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Presentation of the Content

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Use of social media in business restauranteras Villahermosa, Tabasco

El uso del social media en las empresas restauranteras de Villahermosa, Tabasco

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Abstract

The research Consist of a study of the use of Social Media in the restaurant companies of Villahermosa, Tabasco. Social networks as one of the Most Important tools of social media are being used by companies to perform marketing, due to the profound changes have Caused That technological development in the way of doing business. The objective of the article is to analyze the use of social networks in restaurant companies in Villahermosa, Tabasco, Mexico, as an area of opportunity for them. The research was non-experimental, transectional, correlational, quantitative. The development of the research shows an acceleration of the use of Social Media Marketing, and Facebook is the social network Most Used. The results show That some of the SMEs Surveyed make intensive use of social networks, Facebook is the MOST used, followed by WhatsApp and the Least used is YouTube. That it was Also Observed That marketing personnel is a factor Affects the use of social networks. It was found That if the use of WhatsApp Increases, the use of Facebook Increases more..

La investigación consiste en un estudio del uso del Social Media en las empresas restauranteras de Villahermosa, Tabasco. Las redes sociales como una de las herramientas más importante del Social Media están siendo utilizadas por las empresas para realizar marketing, debido a los profundos cambios que el desarrollo tecnológico ha provocado en la manera de hacer negocios. El artículo tiene por objetivo analizar el uso de las redes sociales en las empresas restauranteras de Villahermosa, Tabasco, México, como un área de oportunidad para las mismas. La investigación fue de tipo no experimental, transeccional, correlacional de corte cuantitativo. El desarrollo de la investigación muestra una aceleración del uso de Social Media Marketing, siendo Facebook la red social más utilizada. Los resultados arrojan que de las Pymes encuestadas algunas hacen uso intensivo de las redes sociales, siendo Facebook la que más se usa, le sigue WhatsApp y la de menor uso es YouTube. Así mismo, se observó que el personal de marketing es un factor que incide en el uso de las redes sociales. Se encontró que en la medida que se utiliza más el WhatsApp aumenta en mayor proporción el uso del Facebook.

Social Media Marketing, Use, SMEs

Social Media Marketing, Uso, Pymes

Resumen

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Introduction

In recent years consumers have experienced a big change in how to interact with each other and with businesses as a result of technological breakthroughs. Indeed, media and communication, especially the Internet has facilitated social behavior through the virtual world that has changed the activities of people and their habits (Pinheiro & Cristovao, 2014).

People have changed both their social, political, educational, and above all its commercial life and business (Abdallah, Rana, Dwivedi, & Algharabat, 2017). This means that the market has increasingly evolved until a digital era where consumers now have the ability to establish a direct relationship with companies through social media marketing tools (Hofacker & Belanche, 2016).

Rationale

This research will identify opportunities for improving Social Media Marketing strategies, hereinafter (SMM) for restauranters companies Villahermosa, Tabasco. In addition, the study will show the current panorama of use and likewise scientifically known deficiencies present. Notably, the data obtained, may be given to entrepreneurs in the restaurant sector alternatives for decision-making and strategy formulation SMM. Likewise, the study will contribute to the undergraduate, master's and doctorate as reference material and especially contribute to the advancement of knowledge about Social Media and digital marketing in the State of Tabasco.

Problem

In the city of Villahermosa, Tabasco there are a number of companies in the restaurant industry using moderately, the SMM little or nothing to increase sales and position.

In fact, this marketing tool is being underused by companies, which is in sync with the gap having south-southeast of Mexico, if areas of lower Internet use in the country with 6% and present the largest lag in the percentage of Internet penetration according to the National Institute of Statistics and Geography (INEGI, 2016).

Hypothesis

For this study, four hypotheses set out hereinafter arise:

H1 SMM tools are heavily used as a marketing factor by restauranters SMEs in Villahermosa, Tabasco.

H2 restauranters SMBs use SMM tools such as Facebook, WhatsApp and YouTube in different proportions of use and time.

H3 Use as marketing tool Facebook and WhatsApp are related

H4 The number of hours used in Facebook is positively related to the number of hours of WhatsApp.

Objectives

General Purpose

The overall objective is to estimate the use of SMM in restauranters companies in the city of Villahermosa, Tabasco.

Specific objectives

1. Estimate the proportion of companies with marketing staff and those without.
2. To determine the frequency of use as a marketing factor SMM tools by SMEs restauranters Villahermosa, Tabasco.
3. And demonstrate statistically estimate the hours of use of the tools of SMM in Villahermosa Tabasco restauranters SMEs.
4. Assess the amount of use as marketing factors Facebook, WhatsApp and YouTube by restauranters SMEs in Villahermosa, Tabasco.
5. Assess and determine the relationship between the use of Facebook and WhatsApp.

Theoretical Framework

According to studies by the Mexican Internet Association (AMIPCI) in 2014 99.3% of people were enrolled in a social network, and social networks with more impact were Facebook, Twitter, YouTube, Instagram and WhatsApp. Facebook being the favorite social network with 84.9% of consumer preferences.

The average number of hours that consumers sailed internet was 6 hours, with at least 4.5 hours and maximum 20 hours a day.

71.9% of consumers followed brands on social networks, while only 28.1% did not follow companies by such means. Studies show that 57.9% of consumers followed companies on social networks for offers and promotions and 64% to learn more about the company's products. 37.(AMIPCI, 2014).

In the thirteenth study on the habits of Internet users in Mexico 2017 found that on average users are enrolled in five social networks, with Facebook, WhatsApp and YouTube first three, also 2 hours and 58 minutes, the average time They use social networks (AMIPCI, 2017). This displays a potentially large market users of social networks.

The era of the internet and the great technological advances have led to a transformation in world markets, Mexico has not been exempt from this. Conventional marketing has given way to digital marketing, markets are becoming increasingly digitized(Leeflang, Verhoef, Dahlström, & Freundt, 2014). Digital marketing unlike conventional marketing is always available to the customer and have a lower cost for businesses, only for use it is necessary for more training and innovation(Callejas, Aguirre, & Aparicio, 2015). Against this background, small and medium enterprises should not only implement traditional marketing strategies, but rather need to have a presence on the internet market by positioning strategies, sales and digital advertising(Fernandez, 2015).

According to Spais (2010) currently companies have to have a presence on the internet through social networks to sell their products and services successfully. In fact, many companies have recognized that consumers are increasingly using social networks and they have to implement these strategies to be competitive in the market(Saavedra, Scepter, & Llonch, 2013). Accordingly, the Social Media Marketing can be defined as the use of social networks and their applications in order to communicate and sell products / services and market positioning(Alharbie, 2015).

According to Neti (2011) the SMM is divided into two actions, the first [media marketing] it refers to the communication of information through advertising in social applications and the second [social] concerning interactivity the clients. He argues that interactivity with customers is established with messages, comments in publications such as images and videos. What results in successful sales and market positioning(Neti, 2011). Similarly, states with the results of their studies are few companies that use the SMM but it's a great opportunity to have market presence. The SMM concerned in implementing strategies for companies to persuade consumers, these strategies can be advertising as publications promoted on social networks and discounts (Neti, 2011). These advertising strategies have resulted in the interactivity that is the social part of social networking with customers because they capture their attention. Interactivity refers to the contact with users among social networks, either between them or with companies.(Lampe & Vitak, 2012). In this sense, interactivity in the social media marketing is the relationship between businesses and users through social networks as are the likes, comments and sharing the content published by the company among the users themselves(Chu, 2011).

Currently there have been several studies concerning the use of SMM by companies. Meanwhile, researchers González, Medina, & Sanchez (2015) in his research on the use of SMM companies in the restaurant industry to increase sales conducted an analysis using an instrument with the dimension: the use of social media marketing and concerning information sharing companies about their products and services. The variables were: the major social networks they use, intensity of use, and why not handle. They found that these restauranteras companies have had positive achievements related to the image. However, the impact of sales were not favorable because companies do not offer promotions on social networks. Saavedra, Scepter, & Llonch (2013) authors collected data by three constructs in the first market orientation, in the second and third entrepreneurial orientation use intensity SMM. For these authors the use of Social Media concerns the number of publications by social networks and frequency of use. In this study, researchers found that the sales performance of companies depends heavily on the intensity of use of social networks, ie the more greater use will be the impact of these companies.

In research conducted by Valdez, Rascon, Ramos, & Huerta (2012) to measure and identify strategies and use of SMM employing companies used an instrument made up of two dimensions: 1) general information, and 2) use social networks. The use of social networks refers to the time that those responsible for the marketing department invest and strategic plans that are made with social networks.

The findings of the study conducted these researchers were that most companies do not use social networks and the few companies that if they use it inappropriately. E-mail being the most used tool to sell and promote their products (Valdez-Juarez, Rascon-Ruiz, Ramos-Escobar, & Huerta-Gaxiola, 2012).

Studies on the use of SMM analysis presented above allow us to have an overview about how to measure more precisely the use of this important tool currently drives many companies.

Technological breakthroughs and the opening of markets have transformed the way consumers buy products and services, also, companies have adapted to these changes by implementing strategies through Social Media generating more sales and positioning in the market.

Research Methodology

Research Design

It is quantitatively cut, not experimental, transeccional, correlational, it is considered that quantitative research variables are measured by the Likert (Konthari, 2004) scale.

It is not experimental because the variables being studied and correlational are not controlled because it seeks to understand the relationship or degree of association exists between two or more concepts, categories or variables in a sample or particular context (Hernández, Fernández, & Baptista, 2014 p.93).

It is transeccional because the collection and analysis of data was performed in the period from 1 April to 31st May 2018.

