

## The impact of market research on innovation for the development of tourism SMEs in the Municipality of Caborca, Sonora

### El impacto de la investigación de mercados en la innovación para el desarrollo de las PyMES turísticas en el Municipio de Caborca, Sonora

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#### Abstract

This article reports the impact of the factor of market research in innovation for the development of small tourism businesses (SMEs) in the municipality of Caborca, Sonora. The study was performed considering the exploratory analysis of the variables of the model, then analyzed the association of variables by means of the model of the Chi-square and testing of predictive and explanatory power of the same through the analysis Probit and Logit. A structured questionnaire was applied to managers or entrepreneurs of tourism SMEs established in the municipality of Caborca, Sonora, Mexico. Applied as measuring instrument for the collection of the information. Resulting in the reliability of the measurement instrument, the R-Squared, and significance of the model. In the statistical analysis, the square Chi was used to identify the relationship and association between the variables of the proposed model. In addition, the Gamma coefficient was obtained, which indicates a strong correlation of the variables, as well as the Gamma, Probit and Logit values, where it was obtained a greater percentage and robustness of prediction of the variables with an acceptable level of significance and the acceptable values of the relationship between the dependent variable and the independent variable.

**Development, Innovation, Marketing research, tourism Small Businesses and Tourism**

#### Resumen

El presente artículo divulga el impacto que el factor de la investigación de mercados tiene en la innovación para el desarrollo de las pequeñas empresas turísticas (PyMES) en el Municipio de Caborca, Sonora. El estudio se realizó considerando el análisis exploratorio de las variables del modelo, posteriormente se analizó la asociación de las variables por medio del modelo de la ji cuadrada y comprobación del poder predictivo y explicativo de las mismas a través del análisis Probit y Logit. Para la recolección de la información se aplicó como instrumento de medición un cuestionario estructurado que se aplicó a los gerentes y/o empresarios de las SMES turísticas establecidas en el Municipio de Caborca, Sonora. Obteniéndose como resultado la confiabilidad del instrumento de medición, la R<sup>2</sup> y significancia del modelo. En el análisis estadístico se utilizó la Ji cuadrada para identificar la relación y asociación entre las variables del modelo propuesto, además se obtuvo el coeficiente Gamma que indica una fuerte correlación de las variables, así como los valores Gamma, Probit y Logit, donde se obtuvo un mayor porcentaje y robustez de predicción de las variables con un nivel de significancia aceptable y los valores aceptables de la relación entre la variable dependiente y la variable independiente.

**Desarrollo, Innovación, Investigación de mercados, SMEs turísticas y Turismo**

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## Introduction

The (WEF) WEF, edition 2017 Competitiveness Report Index Travel and Tourism indicates that Mexico climbed to position 22 in four years (2013-2017), eight in the last two years, being located within countries with best tourism competitiveness. In this study it conducted every two years, the first 30 countries with the best tourism competitiveness Mexico is the second fastest growing country, behind South Korea jumped 10 places (Down and Santos, 2017).

Competitiveness Index Travel and Tourism (TTCR) measures the factors and policies that support sustainable development of travel and tourism industry, which favors the development and competitiveness of a country. Stands for the second time to Spain in the first place, following France in second, Germany third, Japan fourth, UK Fifth, the United States sixth, Australia seventh, Italy in eighth, Canada in ninth and Switzerland in the tenth place. In the Latin American region is headed by Mexico at No. 22, Brazil (27), Panama (35), Costa Rica (38), Chile (48), Argentina (50). Peru occupies the position (51). The report mentions that tourism plays a key role in creating high quality jobs. With a view to 1.8 billion international tourists by 2030. In addition to protecting and restoring biodiversity of our planet and help build links between people and cultures. The report shows that for every 30 new tourists to a destination a new job is created. TOFurthermore, the industry has almost twice as many women employed than other sectors. It also generates 30% of exports in services in developing countries, however, indicates that the potential of the industry could be hindered, and 14 million jobs could be affected if governments and the private sector do not address the talent and properly managed this sector.

Tourism contributed to World Gross Domestic Product (GDP) in 2016, 7.6 trillion. Meaning 10.2% of global GDP according to the World Economic Forum. Over the past 20 years, global tourism has proven to be an important driver of economic growth and it is expected that these numbers will continue to rise, becoming an industry that presents unique opportunities for developing countries and emerging move towards value chain, since one of every 10 people worldwide (292 million jobs) work in an industry that is expected to continue to grow over the next decade.

