in Its kind was created here: the Tehuacan-Cuicatlán Biosphere Reserve. It has, ITS Among attractions, the first SPA in America: San Lorenzo's spring, as well as paleontological Several speleological and archaeological sites, as well as other places man with a huge potential to Increase Tehuacán's touristic industry. This priceless heritage is completely underused: there is not a single company in the zone offering high-quality touristic services, NEVERTHELESS a single one offering the whole spectrum of touristic services Involving every aspect of professional tourism business should. Evidence shows a great number of That tourists in esta zone are outlanders, many of them from foreign country clubs. Tehuacan is an attractive region to them Because of Its multiple archaeological sites, traditions, culture, gastronomy and history. Domestic market is well used to this kind of attractions, due to the large amount in Mexico, tough few places can offer the touristic ensemble owns Tehuacan. Alternative tourists are our target market. This project shows the way to high-quality Set A tourism business up, use and promotion of trough each single factor conforming ITS touristic heritage, natural Either, geological, historical or culturally

### Resumen

El municipio de Tehuacán y su región, cuentan con un clima y orografía singulares; la importancia de las zonas semidesérticas es tal, que se creó la reserva ecológica más grande del mundo en su tipo: la Reserva Ecológica Tehuacán- Cuicatlán. Cuenta con el primer SPA del continente americano: el manantial de San Lorenzo, y existen también zonas paleontológicas, arqueológicas, espeleológicas y muchos sitios con gran potencial para desarrollar la industria turística de la región. Este gran patrimonio está desaprovechado en su totalidad; no existe una sola empresa en la región que brinde de manera individual servicios turísticos, y mucho menos una que conjugue todos los aspectos que la actividad turística conlleva. La evidencia indica que la mayoría de los turistas que visitan la región radican fuera del estado de Puebla, siendo muchos de ellos extranjeros. La región resulta atractiva por sus zonas arqueológicas, tradiciones, cultura, gastronomía e historia. El mercado doméstico está habituado a todos estos atractivos, y existe una innumerable cantidad de sitios que los ofrecen en nuestro país, si bien, pocos lugares ofrecen el conjunto de atractivos que la región de Tehuacán posee. El mercado de Turismo Alternativo es nuestro mercado target. El presente proyecto muestra la forma en que se puede implantar una empresa de servicios turísticos en la ciudad de Tehuacán, a través del uso y promoción de todos los elementos que conforman sus atractivos, ya sean naturales, geológicos, históricos o culturales. La idea de crear una empresa de servicios turísticos que permita dar a conocer y explotar el patrimonio turístico de la región de Tehuacán, creando un impacto social y económico positivo para sus habitantes, surge cuando Carlos Cruz y Raúl Magaña notan que la Ciudad de Tehuacán y su región, a pesar de haber sido destinos turísticos de primer nivel durante la primera mitad del siglo XX, ha dejado de interesarse en este sector.

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**Introduction**

The municipality of Tehuacan and its region have a unique climate and topography; the importance of semi-desert areas is such that the world's largest ecological reserve of its kind was created: the Tehuacan Cuicatlán Ecological Reserve. SPA has the first American continent: the fountain of San Lorenzo, and paleontological, archaeological, speleological areas and many sites with great potential to develop the tourism industry in the region there too.

This great wealth is wasted as a whole; there is no single company in the region to provide tourism services individually, let alone one that combines all aspects that tourism brings.

**Problem Statement**

The need to promote tourism in the region of Tehuacan and boost social welfare.

**Justification**

The region is attractive for its archaeological sites, traditions, culture, cuisine and history. The domestic market is accustomed to all these attractions, and there are countless sites that offer in our country, although few places offer the set of attractions that the region has Tehuacan. Alternative Tourism market is the target market.

**Overall objective**

Tehuacan promote the region as a tourist destination nationally; offering its rich heritage through the use of digital marketing tools, achieving an effective presence in the market, contributing with this to a professionalization of tourism infrastructure while generating economic and social benefits.

**Specific objectives.**

- Structuring and implementing national survey of tourists
- Design a multimedia platform to publicize both the patrimonial wealth of the region, such as enterprise services.
- Structuring and implementing innovative and effective for the best use of existing infrastructure and schemes.