Sampling

For information using the SMM of these establishments a survey was applied to managers of restaurants. Whereas has the directory of restauranters SMEs and the list of managers of establishments, simple random sampling from a finite population was used and is defined as a selected sample that allows each individual who is part of the sample have the same probability of being selected (Anderson, Sweeney, & Williams, 2008).

The sampling frame consists of a list of 162 SMEs restauranters in Villahermosa, Tabasco.

This type of sampling was selected because it has a directory of companies and their managers, it is also a fair way to select the subjects that make up the sample.

The sample calculation was performed using the following formula proposed by Murray & Larry (2009):

$$n = \frac{N * z_a^2 * p * q}{e^2 * (N - 1) + z_q^2 * p * q} \quad (1)$$

n = Sample size

N = Population size Villahermosa restaurants (162 according to the yellow section)

Z = Confidence level (1,645) (90%)

e = Error desired sample (5%)

p = Probability of event (50%) occurs studied

q = (1-p) Probability that no event (50%) occurs

n = 101

$$n = \frac{162 * 1.645 * 50 * 50}{5 * (162 - 1) + 1.645 * 50 * 50} \quad (2)$$

The total population of 162 restaurants that exist in the city of Villahermosa a sample of 101 individuals or elements is obtained. The selection of the sample was randomly drawn from SPSS.

Method and tools for collecting data

The instrument used in data collection was self-applied questions of the four scales measuring questionnaire which are nominal, ordinal, interval and ratio. Questions nominal scale would be the restaurant's name.

In ordinal scale would be questions Likert scale where 0 is rare, 1 is rare, 2 common thing, 3 and 4 is often very common. Questions interval scale would be the approximate monthly income of SMEs and daily hours Marketing staff invests in the use of social networks. Finally, the ratio scale question Likes amount received monthly, among others.

Organization of fieldwork

The organization of the fieldwork was conducted in three steps: 1) those responsible for establishments according to the random numbers that gave us the SPSS, 2 software) contacted carried out the implementation of the survey with those responsible for the restaurant and 3) was conducted capture and data analysis.

Organization, processing and analysis of information

Emptying and data processing was performed using SPSS software which allowed us to perform all tests and analysis of statistical data needed for research.

Results

The main findings of the statistical analysis were as follows. The reliability test instrument was performed through Cronbach Alpha .785 obtaining a result. The authors Gerogue & Mallery (2003) state that this result is acceptable, as seen in Table 1.

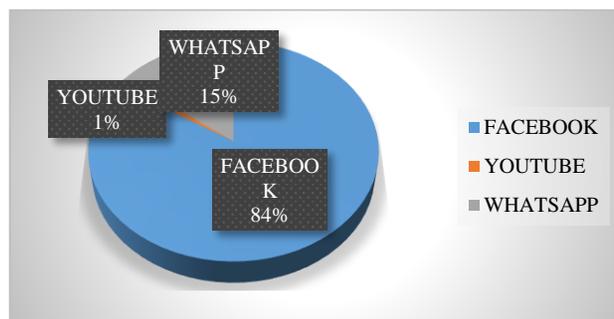
Cronbach	N elements
.785	14

Table 1 Reliability test
Source: Prepared

When analyzing the variable statistical system SSPS [staffed Marketing] was obtained that restauranters SMEs Villahermosa, only 43.6% have marketing staff and 56.4% do not have (see Table 2).

3. Does Marketing staff?					
		Frequency	Percentage %	Percentage valid	Percentage accumulated
Valid	Yes	44	43.6%	43.6%	43.6%
	Do not	57	56.4%	56.4%	100.0%
	Total	101	100.0%	100.0%	100%

Table 2 Marketing staff
Source: Prepared



Graphic 1 Proportion publications on social networks
Source: Self Made

The proportion of publications on Facebook is 84% compared to 15% and 1% in WhatsApp YouTube (see Figure 1). This indicates that Facebook is the most used social network for publishing and YouTube, the least used.

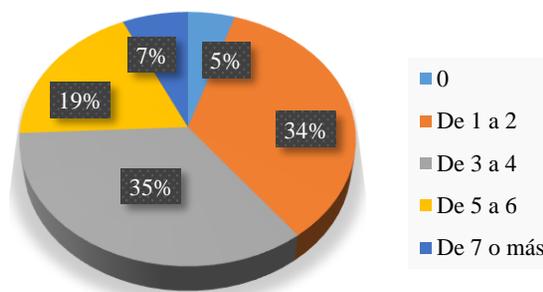
To comply with the above in the general objective, specific objectives and look for the testing of hypotheses, analyzes mentioned hereinafter were performed.

In relation to this area this study proposed four hypotheses.

H1 tools Social Media Marketing (SMM) are intensively used as a marketing factor by restauranters SMEs in Villahermosa Tabasco

When analyzing the variable [the hours the marketing staff invests in social networks], it was found that 95% of SMEs surveyed make use of SMM, likewise, can be considered intensive use of more than three hours, thus, it was found that 61% of SMEs surveyed intensive social networks (see Figure 2).

Uso de las redes sociales por las Pymes restaurateras de Villahermosa Tabasco



Graphic 2 Percent daily use of social networks
Source: Self Made

Individually Facebook, WhatsApp and YouTube presented next use (see Table 3).

Questions	N	Half	Standard deviation
24. How many hours you use Facebook everyday?	101	4.43	2,769
26. How many hours daily use WhatsApp?	101	3.41	3,861
27. How many hours daily use YouTube?	101	1.38	2,029

Table 2 Descriptive statistics

Source: Prepared

According to the empirical rule of statistics can be seen that 68% (Anderson, Sweeney, & Williams, 2008, p.101) restauranters of companies in Villahermosa use 1.6 to 7.2 hours daily on Facebook, from 0-7 hours daily the WhatsApp and 0 to 3 hours a day on YouTube.

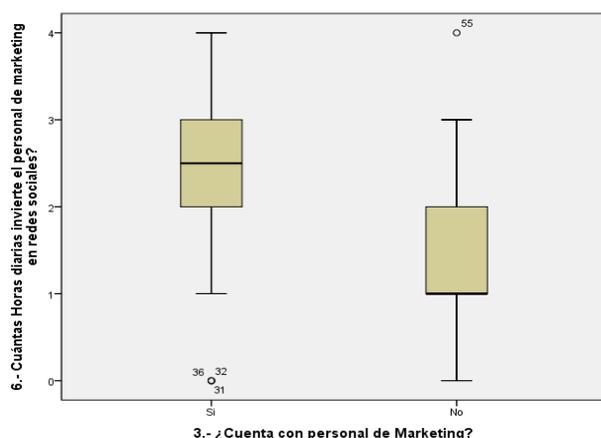
It was also noted that marketing personnel is a factor that affects the use of social networks.

If the company has marketing staff average it is 2.43 hours of daily use and if no account is 1.46 hours per day (see Table 4), this can also be seen in Figure 3.

Question	Answer	Half	Standard error
3. Does Marketing staff?	Yes	2.43	0.157
6. spends many hours a day the marketing staff in social networks?	Do not	1.46	0.097

Table 3 As Trend Marketing focuses Personal daily hours of use

Source: Prepared



Graphic 1 Media use of social networks with or without personnel Marketing.

Source: Self Made.

Based on the above evidence can not reject the hypothesis [SMM tools are extensively used as a marketing factor by restauranters SMEs in Villahermosa Tabasco, except YouTube that is not used intensively, ie it used less than three hours].

H2 restauranters SMBs use SMM tools such as Facebook, WhatsApp and YouTube in different proportions of use and time

It was observed that the average frequency of publications restauranters companies Villahermosa Tabasco, is 2.73 to Facebook, WhatsApp and 1.93 to 1.07 for YouTube (see Table 5).

Question	Half	Standard error
9. How often promotes its products by Facebook?	2.73	0.116
10. How often produces publications by WhatsApp?	1.93	0.128
11. How often produces publications for YouTube?	1.07	0.118

Table 4 Average frequency of promotion of publications.

Note: Prepared

By analyzing the frequency of promotion of publications was noted that 62 companies use frequent Facebook and frequent, while for WhatsApp 37 companies and YouTube 14 companies, confirming that indeed the tools SMM are used in different proportions of use and time (see Table 6).

Question	Answer	Count
9. How often touts its publications for Facebook?	Rare	6
	Infrequent	8
	a common occurrence	25
	Frequent	30
10. How often produces publications by WhatsApp?	very common	32
	Rare	19
	Infrequent	18
	a common occurrence	27
11. How often produces publications for YouTube?	Frequent	25
	very common	12
	Rare	Four. Five
	Infrequent	22
	a common occurrence	twenty
	Frequent	10
	very common	4

Table 5 Tables Custom Facebook, WhatsApp, YouTube.

Source: Author

Based on the above evidence can not reject the hypothesis [SMEs use the restauranters SMM tools such as Facebook, WhatsApp and YouTube in different proportions of use and time].

H3 Use as marketing tool Facebook and WhatsApp are related

To test this hypothesis the following statistical assumptions were made:

- H0 The hours of use of Facebook in Villahermosa restauranters companies are independent to the hours of use of WhatsApp.
- H1 The hours of use of Facebook in Villahermosa restauranters companies are not independent to the hours of use of WhatsApp.

When performing a test of independence with the use of contingency tables and Chi Square contrast, it was found that no relationship between the use of Facebook and WhatsApp use because the level of significance is less than 0.05 (see Table 7)

Tests of chi-squared			
	Value	df	asymptotic significance (bilateral)
Chi-square Pearson	163,898th	110	.001
Likelihood ratio	131312	110	.081
linear linear association	26,334	one	.000
N valid cases	101		

Table 6 Chi square. Source: To. 129 squares (97.7%) have expected count less than 5. The minimum expected count is 0.01

Leading to the conclusion that there is no evidence to accept the null hypothesis therefore the alternative, ie, hours of use of Facebook in Villahermosa restauranters companies are not independent to the hours of use of WhatsApp is accepted.

