

Chapter 3 Type of tourism in Tecamachalco and zone of influence

Capítulo 3 Tipo de turismo en Tecamachalco y zona de influencia

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Abstract

The main results and/or conclusions, with this research, it is confirmed that Tecamachalco and its surroundings have several attractions that promote the demand for tourism, unfortunately no information was found on programs that encourage the systematic promotion of tourism in the region. When recognizing the opinion related to the visit to the municipality of Tecamachalco and its area of influence, and the reasons that promote tourism, it was observed that the main reason for tourism is vacation, recreation and leisure; but the second is business. It was also obtained that gastronomy is an attribute that young visitors and tourists identify with an age of 18 to 24 years of the millennial and centennial generation.

Tourism, sustainable tourism, Tourist dynamism, Types of tourism and cultural, Historical and natural heritage

Resumen

El objetivo de esta investigación es reconocer la opinión de los visitantes al municipio de Tecamachalco y su zona de influencia, sobre las diversas actividades realizadas durante su estancia, para determinar el tipo de turismo que prevalece en la zona. Para ello, fue necesario indagar en la literatura conceptos relacionados con turismo, turismo sostenible, dinamismo turístico, tipos de turismo y patrimonio cultural, histórico y natural. El diseño de investigación fue no experimental, transversal y correlacional con un enfoque cuantitativo. La muestra se trabajó con un error muestral del 5% y 95% de confianza, delimitando inicialmente a través del promedio anual de visitantes emitidos por INEGI (2021). Finalmente, se calculó el promedio de 15 días de concurrencia, dando como resultado una muestra de 205 visitantes. La unidad de estudio está definida por 43 municipios que definen la zona de influencia. Los principales resultados y/o conclusiones, de esta investigación confirman que Tecamachalco y sus alrededores tienen varios atractivos que propicien la demanda de turismo, lamentablemente no se encontró información de programas que fomenten la promoción sistemática del turismo en la región. Al reconocer la opinión relacionada con la visita al municipio de Tecamachalco y su zona de influencia, y los motivos que propician el turismo, se observó que el principal motivo de turismo es vacacional, recreo y ocio; pero el segundo es de negocios. También se obtuvo que la gastronomía es un atributo que identifican los visitantes y turistas jóvenes con una edad de 18 a 24 años de la generación *millennial* y *centennial*.

Turismo, turismo sostenible, Dinamismo turístico, Tipos de turismo y patrimonio cultural, Histórico y natural

3.1 Introduction

In Mexico, the tourism industry constitutes approximately 9% of the Gross Domestic Product (GDP), which means that it employs a little more than 4.5 million people and adding direct jobs, it results in a total of 10 million beneficiaries. The Consejo Empresarial Nacional Turístico (CNET, 2021 as cited by the Universidad Anáhuac, 2021) estimates that in 2019 tourism brought in around 25 million USD with the movement of 45 million tourists in the national territory.

This explains Mexico's position in the ranking of international tourism in 2018, according to UNWTO (World Tourism Organization) measurements, it is the 7th country in terms of international tourism inflow and 16th in terms of foreign currency inflow (Ministry of Tourism, 2019).

However, in terms of losses, the CNET considers that the tourism sector has been affected by the loss of around 1 million jobs, the closure of 80% of hotels and 50,000 restaurants. The consequences result in general in a little more than half of its income and, in addition, it loses a significant 45% of its pre-eminence in Mexico's economy, so that its share in GDP is reduced to only 4.9% (Duran, 2021).

The current national investment is 173,818 million pesos and 405 tourism projects that directly and indirectly employ 139,843 people (Ministry of Tourism, 2021). The Federal Government, in its 2021 budget year, has allocated a significant budget of 600% to the tourism sector, compared to 2020. These resources, effectively channelled, could be the means for the recovery of this economic sector (Duran, 2021).

The demarcation and object of study of this document is Tecamachalco and surrounding municipalities: Tepeaca, Acatzingo, Quecholac, Palmar de Bravo, Quecholac, Huixcolotla, Tecali de Herrera and San Salvador el Seco, covering a population of 472,425 inhabitants (Cuéntame, Instituto Nacional de Estadística, Geografía e Informática [INEGI], 2020) and a territory of 1,465 km². The predominant economic activity is primary, with the production and sale of fresh and refrigerated vegetables at national and international level; the municipality of Huixcolotla stands out in this sense due to its food supply centre. In terms of secondary activities, the manufacturing industry stands out in the aforementioned territory: Tecali de Herrera with the manufacture of products made of natural stone (marble) and, of course, its national and international trade; Tepeaca, for the production of machinery and tools to work mineral materials (stone, concrete) and cold glass; Tepeaca, for the production of machinery and tools to work mineral materials (stone, concrete) and cold glass. In terms of tertiary economic activity, the region stands out for its retail trade, in fact, the traditional and historical tianguis of Acatzingo and Tepeaca are very important. Among the tertiary activities of interest for this study, there are 1,896 economic units dedicated to temporary accommodation and food preparation services; it is important to mention that they represent for each population 10% or less in the concentration of such economic units; however, they are not below 5% (Data Mexico, 2020).

