













Analysis of the economic impact, as a contribution of university students in the municipality of Ocosingo, Chiapas

Análisis del impacto económico, como contribución de los estudiantes universitarios en el municipio de Ocosingo, Chiapas

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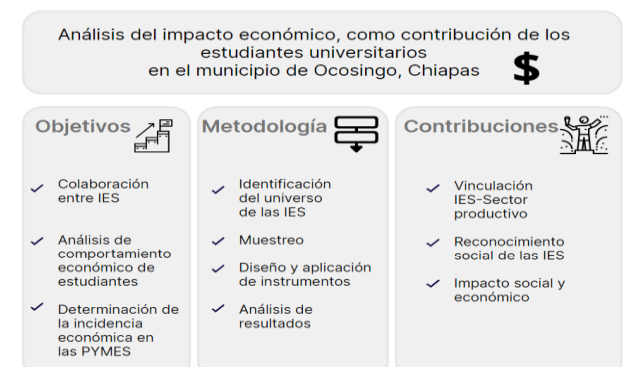
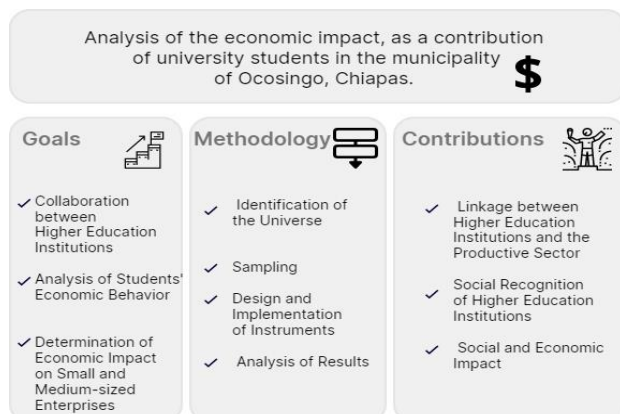


Abstract

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Resumen

Los estudiantes de las Instituciones de Educación Superior, contribuyen con el crecimiento económico del sector productivo del municipio de Ocosingo, Chiapas; a través de la adquisición de bienes y servicios. Los resultados de esta investigación parten de la premisa de que los estudiantes universitarios, al interactuar con el sector productivo, inyectan vitalidad económica, crecimiento empresarial, fomentan la generación de empleo y fortalecen la estructura financiera municipal. El universo de investigación se realizó con la participación de cuatro IES del municipio: Universidad Tecnológica de la Selva (UTSelva), Universidad para el Bienestar Benito Juárez García, sede Ocosingo (UBBJG), Universidad de México (UEM) y Universidad Alfa y Omega.



Institutions, Economics, Linkage, Social impact, Productive sector

Instituciones, Economía, Vinculación, Impacto social, Sector productivo

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Introduction

The main objective of this research, entitled 'Analysis of the economic impact as a contribution of university students in the municipality of Ocosingo, Chiapas', is to examine the influence that university students can have on the municipality. This project is framed within the need to understand and assess the contribution of the student population to the local economy and, in particular, its impact on the business fabric of the productive sector.

Numerous previous research studies have also highlighted the relevance and positive potential of collaboration between university students and the productive sector. Some relevant studies highlighting the importance of this issue are mentioned below:

The role of university students in energising local SMEs: This study highlights the significant contribution that university students can make by bringing knowledge, skills and energy to SMEs, thus boosting their growth and economic development.

The integration of university students in the business environment: a mutual collaboration approach. This research highlights the beneficial symbiosis between university students and SMEs, where students gain practical experience and companies benefit from the fresh perspective and up-to-date knowledge that students bring.

Previous information underlines the relevance of the topic of study by demonstrating that the involvement of university students in the productive sector can generate a positive economic impact for both local businesses and the student community.

Background

The municipality of Ocosingo, Chiapas, is characterised by the existence of a wide range of economic activities, significantly represented by the productive sector. Over the years, this sector has demonstrated a remarkable capacity to adapt to the transformations of the environment, generating employment and diversifying its operations. This process has had a positive impact on the region's economic outlook, resulting in a significant increase in local incomes.

In parallel, we observe a paradigm shift in the local society, where Higher Education Institutions play an increasingly important role in the development of the environment. In the specific context of the municipality of Ocosingo, Chiapas, Higher Education Institutions, both public and private, have emerged as crucial options for students residing in the municipal capital and surrounding communities.