To confirm the dependence of these variables level relationship between them was measured (see Table 8).

Correlations			
		24. How many hours you use Facebook everyday?	26. How many hours daily use WhatsApp?
24. How many hours you use Facebook everyday?	Pearson correlation	one	.513 **
	Sig. (Bilateral)		.000
	N	101	101
26. How many hours daily use WhatsApp?	Pearson correlation	.513 **	one
	Sig. (Bilateral)	.000	
	N	101	101

Table 7 Correlations Source: Correlation is significant at the 0.01 level (bilateral)

As shown in Table 8 the correlation level is 0.513, which can be taken as an average relationship between these variables, that is, there is an average ratio between the hours of use of Facebook in restauranters companies Villahermosa and WhatsApp usage hours.

Based on the above evidence can not reject the hypothesis "Use as marketing tool Facebook and WhatsApp are related."

H4 The number of hours in which you use Facebook is positively related to the use of daily hours when using WhatsApp

It was found that the relationship is positive dependent, ie the extent rising daily use WhatsApp also rises Facebook use (see Table 9).

Coefficientsa								
Model		Coefficient. You run notd standardized		standardize coefficients	t	S.I.G	95.0% confidence interval for B	
		B	Standard error				Beta	Lower limit
one	(Constant)	3,172	.318		9,987	.000	2,542	3,802
	26. How many hours daily use WhatsApp?	.368	.062	.513	5,949	.000	.245	.491

Table 9 Linear regression Source: To. Dependent variable: 24.- How many hours you use Facebook everyday?

From which it appears that the mathematical model representing this relationship is given by the following equation:

Hours of daily use Facebook = 3.172 + 0.368 (hours of daily use of WhatsApp)

Which when developed gives the results shown in Table 10.

WhatsApp hours	Hours Facebook
0	3,172
one	3,54
two	3,908
3	4,276
4	4,644
5	5,012
6	5,38
7	5,748
8	6,116
9	6,484
10	6,852

Table 8 WhatsApp hours and Facebook
Source: Author

It is observed that for every hour of daily use WhatsApp are more than 3 hours of use of Facebook.

Based on the above evidence can not reject the hypothesis "The number of hours in which you use Facebook is positively related to the use of daily hours when using WhatsApp "

After using the SPSS statistical tools system could test the hypotheses, there being no evidence to reject the proposed hypothesis.

Conclusions

During the development of this research it could test the hypotheses raised and allowed resultado verify compliance and scope of the proposed objectives. Regarding the general objective estimate related to the use of SMM in Villahermosa Tabasco restauranters companies, it was observed that it is being used by the vast majority of businesses and only a very small percentage do not use it. Similarly, just over half use it intensively and the rest moderately or little used.

Facebook is the most used social network, followed by WhatsApp and YouTube, the latter is the least use. It is perceived to have marketing staff is factor for increased use of SMM, which corroborates the scope of one of the specific objectives.

Using Facebook and WhatsApp for commercial use in SMEs is another objective showing significant use in measuring scales, not the YouTube has a strong representation in social networks. Finally, it can be concluded that there are a number of companies studied twist requiring intensify the use of SMM so that in a short time sector companies studied inroads over the use of social networks as respects marketing.

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Tourism competitiveness in the restaurants and cafes of Salvatierra, Pueblo Magico

Competitividad turística en los restaurantes y cafeterías de Salvatierra, Pueblo Mágico

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Abstract

Competitiveness is a key part of the economic growth of a country, state and municipality. Because it reflects an impact of the economic spillover that exists, however it is not always continuous, even and does not always cause growth; the different models of tourism have been generating characteristics of each place and in that way generate new alternatives and competition strategies. Quantitative research was carried out, with a non-experimental, cross-sectional design of descriptive type, through a convenience sampling to 15 restaurants and cafeterías with previously and taking into account a count made in the city of Salvatierra was found on May 31 50 restaurants and cafeterías of Salvatierra, Magical Town. The objective of the research is to identify the lack of competitiveness in the restaurants and cafes of Salvatierra magical town through the factors of innovation and Tics. The present investigation will identify the lack of competitiveness in the restaurants and cafes town of Salvatierra Magico through the factors of innovation and Tics.

Competitiveness, Innovation, Information and Communication Technologies

Resumen

La competitividad es una parte fundamental dentro del crecimiento económico de un país, estado y municipio porque en ella refleja un impacto de la derrama económica que existe, sin embargo no siempre es continua, pareja y no siempre provoca un crecimiento; los diferentes modelos de turismo han ido generando características de cada lugar y de esa manera generar, nuevas alternativas y estrategias de competencia. Se realizó una investigación cuantitativa, con un diseño no experimental, transversal de tipo descriptivo, a través de un muestreo por conveniencia a 15 restaurantes y cafeterías previamente y tomando en cuenta un conteo realizado en la ciudad de Salvatierra se encontró al día 31 de mayo 50 restaurantes y cafeterías de Salvatierra, Pueblo Mágico. El objetivo de la investigación es identificar la falta de competitividad en los restaurantes y cafeterías de Salvatierra pueblo mágico a través de los factores de innovación y Tics. La presente investigación indentificará las falta de competitividad en los restaurantes y cafeterías de Salvatierra pueblo Mágico a través de los factores de innovación y Tics.

Competitividad, Innovación, Tecnologías de la información y comunicación

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Introduction

The magical towns generated from one of its objectives is to value, consolidate and / or strengthen the attractiveness of locations with potential and tourist attractiveness, thus encouraging tourism flows that generate: higher spending to benefit the host community (crafts, food, amenities and general trade) and the creation and / or modernization of local tourism businesses (tourism Ministry, 2014).

However, it has been found that development has generated some lack of competitiveness as is the case under investigation in Salvatierra, restaurants and cafés.

So, the aim of the research is to identify the lack of competitiveness in restaurants and cafes magical town of Salvatierra through innovation and ICT factors.

The research was done in order to make known that among the factors of innovation and Tics can be generated alternatives for competitiveness in restaurants and cafes, which is what is intended for tourist nothing is a city in which spend 4 to 5 hours according to SECTUR study in 2017.

It is also focused on the same factors that contribute to innovation that tourists are most interested in making a cost of more than \$ 681 (SECTUR, 2017), during your stay.

Literature review

In relation to its application in tourism, Hassan (2000) proposes to define tourism competitiveness as the ability of a destination to create and integrate products with added value capable of sustaining local resources and preserve its market position relative to its competitors.

Crouch and Ritchie (1999) define it as the ability of a country to create added value and increase, thus national welfare by managing benefits and processes, attractive, aggressive and proximity, integrating the relationships between them in an economic and social model. The previous concept, is identified that there are several factors that influence to make a more competitive destination.

For its D'Hautesserre (2000) part, defines competitiveness as the ability to target a destination to maintain its market position and share and / or improve over time. "

Overall, the economic performance of countries are determined by the results of individual companies within the market. So the human capital, technological skills labor, administrative skills of management and government policies affect the ability of the company has to compete (Ulhalque, 1995; Leonard -Barton 1995; Figueiredo, 2001).

The design of tourist regions provides the basis for regional planning, which generates the balance between facilities and services required by tourists. This also allows the transfer of tourism from one region to another, thus opening the possibility to new areas when the old are saturated (Medeiros, 2008).

The main features of the tourist regions are (Medeiros, 2008):

- I. logical geographical unit
- II. Existence of major tourist attractions;
- III. Access or ability to provide it
- IV. Local transport network
- V. Existence of tourist equipment
- VI. Infrastructure services, or at least the possibility that it could if any
- VII. Ability to administer and plan public administration.

For a successful tourism model is needed that several segments cooperate and get involved, these would be: organizations within society, government offices, educational institutions, tourists and the community. This process of cooperation will allow (Medeiros, 2008):

1. Increase the quality of the tourism product
2. Diversify tourism
3. Structuring tourist destinations
4. Increase and qualify in the labor market
5. Increase the competitiveness of the tourism product in the domestic market
6. Increase consumption of the product in the domestic market
7. Increase the retention rate and average expenses of tourists during their stay.

Tourism growth through the magical towns has grown, however, in an analysis that has been done to the operating rules of the magical towns one of the objectives of the program is to leverage the uniqueness of the locations for generating tourism products based on the different expressions of local culture, crafts, festivals, cuisine and traditions, among others; to value, consolidate and / or strengthen the attractiveness of locations with potential and tourist attractiveness, thus encouraging tourism flows that generate: higher costs for the benefit of the host community (crafts, food, amenities and general trade) and, the creation and / or modernization of local tourism businesses (tourism Ministry, 2014).

A magical town is a town that has symbolic attributes, legends, history, important events, everyday, finally magic that emanates from each of its social manifestations - cultural and today represent a great opportunity for tourist use, for which they will be considered localities that have a base population of 20,000 (general Guidelines for the incorporation and permanence to the magical towns program, 2014)

Within the state of Guanajuato is the town of Salvatierra, which joined the program Magical Towns in 2012 (SECTUR, 2014).

Salvatierra is considered as a place of beautiful vegetation, south of the state of Guanajuato. It is surrounded by green valleys and mountains, dampened by the Lerma River. Its natural wealth reason the settlement of Chupícuaro Chichimeca cultures and later flourished in their confines Purepecha kingdom. Upon arrival of the Spaniards, religious orders such as the Discalced Carmelites who boosted the growth of the town with beautiful architectural works as the bridge centennial farms, temples and the urban layout of its essence. Last it maintains a strong bond with present in each of its attractions that bring you to be part of its history ((SECTUR, 2015)

Salvatierra Cortazar Bordered on the north, the northeast with Tarimoro, south with Acámbaro and the state of Michoacan, to the west Yuriria and Santiago Maravatio and Northwest with Jaral del Progreso. Salvatierra is surrounded by mountains like the Sierra des Augustins, and south branches of the hill north of Culiacan.