The World Tourism Organization (OMT, 2013), defines tourism competitiveness as the ability of a destination to take advantage of their strengths efficiently. Focusing on corporate profits since revalues its assets permanently. Where employees earn higher wage levels and better quality of life. So that the WTO believes the competitiveness and efficiency constantly attract and satisfy visitors. In addition to the political importance for countries seeking their tourism economies more competitive.

In Mexico tourism contributes 8.9% of the national economy and generates 9 million jobs. In 2016, more than 35 million international tourists visited our country; almost 50% more than in 2012 according to figures cited in the opening of the Tourism Tianguis 2017. Lto competitiveness in the tourism sector requires a productive performance, ie obtain more results with the same effort and resources. Through the efficient and systematic use of tourism resources to generate higher added value, wealth and welfare. This activity is able to create the necessary opportunities for regional and social development. The elements that determine the competitiveness of a tourist destination are: productivity, innovation, diversification, specialization, professionalization and Sustainability.

Tourism businesses such as hosting services, food and beverages, transportation, entertainment, tours, recreational activities, tour guides, among others, are part of the structure of the tourism system, which complemented infrastructure and tourism superstructure, make the complementary offer of any tourist destination, which serve to develop all tourist product composed of all natural and cultural attractions, called primary offer or heritage tourism and complementary offer.

Based on the above it can be stated that the essence of tourism is the tourist service offering tourism services companies; dedicated to meeting the needs of tourists who make the demand for the service.

Demand generated by the attraction of the various products offered by a tourist destination depends on them and that the tourism product is or not competitive.

In this sense, innovation is a key to achieving competitiveness to support sustainable tourism development in a region element. Innovation is the way entrepreneurs can cope with change, creating opportunities in their business. In addition to providing resources that are able to generate value, so that innovation represents the creation of these resources, so Peter Drucker (1985) mentions that resources exist until the man gives economic value to something natural.

Innovation usually born by the incorporation of scientific knowledge produced the result of research and development (R & D), whose successful implementation means a positive break the previous technological level at the time of innovation. Innovativeness is linked to the processes of education and training play an important role R & D capability, professional and work-based learning, the ability to identify and acquire knowledge, technology adaptability.

Albornoz (2009) mentions that the government, universities, public institutions of science and technology, professional associations, private consultants, industry associations research institutes and technological services constitute the mesh supports, makes possible and gives relevance to the process innovation. However, it does not alter the fact that the basic phenomenon is innovation and, therefore, the main actors are companies (strictly speaking, they are the "subjects" of the innovation process).

In Latin America, Arzola (2007) observed the presence of little research about innovation in the service sector. In search of the databases of high impact, they are few studies and empirical work in Latin America. In addition, it is worth noting the negative perception in this sector had about the concept in question (Rubalcaba, 2015). Small and medium enterprises (SMEs) tourism know what it is and the process of innovation management and this is reflected in an incipient development of new products and processes compared to other sectors (Gallouj and Sundbo, 1998; Hjalager, 2002 ; Volo, 2004).

SMEs have distinguished themselves for lack of plans to medium and long term, resulting in limitations and difficulties in adopting knowledge management as part of its strategy.

The main limitations exhibiting literature are: lack of financial budget, shortage of trained human resources, high staff turnover, lack of motivation, knowledge is tacit reluctance of managers and infrastructure is obsolete (Lee and Lan, 2011; Mageswari, Sivasubramanian and Srikantha Dath, 2015).

Diaz and Horrillo (2013) mention in their study that the growing importance of innovation is not reflected in the degree of development of tourism research, which is still scarce and recent (Hjalager, 2010; Pikkemaat and Peters, 2006), likewise research on tourism innovation is emerging and low (Monfort, 2009; Hjalager, 2010), studies are more focused on destinations, which are descriptive and based on territorial models of agglomeration and innovation systems (Nordin, 2003, Prats et al., 2008; Sorensen, 2007, Jacob et al., 2008).

The few studies at company level have a clear orientation (Alderbert et al 2011.) Technology and / or have focused on the hotel sector (Camisón, 2000, COTEC, 2007; Martinez, 2015; Orfila-Sintes and Mattsson, 2009).

Insufficient information in studies regarding innovation in tourism is controversial in the academic environment (Jacob et al., 2003; Pikkemaat & Weiermair, 2007; Orfila-Sintes & Mattsson, 2009; Pivcevic & Pranicovic, 2012; Krizaj, Brodnik & Bukovec, 2014). In addition to behavioral differentiation between the sector of tourism products and services, is increasingly unquestioned (Pikkemaat & Peters, 2006; Jacob et al., 2003; Čivre & Omerzel, 2015).

