

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'Hauterres (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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