Protect this warm valley of the hills like Cupareo, Large, Tetillas, the Carmen Prieto or Pelon whose average height is 2000 meters above sea level. (Ministry of Tourism, 2015).

Salvatierra has a total population of 97.054 inhabitants of which 45.885 are men and 51.169 women, according to data provided by the profile of visitors and tourism in 2013 generated magical towns Tourism Secretary mentioned the following: Salvatierra in 2017 was visited by 476, 000 people of which 40% of visitors are domestic or international origin so the main market is the state; 82% of visitors do not stay overnight at the destination and the average stay of hikers is 4.72 hours; 10% of visitors have visited Guanajuato mentioned during his visit to the destination; 5% of visitors is part of tourism business / work, 3% to business tourism and 35% leisure tourism / training (Tourism Ministry, 2017)

The visitor profile according to the Tourism Ministry (2017): This table is then analyzed in order that the information is useful to help identify the lack of competitiveness.

Visits to friends and family	43%
Age groups:	
Under 14 years	22%
From 18 to 45 years	55%
From 46 to 65 years	17%
Others	6%

Table 1 The visitor profile

Source: Prepared with information Tourism Ministry (2017)

As tourist type and origin of the following were identified: The following table identifies to know what the source type of tourist who comes to Salvatierra.

Segments	National	State	International
cultural tourism	36%	40%	36%
Tourism pleasure and training	36%	3.4%	46%
Gastronomic tourism	19%	8%	9%
Shopping tourism	3%	6%	9%
Business tourism and work	3%	6%	0%
Tourism Meeting	3%	3%	0%
Religious tourism	0%	3%	3%

Table 2 Type and origin of tourists

Source: Based on information from Tourism Ministry (2017)

Within the state tourism 60% of those who visited the town of Salvatierra are tourists from Celaya, Yuriria, Cortazar, Leon and Santiago Maravatío, of which 97% is trekker and 3% tourist, being as follows :

City	%
Celaya	27%
Yuriria	13%
Cortazar	10%
Lion	10%
Santiago Maravatío	10%

Table 3 Percentage of tourists from a city of the State of Guanajuato

Source: Prepared with information Tourism Ministry (2017)

30% is a national tourist visiting the city of Salvatierra is 65% tourist and 35% is trekker, occupying 30% of the national tourist visitors originating from:

State	%
Cd. De Mexico	29%
Querétaro	29%
Edo. From Mexico	10%
Michoacán de Ocampo	10%
New Lion	3%

Table 4 Origin of National Economy

Source: Prepared with information Tourism Ministry (2017)

According to this information gastronomy shows again that does not generate a competitive or a tourist attraction for Salvatierra as part of a magical town, which can be an area of opportunity for the city.

Methodology

It was conducted a survey where variables were innovation and ICT as competitive factors.

The innovative company is willing to change and accelerates it. Innovation is the accumulation of small changes that together constitute substantial modifications and Paradigmatic (Hurtado, 2011).

Innovation in restaurants and according to Garcia and Lopez (2014), what is sought is customer loyalty, their continued assistance to sample dishes, which at the same time should not be monotonous therefore necessary to restaurants continuously (seasonal) renews its menu to offer a wide variety to their customers.

Jara, Guerrero Jimenez Hernandez, Rubio (2014), believe that innovation as a competitive general level is very dominated by managers of restaurants since the product change should be established and that competitiveness is applied consulting new recipes to offer them to the customer.

Carried out an investigation in which a survey was conducted to managers of restaurants and cafes of Salvatierra, he began first with the counting of restaurants and cafes, giving a total of 50 between them.

The quantitative approach is that according to Hernandez (2014), is used to consolidate beliefs (logically formulated a theory or theoretical framework) and pinpointing behavior patterns of a population; so, the surveys were conducted to measure competitiveness.

The design used for the investigation according to Hernandez (2014), is not because the experimental research carried out is unmanipulated deliberately variables. That is, it comes to studies that do not vary intentionally independent variables to see its effect on other variables, it is to observe phenomena as they exist in their natural context. So that no variable in this research is not manipulated.

It will Transversal - Descriptive because Hernandez (2014) mentions that for Transversal design classification is collected at one time in a single time and its purpose is to describe variables and analyze its incidence and interrelation any given time, thus the surveys was conducted at a single time. And finally, descriptive because it aims at investigating the incidence of modalities or levels of one or more variables in a population. The procedure is to place one or several variables to a group of persons or other living beings, objects, situations, contexts, phenomena, communities, etc., and provide their description. It is descriptive that was investigated in the survey.

The survey to detect competitiveness through innovation factors and tics, was questioned about the reason for which came to visit the restaurant or cafe, often changing the saucer in the year, type of dish, variety the means by which met the restaurant or cafe, how tourists arrived, if they have a website, if you have advertising, Facebook, Instagram and internet service offered to its customers.

Results

The survey of restaurant managers the following data were dropped: why visiting the restaurant and cafes of the 15 respondents 33% is the location 40% is for food and 27% is for the ambient.

Changing times saucer of 15 respondents 33% change 2 times per year and 67% changes only once a year.

The dish offered is not the traditional town of Salvatierra, Gto., But is a varied saucer and when they change the saucer exchange it for a traditional Mexican dish, 37% if it offers variety in their dishes and 63% offer dishes repetitive.

27% of respondents have a website and 73% do not have a website. And also, it detected that 33% are on Facebook and 67% not on Facebook and in turn have advertising. 27% have an account on Instagram and 73% have not made advertising through this network and finally the 47% offer internet service to its clients and 53% lack of service.

Conclusions

Research has reached the following conclusion, the location of the restaurants in the historic center is helpful since most visited are those found in the perimeter of the city.

It was also found that as the food is not changing dishes and only five are what that change constantly, 6 restaurants also offer a variety of dishes and others are very repetitive, which are repetitive during the survey detected that their market is not just tourists but people who live in Salvatierra. Restaurants do not offer typical dishes of the city but offer typical Mexican dishes.

In technology 4 restaurants if they have a website designed to show prior to the visit of tourists, however 5 if you are in social networks images revealing the place in Instagram there are only 3 with pictures restaurant however already have advertising on other social network and finally with the internet service that 7 restaurants and cafes if they have internet service to its customers which is sometimes what tourists also need according to the survey made to managers.

Proposals

It is suggested that restaurant managers primarily generate more publicity about the restaurants and cafes looking to advertise through the Tourism Ministry, State Government and the Ministry of Tourism of the same municipality, also they make them known through social networks including location, suggestions parking, opening and closing times for live bands, also for retreats and family reunions and work provide hours, days, reservation system, it is also suggested, also spread through pages Internet in the same Tourism Ministry, State Government and the municipality as well as a section for comments and suggestions.

As for innovation services gastronomy is necessary to count with a saucer origin of Salvatierra, as an attraction of the restaurant or cafe where national or international customer interested in tasting, the coffee shops that do not offer much variety as having some more dishes to generate competitiveness against other restaurants, they can achieve some distinctive as treasures for the client to have a little more attraction to the place and nothing but the location.

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Analysis of the implementation of tics in tourist services providers in the village Magical Salvatierra, Guanajuato, Mexico

Análisis de la aplicación de las Tics en los prestadores de servicios turísticos en el Pueblo Mágico de Salvatierra, Guanajuato, México

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Abstract

In the present article, it intends to carry out an exploration and a diagnosis to detect the current situation of the use of information and communication technologies as key factors to encourage the development of tourism in the Magical Town of Salvatierra, Guanajuato, Mexico. It seeks to know if the providers of tourist services in the ICTs involve their provision of service. The research has a qualitative approach, with an exploratory scope. For this purpose, the local president, 2 former tourism directors of the municipality, president of Local Chamber of Commerce, one owner of a travel agency and 25 businesses of the service sector, and observation of the use of ICTs in the establishments were interviewed. The study allows us to close up commercial establishments that the service industry know about ICTs some of them implement them, others, despite the fact that they apply them, are willing to apply them, a small number of establishments are not interested in ITS application. Contributing this information or models to generate proposals that support the promotion of tourism of the Magical town of Salvatierra.

Information and communication technologies, Tourism, Magical town

Resumen

El presente artículo pretende realizar una breve exploración y diagnóstico para detectar la situación actual del uso de las tecnologías de la información y la comunicación como factores claves para incentivar el desarrollo del turismo del Pueblo Mágico de Salvatierra, Guanajuato, México. Se busca conocer si los prestadores de servicios turísticos involucran las TIC's en la prestación de su servicio. La investigación tiene un enfoque cualitativo, con un alcance exploratorio. Para ello se entrevistó tres personas pertenecientes a la coordinación de turismo del municipio, presidente de la cámara de comercio local, 1 dueño de agencia de viajes y 5 hoteles, 10 restaurantes y/o cafeterías y 10 comercios y observación del uso de las TIC's por parte de diversos establecimientos del sector de servicios. El estudio permite concluir que los establecimientos del sector servicio conocen las TIC's, algunos de ellos los implementan, otros a pesar de que las aplican estrictamente dispuestos a aplicarlas, escaso número de establecimientos no está interesado en su aplicación. Contribuyendo esta información a generar propuestas o modelos que apoyen el fomento al turismo del pueblo Mágico de Salvatierra.

Tecnologías de la información y la comunicación, Turismo, Pueblo mágico

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Introduction

According to the United Nations Conference on Trade and Development [UNCTAD] two movements -the globalization and new information technologies (ICT) - are radically transforming the tourism sector (UNCTAD, 2004).