Tourism is a major economic activity worldwide that needs to be analyzed especially regarding innovation developing measurement mechanisms consider the specifications and tourism problems (Camisón & Monfort-Mir, 2012; Krizaj, Brodnik & Bukovec, 2014;

The research has a very important link to innovation due to the necessary flow of knowledge between businesses and other organizations for development and dissemination of innovations.

Which usually develops in public research institutions, which are considered in the framework used by the OECD in the Oslo Manual (2006), along with innovation in the company; the institutional framework; innovation policies and the role of demand. research is included in the Frascati Manual (OECD, 2002) as a core activity for the application of new knowledge and direct it towards specific inventions or modifications of existing technology. It is also mentioned that companies can acquire technical information, fees or patented inventions.

The Lisbon launched the challenge for the countries of the European Union when he called for this economic region to become the most competitive economic region. These challenges must be met by investing in human capital, innovation and entrepreneurship. Consequently, innovation and research have a crucial role in improving the competitiveness of enterprises (Carvalho and Costa, 2011).

In short market research is essential to the process of innovation and that through her businesses have knowledge of their internal and external environment and the needs of each of the parties thereto, achieving anticipate changes the company must make to accommodate those needs, thus achieving innovate their processes to help achieve competitiveness to meet your needs.

Therefore, it is important to know what is the impact it would factor in market research innovation for the development of small tourism businesses in the municipality of Caborca, Sonora, Mexico?

### Method description

In the design of this quantitative research exploratory, descriptive, with a non-experimental, documentary technique is considered to identify whether there might be relationship between innovation as the independent variable and the independent variable of market research, and the use of technical literature in developing the framework and finally fieldwork a structured questionnaire was used, because it is the most used in quantitative research (Corbetta, 2007).

### Design of the measuring instrument

Based on the "subject" about attitudes and innovative activities of the company as a whole it was considered approach. Preparing a questionnaire applied so that they would be representative of each sector as is tourism in this case and can be comparable internationally. (Oslo Manual, 2005). Standardization of the stimulus is a fundamental characteristic of the sample survey, allowing buy the answers and discuss them with statistical techniques (Corbetta, 2007). Therefore, the questions were standardized for all subjects were asked the same questions made identically.

The instrument was designed to analyze the impact of marketing research on innovation for the development of tourism enterprises in the municipality of Caborca, Sonora, Mexico, which was unveiled at the beginning of the questionnaire, as well as the purpose of measuring the perception of the entrepreneur and / or manager of the relationship and impact of the above factors. The instrument was developed in four sections with 44 items, where the first consisted of seven items related to general information about the respondent and his company; the second was developed with five direct questions on knowledge of innovation in tourism enterprises; the third consisted of eight items related to the measurement of innovation, with the following four market research, along with four other concerning tourism policies, continuing with four items concerning knowledge management; the penultimate paragraph was formed of four items relating to the use of technology and finally four items regarding the organizational culture); The fourth and final consisted of four items to ponder the relationship of processes, services, organization and marketing with each of the independent variables.

### Measuring scale

The role of measurement is essential for the process of observation of people, objects and other subjects of the studied reality meaningful factor. So by measuring and quantifying assigned to objects or events that are taken as the unit of analysis, considering certain rules (Rositas, 2006) numbers. This process is known as the operationalization of the concepts to which they are assigned values to the indicators that measure empirically studied phenomenon.

For the operationalization of the variables in the design of this research items that support their measurement they were developed. Likert scale used for each of the responses of the reagents used in the measurement of the dependent and independent variables, where one (1) is strongly disagree; two (2) disagree; three (3) is neither agree nor disagree; four (4) is according to five (5) is strongly agree.

### Population and Census

Tourism is characterized by a combination of joint actions by the private sector and the public sector are companies of tourist services which play an important role in the development of this activity, which like other sectors the small micro, medium enterprises (SMEs) form the backbone of the national economy and therefore its impact on job creation and domestic production. As analysis unit 120 tourism businesses were considered available to the municipality of Caborca, Sonora, Mexico, according to information provided by management of the Office of Conventions and Visitors of the same municipality (OCV, 2016) and according to Manson (1993) are located on the fifth level as an organization, which is considered as a social system with goals and instruments, plans and patterns and with different positions and roles.

