



Volume 2, Issue 3 — July — December — 2018

**Journal-Schools of economic
thought and Methodology**

ISSN-On line 2523-6997

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Presentation of the content

In the first article we present *Globalization and Quality of Life in Different Types of Agricultural Producers of the Northern Region of the State of Jalisco, Mexico* by NÚÑEZ-OLIVERA, José Manuel, CABRAL-PARRA, Rodolfo, NORIEGA-GARCÍA, Miguel Ángel and GODÍNEZ-CHAVOYA, Josefina Elizabeth with adscription in the Universidad de Guadalajara, in the next article *Innovation Strategy: cognitive map future scenarios for sustainable development* by MUÑOZ-ROSALES, Alberto Francisco, FLORES-HERNÁNDEZ, Adelaida, RUEDA-HERNÁNDEZ, José Fermín Enrique and FERNÁNDEZ-PÉREZ, Jorge Alejandro with adscription in the Benemérita Universidad Autónoma de Puebla, in the next article *Importance of intelligent business applied to sales in restaurants to attract tourism in Pueblo Magico Salvatierra* by RAMIREZ-ARENAS, Juan Carlos, GOMEZ-CANO, María del Carmen and MONTALVO-LUNA, Ana Rosa with adscription in the Instituto Tecnológico Superior de Salvatierra in the next article *Socio-environmental management and conservation of resources in priority areas of the state of Puebla* by LÓPEZ-TÉLLEZ, Ma. Concepción, CAMPOS-CABRAL, Valentina, FERNÁNDEZ-CRISPÍN, Antonio and MOLINA-ARROYO, Hugo Rodolfo with adscription in the Benemérita Universidad Autónoma de Puebla.

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Globalization and Quality of Life in Different Types of Agricultural Producers of the Northern Region of the State of Jalisco, Mexico

Globalización y calidad de vida en los diversos tipos de productores agropecuarios de la región norte del Estado de Jalisco, México

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Received July 21, 2018; Accepted December 04, 2018

Abstract

In order to determine the positive or negative impact globalization has HAD Which Already 35 years in your development, on the quality of life of the various types of agricultural producers in the North Region of the State of Jalisco, was developed esta study. The work was Carried out in three of the municipalities MOST representative of the Region Mentioned: Villa Guerrero (VGRO), Huejúcar (HUE) and Mezquitic (MEZ) During the period of time from January to December 2017. It Surveyed 30 producers by municipality and 90 all producers for the region Mentioned above; The study was managed under a multidisciplinary approach, Evaluating the impact productive from the point of view not only economic, but Also the social, political, cultural and environmental impact, Emerged as a result of the implementation of the globalization. The results Indicate a clear disparity in the present impacts Among the three different types of producers in the municipalities Considered (small, medium and large) Determined on the basis of the technology, infrastructure and resources Implemented on Their farms. The negative effect are Observed in the decapitalization and the apparent abandonment of farms, Causing fewer income and Influencing a greater presence of poverty; Relevant factors presenting: such as the aging of the producers (61.8 years average age), and the presence of women Increased (40% of farms Have active presence of women), older adults and teenagers on farms; Increase in the national and international migration accelerated emergence of casual trade, impact on the recurrence to lenders in each production cycle, emergence of casual trade, impact on the recurrence to lenders in each production cycle, emergence of new types of family and family roles, as well as variations in the quality of the product produced. The 80% of the producers have cattle, planting corn for food only to Obtain Their cattle; 90% of the producers does not have a defined business vision and is not interested in joining a company. Actually, in the three municipalities Considered productive structure is 70%, 25% and 5% for small, medium and large producers, Determined on the basis of the number of animals and agricultural land available, in contrast to the tradicionally exposed by the Government Officials Establishing the presence of 60, 30 and 10% for These same producers. This situation sets That small, producers Have Increased Their presence (10%), while medium and large producers Have Decreased it by like Percentages (5%).

Globalization, Quality of Life, Type of Producer

Resumen

Con el propósito de determinar el impacto positivo y/o negativo que ha tenido la Globalización a 35 años ya de su implementación, sobre la Calidad de Vida de los diversos tipos de Productores Agropecuarios presentes en la Región Norte del Estado de Jalisco, se desarrolló este estudio. El trabajo se realizó en tres de los municipios más representativos de la citada Región: Villa Guerrero (VGRO), Huejúcar (HUE) y Mezquitic (MEZ), durante el periodo de tiempo comprendido de Enero a Diciembre del 2017. En él se encuestaron a 30 productores por municipio y 90 productores totales para la citada región; el estudio se manejó bajo un enfoque multidisciplinario, evaluándose el impacto productivo desde el punto de vista no sólo económico, sino además el impacto social, político, cultural y medioambiental, surgido a raíz de la implementación de la Globalización. Los resultados indican una evidente disparidad en los impactos presentes entre los tres diversos tipos de productores presentes en los municipios considerados (pequeños, medianos y grandes), determinados en función de la tecnología, infraestructura y recursos implementados en sus explotaciones. Los efectos negativos se observan en la evidente descapitalización y el abandono de explotaciones, provocando menor cantidad de ingresos económicos e incidiendo en una mayor presencia de pobreza; presentándose factores relevantes como el envejecimiento de los productores (61.8 años edad promedio), y la mayor presencia de mujeres (40% de las explotaciones cuentan con presencia activa femenina), adultos de la tercera edad y adolescentes en las explotaciones; el incremento de migración nacional e internacional, surgimiento acelerado de comercio informal, incidencia en la recurrencia a prestamistas en cada ciclo productivo, aparición de nuevos tipos de familia y de roles familiares, así como variaciones en la calidad del producto producido. El 80% de los productores tiene vocación ganadera, sembrando sólo para obtener alimento para su ganado; el 90% de los productores no presenta una visión empresarial definida y no está interesado en formar una empresa. La estructura productiva presente en los tres municipios considerados es de 70%, 25% y 5% para pequeños, medianos y grandes productores, determinados en base al número de animales y tierras agrícolas disponibles, contrastando con la tradicionalmente expuesta por las autoridades oficiales que establecían presencia de 60, 30 y 10% para estos mismos productores. Esta situación establece que los pequeños productores han incrementado su presencia (10%), en tanto que los medianos y grandes productores la han disminuido en porcentajes similares (5%).

Globalización, Calidad de Vida, Tipo de Productor

Citation: NÚÑEZ-OLIVERA, José Manuel, CABRAL-PARRA, Rodolfo, NORIEGA-GARCÍA, Miguel Ángel and GODÍNEZ-CHAVOYA, Josefina Elizabeth. Globalization and Quality of Life in Different Types of Agricultural Producers of the Northern Region of the State of Jalisco, Mexico. Journal Schools of economic Thought and Methology. 2018 2-3: 1-8

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Introduction

Considered as the beginning of the neo-liberal practices in our country, the year 1982 under the period of Miguel de la Madrid Hurtado (MMH), which 36 years have already passed that globalization has been in force in our country (1982 - 2018), and to the obvious results in the Mexican countryside, it can be seen that the impact of these practices have not been uniform for all producers, noting generally that the greater amount of financial resources available among producers, are also they earn higher profits, thus the main beneficiaries of these practices have been the big producers to the detriment of medium and small.

However, there is a widespread perception among producers, the big winners of this globalization are trademarks and / or foreign investors who have cornered the market and have displaced domestic brands, with the aggravating circumstance that have contributed substantially to damaging the quantity and quality of land and natural resources, which arguably have plundered the country notorious, without the beneficial effects have been and are visible among our domestic producers.

Thus, the results have been contrasting for farmers not only the state of Jalisco, but the country in general; for some, globalization has been the best thing that could happen to them, since from its implementation have substantially improved their income and therefore their quality of life.

However, for others (the vast majority), it has been the worst thing that could have happened to them because from its implementation, its revenues fell considerably and thus their level and / or quality of life.

An inescapable truth is that the wealth generated in the country has been distributed so highly unequal, which has meant that the rich get even richer and the poor even poorer.

This has happened both agricultural producers and livestock of the 12 regions and 125 municipalities identified in the State of Jalisco.

Being noted similar effects of affectation, as promoted (directly and indirectly), phenomena such as disinvestment and abandonment of farms and thereby the presence and increased national and international migration, the increase in informal trade, the incursion into different areas to agricultural (mainly in the construction area), the emergence of new family roles and the gradual loss of resources natural (primarily land and water), which has caused the increase of damage and / or half-environmental problems, and gradual loss of sustainability.

Undoubtedly, the main motivating the appearance of these phenomena has been the economic resource, but not only have consequences in this regard, but also have caused serious changes in areas as diverse as social, cultural, political areas and environmental. The Northern Region is identified as one of the poorest and most unequal of the 12 regions established in the State of Jalisco; its main economic activity is agriculture, where livestock and specifically the production of weaners for fattening and / or sale is one of the two main businesses of the inhabitants of the region, along with the production of hard and artisanal use. This production weaners is conducted under extensive systems and semi-extensive production, where animals are kept mainly in the rangeland and / or meadows, with few periods of hold and / or supplementation livestock. It is also that in each of the 10 districts of the region is planted maize and cereals for use in animal feed and thus lower production costs evident. This region also produces, with wild oregano-specific physico-chemical conditions very own area, which gives specific environmental conditions in the region very productive and special conditions.

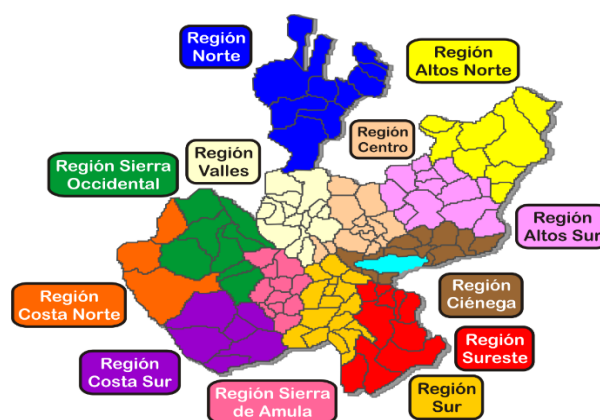


Figure 1 Regionalization in the State of Jalisco

Source: Jalisco State Development Plan 2012 - 2018

The Northern Region is comprised of 10 municipalities (see Figure 2), with economic, social, political, cultural and environmental very similar to each other; prevailing conditions of poverty and marginalization in most of them and the presence of Indians in the Huichol ethnic group, with greater presence in the municipalities of Mezquitic and Huejuquilla el Alto.



Figure 2 Northern Region Jalisco municipalities that make up

Source: Jalisco State Development Plan 2012 - 2018

Moreover, the State of Jalisco (see Figure 3) is positioned as the leading agricultural producer state in the country for its contribution to national GDP, excelling as a producer of milk (19% annually) and beef (11%) and porcine (19%) and silage maize (26%).

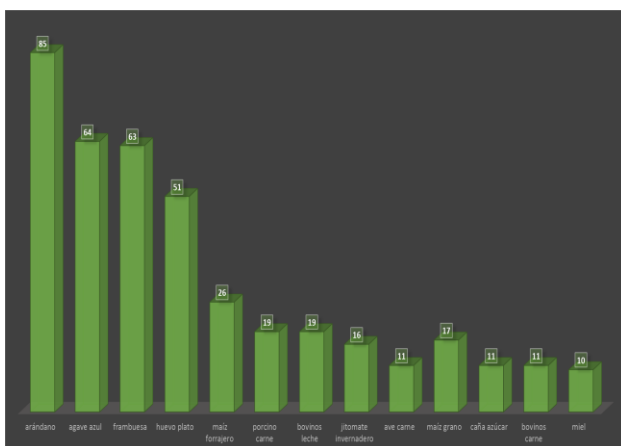


Figure 3 Contribution of Agriculture of the State of Jalisco nationwide

Source: Jalisco State Development Plan 2012 - 2018

Justification

Globalization has brought profound changes not only in the economy but also in various areas of the country's development: social, cultural, political and environmental.

But, how far they have given and expressed these changes in the quality of life in rural areas?; How they have expressed and what have caused among the various types of agricultural producers present in the State of Jalisco and the country in general?

Until 1982, Mexico was established in a structure and a production capacity based mainly on small producers (Alvarez, 1997: 22); but because of the various phenomena that emerged from the implementation of Globalization and with it trade opening, where a large number of producers has found many problems to continue the profitability of their exploitation and ensure produce quantity and quality sufficient, in addition to recurring economic problems cycle after cycle, caused mainly by the low prices received for their product prices, it has emerged the question of whether the production structure and thus its production capacity remain or have been modified from the changes. But, why is it important to know this?; it is clear that a consolidated, productive structure will increase the conditions for achieving an acceptable quantity and quality of the finished product, in addition to impact directly and indirectly on the quality of life of people through receiving their income they go hand in hand with those achieved social, cultural, political and environmental effects.