The end of the monopoly of information flows and intermediation as a result of the increasing use of the Internet now allow developing countries exploit their tourism resources and get straight to the potential tourist. Proper use of these technologies can give them more autonomy for the development of a brand image and promote its tourism (UNCTAD, 2004).

One of the determining factors in the global exponential growth of this industry is the Internet, which provides every potential tourist immediate access to information available on possible destinations. Thus, the new technologies of information and communication encourage the emergence of a new form of tourism, e-tourism, which creates a custom travel demand based on criteria "to measure" (UNCTAD, 2004).

Mexico is a country where tourism is part of its economy; currently they have 111 magical towns which develop different strategies to generate tourism in their respective localities. Salvatierra tourism development is in early stages so it is important to analyze and diagnose later to generate strategies that may lead to position it as one of the most magical towns in Guanajuato attract tourists.

Rationale

Salvatierra received the appointment of magical town in the year 2008, is considered the first demarcation of Guanajuato, its development is based on agriculture, but it is necessary to exploit the appointment of magical town. Currently part essential for the development of tourist sites is the use of ICT.

Analysis of the current situation of the use of information technology and communication companies and providers of tourist services magical town of Salvatierra Guanajuato, will serve as the basis for generating strategies to increase their competitiveness and promote the tourism development Township.

Problem

The tourism business requires intensive use of information and major resources to publicity, market research and study of consumer tastes. Good management of the tourist information involves rapid identification of needs of travelers and easy to customize and update this information for later use Buhalis (1998, cited by Rivera and Rodriguez, 2011).

According to the World Tourism Organization [UNWTO] (2002, cited by Rivera and Rodriguez, 2011) in many developing countries the tourism sector is of great importance as an employer and foreign exchange earner, so should implement measures to maintain and improve their competitive advantages over tourist destinations located in developed countries. Salvatierra development as a tourist destination has grown very slowly, which makes it necessary to analyze the use of ICT in business and tourism service providers to diagnose the situation.

Research Question

This led to the following research question: Does the lack of application of ICT in business and tourism service providers in the magical town of Salvatierra are limiting access to information and communication and therefore the development of tourism in the magical town of Salvatierra?

General objective

Analyze the current status of implementation of ICT in business and tourism service providers in the magical town of Salvatierra, for access to information and communication by conducting interviews and observation.

Literature review

For Serrano (2003) "The information and communications technology are defined as innovations and new developments in the telecommunications industry, computing, electronics and media and entertainment."

Michael Porter cited by Chaffey (2014) mentions that the key question is not whether to deploy Internet technology-the companies have no choice if they want to remain competitivas-, but how to implement them.

Rivera et al (2011), e-commerce and new information technologies are transforming the nature of global trade, as have been shown to enhance business competitiveness by increasing contacts between producers, suppliers and consumers.

It can be considered that the root cause for most companies decide to enter the trade on the Web and use new information technologies is to take care of your customers, using it as a strategic weapon that allows them to customize their services, and reach customers in a more effective and rapid (Briz and Laso, 2001 cited by Rivera et al, 2011). The tourism business requires intensive use of information and major resources to publicity, market research and study of consumer tastes. Good management of the tourist information involves rapid identification of needs of travelers and easy to customize and update this information for later use (Buhalis, 1998).

According to OMT (2002, cited by Rivera et al 2011), in many developing countries the tourism sector is of great importance as an employer and foreign exchange earner, so should implement measures to maintain and improve their competitive advantages over tourist destinations located in developed countries.

Sheldon (1997, cited by Rivera et al, 2011) points out that the efficient management of information technology can not only reduce the cost of transactions, but also becomes a strategic element for competitive advantage by the tourism businesses. The information age is enabling developing countries to compete on an equal footing with developed countries, as they are no longer needed large budgets to promote its tourist attractions via the expensive traditional channels such as print and television. Tourism authorities and organizations marketing destinations must adapt to new technologies to effectively continue to fulfill its main goal, which is to attract tourists to their destinations. (Rivera et al, 2011). Magical Towns are towns that require orientation to strengthen and optimize the rational use of resources and natural and cultural attractions, strengthen its infrastructure, service quality, innovation and development of its tourism products, marketing and modernization, in short, actions that contribute to trigger the growth of the tourism market (Secretaria de Turismo [SECTUR] 2011).

Telecommunications have become a strategic input to compete in the modern economy. Access to telecommunications services at competitive prices and with sufficient quality is now a prerequisite for individuals and businesses are competitive and maximize the potential of new information and communications technology (SEGOB [Secretariat governorship] 2013).

For Zion & Mihalcescu (2013) the main reason for tourists who are using the Internet is the opportunity for lower prices for flights, hotels, car rental prices. Proposed by Nielsen (2017) in Mexico study Internet sales are also gaining ground mainly in the categories of durable goods. 43% of Mexicans polled via online ever bought travel over the Internet and 61% of consumers who have purchased travel through the Internet continue to do so in the coming months, while 30% will continue to purchase online and in physical stores in similar ways.

Nielsen (2017) mentions that "the penetration of electronic commerce in Mexico is an upward trend mainly because of the time savings it represents, especially services related to travel and event tickets are the most sought after by Mexicans".

Research method

This research has a qualitative approach Hernandez (20014) mentions that "the qualitative approach uses data collection without numerical measurement to discover or refine research questions in the interpretation process." Exploratory reach, Hernandez (2014) mentions that exploratory studies serve to prepare the ground and usually precede descriptive research scope, correlational or explanatory.

With the foregoing it is proposed to start exploratory research is the type as we will be familiar with an object of study little known as the application of ICT in business and tourism service providers in the magical town of Salvatierra, Guanajuato, Mexico. For research made use of semi-structured interviews three people belonging to the coordination of tourism in the municipality, president of the local chamber of commerce 1 own travel agency and 5 hotels, 10 restaurants and / or cafes and 10 shops and observation use of ICT by various establishments in the services sector.

Results

As a result of interviews with participants in the methodology described the following findings were:

Competitor	Find
Staff coordinating tourism.	The municipality is using social networks like Facebook, Instagram. It has website. Staff tourism management courses have taken social networking. Support developing tourism operators to be able to upload audiovisual material. Help tourism operators share content and have more visits. use of ICT to promote tourism is done. The municipality relies on pages State Tourism and federal Magical Towns page to promote themselves nationally and internationally.
Chamber of Commerce	Most union members do not make use of digital platforms or digital marketing to benefit. Many business duels have no knowledge to the use of ICT Lack working together with the public sector to encourage the use of ICT.
Hotels	Most uses of ICTs but only for communication functions. Social networking feature. They consider it important that your hotel make use of ICT. They consider having TIC's may generate higher revenue. They do not have trained for handling various ICT staff.
Restaurant s and cafes	Almost entirely they believe it is important to use technology in their business. They think they know lots of TIC's. They believe that because of its ease of use the internet is the most used tool. Mentioned that technology is a prerequisite for better control in business tool. Consider some of the benefits of using ICTs in their establishments is time saving, easy work and have a larger organization. They use Facebook to make themselves known. Almost all have noticed recognize multiple benefits by implementing the use of ICT in their business.
Shops	Some businesses make use of ICT in their business. Some of them make use of computers and mobile devices. They make use of ICT for sales, advertising, and inventory management. Among the benefits that have had to implement them in order of importance they are: increased sales, management control of the business and increased advertising. The vast majority believes it is very important the application of ICT to business growth. Those who do not know or implement ICTs are mostly willing to make use of them. The reasons why they say not to use ICTs in order of importance are: because they do not know how to use, consider that they are expensive and because they have ignorance on the subject. Within the ICT would be more willing to use are: computer, mobile devices, social networks and software.
Travel agency	Uses Facebook pages for promotions. Send information via email. Their website is under construction.

Table 1 Research findings
Source: Self Made

As a result of the observation it was obtained as follows:

VisitMexico pages have registered hotels in Salvatierra.

TripAdvisor does not throw in your search for hotels in the magical town of Salvatierra.

You can find hotels Salvatierra on pages that are not as well known as the others.

In inventory, hosting the state in 2016, are registered 11 hotels in the inventory can only find no phone number and website features.

City Hall page is created in Wix, it includes advertising of different things unlike official pages of other municipalities that focus only on official information.

One of the major hotels in the city does not have fanpage on Facebook, but it handles a normal profile, publications that might be viewed only by people who are on your friends list. Of the publications listed they are not constant nor attractive.

Restaurants mostly in Facebook Fanpage have however not handled properly.

The main restaurants and cafes in the city have terminal to perform card payments.

Conclusions

The current situation of use of ICTs in the magical town of Salvatierra, Guanajuato, Mexico presents a poor outlook regarding the use of these.

We can say that is limited accessibility to product information due to little use of ICT, which may be hindering the development of tourism in the city caused by the lack of information you can find the tourist destination regarding issues such accommodation, catering, entertainment, events, attractions and additional services.

Today there are lot of information and communications technology that can be applied to promote tourism.

As we saw it is necessary that service providers are updated so they can be released so they can attract more visitors, which can involve both local chamber of commerce and municipal presidency.

The characteristics of the Mexican market do not yet allow the implementation of various strategies due to the digital gap with first world countries, however, year after year has made progress in penetration rates of internet, computers and mobile devices, but it is necessary to focus on international tourism.

Generating a model of e-tourism to support the promotion of tourism in the magical town of Salvatierra, Guanajuato, Mexico needed.