- Implement an effective chain low key recommendation advertising.
- Recruit and train tourism professionals in the region.

**Historical context**

The municipality of Tehuacan and its region have a unique climate and topography; the importance of semi-desert areas is such that the world's largest ecological reserve of its kind was created: the Tehuacan Cuicatlán Ecological Reserve. SPA has the first American continent: the fountain of San Lorenzo, and paleontological, archaeological, speleological areas and many sites with great potential to develop the tourism industry in the region there too.

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**Background**

The wealth of resources which has the area has been known and recognized for centuries; and since pre-therapeutic use of the waters of the springs it was done. There was a time when the city of Tehuacan was a health tourist destination was recognized worldwide. With the onset of intensive industrialization of the area, tourist activity was declining, reaching the point where both the trace and the original architecture of the city, causing tourism decrease to only marginal levels were lost. There is, however, another kind of heritage that never exploded adequately and sufficiently, both that intangible, as the Day of the Dead or the treks to Cerro Colorado each May 3 as the tangible: gastronomy, reserve biósfera, attractive scenery, hiking trails, and, of course, archeology, paleontology and speleology, to mention only the most relevant. This project seeks to create a company that is able to use all that wealth of attractions, and use them to have a tourism offer world class again, and chosen to do strategy is through the integration of tourism services offered to market alternative tourism, which is the one most interested in making that kind of tourism that is increasingly moving away from traditional: foreign tourists looking for no longer spend their staying holiday in a international chain hotel in one of the beautiful Mexican beaches but an experience that leads them to know something further.

The traditions and old, beautiful and exotic cultures, landscapes, and if this will we combine archeology, many species of flora and fauna endemic to the area, and if it was not enough, the fossils abound in the region, we are sure to give them those experiences with the quality and warmth that characterize MX TREK TOURS THN

State of the art

National tourism

The growth of the national tourist activity has been sustained throughout the last decades; the National Development Plan 2012-2018 contemplates a 21.3% increase in hotel occupancy, with a positive impact on the Tourism Balance, which had, in 2013 alone, a surplus of 3.13 billion dollars, this being the result of a set of income for 7,119 million dollars. (SECTUR, 2013) The National Tourism Policy focuses on four factors for the development of this activity in the country:

- Sort and transform the sector to make it more efficient and effective.
- Advance in innovation and in the competitiveness of the tourist offer.
- Give new impetus to the promotion of tourism investment and the promotion of Mexican products and destinations in and out of the country.
- Guarantee the economic, environmental and social sustainability of the sector.

Being an activity that contributes 8.4% of GDP, its importance in the country's economy is decisive.

The SECTUR (Secretariat of Tourism), through the CESTUR (Center for Advanced Studies in Tourism), focuses on the generation of knowledge and innovation platforms, whose application in the sector, its dissemination and transfer to the states, impact on the tourism competitiveness at the level of companies, tourist management of destinations and the entire country. To achieve the above, there is a Sectoral Fund for the Research, Development and Technological Innovation in Tourism CONACYT-SECTUR, by means of which follow-up, to different investigations focused on the resolution of specific problems of the sector.

The projects that have been followed up in the period reported are the following:

- Study of vulnerability and adaptation program to climate variability and climate change in ten strategic tourist destinations, as well as proposal of an early warning system for extreme hydrometeorological events.
- Model of application of sustainable measures in the hotel industry in Mexico.
- Community tourism companies of nature: factors of success or failure.
- Regional mapping of domestic tourism flows
- Methodology on the dimensioning and characterization of the demand that consumes cultural, natural, sun and beach and artificial resources in Mexico.
- Methodology for measuring the competitiveness of service providers enrolled in the certifications and seals of quality of the Ministry of Tourism, as well as one related to the implementation of tourism observatories. (SECTUR, 2013)

Development of the tourist culture

The development of an efficient tourism culture will allow the different participants in the sector to interrelate in a better way and interact appropriately with the natural and cultural environment. The tourist culture in Mexico is then presented as a need, oriented towards:

- The communities of children and young people participate in a learning process that allows them to be better prepared to understand, get involved and participate successfully in the tourist activity.
- The tourism service providers are interested in training and certification of their skills to operate and provide quality services.
- Entrepreneurs (micro, small and medium) establish processes and quality systems that ensure the safety and competitiveness of their services.