The tourism management that has been promoted in this area, evidences the traditional predisposition of a recreational and cultural tourism, and following the latest trends of magical villages. This is relevant in that the subject is taken up again in a disciplinary manner and with a methodology that provides certainty, to the benefit of the study area itself for the objective promotion of tourism. During the 2018-2021 municipal administration, for example, the authorities proposed the city of Tecamachalco, among others, to obtain this designation, although with the unfortunate background of insecurity (Olivera, 2020). The following administration 2021-2024 has the same tendencies regarding the promotion of spaces such as the Foundry and the Techachales hill with the zip-line game (Sánchez, 2022). The region's historical attractions are not to be underestimated, and have had an impact on tourist attractions, as it has what are now known as the ex-Franciscan convents of the 16th century: Santiago Apóstol in Tecali de Herrera, San Francisco de Asís in Tepeaca, San Francisco in Tecamachalco, Santa María Magdalena in Quecholac and San Juan Bautista in Acatzingo (México desconocido, 2022a). Also noteworthy in the religious aspect is the invocation of the infancy of the Child Jesus with the feast of the Child Doctor every 30 April, who has been venerated in a chapel in the former convent of Tepeaca since 1961 (Mexico unknown, 2022b). There is also the Señor del Desmayo, housed in the Ex-convent of Tecamachalco, whose feast day is the second Sunday of Lent (Difusión INHA, n.d.). In both cases there is a significant number of visitors. In terms of numbers (Sistema Estatal de Información, s. f.)

With these economic and patrimonial data that give reasons to visit the territory, it is worth asking what type of visitor predominates. For although an effort is made to promote holiday or recreational tourism with the inherent resources available, the region also has other matters worthy of a visit, the hypothesis, therefore, is that the reason for receiving visitors in Tecamachalco and the area of influence is for business reasons.

3.2 Theoretical Review

3.2.1 Tourism

Its etymology derives from the Latin tour or turn, from the verb tornare and the noun tornus, which means to return, to turn or to return, hence, it is understood that tourism implies going and returning. But from a point of view that brings together several organisations, it includes the relationships and services triggered by momentary and voluntary movement, but not for business or professional reasons (International Union of Official Travel Organizations, now UNWTO 1980 cited by Di-Bella, 2019).

Contrary to this, the Royal Academy of the Spanish Language (2022, definition 1) not only alludes to recreational travel, but complements its definition and adds those temporary trips that are carried out for business negotiations or professional services that lead to stays in unusual places.

3.2.2 Sustainable tourism

Likewise, the International Association of Scientific Experts in Tourism (AIEST, 1991, as cited in Sánchez and Anzola 2021) would have specified that sustainable tourism is that which allows harmony between the well-being of social groups and their economy, as well as respect for the ecology, including recreational activities, but respecting the permanence of natural and cultural resources. The UNWTO (2005) reaffirms this approach, declaring environmental, economic and socio-cultural aspects as principles of sustainability, establishing that the balance of these aspects will allow the sustainable development of tourism. (2021) conclude that such sustainability is supported by eco-labels and environmental certifications, which allow differentiating those tourism products and services that are sustainable from those that are not, generating a differentiated market. Tourism has therefore generated a great deal of interest, because it is seen by many as an opportunity to foster development in the places where it is promoted (Williams, 1998, as cited in Dann, 2002).

3.2.3 Tourism dynamism

It is enriching to consider the concept of dynamism, which according to the definitions of Oxford Languages (2022), implies the quality of things, enterprises or activities that have movement and innovation and that are in constant transformation or make it possible. Qualifiers that transfer directly to the effects of tourism. Recently, it is possible to realise that governments use tourism as a factor capable of activating development within countries, Pulido-Fernández et al. (2016) state that there is a dependence between the economic dynamism of tourism and the socio-economic development of a geographical area. They also recognise tourism as an element that motivates development from a local approach.

3.2.4 Types of tourism

Given the above, it is therefore important to talk about the type of tourism, broadening the range of significance that makes it possible to classify the reasons why there are visitors in geographical spaces other than the one they originate from or inhabit. Table 3.1 below shows the types of tourism which, according to three points of view, we are trying to match up.