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The intervention of Human Capital on MSMEs That conduct electronic commerce in Mexico: a perspective from the local development

La intervención del capital humano sobre las MIPYMES que realizan comercio electrónico en México: una perspectiva desde el desarrollo local

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Abstract

The Research Focuses on the theoretical analysis of Human Capital (CH) and electronic commerce (EC) in micro, small and medium enterprises. Communication and information technologies (ICTs) and the problems of acquiring and exploiting Human Capital as a function of Formal and Informal Education Affect the development of the local companies. THUS, Fieldwork Consist of the collection of information and descriptive and correlational statistical analysis. THEREFORE, the results Indicate That the situation of Human Capital acquired formally and informally in a way in relation to electronic commerce Carried out by MSMEs are through to the weightings ACCORDING theory and Local Manifested with patterns of behavior in Mexico. The Pearson coefficient are positive trend, but slightly weak. However,

Human Capital, E-commerce, MSMEs

Resumen

La investigación se centra sobre el análisis teórico sobre el capital humano (CH) y el comercio electrónico (CE) en las micro, pequeñas y medianas empresas. Las tecnologías de la comunicación e información (TIC's) y los problemas de adquisición y aprovechamiento del capital humano en función de la educación formal e informal que inciden en el desarrollo de las empresas locales. De modo, que trabajo de campo consiste en la recolección de información y el análisis estadístico descriptivo y correlacional. Por lo tanto, los resultados indican que la situación del capital humano adquirido de manera formal e informal en relación al comercio electrónico que realizan las MIPYMES son a través de ponderaciones de acuerdo a la teoría y manifestados con patrones de comportamiento local en México. El coeficiente Pearson son de tendencia positiva, pero ligeramente débil. Sin embargo, se han hecho recomendaciones para incrementar los índices de la relación, ya que estas variables estudiadas son propuestas en diferentes países para impulsar el desarrollo local.

Capital humano, Comercio electrónico, MIPYMES

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Introduction

In research it has been proposed to carry out an analysis of the correlation between one of the main variables that comprise the study of local development, this variable is the CH taken in its formal and informal dimensions and described in its relationship with electronic commerce (EC) performing micro, small and medium enterprises (MSME) in Mexico. In the broad framework within which seeks to analyze the CH, it is a fundamental and indispensable to promote local development which manifests itself in the quality of life of society as a whole variable.

The research was divided into three parts. The first theoretical foundations presented in the context of local MSME development and human capital (CH); as well as characterization of MSMEs and electronic commerce (EC) in local development. In the second part, the research design according to the statistical analysis is proposed. Finally, a descriptive analysis of the variables CE and CH formal and informal, a correlational analysis and hypothesis testing is presented. They presented at the end a number of findings and considerations.

Background

In researching the AMIPCI (2014), It indicated that Mexico internet access by 2014 was already more than 50% of the population aged 6 years and older. Therefore one of the conditions for which encourage electronic commerce in the country is given. Likewise, mentions that laptops, smartphones and tablets are the main devices have increased penetration of internet access. The PC or desktop is the only device that has lost presence. Less common devices to connect (console, TV or other mobile devices) maintain the same levels of 2014, without growing significantly yet.

It is also significant to a consideration of the diversity of products that are the subject of electronic commerce. The digital content downloaded through mobile devices was the highest category in estimated expenses, followed by travel and event tickets AMIPCI (2014). However, this phenomenon is constantly changing and there are many sectors are areas of opportunity for the development of this trade.

Since then, e-commerce buying and selling products and services through electronic systems, mainly internet ADIGITAL(2012). While Gariboldi (1999), Mentioned regarding this concept that every business transaction (production, advertising, distribution and selling goods and services) carried out both by individuals, companies or electronic agents in digital media, in a virtual marketplace that has no geographic boundaries and time .

The idea of AMIPCI (2014)The internet has revolutionized the life of man, which has enabled it to innovate in how to carry out certain activities such as trade; This combination of Internet and trade has given name in various ways such as "Internet Commerce", "Web Commerce" among others, but all subsumed under the generic name of Electronic Commerce "Electronic Commerce (EC)" .

Theoretical Framework

The investigation focuses on two variables CH and electronic commerce in MIPYMES perspective for analysis is defined by the local development approach. According to Boisier (2005), which indicates the importance of local development by mentioning that: the term denotes a development concept that has completud not need anything else for your full understanding. In this sense, the name is the thing named, to add then all adjectives that accompany the noun they merely create redundancies. Indeed, as shown immediately, development can only be locally, just as it can only be human, or sustainable, or endogenous. Furio also(1994)Describes local development as the result of the desire to live, work and decide the fate of the territorial community, the need by a number of social partners and local authorities to meet the challenge of unemployment and reliance on small dimensions.

Moreover, according to Naumann (2005) on the human capital variable in the knowledge economy, it is considered that those without access to information and high educational excluded from a world in which economic changes , political and social will be based mainly on knowledge and constant innovation. In this context, access to quality education, strengthening institutions and creating the tools to use and adapt knowledge to the reality of each person and community will allow the development of a more free and capable society to define their own future.

For more than a century it was understood that the CH is the most valuable of all resources of economic activity. The amount of that capital is not easy to measure because, as happens today with many goods and services and other factors of production, quality differences in the qualifications of individuals are not easy to assess. The analysis of the methods used by statisticians and researchers to quantify CH confirms that difficulty and yet shows precisely that any analysis in this area is subject to the existence of adequate basic data.

Although from the classics of the economy in the nineteenth century the importance of CH mentioned even indirectly, it was not until the second half of the twentieth century when Theodore Schultz (1960) and Gary Becker (1962) Favored by stimulating research environment at the University of Chicago, made deep treaties, which have been reference for all subsequent investigations. These works helped to develop an economic theory on CH, based mainly on years of schooling and professional work experience considered variables that explain the functions of individual income.

Schultz, Mincer and Becker with, was the first who took the CH evaluating effects, costs and benefits of investing in this form of capital with respect to investment in physical capital; He said the CH served as production value in the economy of a country, plus any increase in national income of a country's growth came from stock of CH (AVSI, 2008). In an effort to clearly understand the CH concept whose meaning has often equivocal results, and has been the subject of great debate and discussion are described below some of its most important concepts.

Despite the criticism, the idea resurfaces as a CH suited to address issues related to the qualification of workers and their subsequent incorporation into development models of the countries concept. From the old concept of CH to current conceptualizations far mainly thematic opening, along with consideration of new factors that determine the CH of people. Beyond the qualification or years of experience, social and cultural capital of people become central aspects of the new conceptualizations (INE, 2011)

For Torres (2009) The CH is comprised of knowledge, education, training, education, training, talent, experience, skills, skills, abilities, health, quality of work, individuals or persons to be applied in production that they help you be creative, productive, improve their wages, increase their welfare and that in turn can help in efficiency, productivity, economy and competitiveness of enterprises and institutions, according to the OECD defines CH as knowledge, skills, skills and built on individuals and to facilitate the creation of personal, social and economic welfare attributes (Keeley, 2007). From the various definitions, it has opted for a definition of CH including various elements and is based on the course of acquisition and accumulation of CH.

It is considered that the CH can have an innate or acquired. CH innate comprises capabilities of physical and intellectual type, which may be modified due to the conditions of nutrition and health. CH acquired will be assembled over the life of the subjects, through formal education, informal education and accumulated experience. These three types of acquired training will condition the labor training and value system of the subject, which will determine, together with the innate abilities, job performance (Giménez, 2005). So I understood the CH as the accumulation of skills, abilities, experience, knowledge, a human being accumulated throughout his life and to help to solve the various problems that are present in all areas of their life.

Methodology

Indicators to measure CE

There are several methodologies focused on measuring ICTs, which have been revised to compare the different proposals in order to take appropriate indicators to measure indicators that enable e-commerce indexes. Among the many studies conducted to understand the variables of information technology and communication (ICT) and information systems, González(2012) It indicates the dimensions that must be taken into account to analyze e-commerce as part of the information society. The indicators are divided according to five key for the study and assessment of TIC's dimensions: the environment, the Internet sector, infrastructure, participation and use thereof.

On the other hand, in the proposed Finquelievich (2004) by making a list of indicators of local development for advocacy with ICTs, within which electronic commerce has important place, makes the following classification: infrastructure, training, organization and marketing strategies. In 2013, in order to give continuity and follow-up information captured in 2009 and to assess progress in use, From these analyzes have been reviewed and further work has been possible to determine the dimensions that can help measure e-commerce are: a) infrastructure, b) training, c) organization and d) use. Measuring the CH

To identify the research variables multiple works of various authors representative local development were reviewed, and publications institutions and bodies with authority in the investigation of local development issues, this review has marked a way forward, taking the certainty that the major points of the investigation are sufficient to validate the objectivity of the same theoretical background. After reviewing the various theories, unable to analyze all the variables involved in local development, it has chosen one of the most significant for the purpose of study: CH.

Having defined the CH variable in the field of local development, a comprehensive search of clear indicators related to CH, although have been created with specific objectives and for various purposes is done, they can help as a foundation to create a guide on which CH can be measured from the dimensions of formal and informal education within MSMEs and it means local development.

INDICATOR	INDICATEDOR	CARR	Giménez (2005)	INE (2011)	Dominica (2003)	AVSI(2008)	Schulz (1961)	WEZJAK(2007)	Becker, (1975)	OECD(2001)	Mérimo(2004)	Harpans, (2014)	Bourmi,(2012)	WEF, (2015)	Trinh L.e, (2005)	Sharpe, (2001)	Fender, 2012)	CES,(2016)	Orange trees, (2013)	Brown, (2017)	Ivan, (2016)	Serrano, (2000)	Orange trees, (2013)	% Of consideration
Years media study			x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	95%
Self-learning and informal education			x								x	x	x	x	x	x	x	x	x					33%
Family education							x	x																48%
It Capacitación / or continuing education at work.			x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x					81%
Quality of education				x																				43%
Equid gender																								33%
Creativity to generate new ideas																								10%
Work satisfaction																								10%

Table 1 Measuring the CH

Source: Prepared (2016)

Table 1, defined a list of indicators that help measure the acquired CH formal and informal in MSMEs way and their weights obtained by way of the percentages given (%), as a knowledge base for future relations on the CH.