In the total population as "all items or individuals having certain similar characteristics, and on which wishes inference" (Jany, 1994). He conducted a census, encuestándose not probabilistically, and this way had 120 instruments which affected greater reliability of the results obtained. Which they were 34.5% hosting companies, 37.5% food and beverage companies, 15% of general services, 5.4% entertainment and transport .8%.

### Instrument Validation

It was conducted validation of the instrument with subject matter experts and proceeded to implementation of the pilot test of the instrument to twenty tourists entrepreneurs hotelier and restaurateur bouquet, through a personal interview, as they can have an overview of businesses and manage the concepts of variables.

To ensure that the results obtained have the necessary reliability and validity of the data collected. Once applied surveys proceeded to the tabulation of data, using SPSS for analysis and results of the following statisticians: reliability analysis (Cronbach's alpha), descriptive statistics, descriptive analysis of sociodemographic information respondents, as well as knowledge of innovation in tourism enterprises.

### Analysis of results

We proceeded with an exploratory analysis where it was observed that the model did not meet the assumption of homoscedasticity, which according to Hair, Black, Babin and Anderson (2010) refers to equal variances between independent variables and may be metrics or metric, with respect to the independent variable, so a descriptive analysis of model variables was performed, then the association of variables by model chi square was analyzed and check the predictive and explanatory power of same through probit analysis and Logit. This model represents the probability that an individual chooses a particular alternative. Therefore, the value of 1 to responses Likert scale used of 4 to 5 and 0 on the scale 1 to 3 was considered.

The logit analysis, also called logistic regression, is an alternative to discriminant analysis two groups when the dependent variable is binary. The logit model calculates the probability of a binary event. Unlike statistical regression analysis, logit sets the constraint that the probability must fall between 0 and 1. Unlike discriminant analysis, logistic regression computes the standard errors of the estimated coefficients, which allows to assess their significance (Marhlote, 2010).

### Results

Tabulating the results of reliability model shown in Table 1. One such part results indicate a relationship between the dependent variable "Y" Innovation with the independent variable X1: Market research. This demonstrates the reliability of the instrument because the rates are obtained Cronbach be acceptable according to the rule set as a lower limit to 0.70 and 0.60 in exploratory research (Hair J. R. Anderson, R. & Thatam W. Black, 2007). Obtaining all variables Cronbach alphas of 0.80 above which are acceptable.

Variable	Cronbach	N elements
Y = Innovation	0.862	7
Market research X1 =	0.863	4

**Table 1** Analysis of data reliability / Cronbach Alpha  
Source: Self Made

The data shown in Tables 2 come from the application of statistical tests that an acceptable R-Squared of .639 and .000 significance level shown below is displayed.

Model	R	R-squared	R-squared adjusted	Standard error of estimate	Statistical change				
					Change in R-squared	Change in F	G L1	G L2	Sig. F Change
one	.799a	.639	.623	33667	.639	40358	5	114	.000
a. Predictors: (Constant), CULTURORG, POLITUR, USODETEC, RESEARCH, GESTIONC									

**Table 2** Model Summary  
Source: Self Made

Chi-square was used in the statistical analysis to identify whether there was a relationship between the variables and association model and proposed to justify their analysis. In processing the data by Chi - square two of them were eliminated in the variable X1 = Market research since they were considered atypical, so in total 118 cases were analyzed.

Of which the following results were obtained In the test of chi square between the variable Y. Innovation and the variable X1 Research markets a p corresponding to the  $\chi^2 = 6.19$  value was obtained it was found to be  $<0.05$  (chi-square Pearson) with 1 df, as can be seen in table 3.

So we can say that the variables X1 = market research and the dependent variable Y = Innovation, if they are related to each other and this relationship has an acceptable level of significance of 0.000, confirming the association between the two variables.

	Value	gl	asymptotic significance (bilateral)	exact significance (bilateral)	Exact significance (unilateral)
Chi-square Pearson	19,609	th	.000		
Correction continuidadb	18,011	on e	.000		
Likelihood ratio	20,203	on e	.000		
Fisher exact test				.000	.000
linear linear association	19,443	on e	.000		
N valid cases	118				

**Table 3** Chi square tests - X1. Market research  
Source: Self Made

In addition to the chi-square test of Pearson Gamma coefficient as shown in Table 4 it was obtained, indicating a strong correlation equal to 0.700, between X1 = Market research variables and the dependent variable Y = Innovation. With a significance level of 0,000.