Table 3.1 Types of tourism

Maldonado Alcludia (2021)	Guerrero González and Ramos Mendoza (2015)	Blanco Romero y Blázquez Salom (2021)
Health Tourism	Health and Beauty Tourism	Health Tourism
Business Tourism		Business Tourism or MICE
Commercial Tourism		Shopping Tourism
Ecotourism	Ecological or Ecotourism	Nature, ecotourism o Ecological tourism, Green tourism
Adventure Tourism		Active, Adventure Tourism
Research Tourism	Scientific Tourism	
Cultural Tourism	Cultural/ Language/ Literary/ Historical Tourism	Cultural Tourism
	Gay Friendly Tourism	LGBTIQ+ Tourism
	Black Tourism	War Tourism, Black Tourism
Ecotourism		Spiritual Tourism
	Dorado Tourism	

Source: Own elaboration

3.2.5 Cultural, historical and natural heritage

The expression "patrimony" comes from the Latin *patrimonium*, derived from *pater*, *patris* "father" (Oxford Dictionary, 2022). In general, according to the Royal Spanish Academy (2021) it is the set of goods inherited from an ancestor or the rights acquired by some title over an asset. In the legal context, it includes any inherited resource, movable and immovable property or capital; that is, they have a pecuniary value, with which individuals help themselves to live; such assets can increase or decrease or, if necessary, be lost or transformed (Herrera Villanueva, 2016).

Rodríguez Becerra (1999) mentions that the concept of heritage is broader, it currently has a social and public dimension, they are immeasurable fortunes: a cultural heritage, which implies the historical, is characterised as a construct where goods, social facts, objects or behaviours acquire another perspective over time; they are researched, preserved and disseminated; they reach a new symbolic, economic, identity, sentimental and even sacred value (pp. 108-112).

The United Nations Educational, Scientific and Cultural Organisation (UNESCO) in 1972 in the Convention for the Protection of the World Cultural and Natural Heritage determined that there are places on earth of outstanding universal value which constitute and are the heritage of humanity; furthermore, cultural heritage is not limited to living expressions transmitted and inherited in oral traditions, arts, performances, know-how, etc. (UNESCO, 2021).

3.3 Methodology

The first step represented the non-experimental research design, in a specific moment of time and space, which implied that the cross-sectional collection of information will be carried out from 10 to 23 July 2022. The purpose was to ascertain the opinion related to the visit to the municipality of Tecamachalco and its area of influence.

In addition, this research establishes the correlation between variables from a quantitative approach. The sample was calculated with an error of 5% and a confidence level of 95%. This data is based on Hernández et. al. (2006) who proposes to define the standard error (probability) and the significance level or margin of error, as well as the confidence level as part of the quantitative process of data analysis; the next step was to know the average number of monthly visitors and thus calculate the average number of visitors per day. Finally, to estimate the sample size, 15 days of visitation were established (Alcalá, 2022), resulting in 205 visitors.

The study unit is defined within a population of 43 municipalities that define the zone of influence declared in the Institutional Development Plan (PIDE) 2018 - 2022, adding to this zone the municipalities belonging to Region III Serdán and Valles Centrales. In such a way that the municipalities of origin of the current student population were included, since they were the surveyors. A questionnaire was applied to collect information on different tourism topics, specifically consisting of 40 questions divided into six blocks: 1) Tourism promotion, 2) Gastronomy, 3) Factors that influence the consumption of traditional foods, 4) Quality of service and product, 5) Guide information and 6) Type of tourism. The application was carried out through *google forms*.

3.4 Results

The results on the profile of visitors are presented below:

Of the total of respondents, 51.22% are women and 48.78 %, men; two predominant educational levels are observed: more than a third of the people have undergraduate and postgraduate level, 42 people out of 100 have preparatory level, and only 20% have basic level.

Another characteristic feature of the sample is that 74.1% are people who live in the State of Puebla, 23.9% come from other States, being Mexico City, State of Mexico, Oaxaca and Veracruz the ones that contribute with the highest number of visitors, and to a lesser extent Chiapas, Guanajuato, Nayarit and Baja California Sur. Only 2% are international visitors.

In addition to the place of residence, age is a peculiar characteristic of the sample, since eight out of every ten people who responded to the questionnaire belong to the so-called *millennial* and *centennial generation*, which ranges from 18 to 40 years of age, as can be seen in Table 3.2.