Theoretical Framework

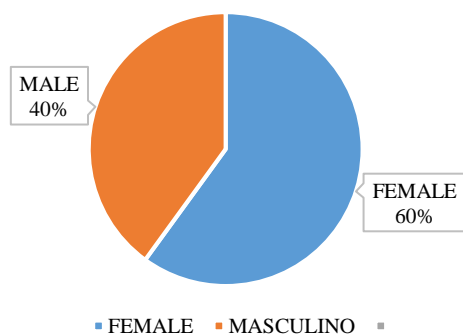
Definition of tourism demand

We define as tourist demand the set of attributes, values, services and products that the market (the publics) require from tour operators, to satisfy certain needs for leisure, leisure, free time or vacations.

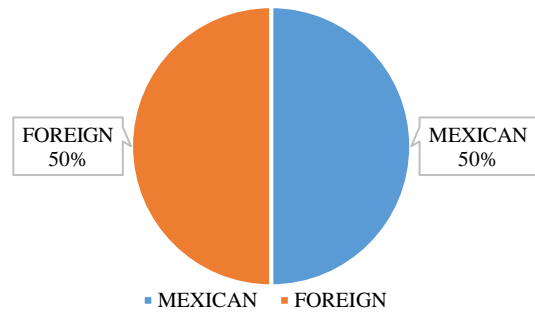
Tourism demand operates in the context of a market in which various tourism operators intervene offering certain products and services, and which also supposes the existence of a set of geographic spaces and places where these services are carried out, all of which happens in the framework of a free game of supply and demand. (Rodríguez, 2013)

The growth of the tourist offer has been constant since the beginning of the last century; technology has allowed for increasingly long trips in shorter and shorter periods; According to the UN World Tourism Organization (UNWTO), current tourism market trends are moving away from traditional destinations and accommodations, as well as from common recreational activities.

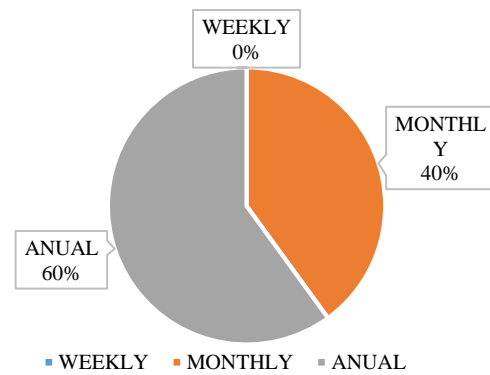
According to the UNWTO book "Rural Tourism in the Americas and its Contribution to Job Creation and Heritage Conservation", the development of tourist activity in areas with alternative attractions, whether natural, historical, anthropological, gastronomic and a long etcetera, it is an alternative that allows communities not only to increase their income, alleviating poverty, but also to make the heritage known, exploiting it in a respectful and intelligent way, offering the market new and original options for tourism. (WORLD TOURISM ASOCIATION, 2003)