The accessibility of undergraduate academic programmes in these institutions has prevented the need for students to move to other municipalities or states, resulting in a constant migration to the municipal capital. This phenomenon, far from being just a geographical relocation, has become a recurrent activity that brings significant benefits to the community as a whole.

This project is based on the premise that university students, by interacting with the productive sector, inject economic vitality into the local community. In addition, through knowledge, skills and participation, students not only gain practical experience that is fundamental to their academic training, but also contribute to the development of the municipality.

Collaboration can foster business growth, promote employment generation and strengthen the opportunity-creating financial structure of the municipality of Ocosingo, Chiapas. The changes they bring about in the social environment have led universities to become a fundamental factor in local development. This translates into development for the population, greater opportunities, efficiency and improved quality of life.

With regard to the evaluation of the economic and social impact generated by students, it should be noted that all the expenses incurred in the various economic sectors are accounted for. It is important to highlight that both the volume and the pattern of student spending is very different between public and private universities (Benito, M., Grané, A., & Romera, R., 2022).

It is necessary to thoroughly analyse and quantify this economic impact in order to understand the magnitude of the contribution of university students to local businesses and ultimately to the economy of Ocosingo, Chiapas.

This project proposes to explore in detail the interaction and evaluation of student participation in the local economy.

The National Autonomous University of Mexico (UNAM) has established as one of its essential objectives the linkage with the social, public and private sectors to promote its integral development. This linkage strategy is fundamental because it allows the knowledge generated at the university to reach society, benefiting it in multiple ways. According to Jorge Vázquez Ramos, coordinator of Liaison and Technology Transfer at UNAM, this approach is crucial to fulfil the university's mission of contributing to social and economic well-being (UNAM, 2020).

Methodology

Study area

Ocosingo is a city located in the north of the Mexican state of Chiapas. It is the largest municipality in the Chiapas territory; the name Ocosingo comes from the Nahuatl expression meaning 'place of the black lord'. The city is located in a transition zone of the physiographic regions of the northern mountains of Chiapas, the central plateau and the Lacandon highlands; consequently, its climate ranges from warm and humid in summer to temperate and humid in winter with abundant rainfall in summer (Plan de Desarrollo Municipal Ocosingo Chiapas, 2021)

Box 1



Figure 1
Study area, municipal capital of Ocosingo, Chiapas, Mexico

Source: 2024 Google, INEGI

<https://www.google.com/maps/place/Ocosingo,+Chiapas/data=!4m2!3m1!1s0x85f2ea7135f1d337:0xbb1dcd13e9d2d3ad?sa=X&ved=1t:242&ictx=111>

Identification of the universe of HEIs

The methodology to be used in the development of this research was chosen considering the students of the different Higher Education Institutions in the municipality of Ocosingo, Chiapas, as the universe to be studied; however, in order to carry out the study it was necessary to identify the number of Universities in the locality, as well as the total current student enrolment; The research instruments and diagnostic tools were applied, such as questionnaire forms, interview scripts, checklists and observation that allowed us to obtain the necessary and objective information on the results and subsequently tabulate, graph and interpret them to validate whether the presence of universities in the municipality of Ocosingo, Chiapas, represents a positive impact for businesses, owners and employees of the companies, as well as society in general; the methodology used in the development of the study was to identify the number of universities in the municipality of Ocosingo, Chiapas.

The methodology used in the development of the project is based mainly on the quantitative and qualitative method, since statistical data are recorded in relation to the results of the diagnosis and analysis of the perception of students, employees and employers of the organisations.

Study population

The research universe will be a finite population. The students considered are:

Box 2

Table 1

Participating Higher Education Institutions

IES	Population
Universidad Tecnológica de la Seva	980
Benito Juárez García University, Ocosingo Campus	900
University of Mexico	300
Alfa y Omega University	215

Source: Own elaboration, Department of School Services of HEIs

Sampling

By virtue of the total enrolment in each of the public and private Higher Education Institutions, the finite sample calculation was determined.

The following formula was used to calculate the sample size of the finite population:

$$n = \frac{N * Z_{\alpha}^2 * p * q}{d^2 * (N - 1) + Z_{\alpha}^2 * p * q} \tag{1}$$

Where:

- N = 2405
- Z α = 2.33 squared
- p = 0.5
- q = 1 - 0.5 = 0.5
- d = 0.02

As a result, 1,408 surveys were carried out.

Design and Implementation of instruments

The data collection technique for the elaboration of the project will be by means of a questionnaire and field research.

The questionnaire will allow us to collect data directly from the students of the different public and private universities in the municipality of Ocosingo, Chiapas.