Thus, the central hypothesis of the study was couched in terms that globalization has changed the presence and productive contribution of the various types of these farmers in the Northern Region of the State of Jalisco, decreasing obviously their quality of life from new production and commercial conditions of final products obtained. The central idea is that small producers are gradually being "eliminated" market, although its presence has increased, but not its productive contribution; while the medium and large producers have decreased their presence but have increased their productive contribution. For this reason, the objective of this study is:

Objective

Assess the impact that globalization has had on the presence and capacity of production (small, medium and large producers) farmers present in the northern region of Jalisco, as well as identify and / or determine the social, political, cultural and environmental that have arisen between them and thereby determine their quality of life.

Methodology

To fulfill the proposed objective methodology was established as follows:

- Identify based on the official literature available regarding the types of farmers, producers in the northern region of the State of Jalisco.
- Identify and characterize the production, trading and distribution of agricultural products made by type of producer conditions.
- Identify and / or select the sample to handle in the study, based on the total number of entries in the various municipal associations farmers.
- Producers were randomly selected from the revision of the lists drawn from associations or groups identified in each of the three municipalities identified in this category (Villa Guerrero (VGRO), Huejúcar (HUE) and Mezquitic (MEZ) farmers , to determine the current production structure.
- For its part, the production capacity was estimated based on the random selection of 10% of the producers of the population, who were visited directly on their holdings, in addition to reviewing reports and records management and production. Data were analyzed using Chi-square test (χ^2) at 95% confidence. The sample (see Table 1) consisted of 90 total producers, divided into 30 producers in each of the three municipalities considered, of which 54 were small (60%), 27 medium (30%) and 9 large (10%) .

Type Producer / Municipality	VGRO	HUE	MEZ	Total producers
Little ones	18	18	18	54
Medianos	9	9	9	27
Big	3	3	3	9

Table 1 Determination of Agricultural Producers sample taken in the study
Source: Self Made

Theoretical Framework:

In a study dealing with globalization, it is imperative to establish with clarity and certainty is meant by it; Thus, how can we define it? What is globalization and trade opening, to terms of this study? Both phenomena were established in Mexico from the administration of Lic. Miguel de la Madrid Hurtado (MMH), who responding to the demands of the agricultural authorities at that time (1982), in which it was said that the producers of the field they were indeed quite productive and very often resorted to federal, state and local governments to apply for a diverse range of financial support without major requirements; it was determined that the offices belonging to Mexican state disappeared, and established the market as the principal economic operator,

Thus, companies like seeds Mexicanas (SEMEX), Fertilizantes Mexicanos (FERTIMEX), Aseguradora Agropecuaria Mexicana (AGROASEMEX), National Council of Popular Subsistence (COMSUPO) and several other subsidiaries of the state, disappeared to leave the market as the "deregulatory" supply and demand of various agricultural products marketed.

Thus, ways to produce and especially to distribute and market farm products, were transformed and were consolidated was an eminently "money" aspect, leaving aside human development and establishing the ideal conditions for companies transnationals will begin to consolidate its economic power and gradually spread throughout the country, so that trade liberalization was a reality, the conditions set for free trade without taxes or exorbitant tariffs.

Quality of life

But what happened to the quality of life of people ?; Does globalization and trade liberalization have allowed and caused the increase in the financial resources for all without distinction ?; Is the wealth generated is distributed similarly for all selected agricultural producers? The answer to these questions is not easy; For some it has been very positive, but for others, very negative; so that the response has been very contrasting even in the same places and among producers.

The emergence of new factors, cultural, political and environmental social, have been increasingly frequent in places where rarely thought could come to present problems of this type.

Producers structure

In the year 1985, the Shared Risk Trust (FIRCO) provided that throughout the State of Jalisco, three strata of farmers, well-defined based on the implemented technological level, the available infrastructure and above all, the number identified animals and land in farm management, which are: small, medium and large producers (see table 2).

type Producer	Technological level	Infrastructure	Number of Animals and / or land available	Percent presence
Little ones	Low	limited	20cbz up and 2has	60%
Medianos	Medium	Relevant	21-80cbz and between 2.1 to 5has	30%
Big	High	Enough	Over 80cbz and 5 hectares	10%

Table 2 Type of farmer identified in the State of Jalisco in 1985
Source: Firco, 1985

This trust provided that these identified strata were presented in percentages of 60:30:10 for small, medium and large producers respectively; Thus, it noted that agricultural activity is basically developed under the conditions of lower-income producers with technology and limited infrastructure, and genetics of questionable quality and poor or poor management and / or technical assistance, which affected the quality of the product, but not in the quantity produced.

Productive capacity

Regarding the production capacity of each of the strata of producers identified and / or marked, provided that also small producers contributed the largest number of final products, which influenced decisively in the perception of people dedicated to this activity, on the dubious quality of agricultural products produced in the State of Jalisco, milk specific situation, which he said was not exactly the best, as already mentioned.

Thus, the fact that a large number of small producers had not implemented an adequate constant currency and / or livestock and their land, scarce records updated daily, had an impact on the quality of the final product. Table 3 provides the productive contributions by stratum producer indicated for 1982:

type Producer	Productive capacity	Relationship Capacity	Est:
Little ones	40%	60:40	
Medianos	30%	30:30	
Big	30%	10:30	

Table 3 Production Capacity for Agricultural Stratum identified in the State of Jalisco in the year 1985 based on the available literature
Source: Firco, 1985

The relationship between the percentages regarding the structure and production capacity stratum producer, indicated from that time that large manufacturers contribute substantially to the total agricultural production levels, despite being present in very low percentage; however, that did not exist at that time or convenient infrastructure necessary technology or the right amount and / or at the scarcity of programs efficient technical assistance and support available was added, contributed to condition and / or "contaminate" the quality of agricultural products offered.

By the year 2017, and based on studies conducted (SAGARPA, 2015: 44) showed that small farmers increased their presence by up to 10%, while medium and large producers decreased both by 5% (see table 4).

type Producer	Jalisco production structure 1985	Región Norte production structure 2017	Difference 1985 - 2017
Little ones	60%	70%	+ 10%
Medianos	30%	25%	-05%
Big	10%	05%	-05%

Table 4 Comparative Agricultural production structure identified in the State of Jalisco and the Northern Region in 1985 and 2017
Source: Based on data from FIRCO, 1985 and SAGARPA, 2017

Regarding the productive capacity reported in 2017, it shows that small farmers increased their contribution up to 10% on the amount contributed in the year 1985, while medium and large producers declined each 5% (see table 5).

Type Producer	Productive structure	Relationship Structure: Capacity
Little ones	70%	70:17
Medianos	25%	25:43
Big	05%	5:40

Table 5 Production Structure in the Northern Region and Relationship Structure: Agricultural Production Capacity by Stratum identified in the Northern Region of the State of Jalisco

Source: *Self Made*

Both medium (+ 13%) as large producers (+ 10%) increased their productive capacity and therefore its state productive contribution, while small producers declined markedly the form (-23%).

type Producer	Its T Jal 19 85	Struct ure RegNt e 2017	Differe nce 1985- 2017	Capacit y product ive Jal 1985	Capacit y product ive Reg Nte 2017	Differe nce 1985- 2017
peq	60 %	70%	+ 10%	40%	17%	-2. 3%
Med	30 %	25%	-05%	30%	43%	+ 13%
Big	10 %	05%	-05%	30%	40%	+ 10%

Table 6 Comparison of structure and production capacity in the Jalisco and Northern Region state in the period 1985: 2017

Source: *Based on data from the study, 2017*

Table 6 shows that the medium producers have decreased their presence (-05%), while its productive contribution has increased (+ 13%); similar trend occurs between large producers have decreased their presence (-05%) but increased its contribution (+ 10%). Only small producers increased their presence (+ 10%) and decreased their productive contribution (-23%).

Personal Vision / Producers	Little ones	Medianos	Big
Mala	80%	40%	twenty%
Acceptable	17%	30%	40%
good	3%	30%	40%

Table 7 Personal Vision of farmers about the impact of globalization on their exploitation and Quality of Life in the Northern Region in 2017

Source: *Self Made*

Table 7 shows that the misperception about globalization and trade liberalization her, will decline as the case of small, medium and large producers; ie small have the misperception and large producers lower.

This situation is reversed when considering the "good sense" about them, since small producers have the lowest perception and large most; small producers have a higher perception was wrong (80%) it has been for them globalization and trade liberalization, coinciding with medium producers, although they express greater tolerance towards these phenomena. This trend is reversed, however, when it comes to large producers, since most of these believe that both globalization and trade liberalization have been acceptable to good for them.

Conclusions

- Globalization and trade liberalization it has caused significant changes in both the structure and the current agricultural production capacity in the Northern Region and in the state of Jalisco.
- Most small farmers in the Northern Region have seen their income and only a few have benefited economically substantially (medium and large producers). This is because gradually, inputs have been increasing their value and the prices paid for farm products have gradually been declining, which has led to profits for producers are increasingly smaller, reaching even to have minimal gains which they led to think a lot of producers out of farming.
- Small farmers in the Northern Region have increased their presence, but is burdened by economic debts, these being mostly those who have suffered decapitalization of their farms and have abandoned them.
- Small farmers in this region have gradually sold their animals to migrate either within or outside the country, besides being the first to venture into the informal trade.
- These are small producers who have mostly suffered the negative impact of globalization and trade liberalization, as has been punished them with expensive inputs, low for their product and very limited or prices limited gains.

- Meanwhile, a lot of medium-size producers have decreased their conditions and have become small producers, thus reducing their presence, but increasing their productive contribution.
- SWn addition, these medium producers (with large), which have increased their productive contribution to a greater extent (+ 13%).
- It is very important to note that although they have substantially increased their productive contribution have not been as efficient as large producers, who with a lower percentage of presence significantly increased their production volumes.
- Regarding large producers, they have decreased their presence (05%), although their production have increased substantially contribution (10%).
- Undoubtedly Globalization and trade liberalization have affected differently to farmers not only in the Northern Region but throughout the State of Jalisco, depending on their stratum; mostly small farmers have suffered the loss of their income and thus their living standards have deteriorated, while medium and large producers have increased their profits and living standards significantly.
- In this process factors such as capitalization and abandonment operations; the incursion in other economic areas (construction basically) looking for additional income; the remarkable entry into informal trade and the continued and persistent national and international migration, have been a constant in farming in the region and Jalisco in general.
- The main problem in agricultural producers in the northern region encompasses the following: a. low prices paid for the product offered; b. high prices of inputs; c. low profit margins; d. high presence of intermediaries; and. supports and / or insufficient government subsidies;
- F. evident inequality in farm technology, infrastructure and production; g. land and animals of dubious quality; h. abandonment and / or decapitalisation farms; i. incursion of small producers in other economic areas, such as construction and mainly informal trade; j. recurring national and international migration; k. producers aged (average age 61.8 years); l. average schooling of 4 years, which directly affects their limited business vision; m. cyclical recurrence lenders at the beginning of each cycle for the purchase of inputs, leaving guarantee their harvest; n. young people without attachment to agricultural work; or. lack of support and / or government subsidies granted.
- It is essential that government authorities review thoroughly the timeliness and relevance of the current economic policy and devise a new strategy based on fair payment to farmers in the northern region and Jalisco where the real economic stimulus encourage production and quality of product produced, based on compliance with standards of accountability and commitment to the same producers, as well as designing and programs for the gradual elimination of corruption, simulation and doublespeak so common in our authorities politicians bouquet agricultural.
- Among the farmers in the Northern Region, regardless of their stratum, prevailing perception and certainty, that with sufficient financial support from federal, state and municipal government, more productive and profitable farms that would contribute further dimension would be taken the agricultural potential of this.