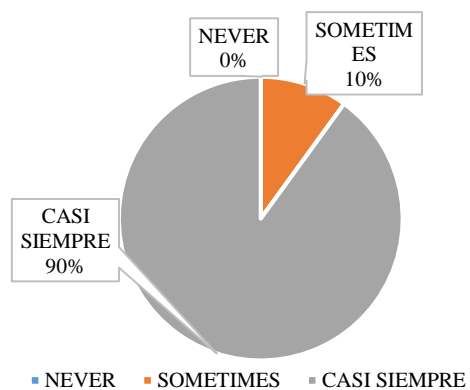
Graphic 1 Gener



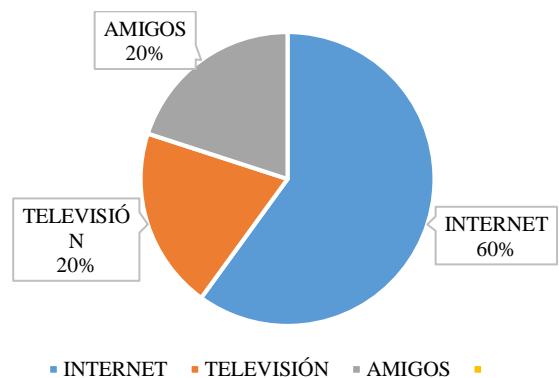
Graphic 2 Nationality



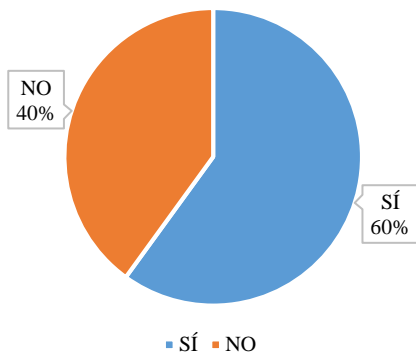
Graphic 3 Travel frequency



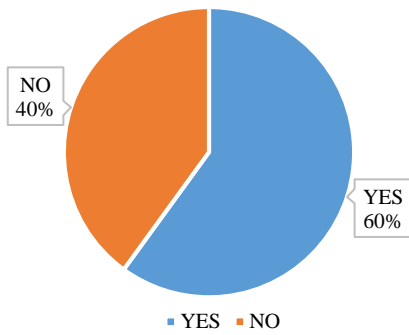
Graphic 4 Do you receive tourist information?



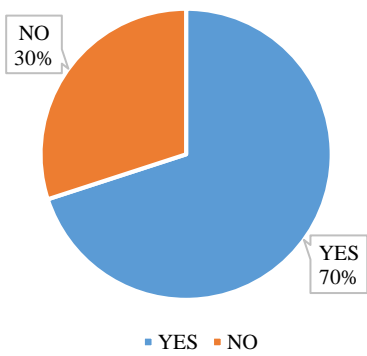
Graphic 5 Information



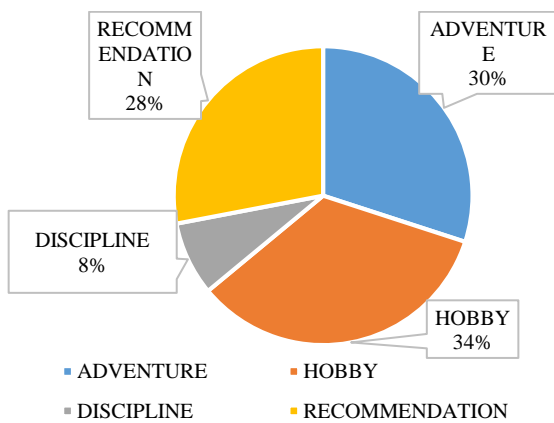
Graphic 6 Information on complete Tourism



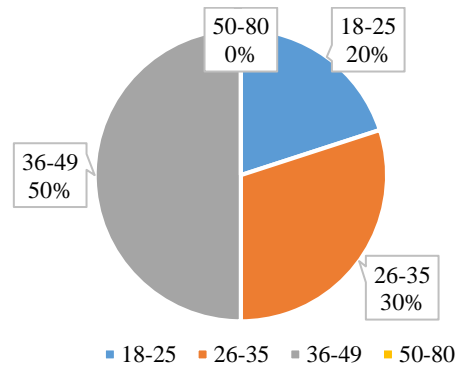
Graphic 7 You are family with alternative