Box 3

Table 2

Metrics collected by the research instrument

Dimension	Description
General data	University Sex Career
Financial income	Origin and amount of monthly resources.
Financial outgoings	They have a grant and type Amount of monthly expenditure.
Mobility and transport	¿Purchasing preference Means of transport used

Analysis of results

Box 4



Figure 2

Dimension graphs general data

Source: Own elaboration

The application of the research instruments made it possible to determine the number of students from each Higher Education Institution that participated in the study, considering that students from the Universidad para el Bienestar Benito Juárez García accounted for 52% of the research universe, 34% from the Universidad Tecnológica de la Selva, 11% from the Universidad Alfa y Omega and 3% from the Universidad de México; considering that the first two Higher Education Institutions are public and the remaining two, respectively, are private.

The professional disciplines of the students with the greatest presence in the study are focused on health sciences (nursing and medicine), with a total of 77% of the surveyed students taking into account both careers; likewise, professional careers oriented towards administration, tourism and gastronomy studies had a total of 18%, in this sense, it is important to mention that the study is dominated by professional careers in public sector HEIs.

A factor that determines the choice of a professional career is the gender of the student, which is why the results of the study show that a total of 67% of the students were female and 33% were male, which also determines the type, quantity and frequency of the economic expenditure incurred by the students

Box 5

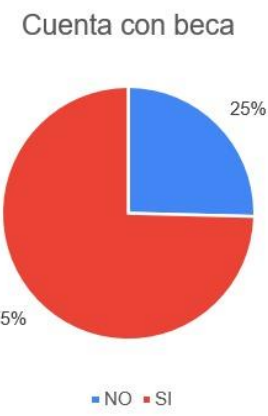
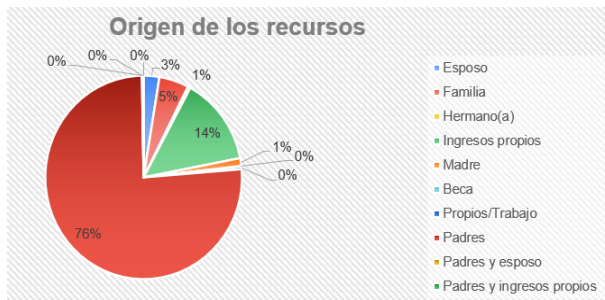
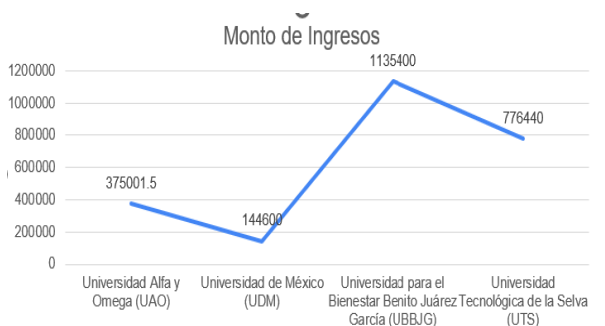


Figure 3
Economic income dimension graphs

The importance of the determination of the results obtained in the amounts of the monthly research instrument, according to the students surveyed who participated, oscillates for the Universidad para el Bienestar Benito Juárez García in the amount of \$1,135,400.00; the Universidad Tecnológica de la Selva in the amount of \$776,440.00; then the Universidad Alfa y Omega with a value of \$375,001.50 and lastly the Universidad de México with \$144,600.00 pesos. This results in a total monthly income of \$2,433,641.50 pesos for the municipality of Ocosingo, Chiapas.

According to the question of the origin of the resources in the previous graph, 76% are obtained from their parents, 14% from their own income, 5% from other members of the family and 1% from their partner and mother of the family.

In the presentation of the results referring to the students surveyed, they mention that they obtain some type of scholarship, 75% have a scholarship, 25% do not have a scholarship, due to the fact that they are students of private IES, it is worth mentioning that the Benito Juárez García Scholarships are provided to students studying at the UBBJG and the scholarships for academic excellence and young people building the future, respectively to students of the Universidad Tecnológica de la Selva, which are public IES.

