

**The tourist capacity in the performance of a destination****La capacidad turística en el desempeño de un destino**

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**Abstract**

The purpose of the research was to analyze the dimensions of Tourism Capacity as an element of the Performance of the Tourist Destination through a case study in Guaymas, Sonora. The methodological process was based on the documentary review to define the indicators of tourism capacity; likewise, the probabilistic and random sample formed by the various tourism service providers in the region was determined and the Multivariate Analysis technique was used to accept the research hypothesis. It is concluded that the Tourist Capacity can be formed by: tourist attractions, accessibility to the site, a tourist influx, public safety, tourist equipment, diversity of the tourist offer, urban planning and tourism regulations to achieve the performance of the Tourist Destination.

**Resumen**

El propósito de la investigación fue analizar las dimensiones de la Capacidad Turística como elemento del Desempeño del Destino Turístico a través de un estudio de caso en Guaymas, Sonora. El proceso metodológico se fundamentó en la revisión documental para definir los indicadores de la capacidad turística; asimismo, se determinó la muestra probabilística y aleatoria conformada por los diversos prestadores de servicios turístico de la región y se utilizó la técnica del Análisis Multivariante para la aceptación de la hipótesis de investigación. Se concluye que que la Capacidad Turística se puede conformar por: atractivos turísticos, accesibilidad al sitio, una afluencia turística, seguridad pública, equipamiento turístico, diversidad de la oferta turística, planeación urbana y normatividad turística para lograr el desempeño del Destino Turístico.

**Performance, Tourist Destination, Tourist capacity**

**Desempeño, Destino Turístico, Capacidad turística**

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## Introduction

In the process to boost a tourist destination, different elements and factors that will determine its competitiveness must be considered. For this, the generation of objective knowledge that addresses the different characteristics and needs of a tourist destination is essential; considering its profile, its tourist offer and the tourist demand.

On the other hand, sustainable development is a social trend that various sectors have adopted to define guidelines for progress and promotion of the quality of life of the regions (Serrano, 2019); Therefore, tourism from the social and economic approach has been considered as a tool for the sustainable development of the regions (Ivars-Baidal, 2016).

According to the International Union for the Conservation of Nature (IUCN), sustainable development can be defined as: the process that without deteriorating or depleting resources allows the development of humanity (Serrano, 2019).

## Problem

Starting from the fact that tourism is a tool to promote the sustainable development of a region, it is essential to determine the tourist performance of the places where tourism activity is put into practice; However, there is a lack of objective knowledge to measure the tourist capacity of a region and its relationship with its sustainable tourism performance (Bernier, 2015).

Tourism capacity is hand in hand with good management, so for the competitive development of a tourist destination, actions must be taken from the public sector and the private sector, which allow a good development of tourism products, have a solid base of legislation, quality certifications in the service, an adequate control system, a marketing and promotion program, as well as the generation and application of knowledge generated by scientific and technological research (Navarro, 2015).

Tourism in the Guaymas region has presented a stagnation in its development in infrastructure, operation of tourism products, diversification of the offer to meet and capture trends in tourism demand (Hernández, 2017).

That is why it is necessary to develop and generate objective knowledge through applied research, which allows to have information bases for decision-making both for the benefit of the public and private sectors.

## Objective

Due to the above and with the purpose of aligning the research, the objective was to analyze the dimensions of Tourism Capacity as an element of the Performance of the Tourist Destination of Guaymas, Sonora. The accelerated impact of both the current economic and environmental environment requires the generation and application of knowledge in order to take action from a critical and reflexive position (Albuquerque, 2002). Therefore, good tourism performance becomes a socio-economic and environmental element that drives development, improving the diversification of the services of a tourist destination, becoming competitive (Cardenas, 2011).

As a working hypothesis, it was stated that “the Tourism Capacity for the performance of a tourist destination is made up of the dimensions of: public safety, urban planning, equipment, tourist attractions, accessibility to the site, diversity of tourist offer, tourist regulations and a constant tourist influx”.

When generating objective knowledge of the functioning of destinations and tourism businesses, it will allow the proper management of destinations and the generation of public policies for decision-making for the strengthening and competitiveness of tourism activity (Tranmaleo, 2019).