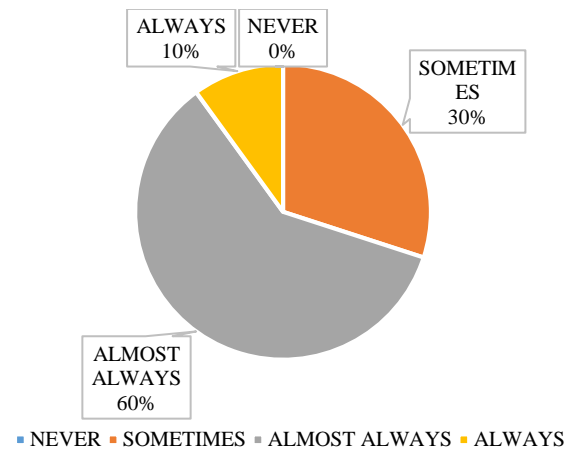
Graphic 8 Alternative Tourism



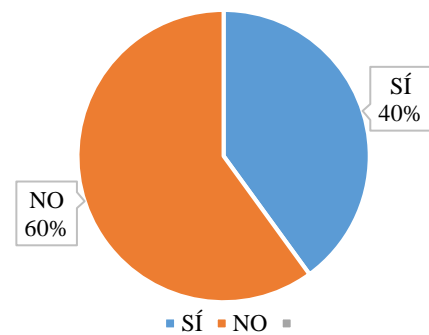
Graphic 9 Information



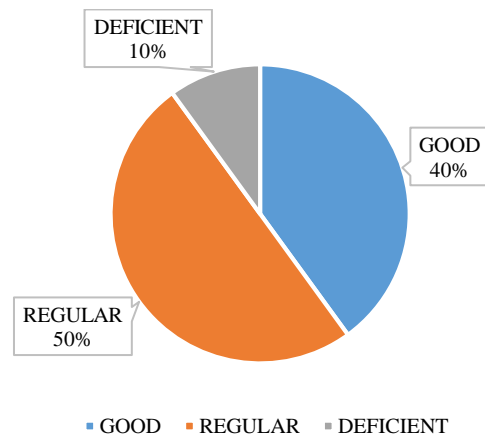
Graphic 11 Age



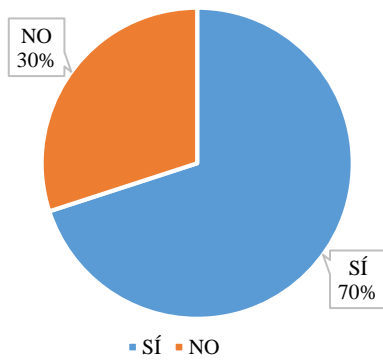
Graphic 12 Information on ourism



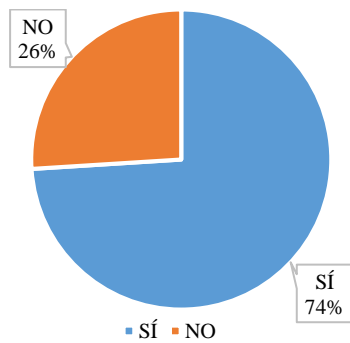
Graphic 14 Information on tourism



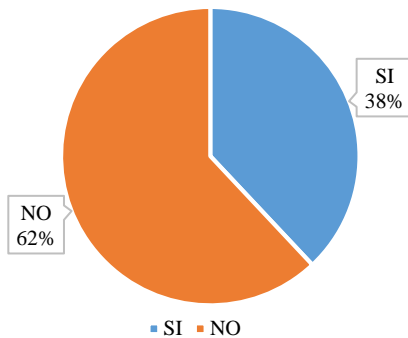
Graphic 14 Online information



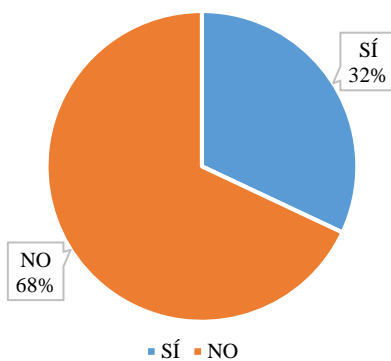
Graphic 15 Need for tourist



Graphic 16 Online Serist



Graphic 17 Use of tourismAgencies



Graphic 18 Information Visitors

**Conclusion**

Tourism development worldwide is an effective resource for the generation of wealth; The so-called "industry without chimneys" generates income in the range of billions of dollars.

It is important to promote the development of the tourism industry, which can only be achieved through an effective promotional activity that makes use of the new virtual tools, because its efficiency, wide use and ease of access, provide a capacity for dissemination before seen.

If the tourist heritage of the Tehuacán region is efficiently disseminated, new sources of income will be created that will allow the communities to eliminate poverty and generate their own sources of employment.

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