Box 6

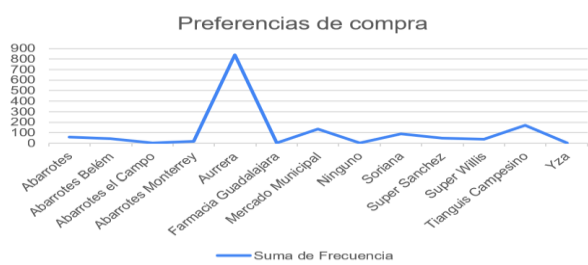


Figure 4
Economic income dimension graphs

The results presented in the graph show that 65% of HEI students spend between \$2,000.00 and \$3,000.00 pesos per month, 23% spend between \$3,001.00 and \$4,000.00 pesos per month, 8% spend between \$4,001.00 and \$5,000.00 pesos per month, and only 4% spend between \$5,001.00 and \$6,000.00 pesos per month.

In relation to the types of establishments where students spend their economic resources, the study identifies that the most visited business is the bodega aurrera self-service shop, followed by the farmers' market and the local municipal public market, which indicates that students' consumption of products is mainly focused on food.

Box 7

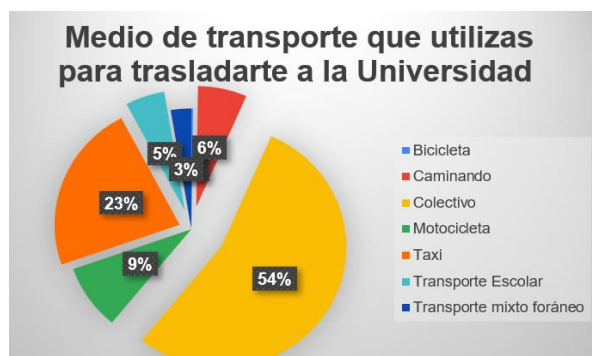


Figure 5

Mobility and transport dimension graphs

One of the important factors in determining the students' outgoings is the means of transport they use to travel to school or for their daily activities. The results of the study show that 80% of the students use public transport, mainly by taxi, bus and mixed transport; 9% use private transport in the form of motorbikes; 6% walk and 5% use school transport.

Results

Once the research instrument had been applied to the target group and the data had been processed and interpreted, the relevance of young university students in the local economy became clear. These results objectively quantify the contribution to the economy of the municipality of Ocosingo, Chiapas; considering that there are benefits for local businesses, employers and employees; this means that the dissemination of the research will allow society, institutions and organisations to recognise the importance of the presence of Higher Education Institutions in this municipality.

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Conclusions

Throughout the study of the present research, the value of students focused on being part of the dynamics of growth and development of this region is identified, thus achieving the improvement of services and the quality of products offered in the locality.

The main mission of HEIs is to train professionals who respond to the needs of the business and productive sector, thereby contributing to the growth and development of their area of influence. In this sense, it is important to recognise the contribution that the university community generates in favour of the municipality, mainly in economic, social and cultural aspects.

Finally, it is concluded that the research project has fostered the appropriate conditions for institutional links between HEIs and productive sector organisations, in order to seek alternatives and strategies that allow for academic and productive collaboration commitments.

Declarations

Conflict of interest

The authors declare no conflict of interest. They have no known competing financial interests or personal relationships that could have appeared to influence the article reported in this article.

Author contribution

The contribution of each researcher in each of the points developed in this research, was defined based on:

Perez-de la Cruz, Jose Francisco: Contributed in the definition of the topic for the research, writing of the article, summary, introduction and tabulation of data.

Zepeda-Trujillo, Elizabeth Guadalupe: Contributed to the definition of the research topic, writing of the article, background, methodology and analysis of results.

Aguilar-Flores, Miguel Ángel: Contributed to the definition of the research topic, writing of the article, design of the instruments, results and conclusions.

Availability of data and materials

The method chosen for the collection and processing of the research data will be through the Google Forms platform.

In addition, spreadsheets such as Excel were used for the tabulation and analysis of the data. In addition, the following digital resources were used conceptually: data, processes, files and database managers.

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Abbreviations

IES	Instituciones de Educación Superior
PYMES	Pequeñas y Medianas Empresas
UBBJG	Universidad para el Bienestar Benito Juárez García, sede Ocosingo
UDEM	Universidad de México, sede Ocosingo
UNAM	Universidad Nacional Autónoma de México
UTSELVA	Universidad Tecnológica de la Selva

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Antecedents

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Discussions

Benito, M., Grané, A., & Romera, R. (mayo de 2022). [Estudio sobre el Impacto Económico y Social de la Universidades Publicas y Privadas Madrileñas en la Región. Analisis en el Corto y Largo Plazo](#). Conferencia y Consejos Sociales, Comunidad de Madrid, 71, ISBN: 978-84-16829-71-2.