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Innovation Strategy: cognitive map future scenarios for sustainable development

Estrategia de innovación: Mapa cognitivo de hipótesis futuras para alcanzar el desarrollo sostenible

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Received July 21, 2018; Accepted December 10, 2018

Abstract

The innovation is vital in our times, the education don't escapes to her. The innovative strategic learning for the "cognitive map of future hypothesis", created for REACH developed sustainable. It was thought for series of steps to Achieve active and constructivist role for the students, the TIC's let a significant mediation. The competence hypothesis Contributed to future gets to Thinking About sustainable, the student Such Strengthen to the profile of the and the graduation. Since the vision of the business administration, and make it was applied in students of esta career, to do This, it was Necessary used digital resources. One Resulted interesting, When question to their, if the strategic hypothesis of future Contributed to the knowledge over the sustainable develop, the answered, the 70% of the student be answered completely agreement, This was amazing. When one considers the above operation has-been successful, it was for the significant activates, the picture don't sustainable, the Conversation with the business man and the briefcase of briefcase

Innovation, Future Hypothesis, Sustainable developed

Resumen

La innovación es vital en nuestros tiempos, la educación no escapa a ella. La estrategia innovadora para el aprendizaje "mapa cognitivo de hipótesis futuras" desarrollada para alcanzar el desarrollo sostenible, es una serie de pasos pensados para lograr un rol activo y constructivista para el estudiante, donde las tecnologías de la información permiten una mediación significativa. La competencia de hipótesis futuras contribuye a lograr un pensamiento sostenible, el cual fortalece al estudiante y al perfil de egreso. Desde la visión de la carrera de administración se planeó y aplicó en alumnos de ésta, haciendo uso de los recursos digitales. Uno de los resultados de mayor relevancia fue, cuando se les preguntó, si la estrategia de hipótesis futuras contribuyó a sus conocimientos sobre el desarrollo sostenible, el 70% de los estudiantes respondieron estar totalmente de acuerdo, esto es un dato revelador. Al reflexionar sobre los factores de éxito indudablemente fueron las actividades significativas, las imágenes de acciones no sostenibles, el diálogo con empresarios y el portafolio de evidencias

Innovación, Hipótesis Futuras, Desarrollo sostenible

Citation: MUÑOZ-ROSALES, Alberto Francisco, FLORES-HERNÁNDEZ, Adelaida, RUEDA-HERNÁNDEZ, José Fermín Enrique and FERNÁNDEZ-PÉREZ, Jorge Alejandro. Innovation Strategy: cognitive map future scenarios for sustainable development. Journal Schools of economic Thought and Methodology. 2018. 2-3: 9-18

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Introduction

Responsibility to our planet, whose wealth is the foundation same welfare and human progress. And above all, responsibility to the future to our children and their children. Kofi Annan

Innovation is the constant in the knowledge society, today more than ever before the various junctures is necessary to build solutions to the many complex problems that beset mankind. The first is to define the objective to be achieved, so, this research stands from higher education, to build an innovative educational strategy, with the central axis build the cognitive map of future scenarios in order to contribute to sustainable development.

The main objective of the research is to interpret the innovation strategy "cognitive map future scenarios" applied students of management career 2017-2019 generation of an institution of higher education. Competition imagination of future scenarios is proposed by UNESCO.

Its realization is justified because learning should be seen as the center of the educational process and the existence of imbalances in different contexts before it, is required joint attention of students, teachers, university, society, among others. Being the actors mentioned imbricated and the ability to make planned, systematic, compelling and relevant for sustainable development actions.

The main problem identified is the need to create educational environments that contribute to sustainable development, where different actions to enable active student activity. The hypothesis was Does the design of meaningful educational strategy depends on innovation and information technology to meet future competition hypothesis part of sustainable development?

The added value in this strategy is the use of the competence of future scenarios, the use of cognitive map of the same name, as well as the steps taken by the integral strategy, above, is considered the main contribution. The incorporation of information technologies are an element that contributes greatly and was a success factor.

This article consists of a brief theoretical framework on innovation, integrating technology into the curriculum, information technology and communication in education, virtual learning environments and sustainable development, as well as a description of the methodology. The main results are presented and, finally, conclusions are developed.

Theoretical framework

Innovación

Currently the teaching and learning strategies designed and implemented required to contribute to the sustainable development paradigm, therefore Ortega et al. (2007) consider innovation as a result of dissatisfaction in relation to a factor where interference has a personal or institutional level. In addition to the above, is part of a critique of the current situation, in our case a series of methodological steps to help build the competence of future scenarios, by being relevant to different contexts is necessary. In the classroom is planned in the short, medium and long term, but subsequent generations are not considered, nor their resources or capabilities. A conception of great value meets Lopez (2011), to understand innovation as the result of skills, having a twofold idea:

A deep mastery of skills requires the timely deployment of the capacity for creativity and diverse and multiple changes positive adaptation. Furthermore, the integration of skills in the process of teaching and learning in higher education is an important reform that aims to increase the quality of both teaching and management (p.287)

In this idea, the resources that must be present for students to solve different problems and simultaneously mobilize, raise standards of education, which is vital and its impact will be assessed in the graduate profile students.

The proposed strategy will take as its starting point the problem displayed by the student, from the perception of their neighborhood, region, city, state or nation, this will allow the construction of a meaningful solution.

Seeing innovation from the perspective of education Mogollon (2013) cited by UNESCO (2016b) understands how "is supported on learning, so this is linked to the action we take in the world" (p .43), the idea of the author is critical to our times, where necessary, for everyone to take an active role in reversing the problems identified in the social, environmental and economic dimensions, interdependent pillars of sustainable development.

On the other hand, a relevant precedent meets Pelgrum (1992) considered innovation, from "the positive side we found that the new information technology has already been implemented in many schools in developed countries. Despite the complexity of innovation, teachers and students enthusiastically embrace the new technology "(p.377), today, we can say that the trend continues and probably increases exponentially, which makes transcendental consider using different technological resources available to the student, such as databases, phone, computer, laptop, social networks and others to incorporate them into an innovative teaching strategy.

Integración of innovation in the proposed curriculum

Innovation as seen has different faces and ideas, one of which is the proposal by Diaz (1988) curriculum innovation focuses primarily on technical changes to the curriculum, so the strategy of future scenarios, aims incorporated transversely, ie, it can be employed in any subject of the curriculum, as a generic competition and because its very nature does not distinguish an area of knowledge in particular.

At the same time, in his analysis of the college, on trends and curricular innovations in higher education Diaz (1988), calls to join efforts to "confront a social economic, political and desestructura us; It is only in the collective review of the situation in which we review the educational crisis we face "(p. 7) If you are incorporating the environmental dimension, then proposed strategy is relevant to the premise handled by the author undoubtedly is necessary to contribute to imbalances generated.

Education is called to solve problems, by the fact of having in the classroom to future professionals who will make decisions and will affect the present and future generations in terms of resources and capacity, response,

Another important premise, put forward by Diaz (1988) is:

Faced with curriculum innovation (education and employment) need to build alternatives, we need to review the successes and failures of various popular social and national proposals that has passed the Mexican university. We need to build a university experience continue to respond to our Latin American condition. (P. 9)

The strategy devised in its final stages seek contact and dialogue with the business environment, being relevant this activity by several factors, the first, the construction of knowledge through dialogue with other actors in society, second, the student will have a approach to business, which will form a creative, abstract, thoughtful, complex and systemic thinking, because entrepreneurs have great experience, but the student must be able to convince, discuss and propose alternatives to reverse the problem, which is a wise move of curriculum innovation, by feedback, participatory development and respond to our Latin American situation.

Moreover, seeing the curricular experiences of other important institutions, educational innovation is vital and reinforce its core functions, as an example, is the National Polytechnic Institute (IPN) according to Ortega et al. (2007) applied the concept to improve their curricula, where the center was learning, on the other hand, teachers reconceptualized their mediating learning function, students to be immersed in innovation, formed in environments that allow them to deconstruct and build their knowledge to provide solutions to the problems of the region, elements in the proposal designed resume.

On the other hand, the application of innovation in higher education institutions can be seen as described in Mogollon (2013) cited by UNESCO (2016b):

When the term "project" is applied to desirable changes in education, these processes are generated from individual reflection or group of teachers. Thus there is improvement or innovation projects that arise due to the interest of a teacher to achieve more relevant and pertinent learning in students, mainly in its space management; These may be the result of reflection and action groups within an educational institution or teachers more extended groups. (P.14)

Thus, change is the central element in our case will be applied to the educational process, leaving behind forms centered on education or teaching. The main concern is to educate students with sustainable thinking making a relevant and meaningful learning. The strategy of future scenarios aspires to be an example of innovation, where the student acts as a builder of a proposal, progress and development activities require argumentation, research and advocacy of ideas. In no event will be a single answer, the fact of a dynamic reality, characteristic of the complex problems of our times.

Tecnología information and communication in education

Following this order of ideas, technologies of information and communication technologies (ICT) are truly significant, generate and contribute to creating solutions for our times, as stated "are not just mere repositories of information, but also structuring process and the activity of learning and cognitive process restructuradora person "(Cabrerero and Barroso, 2015, p.52), therefore, the proposed strategy is used in order to obtain favorable results in the student's education and contribute to build their own knowledge.

ICT really allow students to reach new stages of learning, incorporating new knowledge to your system, it generates a new imbalance that causes the need to reach a new equilibrium, if it is combined with a real and significant problem for the student as it is sustainable development then it is a new scenario, which the approach of Cabrerero and Barroso (2015) is significant, making the student community is involved in their own learning, tics allow it, with new ways of things done.

Thus it is also one of its functions, the important thing is to see it as an integration to other materials, a strategy or curriculum.

Following this line of work, another author who confirms the above is Area (2011) which is blunt in saying "ICT is, in this sense, one of the main stages of the socialization of a subject of the century" (p. 97), therefore, the strategy proposed in this investigation, will have to help ICT to foster dialogue with others in the group, and allow building solutions, from different points of view of others and student himself, giving way to building skills. More precisely, the author believes, if intelligence is sought is inevitable acquire solid knowledge before implementing this strategy is justified,

The idea of innovation takes a more forceful with the vision of Diaz-Barriga sense (2010), being part of the social reality in which society is, but having a component expiration that necessary reinvention, so create educational strategies that combine new elements to an end, with other stages and different objectives, one can say that there is innovation. Diaz-Barriga's (2010), the author makes a recommendation, to be a beacon in this sea of strategies and educational activities (p.42) "where a deep reflection on origins, livelihoods and practical implications are not conducive" there will be a reluctance on part of teachers, at this, the strategy will be explained to everyone involved in the educational process, in order to sensitize and listen to everyone's comments,

Ambientes virtual learning

The classroom in this approach is not commonly understood, is the space where combines human, social, educational, material, technological and digital resources in a constructivist framework, as expressed Peralta and Diaz Barriga (2010) "consists of a interactive system in which they occur a number of communication transactions. This system generates a particular environment conducive for building or learning work, determined by a set of rules of organization and participation "(p.1), this idea leads to create learning environments, which are to be achieved a solution for the knowledge society, to provide alternatives to activate and mobilize new skills in humans, having the role of student, worker or another.

To achieve mediation of students in virtual learning environments, you need to understand the new interactions where the teacher takes a secondary role, and, on the other hand, the student a major role, changing roles in the learning environment requires care certain elements, to which Peralta and Diaz Barriga (2010) express "three types of interaction: student-student, teacher-student and teacher-content. The focus of the educational process should be on the activities of teachers and students around the school contents and forms of interaction that adopt "(p.2), which, in this strategy of innovation, he designed in such a way that there is a clear process and the different actions among those involved in the educational process is privileged.

A vital issue is to create virtual learning environments where you need to consider new rules of the process, being relevant the virtual classroom, understood as that achieves objectives with different resources, where skills enabling new forms of action and the proposal are obtained new professional problems, being predominant consider the statement by Peralta and Diaz Barriga (2010) in relation to technological resources "its potential and limitations, all in order to create environments tailored to the virtual mode and truly facilitate the processes construction of knowledge "(p. 2), designed and implemented the strategy was careful promote new solutions to current problems with which the practitioner must take care management and be responsible. Technological resources used were designed based on what was within reach as they were databases, personal computer, phone, e-books, internet, personal camera and social networking.

The ideas presented above are complemented by Villar (2006) when considering educational institutions with new campus, where the process of teaching and learning will be a virtual space, it will lead to recreate and educate using new special resources. The strategy proposed organization uses information asynchronously, each student performs activities without losing its educational purpose, in order to mobilize the different resources that it counts.

Sustainable Development

On the other hand, a current paradigm is sustainable development, which translates into a call to all educational actors, where each part taking a leading role. Consequently, it is vital to know the Report of the Brundtland Commission in 1987 cited by UNESCO (2012) where sustainable concept is defined as "development that meets present needs without compromising the ability of future generations to meet their own needs" (p.8), ie, education will take an approach to what comes, your concern is, today and tomorrow, with a change of educational activities with great impact on the institution and in the classroom, therefore, propose a strategy to help build the competence of future scenarios is relevant.