Ordinal by ordinal	Kendall's tau-b	Error standardized T			approximate significance
		Value	asintótico a	aproximada b	
Ordinal by ordinal	Kendall's tau-b	.408	.084	4,852	.000
	Tau-c Kendall	.407	.084	4,852	.000
	gamma	.700	.103	4,852	.000
N valid cases		118			

**Table 4** X1 - symmetric measurements. Market research  
Source: self made.

Considering the results of the cross of independent variables where the percentage relationship of the explanatory variable (x) with the explained variable (Y) were tables.

Probit analysis of the independent variable, which allows shaping dependence on an ordinal response an independent variable and is used to supplement Logit model was performed.

This analysis can be seen in Table 5 where a higher percentage of predicting variable X. Market Research .518 was obtained, indicating a good estimate as it is within the lower and upper limits. Having an acceptable level of significance.

Parameter	Estimate	S.I.G.	Lower limit	Upper limit
X1. RESEARCH *	.518	.000	.251	.786

**Table 5** Probit analysis - predictive, \* significant at 95%  
Source: Self Made

Table 6 shows the level of explanation of the independent variable (X) Market research regarding the dependent variable (Y) Innovation where took place the logit analysis to estimate the effect in this model each of the variables.

This technique is used when the dependent variable is dichotomous, allowing better data processing to give greater sturdiness and predict an estimate that the event occurs or not. where un positive coefficient increases the probability of occurrence of the event, one negative and decreases the probability coefficient equal to zero results in no change. Obtaining a high value of .867 for the variable X. Market Research This estimate was significant and being within the lower and upper limits. also having an acceptable level of significance.

Parameter	Estimate	S.I.G.	Lower limit	Upper limit
X1. RESEARCH *	.867	.000	.415	1,318

**Table 6** Logit analysis - explanatory, \* significant at 95%  
Source: Self Made

## Conclusions

The results show the variable market research with a major impact on the proposed model, reflecting the link with innovation necessary due to the flow of knowledge between companies and other organizations for development and dissemination of innovations. What will move from the traditional orientation based on explicit knowledge to tacit knowledge (Brida, Rodriguez, Such and Driha, 2016). This match iESEARCH quantitative applied to CEOs and managers of a simple random sample where the hypothesis that the Intellectual Capital and Knowledge Management positively affect the competitiveness of SMEs (Montoya, Carreon and Ortega, 2018) is strengthened.

As it mentioned in the theoretical framework of this study businesses require for their competitiveness that will allow its permanence and sustainable development. Since according to the OMT minors between 19 and 29 years account for 25% of international arrivals, they will demand more innovation according to their behavior, habits and communication (Schiopu, Padurean, Tala and Nica, 2016). In addition to considering the new offer, distribution and tourism management as Bookikng, Airbnb, Tripadvisor, Ryanair among others, have not been established in leading countries in the world tourism (Moreno and Pedroza, 2017).

Businesses today must be part of an innovation system that allows them to be linked with research and development, universities, training centers, funding agencies for innovation for businesses, training centers and education institutions and government agencies (Jasso, 2004). Since studies have shown that tourism businesses are moving towards sustainable tourism, you need professionals with the ability to solve problems through innovation socially responsible (Hashemkhani, Sedaghat, Maknoon and Zavadskas, 2015; Jovicic, 2014; Davies, Sein-Echaluce and Garcia, 2017; Gössling, 2017).

Como mentioned in studies Diaz and Horrillo (2013) dthea growing importance of innovation is not reflected in the degree of development of tourism research, which is still scarce and recent (Hjalager, 2010; Peters and Pikkemaat, 2006), likewise research on tourism innovation is emerging and low (Monfort, 2009; Hjalager, 2010), studies are more focused on destinations, which are descriptive and based on territorial models of agglomeration and innovation systems (Nordin, 2003, Prats et al., 2008; Sorensen, 2007; Jacob et al, 2008).. Innovation and research have a crucial role in improving the competitiveness of enterprises (Carvalho and Costa, 2011).

We must remember that innovation follows a temporal sequence that originates in the research and development, and later transfer it to commercial production environment. This process begins with identifying needs that are integrated into the research which is then transferred technology (Formichella, 2005).

There results where research has served to design innovative marketing tools where correlational studies, where your goal is competitiveness in marketing of products by identifying limiting factors highlighting the role of marketing as a management tool is promoted. (Bazantes, Trujillo and Rivera, 2017; Trujillo and Vladimir, 2017).

Research policies and innovation in the European Union based on knowledge include support for research and development, such as innovation to promote the emergence of new products and services and encouraging entrepreneurship, and reform of higher education. The idea of interaction between research, higher education and innovation have not always been aligned or systematically supported by public policies (León, 2017).

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