## Theoretical foundation

Capacity is talked about, when an industry achieves its objectives, above others and in a sustainable way, giving it investment profitability, at a low social and environmental cost (González, 2009). Therefore, it is essential to describe tourism capacity, since there are theoretical and empirical limitations in tourism.

There is an importance of analyzing theories and being able to understand the conformation of the Tourist Capacity of a tourist destination, and how it influences the strengthening of its competitiveness.

In addition, there is an area of opportunity to generate studies with reliable information that provides knowledge in the tourism sector (Cadernas, 2011)

Starting from the fact that competitiveness is the ideal state of a tourist destination (Croch and Ritchie, 1999), it is necessary to be able to characterize the tourist capacity, since each destination has an environmental, cultural, social and tourist profile that makes it different from others. Therefore, it is essential to conceptually standardize Tourism Capacity, which will allow us to understand the minimum necessary elements that a region must have to be considered as Tourism Capacity impacts the Tourist Performance of a destination. Currently tourism is established as a transversal axis to any economic, social and environmental activity directly or indirectly related to tourism activity (Serrano, 2019). This characteristic, resembles any industry as it uses tourism resources as raw material, allowing tourist attractions which motivate the trip to be known and enjoyed.

Starting from the fact that tourism resources are the raw material of the tourism industry, it is imperative to consider the philosophy of sustainability to create sustainable tourist attractions. Therefore, the World Tourism Organization (UNWTO) defines sustainable tourism as the economic model that allows the improvement of the quality of life of a receiving community, promoting a high-quality experience for visitors and strengthening the sustainable use of tourism resources achieving environmental quality (Picornell, 2015).

In the process of generating knowledge in the tourism sector, different studies have been developed to determine the key elements of sustainability, and in this case the tourist resources to be considered as the raw material to have tourist attractions is always found as one of the key elements within the models of sustainability and competitiveness of destinations (Serrano, 2019). Fritz's model of destination competitiveness considers seven key elements where the first one calls them as the basic resources and key attractions, the second as tourist services, the third considers the general infrastructure, the fourth is the necessary factors and of support, the fifth are the policies of the destination for its planning and development, the sixth are all management actions and the seventh the tourism demand (Serrano, 2019).

All this can be considered as elements that are part of the tourist capacity that is hard for the performance of any tourist destination. For its part, Ivars-Baidal (2016), mentions that in the sustainable development of tourism, three fundamental elements must be considered: "the place, the host community and the visitor"; In the first one, tourist and attractive resources can be considered as necessary elements to have the capacity to generate interest to be visited.

Navarro (2015) for its part defines tourism resources as all cultural and human natural assets, both tangible and intangible, movable and immovable with characteristics that allow interest to be visited. He also states that tourism resources generate tourist attractions, and the latter are based on tourism resources (García, 2015).

For its part, Bernier (2015), states that in order for economic development to occur: natural conditions must be met (tourism resources as motivating tourism demand), location conditions (accessibility and proximity to a potential demand), conditions economic such as: skilled and sufficient workforce for visitor service, necessary infrastructure conditions, supply conditions, social and political social conditions.

As the conditions for improving the competencies as a tourist destination are generated, the competitiveness of the tourism business sector will be directly impacted (Hernández, 2018). Therefore, tourism capacity should be promoted, strengthening the offer which will allow for a constant tourist influx both in high season and in low holiday seasons.

On the other hand, Ivars-Baidal et al (2016) in their smart tourism destination management model mention three levels of perspectives (strategic-relational level, instrumental level, applied level) to promote a tourist influx that makes a tourist region competitive. The tourist capacity is closely related to the good management of a destination; Therefore, six key elements must be considered to promote the influx of tourism as part of the tourism capacity for the performance of destinations: governance, sustainability, innovation, connectivity, information systems and finally a solution system of problems presented by tourists (Ivars-Baidal, 2016).

In order to achieve the innovation of tourism products, it is necessary to attend to the needs of the tourist influx trends and improve the conditions of services and the tourist offer in a destination (Ruíz, 2019). That is why in order to have tourism products, one must consider the tourist resources that are part of the profile of each site and meet the needs of tourism demand; and in achieving this, two key elements of tourism capacity for the performance of a tourist destination will be considered.