Again, the idea of UNESCO (2014) is ratified with theorizing about education for sustainable development understood as "allow current generations to meet their needs, while future generations are given the opportunity to meet theirs , applying a balanced and integrated approach to economic, social and environmental dimensions "being here, which again requires actors in the educational process to be sensitive contexts considering three dimensions, which must be present in the profile egress of pupils, before this, it requires innovative strategies that activate the three dimensions in a balanced way. In our case the information technology will be incorporated to create a methodology and contribute to a situated learning.

This, leads to sustainable thinking, which must be activated and generated on students, future competition hypothesis was the center of the proposed strategy.

Methodology to develop

The research used the quantitative paradigm, being oriented to confirmatory verification of the fact that students would build a solution to a particular problem of sustainable development. With an interpretive approach, because there is an interaction of factors that made possible the realization of the overall strategy. Within the technique used was the questionnaire with closed questions.

The universe was composed of a group of 15 students studying management career, a sample of 10 students for the presentation of results was taken. an instrument with 25 questions that allowed interpreting certain indicators was used, validation was by a group of experts and a pilot was made.

Strategy portfolio of evidence continued, being a record and be a quantitative tool, your selection was due to allow the incorporation of all products made by students, as unpublished photos, ideas, proposals, and reports cognitive map. Generally we sought, first activate the knowledge, skills and attitudes of sustainable development and later build personal from cognitive map "future scenarios" to enable competition proposals. The creative contributions were well received, being an own material and based on constructivism.

To achieve its realization is necessary to incorporate a methodology that provides the student with a systemic, complex and sustainable thinking, therefore, intends to make the educational intervention in nine steps, which are listed below:

1. Lectura exploration of the current situation in virtual free access platform.
2. Descarga portfolio of evidence.
3. The student will analyze three videos on social, environmental and ecological dimension, as it will issue its views in the portfolio of digital evidence.
4. Realización reading sustainable development issued by the Organization of the United Nations Educational, Scientific and Cultural Organization.
5. Identificación unsustainable actions, three photos are created, being taken by the student or may be actuated to exemplify the imbalances. Relating to the social, environmental and economic dimensions, this activity will be done in teams.
6. Realizar the "cognitive map HF: future scenarios" in which their own ideas will be placed in the format designed for it.

7. Explicación their classmates and cognitive map presented as evidence a video of 1 minute.
8. Explicar an entrepreneur in the region cognitive map and submit a photo as evidence. If it is not possible an entrepreneur an adult, teacher or family person.
9. Evaluación of activities.

Results

After the intervention of the learning strategy of future scenarios, they were questioned students if they contributed to their knowledge on sustainable development, students answered 70% totally agree, 30% were found agree and 0% neither agree nor disagree, disagree, and strongly disagree.

In Figure 1 the data found are displayed. Hereby confirmed by Lopez (2011) when considering competition as one of the reforms that contributes to the quality, so it is worth asking the following three questions, being the pillars of competition and have a great impact on the innovative strategy

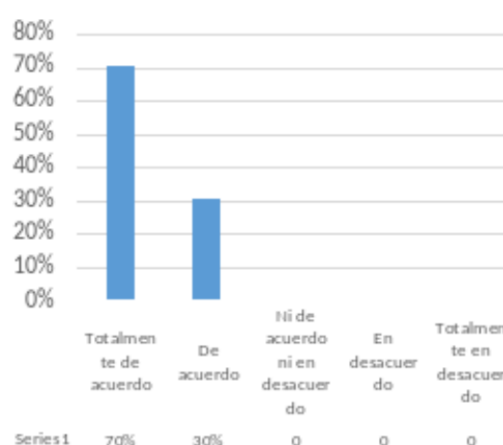


Figure 1 HF Strategy: personal knowledge contributes to sustainable development.

Source: Based on field data obtained in June 2018

They were interrogated pupils, if he helped his skills on sustainable development, to which the students responded 40% totally agree, 50% were found agree and 10% neither agree nor disagree, 0 % and 0% disagree strongly disagree. In Figure 2 the data are displayed.

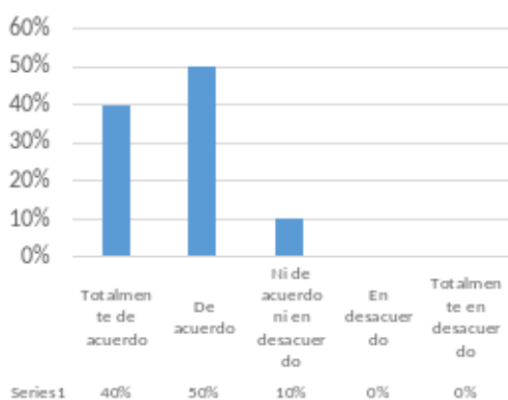


Figure 2 HF Strategy: helps personal skills on sustainable development.

Source: Based on field data obtained in June 2018

Another relevant question is whether he helped create values on sustainable development, to which the students responded 60% totally agree, 30% were found agree and 10% neither agree nor disagree, 0% disagree and 0% strongly disagree. In Figure 3 the data found are displayed.

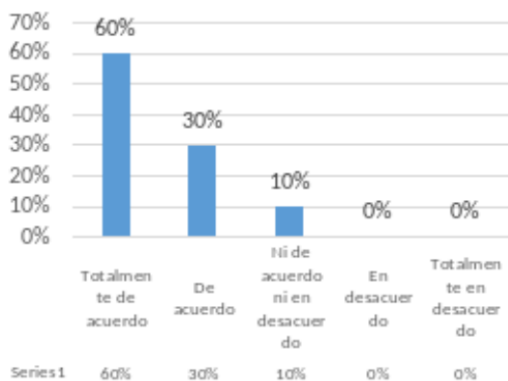


Figure 3 HF Strategy contributes to personal values on sustainable development

Source: Based on field data obtained in June 2018

When asked if the competition for future hypothesis is activated, the data found were interesting, the intervention group responded, 40% totally agree, 60% were found agree, 0% neither agree nor disagree, 0% in and 0% disagree strongly disagree.

In Figure 4, the data found yet conception Lopez (2011) notes, to understand innovation as a result of skills, in our case it manifests with a high percentage of acceptance among students are displayed.

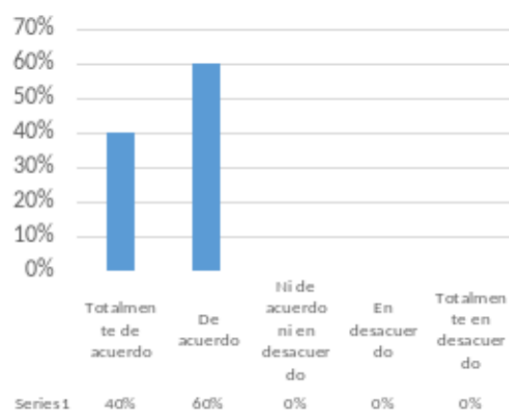


Figure 4 HF Strategy contributes to personal values on sustainable development

Source: Based on field data obtained in June 2018

The strategy of future scenarios, being designed simplicity sought, activities do not involve a great use of time, were asked in relation to this the intervention group, their responses were 50% totally agree, 40% were found to according, 10% or agree or disagree, 0% and 0% disagree strongly disagree. In Figure 5 the data found are displayed.

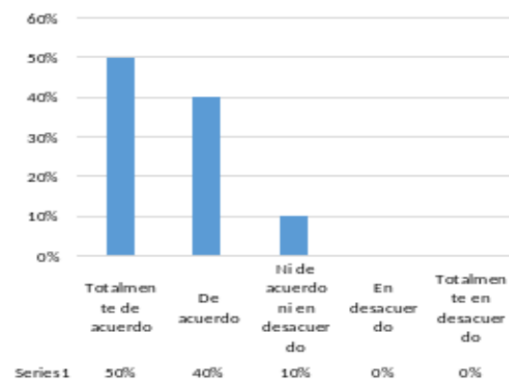


Figure 5 Simple activities in HF strategy

Source: Based on field data obtained in June 2018

A relevant question on the strategy of future scenarios is innovation to be designed sought to use this concept in their activities, they were questioned about it the group that was the subject of educational intervention, their responses were 40% totally agree with the subject, found 50% agree, 10% neither agree nor disagree, disagree 0% and 0% strongly disagree. In Figure 6, the data are found, before it, the idea expressed by Ortega et al. (2007) in relation to innovation is ratified and students confirm the existence of the concept in the strategy.

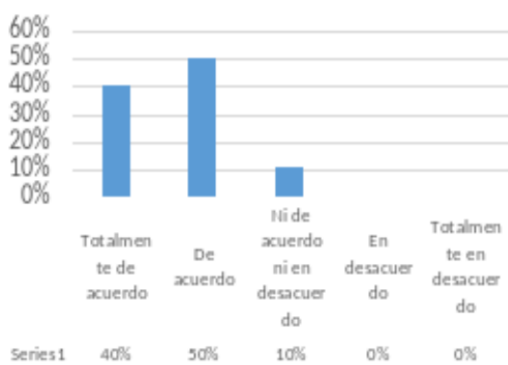


Figure 6 Existed innovation strategy HF
 Source: Based on field data obtained in June 2018

The strategy of future scenarios, being designed involving students sought therefore asked regarding their personal performance from their point of view, their answers were 30% totally agree with the subject, 70% they found themselves in agreement, 0% neither agree nor disagree, disagree 0% and 0% strongly disagree. The idea of Cabrero and Barroso (2015) is resumed and requires the student community to be involved in their own learning, tics enable this feature, why he was asked the question to the group and in Figure 7 the data found are displayed in relation to the strategy.

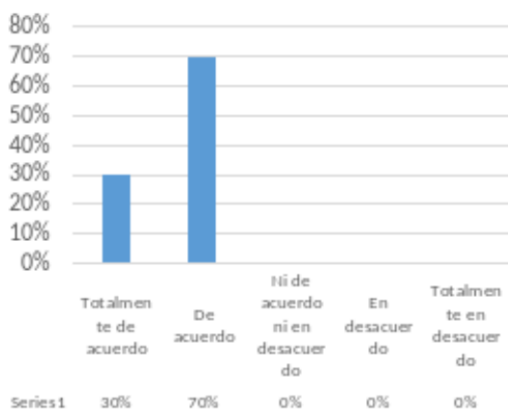


Figure 7 Be used prior knowledge HF
 Source: Based on field data obtained in June 2018

When asked if there was quality in the strategy of future scenarios, the data found were interesting, the group with educational intervention responded, 40% were found to be totally agree, 60% were found agree, 0% neither agree nor disagree, 0% and 0% disagree strongly disagree. In Figure 8 the data found are displayed.

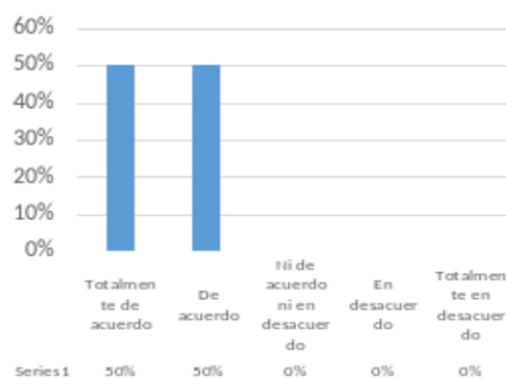


Figure 8 HF Strategy: Contribute to your education
 Source: Based on field data obtained in June 2018

Satisfaction about the didactic aspects is vital for any educational techno design, were questioned about instructional materials used in the strategy of future scenarios, the found results are, 50% were totally agree, 50% were found agree, 0% neither agree nor disagree, disagree 0% and 0% strongly disagree. In Figure 9 the data found are displayed.

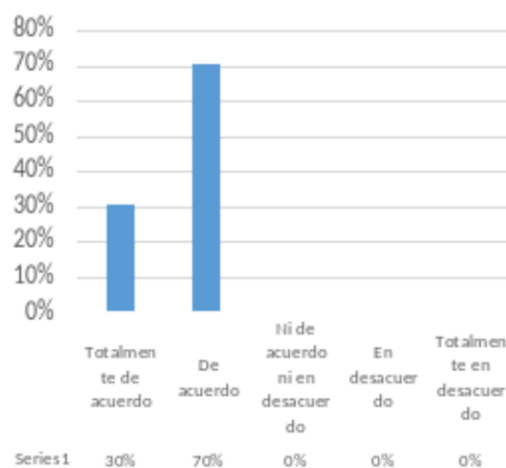


Figure 9 Proper communication generated in HF
 Source: Based on field data obtained in June 2018.