Design tool for data collection

For data collection it has developed a questionnaire from the composed variables, dimensions and indicators Table 2. Because there is no model to measure CH, it is designed from the literature (summarized in Table 1). Without neglecting that the measurement of CH, almost always focuses on macroeconomic indexes, and rarely in individuals of a company from a local perspective.

Variables	Dimensions	Indicators
Commerce	Infrastructure	Computer equipment infrastructure and networks
		Internet services
		ICT training
	Training	Staff training for e-commerce (site, networks, devices, inventory online, etc.)
		Organization
	Use	TIC's for production, services, research and development
		TIC's handling market (advertising, catalogs, promotions, etc.)
		Mail and communication company
		Internet sales and purchases
		Security management
Human Capital	Formal	Years media study
		Quality of education
	Informal	Self-learning and informal education
		It Capacitación / or continuing education at work.
		Equid gender
		Creativity to generate new ideas
		Work satisfaction
Family education		

Table 2 Identification of variables, dimensions and indicators

Source: Prepared (2017)

Already defined variables and dimensions, there has been a statistical design for the application of the instrument. The following table describes how the questionnaire was applied to obtain the data objectively, representative, reliable and valid.

Target population	The observation unit
All companies between 1 and 250 employees to do e-commerce in the city of Morelia, Michoacan, Mexico	The company
Geographic coverage	Sampling unit
The city of Morelia, Michoacan, Mexico	The company
Sample size	Analysis unit
The sample is 384 companies, for a confidence level of 95%. Size needed in infinite populations.	Micro, small and medium enterprises. Companies with fewer than 250 employees
time coverage	Sampling scheme
The survey was carried out during 2018	Probabilistic and laminate. Probabilistic because each company has a chance nonzero be selected, and stratified that are grouped into groups productive sector.

Table 3 Description of statistical design

Source: Own, based on INEGI (2017)

GARCÍA-GONZÁLEZ, Miguel, RIVERA-CHAVEZ, Rubén, JORGE-VERA, Víctor Alcaraz*. The intervention of Human Capital on MSMEs That conduct electronic commerce in Mexico: a perspective from the local development. Journal-Urban-Rural and Regional Economy. 2018

To determine the size of the population resorted to the power of the Mexican enterprise system. They have taken all companies and number that determines the population, because there is no information to know how many e-commerce carried out, but always the total number of companies will be greater than the group that make e-commerce. well it is, taking the total number of companies in the sample calculation accuracy greater transpolar the population data will be obtained.

Analysis and interpretation of results

Surveys are 384 companies that use e-commerce in the city of Morelia, Mexico. SPSS was used as a tool for information processing. In this program, a Pearson correlation process is performed in order to obtain the correlation of the variables analyzed. Reliability analysis instrument used Cronbach's alpha method¹ of 0.929 given the 30 items used in the survey, and recital 303 surveys. Thus it can be considered that the instrument with which the data was obtained has high reliability, and consistency of the results is high. The validity has been generated by reviewing expert opinions to state the variables, dimensions and indicators².

Analysis of the variables

The study universe is made up classified as MSMEs, who were asked the survey for 2018, trying to cover the four areas where the geography of the city is divided. The questionnaire was designed based on the nature of the information sought to be obtained according to indicators, dimensions and variables investigated, so that only requires choosing preanswers according to the selected code. To obtain the values of each dimension, he was making a sum of the questions or items that correspond to each and in the case of human capital measurement was carried out taking into account a weighting according to the weight given level appearance in the theories analyzed to obtain the list of indicators described above.

Analysis descriptive of the Ecommerce Variable

The analysis of the variable electronic commerce, which can be considered the independent variable (although the extent of this research is explanatory and causal), in MSMEs of Morelia, was made based on data obtained from the questionnaires. Then the frequency distribution are presented.

On the understanding that have been classified as MSME companies that have between 1 and 250 employees, it is inserted a question on the questionnaire to find out by size by number of employees to company type belongs. And it has also been considered a question to know the three major primary, secondary or tertiary sectors, which identifies the respondent company. He could sense that most companies surveyed, ie more than 80% were in the services sector, which are the type of companies that mainly have the provisions and features to get to make e-commerce, although it is clear that any sector could do it.

With regard to companies that were surveyed sector, only 3.8% were the primary sector, 13.78% of the industrial sector and the remaining 82.40% of the trade and services sector. As for the size of the company's field study was conducted considering a 22.70% of companies with fewer than 10 employees (micro), 38.52% of companies with between 11 and 50 employees (small companies) and 38.78% who have between 51 and 250 employees which are considered medium-sized enterprises.

For analysis of the variable electronic commerce 10 questions were considered, whose frequencies are presented below. The result regarding computing infrastructure and enterprise networks resulted in most, ie more than 58% consider it quite adequate or fully adequate, but the rest consider some shortcomings.

¹ Cronbach's alpha, is a method used to measure the reliability of a data collection. It can be said generally -of about 0.25 get so if the correlation coefficient or this indicates low reliability; if the result is 0.50, the reliability is medium or regular. In contrast, if it exceeds 0.75 it is acceptable, and if greater than 0.90 is high, to take into account (Hernandez, 2010).

² The evidence on the validity of the content is obtained by the opinions of experts and to ensure that measures dimensions of the instrument are representative of the universe or domain size of the (s) variable (s) of interest (Hernandez, 2010).

The companies surveyed perceive a 57.66% somewhat or completely appropriate service, the remaining 42.34% consider that there are some deficiencies in their internet services to carry out the activities of the company. In the analysis of sufficient training in ICT by businesses surveyed, the survey indicates that 31.38% is average, 32.40% is enough, 20.92% is completely, but 12.76% believe that there is little training and 2.55% It indicates no training in ICT.

Fieldwork indicates that 21.17% as a result of companies have fully trained staff to conduct e-commerce, 28.83% is quite capable, that represents more than 50%. The 27.30% have regular training, low 14.54, and 8.16% do not have this training to e-commerce.

ICT that have administrative companies surveyed perceive 30.10% fully account with them, 33.93% rather integrates them, representing 64% between the two options. But only 23.98% have them regularly, 8.16% and 3.8% some companies do not have them.

For handling production and conduct research and development perception of the companies surveyed indicated a 35.20% that completely handles, 30.36% pretty regularly 21.68%, 10.46% and 2.29% just does not handle.

On the question regarding the management of ICT for managing markets, the survey indicates that 30.36% are handled completely, 28.06% enough, which adds more than 58.42%, ie the majority, but 22.96% uses only regularly, 13.01% consider little used, and 5.61% not used yet.

The companies surveyed saw a 45.92% the need to use the Internet for mail and communication company, 28.83% pretty, 18.11% Regular and only 4.84% perceived it as little necessary and 2.29% do not consider necessary.

With respect to purchases and sales of internet essence of e-commerce companies do not realize were not considered, and they still do a 30.61% indicated that they do little, 19.64% do so regularly, while one is done fairly 22.96% and 26.79% do so completely.

Consideration of the companies in terms of management efficiency of computer security, 22.19% is completely, 28.06% pretty, 29.59% Regular and 15.05% is still inefficient and 5.10% have no efficiency to handle computer security.

Descriptive analysis of human capital Variable

Formal and informal: the results of fieldwork describing the situation of human capital variable in its two dimensions that have been considered are presented. The first dimension is described with respect to the formal human capital, which has two indicators are the level of education and quality of education. The survey showed that the perception of the companies regarding the quality of education they received at school employees is good, saw a 23.21% completely, 35.20% pretty, 31.38% Regular, 7.90% slightly and 2.29% nothing.

The average educational level of personnel engaged in e-commerce in enterprises according to the survey was 1.27% primary, secondary 6.12%, 25.26% high school, most bachelor, representing 56.89%, 10.46% with graduate also. The second dimension describes the informal human capital and integrated by the measures of indicators: self-learning and informal education, training and continuing education at work, gender equality, creativity to generate new ideas, job satisfaction and finally education family.

The perception regarding the ability of employees to perform their own self-study, was given in the survey for 26.53% completely, 34.95% pretty, 29.34% Regular, 8.16% and 1.02% little thing. The survey shows that 30.61% believe that their company employees receive training and continuing education completely, 30.10% pretty, 20.41% on a regular basis, but considers it 14.54 little training, and 4.33% perceive no. Most consider that there is gender equality as 69.9% consider there is enough or completely this culture, but on the other 17.60% is still perceived as fair, 8.92% to 3.57% and there is little that there is no culture.

A 35.20% of the companies surveyed were considered to be fully promoted in their business creativity to generate new ideas, another 29.08% consider fully promoted, 20.66% perceived it regularly, 12.24% indicated that it was little, and 2.55% to It is not promoted.

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The employee satisfaction as the fieldwork is complete in 24.23% of companies, quite a 38.78%, 27.81% on a regular basis, a 8.16% low and there is no satisfaction in a 1.02%. Most satisfied in their work. Regarding the perception of family education the survey is that the company considers it important to fully in 25.26%, 38.27% pretty,correlational analysis

The data obtained by applying the correlation coefficient (Pearson r) and the coefficient of determination (r2) in the research work described in the following tables and graphs, and hypothesis testing indicated in each case .

		COMMERCE	Formal Human Capital
COMMERCE	Pearson correlation	one	.454 **
	Sig. (Bilateral)		.000
	N	392	392
Formal Human Capital	Pearson correlation	.454 **	one
	Sig. (Bilateral)	.000	
	N	392	392

** . Correlation is significant at the 0.01 level (bilateral).
Source: Prepared based on the calculations obtained from field research (2018).