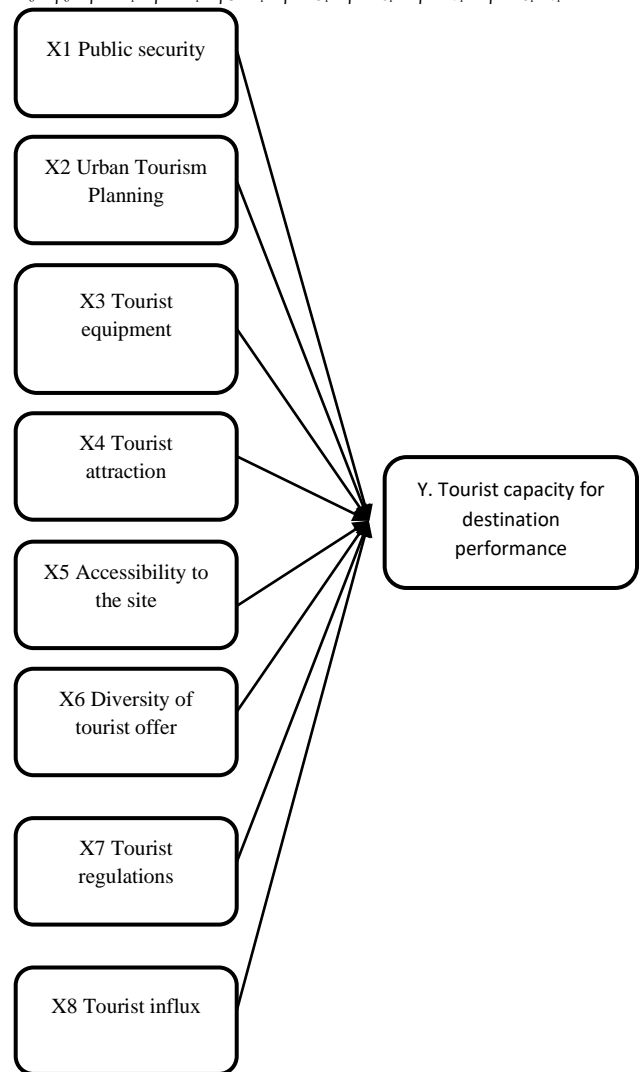
Innovation through Information and Communication Technologies (ICT) that allow better accessibility to a tourism market, but also accessibility to the tourist destination, have become factors in tourism competitiveness and capacity (Estrada, 2019).

For its part, Ivars-Baidal (2016), in its model of intelligent tourist destinations at the instrumental level of the same, considers the connectivity of tourist destinations as an essential part for its good performance. This makes it necessary to incorporate the accessible to the destination as a key factor in its tourist capacity.

Accessibility can be seen from two approaches, accessibility to the site and the facility to meet the needs of a specific demand (García, 2015), which makes it necessary to incorporate accessibility under these two approaches as part of the tourist capacity of a destination for Performance.

The integral tourism model that must be built to strengthen competitiveness; and therefore the tourist capacity, must issue public policy action for the promotion of tourism effectively and efficiently with direct action to boost the growth of general infrastructure, accessibility to the destination, tourist services and equipment, of the attractions tourism, tourism products and security for residents and visitors (Hernández, 2018). Tourist equipment is a key element of the capacity of a destination (Bernier, 2015) that allows the consolidation of a diversity of tourism offer (Estrada, 2019) based on urban tourism planning (Bernier, 2015; García, 2016; Ruíz, 2019) and in a transversal way a norm applied to tourism in order to strengthen the security, entrepreneurship (Bernier, 2015) and the conservation of the tourist resources and attractions of a site (Serrano, 2019).

$$Y_o = \beta_o + \beta_1X_1 + \beta_2X_2 + \beta_3X_4 + \beta_4X_5 + \beta_4X_6 + \beta_4X_7 + \beta_4X_8 + e_i$$



**Graphic 1** Tourism Capacity Model for the performance of a destination

## Methodology

As a first phase, a reflexive and critical analysis of different empirical studies was carried out that allowed determining the determining factors that make up the tourist capacity for the performance of a destination. A pilot test was applied to experts in the field that facilitated the conception of each of the factors that make up the tourist capacity and its construct validity for the ideal performance of a destination, with which a data collection instrument could be built. For the reliability of the instrument, Cronbach's Alpha method was used, validating all those elements that obtained a value above 0.80. This instrument was formed by the sections of the introduction and presentation of the instrument, general data, filling instructions and the categories formed by the questions with a likert scale with the following values: 1 = Strongly disagree, 2 = Disagree, 3 = Neither agree, nor disagree, 4 = Agree and 5 = Strongly agree.