Conclusions

The research hypothesis is affirmative, incorporating ICT, innovation and virtual learning environments in a learning strategy allowed asynchronously meaningful learning. Moreover, the educational techno design was valued by experts in the field, which helped generate a strategy designed and built to meet the competition of future scenarios.

The interpretation made on the strategy was positive, since the student was able to propose a solution from the perspective of their environment and using meaningful and constructivist learning, by the fact that the solutions are based on the mobilization of their knowledge, skills, values and attitudes reached.

Innovation mobilized and activated when developing academic products where the student developed from their creativity and knowledge.

The planned project became a real strategy, and there are changes in palpable education, the first a portfolio of evidence, the use of sustainable thinking by the fact that students reflected on the problems of their environment, being significant in their environment while a cognitive map where solutions are viewed from their individual and business sentiment.

The tics were an element that contributed greatly to structure and make sense of a real problem of pupils and students, innovation was an excellent element in the educational strategy. By using the resources available to the student and those provided by the educational institution it contributed greatly to an active and constructive role by the student. Students being in a virtual learning environment were able to mobilize creativity and the different types of creative thinking, abstract, thoughtful, complex, systemic and sustainable by the fact that the strategy helped them mobilize to generate solutions and contribute to sustainable development.

Area the idea is true, the strategy allowed generate a socialization among students, teachers and businessmen in the region, with the focus on sustainable development.

There is certainly areas for improvement in the strategy, it is necessary to clearly define the time achieved in each activity and incorporate feedback from all stakeholders in the educational process digitally. Another needed improvement is the most intensive use databases, were used, but not required depth.

The virtual learning environment, allowed to structure the stages of the strategy, but also more clarity is required, by the fact that students tend to be easily distracted.

Cognitive map of future scenarios allowed structure and give a personal proposal, to be accompanied by dialogue and actions with the environment made possible the success of the strategy.

Techno teaching resources were acceptable, but it is an area of opportunity for the strategy, it is believed, by the great diversity of resources that are generated daily, students perceive it as well.

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Importance of intelligent business applied to sales in restaurants to attract tourism in Pueblo Magico Salvatierra

Importancia de los negocios inteligentes aplicado a las ventas en los restaurantes para atraer turismo en Salvatierra Pueblo Magico

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Received July 26, 2018; Accepted December 03, 2018

Abstract

Obtaining knowledge of the satisfaction of Both the first and the last client arrives at the establishment That leads to a series of Circumstances That need to be identified. The objective of the research is to Identify If They carry out smart business to know the needs of Their customers and the management of Their information through the use of information from the ticket and the command to generate information That will lead to Proposals and Modifications in the operability of the restaurant with the purpose of attracting tourists. Qualitative Approach with an action research design and a sampling for convenience to the main restaurants in the city of Salvatierra Where the magical town more tourist affluence is marked by the location of the places. The research will help restaurant managers analyze the information can be generated That with a ticket and a command is very useful for the knowledge of your client

Smart Business, Tickets, Commands

Resumen

El obtener conocimiento de la satisfacción tanto del primer como del último cliente que llega al establecimiento con lleva a una serie de circunstancias que es necesario identificar. El objetivo de la investigación es identificar si llevan a cabo los negocios inteligentes para conocer las necesidades de sus clientes y el manejo de su información a través de la utilización de la información desde el ticket y la comanda para la generación de información que conllevará a propuestas y modificaciones en la operatividad del restaurante con la finalidad de la atracción del turista. Enfoque cualitativo con un diseño de investigación acción y un muestreo por conveniencia a los principales restaurantes de la ciudad de Salvatierra pueblo mágico donde la afluencia turística es más marcada por la ubicación de los lugares. La investigación contribuirá a que los encargados de restaurantes analicen que la información que se puede generar con un ticket y una comanda es de gran utilidad para el conocimiento de su cliente.

Negocios Inteligentes, Tickets, Comanda

Citation: RAMIREZ–ARENAS, Juan Carlos, GOMEZ–CANO, María del Carmen and MONTALVO-LUNA, Ana Rosa. Importance of intelligent business applied to sales in restaurants to attract tourism in Pueblo Magico Salvatierra. Journal Schools of economic Thought and Methology. 2018 2-3: 19-26

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Introduction

Identify areas of opportunity where you can innovate and to apply a smart business model to help boost economic activity in Salvatierra food businesses.

The development of a magical town in the state of Guanajuato also depends on its cultural attractions, the quality of their customer such as: hotel services and restaurateurs. It is therefore important innovation to provide a value proposition that will enable competitiveness and yet another attraction for visitors, so that people coming from outside want to revisit these places which are in a situation of growth, so in Salvatierra magical Pueblo, restaurant services should not be left behind and require design strategies to growth in its range of services and income and see into the future and use new models of smart business resulting in an added attraction for visitors and for the local market as they also demand good service. To identify the factors that determine competitiveness, it should be done directly on the company and the sector and identify those that added value recognized in the market and if they can really be sustainable in the medium and long term. The quality of service is the ability of this to meet the needs and expectations of customers. In order to achieve customer satisfaction and confidence it is important to have a value proposition.

The purpose of this study is to analyze the business model smart Cano (2007) under the perspective of sales tools such as tickets and food orders applied to restaurant services Salvatierra city to attract more tourism.

Literature Review

Business competitiveness

To identify the factors that determine competitiveness Porter (2009) notes that this should be done directly on the company and the sector and identify those that added value recognized in the market and if they can really be sustainable in the medium and long term. Measures to establish as are those factors that lead to the goal "will be competitive" are different and enter different decisional areas as one in which the analysis of competitiveness (Dávila, 2010) is performed.

Service Definition

A service is any activity or benefit that one party can offer to another. It is especially intangible and can not possess. Production need not necessarily linked to a physical product (Kotler et al., 1995).

The quality of service is the ability of this to meet the needs and expectations of customers. In order to provide quality, the supplier should continuously assess how the service is experienced and what the customer expects in the future. What a customer considers normal may be something special for another, and yet the client eventually gets used to what he considered especially at first. The results of the evaluation of the service can be used to determine whether it should be modified if the client should receive more information, or if necessary change the price of the service. Quality is the set of characteristics of a product or service that influence satisfaction explicit and implicit needs (ISO-8402).

Define Customer

In the same way there are a variety of definitions of what a customer some are more technical than others, however generally it thought that the customer is the person requesting the service.

There are two types of external customers who are final consumers and inmates who are workers of an organization. Satisfaction of both is essential for the company.

Which involves developing an attitude where the customer is considered: It is the most important in a business person. Does not depend on us, we depend on it. We are not interrupted, it is our goal to work. It makes us a favor when he comes and we do not we are to see you. It is no stranger. Manriquez, LR, & Martinez Villegas, F. (2011).

Customer satisfaction and confidence

Satisfaction is a determining factor for establishing trust (Oliver, 1980; Crosby and Stephen, 1987; Anderson and Narus, 1990; Morgan and Hunt, 1994; Ganesan, 1994; Garbarino and Johnson, 1999; Rust, Zeithaml and Lemon, 2000; Ganesh, Arnold and Reynolds, 2000; Bauer, Grether, and Leach, 2002).

Corroborated by research such as (Oliver, 1980; Anderson and Narus, 1990; Ganesh, Arnold and Reynolds, 2000) describe as a propitiatory satisfaction variable or as the main element to build trust between the relationship "customer-company". In agreement, Selnes (1998) adds that the higher the level of satisfaction in the highest level of service will be the customer confidence towards the company. As a client acquires confidence in a company when there is total satisfaction,

Satisfied customers with certain brand or supplier, are more likely to recommend a company willing to engage in positive communication about the service (mouth - ear) (Athanassopoulos, Gounaris, and Stathakopoulos, 2001), ie the customer after experienced satisfaction, you are willing to transmit information for (positive) on services of the company, linking companies restaurateur sector. With the effect (mouth - ear) a reaction as a result of satisfaction or compliance with service experience restaurants.

Smart business

It is a business strategy that seeks to increase the performance of the company or business competitiveness through intelligent organization of its historical data (transactions or daily operations), usually residing in corporate Data Warehouse or Data Marts department.

The concept of BI (Business Intelligence) is not new, since the idea was introduced in the mid-60s, it has continued to evolve more effective and adapted to the new technological environment prevailing solutions. With the price of hardware in decline, more powerful processors, the hegemony of Internet-Web and software more efficient management, the concept of business intelligence (BI) within reach of many modern organizations who are interested in maximizing placed their investments in the computer area (Sánchez, Suriaga, Bonilla, 2016).

Smart Business Models

DSS (Decision Support Systems) was the source of all, then appeared similar concepts such as the EIS (Executive Information Suystems), until the state of art today, the BIs and BIWeb.

The pioneers of the field were Dr. Ralph Timbal, considered Dr. DSS, and Bill Inmon, the father of Data Warehouse (Sanchez, Suriaga, Bonilla, 2016).

Business Intelligence Technology

Companies have discovered the need for data to support the decision-making process optimization and perform operational reports. Technology vendors have built business intelligence software niche to implement each new pattern of applications that companies invent. These application patterns result in software products focused exclusively on five styles of Business Intelligence such as:

Business report. Written reports are used to generate highly formatted intended to expand its distribution with many people static reports. Analysis Cubes. Cubes based BI tools are used to provide analytic capabilities to business managers. Views Ad Hoc Query and analysis. Relational OLAP tools are used to allow experts to visualize the database and see any response and turn it into low-level transactional information. Data mining and statistical analysis. They are tools used to perform predictive modeling or to discover the cause and effect relationship between two metrics. Delivery of reports and alerts. Engines distribution reports are used to send complete reports or notices to a large number of users, those reports are based on subscriptions, calendars, etc. (Sanchez, Suriaga, Bonilla, 2016).

The main programs for Smart Business

Business Objects: Provides consistent and simple and clear to relevant data so user access, to facilitate analysis of information that has been stored, and the subsequent development of separate reports to improve overall business processes (Sánchez , Suriaga, Bonilla, 2016).

Cognos: This provides an effective system to carry out accurate assessments of information and later making appropriate decisions. Notably, Cognos also has a special tool that has been developed to enable the realization of models, forecasts and business simulations, in order to offer the possibility to plan future operations (Sanchez, Suriaga, Bonilla, 2016).

Microstrategy: This is another of the most widespread tools, whose main characteristic is that it provides the necessary solutions to customers of any type of business or functional area thereof, with the aim of providing a framework of support that will allow them access a better understanding of the information being handled by the company (Sanchez, Suriaga, Bonilla, 2016).

Oracle BI: As the various applications of its kind, offers the possibility to access information, share that data with the various sectors of the company, and allow analysis of such information to carry out the decision-making right, which they will be based on data obtained easily and quickly (Sanchez, Suriaga, Bonilla, 2016).

WorkMeter: Collects information on the use of computer applications and other devices (PBX, phones, ...) to determine the charge level and effort of people. This information is consolidated and submitted to both the manager and the same employee, creating an atmosphere of objectivity and transparency. WorkMeter provides the factual basis necessary to facilitate evaluation and improvement processes also possible to measure the positive impact of changes (Sanchez, Suriaga, Bonilla, 2016).

OpenPYME is a repository of free software (FLOSS or better said) which are collected so categorized, solid products that can be incorporated in any production area of the company or organization. It offers free applications from the field of Business Intelligence to the office, through CMS, Groupware, CRM, ERP or e-Commerce (Sanchez, Suriaga, Bonilla, 2016).

Birt Report is a generation system based on Eclipse Web reports. BIRT (Business Intelligence and Reporting Tools) includes a report designer and runtime component that can be added to the application server.

Its design allows easily integrate reports into applications. It also allows running scripts or develop extensions to extend the basic functionality (Sánchez, Suriaga, Bonilla, 2016).

Jasper Reports consists of a set of java libraries to facilitate reporting in both Web applications and desktop. Reports are defined in an XML file which will be compiled by Jasper Report libraries to generate a file. jasper used to fill and display the final report. Output reports can be PDF, CVS, XML, TXT, HTML, XLS, RTF, Jasper Viewer, and many others (Sanchez, Suriaga, Bonilla, 2016). Jfire is a powerful ERP, CRM, eBusiness and SCM / SRM solution for businesses. It was designed to give any company a powerful tool in the analysis and reporting, including customization options. This provides a highly scalable system that supports small companies as well as global companies that have a large user base, multi-currency and multi-lingual (Sanchez, Suriaga, Bonilla, 2016).