Table 4 Correlation electronic commerce and formal human capital

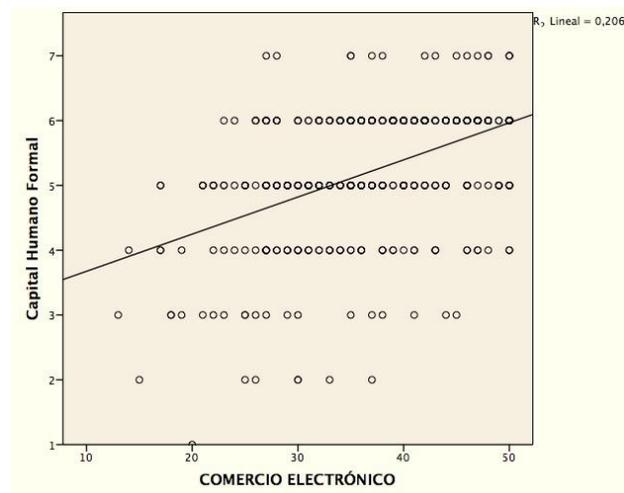


Figure 1 Figure E-Commerce correlation and formal human capital
Source: Prepared based on the calculations obtained from field research (2018)

The first objective proposed relationship between electronic commerce and CH acquired formally at local MIPYMES, according to the results shown in Figure 1, in which the Pearson correlation is 0454 can be said that a correlation almost half positive trend.

And being the result of R2 of 0.206, it is understood that the variation in the formal human capital by variation in e-commerce is weak. and although there is still a relationship as hypothesizes this does not become a considerable level.

		COMMERCE	Informal Human Capital
COMMERCE	Pearson correlation	one	.590 **
	Sig. (Bilateral)		.000
	N	392	392
Informal Human Capital	Pearson correlation	.590 **	one
	Sig. (Bilateral)	.000	
	N	392	392

** . Correlation is significant at the 0.01 level (bilateral).
Source: Prepared based on the calculations obtained from field research (2018).

Table 5 Correlation e-commerce and casual human capital

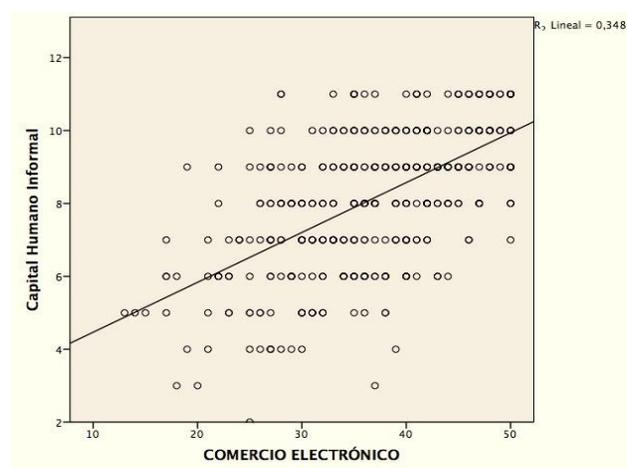


Figure 2 Correlation graph casual e-commerce and human capital
Source: Prepared based on the calculations obtained from field research (2018)

The second objective of electronic commerce fail CH acquired informally at local MIPYMES, and similarly according to the results shown in Figure 2, in which the Pearson correlation is 0590 can be said that a correlation positive trend among medium and large. But being the result of R2 of 0.348, it is understood that the variation in the informal human capital by variation in e-commerce is weak. and although there is still a relationship as proposed this hypothesis does not become a considerable level.

Conclusions

With the growth of ICT in the last three decades around the world, and its constant application for implementing the EC and the need to make optimal use of the CH, to promote local development, which in turn significantly impact in contemporary social dynamics.

The aim of the research was to identify the factors that affect the formation, growth and use of CH acquired formally and informally in MSMEs engaged CE are and determine to what extent and in what sense a relationship between given the variables of formal and informal CH and CE.

He turned to a review of theoretical research and did fieldwork in order to find background work like this investigation in order to determine the factors that influence the acquisition of CH, and was determined on a model for CH study based on the acquisition of it from four aspects: CH acquired by formal education, informal education acquired by CH, CH acquired by experience and innate CH, choosing the first two to be more significant.

Fieldwork to carry out this investigation began in March 2015, held in the city of Morelia, Michoacan, e-commerce companies that develop, focusing on MSMEs.

In the process prove or disprove the hypothesis correlated data were used as a tool using the correlation method "r" Pearson.

While the first objective implied the existence of a correlation between CE and CH formally acquired at local MSMEs, it can be concluded that there is a weak relationship, and positive trend. Given that this conclusion was reached after considering the indicators of average years of schooling and quality of education. If you want to improve on these indices you can consider increasing these indicators. Efforts to improve educational standards and quality of education in relation to ICT, and to strengthen the weakness found this relationship in MSMEs of the city of Morelia, and to increase the positive trend of the current situation would be consistent with the digital agenda for Latin America and the Caribbean (eLAC2020) ECLAC(2018), Which aims to:

Encourage the use of digital technologies in enterprises, with special focus on MSMEs and promote the digital transformation in various aspects of the economy. In addition to boosting the development and incorporation of digital skills and computational thinking in the teaching-learning, by updating the curriculum, according to the capabilities that will require future activities.

In the second objective the assumption is that MSMEs that make CE exploit the informal CH, whereas the latter is integrated from self-learning and informal education, training and continuing education at work, gender equality, creativity generate new ideas, job satisfaction and family education. By testing this hypothesis, it has been concluded that there is certainly a positive trend mean and correlation. Considering this situation it is important that MSMEs city seek to improve these indicators; encouraging and strengthening creativity and learning and recognizing the need for education from the family and gender equality, and to determine own business policies to meet their employees.

This will create an enabling environment to properly implement the use of ICT and more efficiently make e-commerce, but mainly to increase the CH company, to ultimately be more competitive. Since the availability of relevant human talent is one of the strengths that make it attractive to a city or region and becomes a competitive advantage. Consequently, the availability of information and knowledge about human talent that require productive activities, as well as identifying gaps in skills, competencies and skills are key inputs to guide the actions of public, private and academic sectors to facilitate training and quality employment generation to ultimately be more competitive. Since the availability of relevant human talent is one of the strengths that make it attractive to a city or region and becomes a competitive advantage.

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Finally, it is concluded that successfully reached the overall goal of the research was to analyze the relationship between the EC and the Local MIPYMES CH.

In the approach of the theories of local development that guide this analysis has been found to bridge the digital divide today is essential for progress towards achieving societies more equal, in fields as diverse as learning, integration into the world of work, increased productivity, voice and public visibility, cultural production and consumption, and the ability of management and organization. The gap heightens the contrasts between regions, countries and social and cultural groups. This challenges formal education systems, because ICTs offer new ways to produce and transmit knowledge learning (Sunkel G. e., 2014).

There are no studies examining the relationship between CH and EC in the MSMEs in Morelia from a perspective of local development, which is why contributed to the knowledge of this correlation in an unprecedented way. The research allows to know the phenomenon and the existing relationship with other cities of similar from an economic and cultural perspective.

Recommendations

Here are some recommendations based on the results of research and recommendations from various institutions and theories about it are presented, thus aims to contribute to the decision making of MSMEs developing EC to increase the various indices analyzed and they can be inserted more own way in the dynamics of the digital economy and at the same time develop and protect the CH and contribute to the welfare of individuals in local society.

There are several international studies on the relationship between economic growth of countries and their development in electronic communications. Today this appears closely linked to the development of broadband and data services, and in general to the ICT sector. In particular, according to a study by the Inter-American Development Bank (IDB), an average 10% increase in broadband penetration in Latin America and the Caribbean (LAC) causes a rise of 3.19% of gross domestic product (GDP) and productivity 2.61%, at the same time generates more than 67,000 direct jobs (García Zaballos, 2017). In line with this study, this analysis has sought to discover the reality of CE in the city of Morelia, Mexico and TIC`s in general but transcending economic and human welfare ranging from generating and preserving the CH.

Human capital, in general, is one of the most important inputs for the generation of wealth, reducing poverty sustainably and reducing inequalities, leading to better development and increased competitiveness. The labor market and its continuous adjustments constantly demand new knowledge, skills, competencies or skills that have to be met by increasingly better trained workers.

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Objectives
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Introduction

Text in Times New Roman No.12, single space.

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

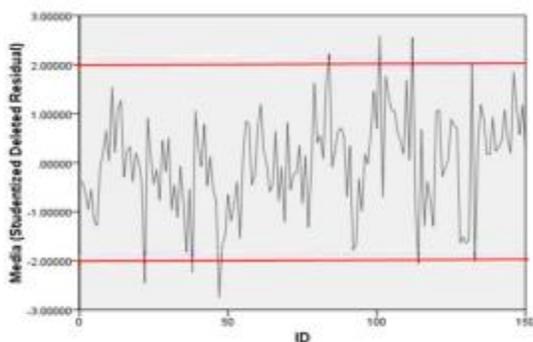
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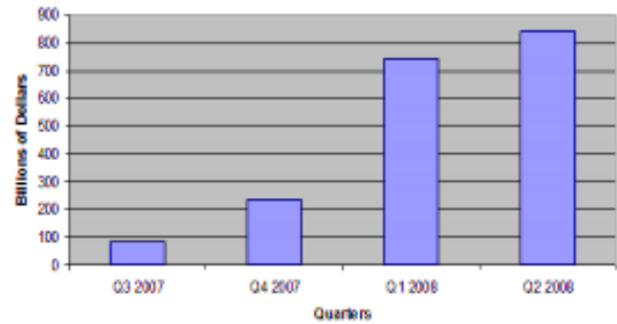


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