The sample was representative and has the same characteristics and the number of elements sufficient to avoid errors that are generated by the heterogeneity of the information (Mercado, 2008). For the determination of the sample, the empirical formula of Fischer (2000) was used for populations under 500,000 elements.

Thus, the sample consisted of 132 tourism service providers in the Guaymas region, Sonora. For the acceptance or rejection of the working hypothesis, the multivariate analysis method was used through the Multiple Linear Regression technique.

## Results

In determining the reliability of each of the elements that make up the tourist capacity for the performance of a destination, Cronbach's Alpha values were as follows (Table 1):

Dimension	Cronbach's Alpha
Public security	0.902
Urban planning	0.880
Tourist equipment	0.948
Tourist attraction	0.963
Accessibility to the site	0.921
Diversity of tourist offer	0.947
Tourist regulations	0.899
Tourist influx	0.956

**Table 1** Cronbach's alpha of each construct

Source: Own elaboration

For the hypothesis testing process (Table 2), as described in the proposed methodology, multivariate analysis was used under the inferential statistics approach, which allowed obtaining the values through the Multiple Linear Regression allowing acceptance or rejection of each specific hypothesis that includes each one of the dimensions proposed as key elements that make up the tourist capacity to perform the tourist destination.

The values obtained were significant, since all obtained a value less than 0.05 of significance. In addition, for the public security dimension, tourist attractions and accessibility obtained a higher "t" value of confidence that was 91%, and the urban planning and tourist equipment dimensions obtained a 95% confidence value (Table 2).

The correlation of the dimensions proposed to conform the tourist capacity for the performance of the destination, met considerable positive values except for the tourist attractions dimension and the accessibility to the site that obtained a very strong positive correlation since they were greater than the value of 0.90 (Table two).

Dimension	V- Beta	V- "t"	Sig.	Res.
Public security	0.846***	7.489	.000	It is accepted
Urban planning	0.752**	2.432	.004	It is accepted
Tourist equipment	0.832**	2.012	.000	It is accepted
Tourist attraction	0.942***	10.785	.000	It is accepted
Accessibility to the site	0.914***	10.431	.000	It is accepted
Diversity of tourist offer	0.821**	1.988	.003	It is accepted
Tourist regulations	0.735**	2.049	.000	It is accepted
Tourist influx	0.878***	9.431	.000	It is accepted

**Table 2** Tourist capacity for destination performance

Source: Own elaboration

## Conclusion

Through the literary review of the different empirical studies, and through the technique of statistical inference, the general working hypothesis could be accepted: "the Tourist Capacity for the performance of a tourist destination is made up of the dimensions of: public safety, urban planning, equipment, tourist attractions, accessibility to the site, having a diversity of tourist offer, tourism regulations and a constant tourist influx".

However, the dimensions of greater weight for a good tourist capacity in the performance of a tourist destination are and in order of importance: first to have enough tourist attractions to generate an interest in being visited; second to have accessibility to the site in good and sufficient conditions, but also to have a connectivity to the site, which allows to have the third dimension that was the tourist influx.

As a fourth dimension of interest was to have a public security system that guarantees the minimum acceptable integrity of the visitors, and as a fifth place of importance it was obtained that the tourist equipment plays a fundamental role to achieve a greater permanence of the visitor on the site, accompanied for the sixth dimension that is the diversity of tourism offer, strengthening the entire system with the seventh dimension considered as urban tourism planning and the eighth aimed at generating an order that consists of tourism regulations.

Therefore, it can be defined as Tourist Capacity: to the capacity that a tourist destination has to promote a constant tourist influx and that is made up of tourist attractions, accessibility to the site, public safety, tourist equipment, diversity of tourist offer and urban planning strengthened with the necessary regulations for the good performance of the tourist destination.

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