KNIME is a data mining platform that allows the development of models graphically. It has a number of nodes, which encapsulate different algorithms, and dates, which represent data flows, both deployed and combined interactively (Sanchez, Suriaga, Bonilla, 2016).

Odoo is a complete business management system (ERP) that meets the needs of the areas of accounting, sales, purchasing, and warehouse and inventory, among others. It supports multiple currencies, multiple companies and multiple accounts; also it includes document management functionality to streamline collaboration between departments and teams within the company; and can work remotely via a web interface from a computer connected to the Internet. It also includes the ability to create blogs, online shops, design professional emails, events (Sanchez, Suriaga, Bonilla, 2016).

Openbravo is an open source application of ERP business management types for enterprises with small and medium size. The data structure of the application is originally based on an old version of Compiere. The functional cover product includes all typical of an integrated management system (Sanchez, Suriaga, Bonilla, 2016) areas. Pentaho is a BI platform "solution-oriented" and "process-centric". Pentaho is a comprehensive Business Intelligence Suite includes all major components required to implement BI solutions, such as: Reporting, Analysis, Dashboard, Data Mining and Data Integration (Sánchez, Suriaga, Bonilla, 2016).

Requirements: Server J2EE compliant application as JBOSS® AS, WebSphere, Tomcat, WebLogic and Oracle AS. Database: JDBC, IBM DB2, Microsoft SQL Server, MySQL, Oracle, PostgreSQL, NCR Teradata, Firebird (Sanchez, Suriaga, Bonilla, 2016).

RapidMiner is a flexible knowledge discovery in databases, machine learning and data mining Java environment. It has an XML-based graphical user interface a plug-in mechanism, and the layout of high dimension (Sanchez, Suriaga, Bonilla, 2016). It provides a mechanism easy to use extension that allows operators to integrate new and adapt the system to individual needs. Spago BI is a unified platform for developing business intelligence solutions in the company. Available analytical tools and intuitive user interface. SpagoBI provides support to the daily and strategic business, both in decision making and operational level (Sanchez, Suriaga, Bonilla, 2016).

Characteristics of a system and business intelligence

- Focus your business information in one place (security and economy) • Maintains history information (days, months and previous years) • The different working groups analyzed the same information • The business information can be easily related • it works 365 days a year if the company requires • Self-employed in extracting information (Sánchez, Suriaga, Bonilla, 2016).

Modules can understand

- Sales • Accounts Receivable • Shopping • Accounts payable • Inventories • Finance

Technical characteristics

- a) Information cubes
- b) Data Warehouses
- c) Based development components
- d) Extracting information on Windows, Linux and Unix
- e) Transparent migration to other tools
- f) Unique permissions per user (Sánchez, Suriaga, Bonilla, 2016).

Business benefits

- a) Quick decision making
- b) Support management boards
- c) Staff dedicated to tasks visualizing trends and patterns (instead of wasting time on building the information needed)
- d) Creating your own analyzes without third
- e) Global information day or retail (analysis type Drill Down)
- f) Assessment of information against targets • Information TOP 10
- g) protected confidential information (Sánchez, Suriaga, Bonilla, 2016).

Since most companies in Latin America are SMEs, in terms of size, the big challenge is to determine how they can allocate time and resources to experiment with (BIG) Data, the companies that profit being perhaps could get technologies given their role in generating employment and wealth. These could see highly benefit from access to technology through the cloud, relatively low-cost, pay per use model and high scalability, enhancing their capacity for innovation, efficiency and competitiveness (Diaz, Zaki, 2015).

Business intelligence is defined as corporate decision-making ability. This is accomplished by using methodologies, applications and technologies to collect, refine, transform data, and apply them analytical techniques for extracting knowledge (Parr 2000), data can be structured so that indíquenlas characteristics of an area of interest (Stackowiak et al. 2007), generating awareness of the problems and business opportunities so that they can be corrected and exploited respectively. (Ballard et al. 2006)

Implement BI tools within the organization can support the decisions made; assistance to internally staff management (Sharma et al. 2009) and the external side produces advantages over its competitors (Maureen 2009). There are times when you can not achieve all the benefits that BI; because the process involves implementing a project of this nature, you can make mistakes in defining the approach to the needs of enterprise knowledge; not to determine the extent of information problems solving usually affects the failure of the project.

ICT have made significant progress over the last 50 years have been miniaturized with multiple features capabilities that allow the holder to have multiple skills, coupled with lower prices for accessibility (Ansoff, 1965; Porter, 1985).

Developments in ICT is very significant in the area of mobile devices that are able to offer a repertoire of literally solutions in any field of knowledge that empowers and assistance for better decision-making of the leaders of an organization. This evolution has managed to migrate from fixed status of ICT to literally ubiquitous use, and diversity of international business applications in mobile state. This evolution is accompanied for better or worse with the phenomenon of globalization and a clear trend of so-called economy based on knowledge, where the main asset in a company or organization is the intangible, knowledge is seen to deliver tangible results (Ansoff, 1965; Porter, 1985).

When we talk about strategy in a business or market context, we usually refer to a plan or series of measures with which a company seeks deal or take advantage of own assets or circumstances in their environment (circumstances that can represent both opportunities and threats) to improve or defend its competitive position in the market (Ansoff, 1965; Porter, 1985).

Undoubtedly, information technology (IT) have revolutionized the business landscape in the world and the tourism industry is no exception. IT has changed the hotel industry, restaurants and travel services and now play a key role in the rules governing the business world and how to approach customers. The advantages of IT in terms of increasing competitiveness, reducing errors and creating new functionalities are unquestioned in any sector, including tourism (Valles, 1999).

According to Valles (1999), there are two factors that make the tourism industry is potentially attractive for development of information technologies: tourism is an inter-regional activity that promotes and markets activities offered far from where the client is and; On the other hand, being part of an industry that involves leisure and entertainment needs-based media that are attractive audiovisual media promotion.

Value creation and competitive advantage. Compete to be unique and translates as an increase in profit that offers a product or service that encourages consumption thereof; It is to attract people to the products or services that meet their needs efficiently.

It aims to offer alternatives through the use of electronic data to the restaurants to improve their services (Porter, 2012).

Value proposal

A value proposition is the element of strategy that looks outward, by customers, reflects the decisions about the kind of values that the company offers. Porter (2012) defines the value proposition as the answer three fundamental questions:

What customers you serve?

What needs have to know?

What price relative provide an acceptable value for customers and profitability acceptable to the company? (Porter, 2012).

Value in the service

An important virtue in an organization is a good attitude in service to understand and meet the needs of customers, give them what they expect and need.

The value offered to customers the service they offer is the set of all those benefits that the customer expected and that will be to your complete satisfaction, as such companies have to place special emphasis on ensuring that the services offered have the higher added value than competitors (Porter, 2012).

Methodology

Qualitative approach with action research design and sampling for convenience to the main restaurants in town of Salvatierra magical town where the tourist influx is marked by the location of places.

Research design action because its purpose is to understand and solve specific problems of a group linked to an environment (group, program, organization or community) (Hernández, Fernández, Baptista, 2014).

BI is an interactive to explore and analyze structured information about an area (usually stored in a data warehouse), to discover trends or patterns, from which derive ideas and conclusions (Cano, 2007) process.

According to Cano (2007) an interview was applied to managers of the 3 restaurants with more tourist influx of Salvatierra and internet services have information and consultation on the site.

According to Cano (2007) restaurant information can be generated from:

A ticket

- Total amount of sales of the day
- Number of tickets per hour or fraction of time
- Ticket number served by a cashier / a
- Sales items and amount units
- Number of tickets per day
- Amount charged by cash or credit cards
- Amount average ticket
- Number of tickets per day, time, ATM / a.

This information is used to detect:

- I. Replenish stocks, accumulating the amount of sales per item
- II. Assign shifts cashiers / as, depending on the number of tickets sold per hour
- III. See what have been the best sellers
- IV. See what the means of payment used by our customers.
 - a) However, if a sales decline occurs is detected:
- V. Decreased number of tickets

This is possible also to also recognizable stocks of a product and the best selling product. According to Cano (2007) smart businesses are useful for:

- Purchasing managers
- Sales Managers
- Responsible for negotiations
- Marketers
- Personnel managers
- And all those people in our organization who have to make decisions.

- In customers with smart business applications since it makes the commands can be detected:
- Customer preferences
- Number of customer consumption
- Number of times you visit the establishment
- Timeout on saucers customer
- Number of people you visit the restaurant
- The reason of the visit
- Schedule visiting the restaurant
- Satisfaction at every visit

Here he met a group of 3 managers of restaurants to see if issued tickets and if these tickets generated some information.

As well as in the interview conducted it was questioned whether people had a data storage system to exploit information that is generating the commands.

Results

3 restaurants that were interviewed managers found that if they do not generate tickets yet:

- Number of tickets per hour or fraction of time
- Ticket number served by a cashier / a
- Sales items and amount units

In the food orders do not generate information that may favor the customer preferences

Conclusions

When performing this study we realized the need to implement a model of smart business to transform the information obtained in better customer service with this information offer customers a variety of options and promotions that attract your visit more regularly. Information gathering is very important to know the tastes and habits of customers and be updating menus and products that are offered in addition to continuously innovate for the benefit of the customer, from the moment it reaches the customer and find a place to park your auto considering that is a place where parking is scarce and are not open after eight o'clock at night, to have valet parking and as the waiting time, attention from staff,

- Making decisions late
- Complex analysis of information
- Difficulty concentrating my information (s) company (s)
- Operational problems detected studs
- complicated analysis tools taking time and staff
- Difficulty accurately measure the performance of managers, vendors, suppliers, etc.
- The need for more complete and graphics support (Sanchez, Suriaga, Bonilla, 2016) reports.

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Socio-environmental management and conservation of resources in priority areas of the state of Puebla**Manejo y conservación socioambiental de los recursos en áreas prioritarios del Estado de Puebla**

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Received July 18, 2018; Accepted November 22, 2018

Abstract

Aim: This proposal is Relevant Because of the interdisciplinary and multi-sectoral focus of the socio-environmental management and conservation of the natural resources in critical areas Which characterize the state of Puebla, Which have a strong pressure on the natural resources. Methods: The Interaction Among professors of the university is allowed and enhanced, as well as the complementarity of scientific skills When the dialogue and inter departmental analysis social Between and Natural Sciences and the inclusion social of, political and the cultural variables in a theme Which Has Been ITS predominantly addressed only in physical, biological, ecologic or geographic perspectives. Controbution: The training dimension of human resources Shall Be Actively included not only With under graduate and graduate students, but With social sensitive actors as well, in the face of various Alterations of the environment and culture of the communities, Which strengthens local decision making Processes , democracy, participation, cohesion and articulation soicla With governmental actors.

Environment, education, social, cultural, multidiscipline

Resumen

Objetivos: Esta propuesta resulta relevante por el abordaje interdisciplinario y multisectorial del manejo y conservación socioambiental de los recursos en áreas prioritarias que caracterizan al estado de Puebla, las cuales tiene una fuerte presión sobre los recursos naturales. Metodología: Se permite y favorece la interacción de investigadores dentro de la misma universidad, así como la complementariedad de capacidades científicas al plantearse desde el diálogo e interdependencia de análisis entre las ciencias sociales y las naturales e incorporar las variable social, política y cultural a un tema que predominantemente ha sido abordado solo en sus dimensiones física, biológica, ecológica o geográfica. Contribución: Se incorporará activamente la dimensión de formación de recursos humanos no sólo de estudiantes de pregrado y postgrado, sino de actores locales sensibles y activos ante los diferentes impactos sobre el efecto al medio ambiente y cultura en sus comunidades, lo que a mediano y largo plazo fortalece los procesos de toma de decisiones locales, democracia, participación, cohesión social y vinculación con actores gubernamentales..

Medio ambiente, educación, social, cultural, multidisciplina

Citation: LÓPEZ-TÉLLEZ, Ma. Concepción, CAMPOS-CABRAL, Valentina, FERNÁNDEZ-CRISPÍN, Antonio and MOLINA-ARROYO, Hugo Rodolfo. Socio-environmental management and conservation of resources in priority areas of the state of Puebla. Journal Schools of economic Thought and Methology. 2018 2-3: 27-35

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Introduction

Management and socio-environmental conservation includes the analysis of natural resources and production systems such as agroforestry, agriculture, wildlife utilization, increased biodiversity and soil conservation, among others. This includes cultural elements must be contextualized so from the perspective of knowledge, innovation and practices that have made and make rural and indigenous communities in Mexico responsible for the conservation of biological and cultural diversity. Management and socio-environmental conservation practiced by rural and indigenous communities in our country currently must be evaluated and reevaluated. key element is the institutional and community organization that is built for management, dating back in some cases precolonial times (Garcia, 1992).

Among the great diversity of resources used in the country are the forests, water, soil, flora and fauna, among the most important. This is basically because in Mexico many of the rural areas primarily consisting of collective identities that are made up of communal property and are recognized as agrarian groups: ejidos, or communal property (Gonzalez, 2001). Generally rural communities, because of the poor conditions in which they are, are forced to perform intensive exploitation of its resources and practice activities properties that do not have adequate potential (Carabias et al., 1994). It is therefore considered that depend heavily on natural resources, demonstrating their importance to protect a natural area, since they can operate as allies of protecting natural resources and cultural and biological diversity (Bocco et al., 2000). Currently, the concern of different social sectors to the environmental crisis being experienced by humanity necessitates the search for new alternatives that promote the protection, preservation and proper use of natural resources, Regularizing the management of natural resources is a shock for customary practices by local villagers, since they consider common use. It is therefore vitally important the need to conclude management in a participatory manner with communities, seeking ways to preserve them and that the people of the region make sustainable use of them, thereby ensuring food security, cultural continuity and conservation of ecological processes of ecosystems (Retana, 2006).

In that sense rural, indigenous and peasant communities are allied with the protection of natural resources. These are essential to maintain traditional agroecosystems and genetic diversity in situ, as demonstrated successful experiences in Mexico (Adewole Osunade, 1989; Carabias et al., 1994; Bocco and Toledo, 1997, Toledo, 1997). Proper management will result from the collaboration and contribution of various sectors such as academia, non-governmental organizations and technical bodies themselves in rural and indigenous communities, achieve reconcile conservation and wise use of natural resources they possess.

This makes evident the conviction that knowledge is not exclusive to scientists, and the interest of establishing interactions between science and local knowledge to solve problems regarding the conservation and use of ecosystems. Given the potential contribution of local knowledge, especially for issues of sustainable development and conservation of resources (Nepal and Webber, 1995), an increasing number of scientists and decision-makers working on the integration of traditional knowledge and knowledge general scientific (Warren, 1991; Bocco and Toledo, 1997; Unesco, 2003) which eventually enable rural and indigenous communities in the country make decisions in an increasingly complex environment.

The proposal has an explicit interest to highlight the impact that has on natural resources and culture in historically vulnerable communities in the social, economic and environmental, that in parallel undertake adaptation actions to conserve natural resources and culture.

It is intended that these elements do not create a sterile knowledge, but to contribute to the formulation of recommendations from the local level and in connection with the actions of the sectors engaged in the subject, including initiatives produced in academia and actions building permit collective public policy toward the development of proposals for collaborative management for the conservation of the environment at the local level responses.

The hypothesis in this research lies in the following:

Developing strategies for the management and conservation of natural resources in priority areas of the State of Puebla allow conservation of ecological processes of ecosystems and the preservation of culture of traditional knowledge.

So the aim of this research is analyzed through participatory approaches involving local actors, knowledge that they have of their natural resources and processes in space and time of its territory ownership and management have made of its resources in common use, considering the historical perspective from the origin of the community, organization, characterization, culture, infrastructure, productive activities, problems and solutions for conservation and planning of its territory to propose strategies to management and conservation of natural resources in communities of Puebla.

Development of headings and subheadings of the article with subsequent numbering

The research has been developed in three stages: the first consisted of desk research as a first approach to the research problem involves gathering generic and bibliographic information; the second in applying participatory research to get an overview and approach the comparative analysis of driving conditions and socio-environmental culture and strengthen the adaptive capacities that would allow developing strategies for the management of natural resources and conservation of these and from the local culture. For the third step the generation of databases was performed, the projection of the different diagnoses on handling and culture in communities in different regions of Puebla.

The data analysis involves the socio-environmental diagnosis of natural resource management based on the culture of each region, the use of GIS. Therefore, work has combined different methodologies for data collection, including quantitative and qualitative methodologies, since it is assumed that both are complementary, allowing the researcher to varying degrees of deepening the problem addressed.

Methodology to develop

For the development of this research it has been used to collecting secondary information to understand the context of the investigation, so it has been done documentary research specialist literature for the analysis of different sources that describe phenomena of a historical, social (culture), economic, environmental, political, among the most important areas of study. existing documents directly or indirectly type and databases available information were used.

The various governmental and non-governmental agencies for finding information about the area were used. The information collected in government agencies was used to analyzes the social and environmental context. Forward-looking communities of different regions of the state visits were made to define the study communities and then identify the management and culture from the social and environmental perspective. To obtain the primary information documentary participatory research was applied as an essential tool for obtaining information from the perspective of social actors. This methodology is to generate spaces for meeting and socializing, sharing experiences with key stakeholders involved to allow the systematization and analysis of the conditions of social and environmental vulnerability and resilience to different social and environmental scenarios that lead to the strengthening of processes and adaptive capacities socioterritorial aimed at equity. These methodologies were used in order to allow the participation of people with different degrees and levels of education; also they facilitated the systematization of knowledge and consensus of this (Giraud et al. 2005, JALDA 2008, Brenner 200, Esquivel et al. 2011). Additional to the above points, routes and field observation that allowed testing of an individual or group is performed the information provided in the group dynamics and oral communication (Ayales 1991 Geilfus 1997, Becerra 2006).

Participatory research workshops were Oheld, meetings, interviews, surveys, maps, field trips, historical analysis or timeline and identification and characterization of the social actors that allowed us to evaluate the interests, positions, legitimacy, power relations, and so recognize different situations.

Conducting interviews or semi-structured at the level of key informants or focus groups, a diagnosis of the community to identify, within its territory, areas or areas at risk or affected by the change of land use surveys adds and areas that in the short term can be affected by this phenomenon and areas prone to natural disasters.

Through identifying the problems generated by the historical management of natural resources and changing cultural processes will be recognized that needs of the inhabitants regarding the development of strategies for the conservation of natural resources such as water, food security, agriculture, biodiversity, land use, human health, energy, among the most important. In addition, strategic stakeholders and lines of action to conduct an evaluation of processes and outcomes were identified.

Furthermore, analyzes particularly water quality of the study communities in order to perform a physical-chemical analysis, the behavior of solvents both organic and inorganic compounds, which allows to know the situation of the water system so integrated later to make a qualitative and quantitative analysis to describe the type and degree of alteration they have suffered, to establish proposals for sustainable management (Lance-Espino et al., 2011).

Analysis of social representations of the problem abordándose from a three-dimensional perspective (amount of information, affective structure and trend) is also added. For this index indicating the amount of information that is in a certain representation were used. The development of different methodological strategies to analyze the specific content, structure, evaluative trends and variables that distinguish groups. All this from the definition of quantitative properties of social representations, that will deduct their qualitative properties, or at least hypothesize about what these are. Are considered for analyzing the quality and level of knowledge about the social object represented at individual and group level, the representation of the specific contents of the object represented, based on a model, social structure and organization that is built in a certain space and time to allow the object context.

Similarly, this three-dimensional analysis to detect trends and evaluative general approach adopted representation as attitudinal dimensions affective evaluation (Guevara, 1996) is included.

This analysis has the advantage of detecting the structure, evaluative trend and the specific contents of the joint representations, allowing analysis of social groups according to their characteristics (Fernandez, 2002). Give the meaning of the variables in linear writing and it is important to compare the criteria used based on a model, social structure and organization that is built in a certain space and time to allow the object context. Similarly, this three-dimensional analysis to detect trends and evaluative general approach adopted representation as attitudinal dimensions affective evaluation (Guevara, 1996) is included. This analysis has the advantage of detecting the structure, evaluative trend and the specific contents of the joint representations, allowing analysis of social groups according to their characteristics (Fernandez, 2002).

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Results

The results obtained so far in this research project include collaborative work as members of the Academic Body (CA) Environment and Education within the members part of the inter- and multidisciplinary integrated to will answer the problem acclimate from different perspectives and processes of education to solve social and environmental problems in communities in the state of Puebla. To meet the objectives set out in CA have three lines of generation of knowledge such as:

1. Ecology and natural resource management: in which has generated knowledge about the social and environmental processes from assessment, management, use and conservation of natural resources in a sustainable way, the work that has been done involves processes use and management of natural resources from a participatory and inclusive approach, in order to achieve a co-management that balances between the various stakeholders.
2. Educational research: this research focuses on the processes of science education with emphasis on culture and environmental education, focusing on development projects in rural and urban communities, both children and adults in a participatory manner, with purpose of addressing local problems that allow the development of sustainable alternatives from the local.

Ecotoxicology: in which research on the techniques and procedures of the disciplines of ecology, toxicology, animal physiology and plactología is made, in order to respond to aspects of the quality of natural resources with emphasis on water resources, involving the way in which processes in the alteration of water systems, quality analysis, use and relationship with human populations, and mitigation measures for remediation and conservation are developed.

From these lines of research have generated so many jobs in communities across the state of Puebla, this means regions like Poblana Mixteca focused on communities belonging to the System Unit Management and Use of Wildlife (SUMA) in the protected Natural area (PNA) Biosphere Reserve Tehuacán-Cuicatlán (RBTC) in the Sierra Norte of Puebla, in the state ANP Sierra del Tentzo mainly these works have allowed the generation of human resources for both undergraduate thesis, master's, doctoral, social services, professional practices and incorporation of undergraduate and graduate conducting fieldwork in their various subjects, in order to respond to and support local development. The work carried out under this line of research by college students majoring in Biology in different rural communities in the state of Puebla based on an analysis of local environmental issues where community members participate directly and actively in the project research with students and research professors involved, the results of these investigations are in order to use the knowledge generated for application in solving local problems on the management of natural resources, such as for management and conservation of soil, water, trash, logging and conservation of forest cover, use and use of biodiversity, this information will allow the development of the region in a sustainable manner.

Since the establishment of the Environmental Academicians and Education have developed research primarily undergraduate thesis associated with addressing the socio-environmental conflicts where both researchers at the Faculty of Biology and the Faculty of Law and Social Sciences BUAP Sciences participate. In the case of the Sierra Norte de Puebla jobs they are associated with the conservation of natural resources and territorial defense mainly by the development of megaprojects such as hydroelectric dams and mines open as in the case of communities like Huehuetla and Xochiapulco sky. Other works in the same region lie in the development of local projects such as the conservation of biodiversity through the implementation of schemes of environmental education through a botanical garden in the community of Xoyoquila in Hueytamalco, also in Chignautla socio-environmental conflicts were analyzed regarding the fauna of birds and mammals which have been depleted populations of different economic activities practiced and be in the geothermal station the Flue.

In the Sierra Mixteca have been developed aimed at solving focused on biodiversity management and territory socio-environmental conflict work, the region is characterized by a dry season from 6 to 8 months, with semidesert, however, biodiversity and culturally relevant. Presenting high levels of endemism, proven to be an outcast with a high rate of migration area. Jobs that have been made in this region are associated with the generation of knowledge on the fauna and flora specifically species hunting importance, particularly for species such as deer (*Odocoileus virginianus mexicanus*), other minor species of mammals and wildfowl; these works are based on the interest of communities to conform as Management Units and Use of Wildlife (UMA), initially these works allowed the registration of UMA in several communities of the Mixteca, such information has been based to know how they are populations of these species and whether they have potential for exploitation. The interest of the people has allowed a habitat management is carried out to ensure natural regeneration of stocks and grace to this there are villages where the headbands of use authorized by the Secretariat of Environment and Natural Resources (SEMARNAT) are awarded for legal hunting.

During this process it has been trained UMA committees so that they become community technicians in monitoring biodiversity. Have developed other research topics associated with species of interest from rural communities such as the involvement of the bloodsucking bat cattle, or carnivorous mammals to pets and the results of these investigations have achieved that there is a awareness process so that certain myths that exist with some species are eliminated and know the ecological and cultural function of these species. In the case of work in the Sierra del Tentzo decreed a protected natural area (ANP) state jurisdiction, it has been observed by communities rejection of conservation scheme because they were not consulted during the decree, having at both governmental and socio-environmental conflicts over who owns the land. With respect to the line of educational research: the work that has been done focus to analyze the social representations that have at different educational levels from entry level to the top, considering aspects such as social representation of water, flora and fauna urban and rural areas and aspects of solid waste management, the concept of sustainability,

Work is to analyze the social representation of water, their uses and problems, which include information on water level students in the metropolitan area of Puebla from the drawing. And the analysis of the educational model of environmental education teachers at various levels, including processes of science education with emphasis on culture and environmental education. Has had the participation and collaboration with SEMARNAT and the various municipalities that characterize each region of the state of Puebla, for training in the development of environmental education programs, actions add up to level environmental education workshops for society civil in various environmental calendar dates that add actions to influence through non-formal environmental education.

Finally, in line ecotoxicology research conducted so far responds to the application of analysis of the quality of water bodies in different regions of the state, which involves the analysis of pollutants found in bodies water, analysis of the origin of these, the effects are economic, domestic, industrial activities and the consequences at the level of biological systems in aquatic ecosystems.

In this sense, the research results in this line have focused on explaining how heavy metals directly affect uptake and therefore toxic effects on aquatic organisms and environmental factors depending on the timing influence accelerate or lower capture processes such metals in biological systems.

Thus it explains how heavy metals are major pollutants chemicals in water bodies in both developed and underdeveloped countries. The way in which some of these contaminants remain in solution while others are accumulated in the sediments and waters of rivers and estuaries seas, which represent a serious risk to the environment since they are substances with great chemical stability before biodegradation processes so living organisms are unable to metabolize, generating a contamination bioaccumulation and a multiplier effect on the contaminant concentration level trophic chains and somatic organ morphometric indicators, which provide information on the status of populations over time: To know the effects of pollutants on biological systems, the following aspects are considered in the investigation.

Within these parameters we have analyzed the condition factor (k) which provides information on the relationship between the length and weight of the body, finding it indicates changes metabolic and supply changes due to stress conditions in the environment.

Is also considered hepatosomatic index (HSI) and somatic index (IGS) which are more efficient to establish a direct connection with the effect of exposure to a toxicant in a particular organ may reflect bioaccumulation in organisms. These studies were carried out in water bodies associated with urban areas like the prey of Valsequillo and in rural areas as rivers in Huehuetlán El Grande, the Tzicatlacoyan in the Sierra Norte, among others.

Including Graphics, Figures and Tables-Editable



Figure 1 Evidence of conducting research projects thesis by students from the School of Biological Sciences, BUAP, with communities for training as monitors populations of white-tailed deer, hunting legal uses, the UMAS involved and meetings with various sectors to strengthen them

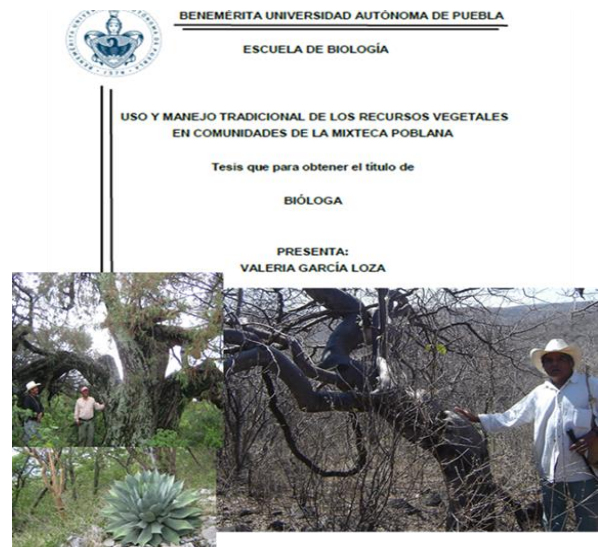


Figure 2 Evidences of conducting research project thesis by students of Faculty of Biological Sciences and the Faculty of Law and Social Sciences BUAP focused on diversity and uses of plants, raising awareness about the importance traditional knowledge, ecological importance and benefits of conservation

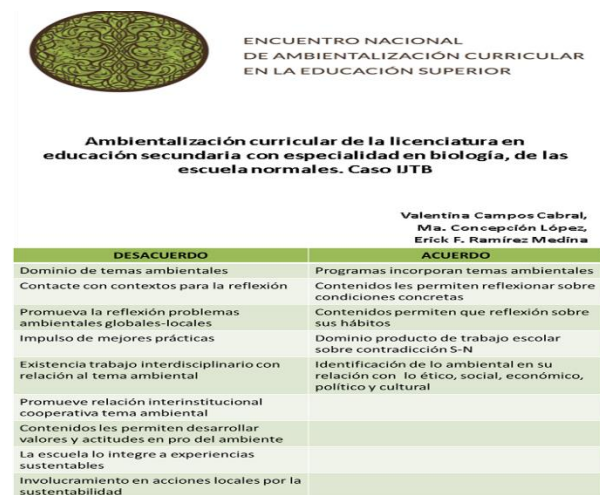


Figure 3 Evidences of conducting research projects thesis by high school students majoring in Biology normal schools. UTB case and the Faculty of Law and Social Sciences of the BUAP, in line Education CA

LÓPEZ-TÉLLEZ, Ma. Concepción, CAMPOS-CABRAL, Valentina, FERNÁNDEZ-CRISPÍN, Antonio and MOLINA-ARROYO, Hugo Rodolfo. Socio-environmental management and conservation of resources in priority areas of the state of Puebla. Journal Schools of economic Thought and Methology. 2018

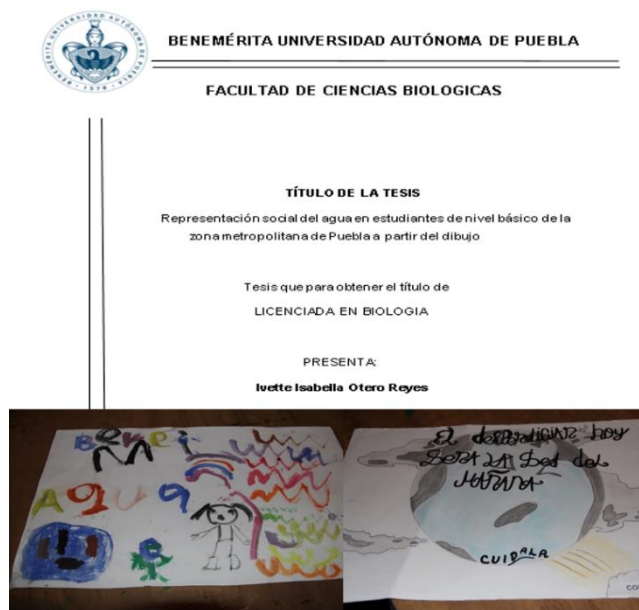


Figure 4 Evidence of conducting research project thesis by students of Faculty of Biological Sciences, BUAP focused on social representations of water in students the basic level of the metropolitan area of Puebla.

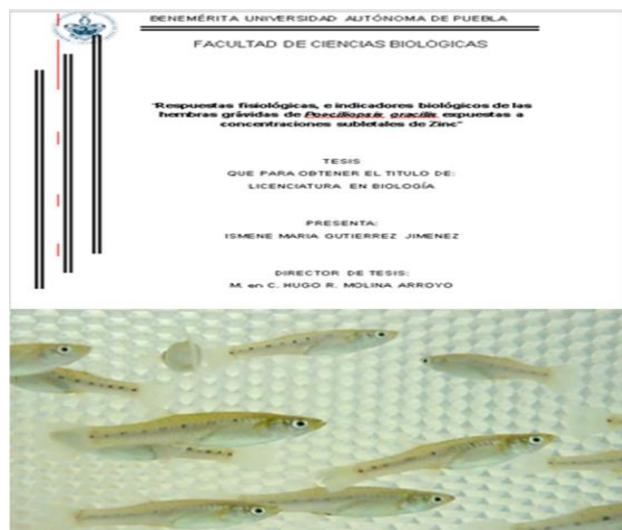


Figure 5 Evidences of conducting research project thesis by students from the School of Biological Sciences BUAP focused on physiological responses, and biological indicators of gravid females of *Poeciliopsis gracilis* exposed to sublethal concentrations of zinc in bodies water adjacent to the metropolitan area of Puebla.

Conclusions

Proposals for research projects resulting from the research Environmental Education Academic Body and are undergraduate and graduate theses that are addressed from the conservation biology, from sociology and educational research. Knowing perceived environmental issues other aspects that should be reviewed and incorporated from the environment as are the political, legal, social, economic, cultural, among the most important.

It takes place more emphasis on the formation of values based on awareness, knowledge, attitude, evaluation capacity and participation.

A subordinate to scientific and technical aspects of the profession formation is observed. It is important to link the research of future professionals to solve social and environmental problems that allow development and environmental conservation at local, regional, state and national levels.

Acknowledgement

We thank the producers, agricultural and municipal authorities in each of the communities worked in the state of Puebla, students who have generated the members information Academicians, by the interest in the knowledge of the fauna of their localities, as part the activities of the Laboratory of Conservation and Natural Resources, Ecotoxicology, Environmental education and Culture and the Analysis of socio-environmental problems whose members make up the Academic Body environment and education BUAP.

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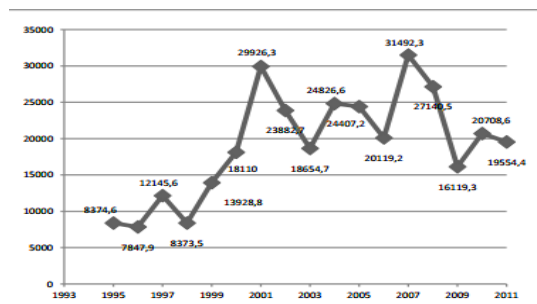
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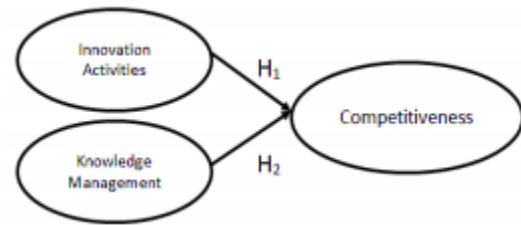


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λ	γ	OLS	L-OLS	IM-OLS	OLS	L-OLS	IM-OLS	OLS	L-OLS	IM-OLS			
$\rho = 0.0$	$\gamma = 0.0$	1	-0.00011	-0.00003	0.00013	0.0267	0.0398	0.0378	0.0414	0.0395	0.0429		
		2	0.00051	0.00039	0.00015	0.0267	0.0414	0.0395	0.0414	0.0395	0.0429		
		3	-0.00091	-0.00143	-0.00065	0.0286	0.0461	0.0429	0.0286	0.0461	0.0429		
		4	0.00034	0.00041	0.00115	0.0301	0.0498	0.0471	0.0301	0.0498	0.0471		
		5	0.00011	0.00040	0.00018	0.0324	0.0537	0.0507	0.0324	0.0537	0.0507		
		10	-0.00010	-0.00079	-0.00013	0.0455	0.0861	0.0763	0.0455	0.0861	0.0763		
		$\rho = 0.3$	$\gamma = 0.3$	1	0.01477	0.00378	0.00274	0.0342	0.0435	0.0360	0.0435	0.0391	0.0438
				2	0.01778	0.00754	0.00618	0.0361	0.0472	0.0391	0.0361	0.0472	0.0391
				3	0.02092	0.01064	0.00925	0.0388	0.0518	0.0438	0.0388	0.0518	0.0438
				4	0.02340	0.01364	0.01236	0.0418	0.0555	0.0471	0.0418	0.0555	0.0471
5	0.02652			0.01721	0.01454	0.0448	0.0607	0.0516	0.0448	0.0607	0.0516		
10	0.04198			0.03247	0.03146	0.0641	0.0952	0.0829	0.0641	0.0952	0.0829		
$\rho = 0.3$	$\gamma = 0.0$			1	-0.00085	-0.00021	-0.00073	0.0364	0.0545	0.0531	0.0364	0.0545	0.0531
				2	0.00019	-0.00015	-0.00011	0.0374	0.0565	0.0550	0.0374	0.0565	0.0550
				3	0.00015	0.00076	0.00046	0.0400	0.0627	0.0597	0.0400	0.0627	0.0597
				4	0.00043	-0.00011	-0.00070	0.0417	0.0711	0.0668	0.0417	0.0711	0.0668
		5	0.00165	0.00206	0.00213	0.0454	0.0791	0.0711	0.0454	0.0791	0.0711		
		10	0.00073	0.00136	0.00112	0.0661	0.1267	0.1128	0.0661	0.1267	0.1128		
		$\rho = 0.3$	$\gamma = 0.3$	1	0.02299	0.00570	0.00458	0.0490	0.0643	0.0527	0.0490	0.0643	0.0527
				2	0.02818	0.01123	0.01035	0.0523	0.0676	0.0561	0.0523	0.0676	0.0561
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