Table 3.2 Percentage distribution by age of visitors

Age	Participation (%)	number of visitors
18-19	21.95%	45
20-24	23.41%	48
25-29	15.61%	32
30-34	10.73%	22
35-39	9.27%	19
40-44	9.76%	20
45-49	3.90%	8
50-54	3.41%	7
55-59	0.49%	1
60-64	1.46%	3
General total	100.00%	205

Source: Own elaboration

Because the predominant age groups are young, it represents a challenge for the supply of all tourism-related services, because according to ManpowerGroup (2020) of the total global workforce *millennials* represent 35 percent and generation Z (*centellials*) 24 percent, furthermore, 46 percent of male *millennials* and 33 percent of female *millennials* say they need to take breaks for relaxation, travel and holidays.

3.4.1 Reason for visiting

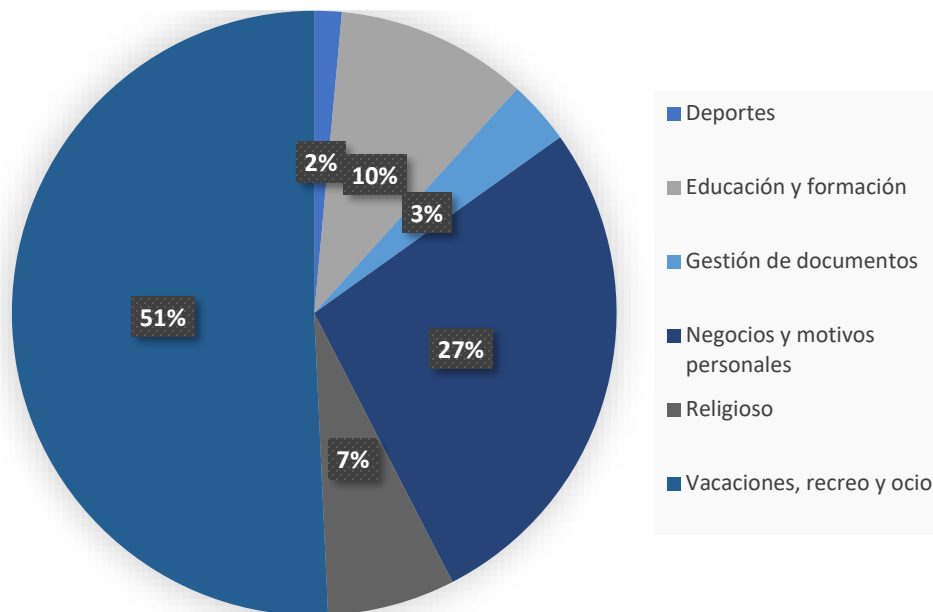
The predominant response to the main reason for visiting is a reflection of the situation expressed in the previous paragraph, because 5 out of 10 people state that their motive is related to holidays, recreation and leisure, and about 4 out of 10 people state that they have visited the Tecamachalco area for business, personal and educational reasons (See Table 3.3 and Figure 3.1), the visit motives with the lowest participation are sport, document management and religious..

Table 3.3 Reason for visit

Reason for visit	Number of visitors	Percentage share
Sports	3	1%
Education and training	21	10%
Document management	7	3%
Business and personal reasons	56	27%
Religious	14	7%
Holidays, recreation and leisure	104	51%
General total	205	100%

Source: Own elaboration

A third of the people consider that the reason for visiting is business and personal reasons including document management, which is consistent with the strategic location of the municipality of Tecamachalco, with easy access to the toll, federal and free road network, growth of financial institutions (banks, finance and savings banks), growth of large commercial enterprises and the proximity to the municipality of Huixcolotla, noted for its handicraft activities, wholesale and retail trade and municipalities noted for their production and export of vegetables.

Figure 3.1 Percentage distribution by reason for visit

Source: Own elaboration

3.4.2 Identity

The following shows the relationship between the reason for visit and the identity of the Tecamachalco area as perceived by the visitors. As can be seen in Table 3.4, the main reasons for visit that are consistent with the characteristics of the visitors are: holidays, education, however, in these responses the following stand out:

Table 3.4 Relationship between reason for visit and perceived identity

MOTIVE	Identity						
	Gastronomy	Education and training	Companies and businesses	Document management	Sports Account	Health centres	Religious centres
Sports	1%	1%	1%	1%	1%	1%	1%
Education and training	9%	9%	7%	7%	9%	8%	8%
Document management	3%	2%	2%	2%	2%	3%	2%
Business and personal reasons	24%	20%	25%	16%	16%	18%	22%
Religious	6%	4%	5%	2%	4%	4%	7%
Holidays, recreation and leisure	49%	40%	34%	26%	35%	35%	42%
Total general	93%	77%	75%	56%	69%	68%	82%

Source: Own elaboration

Tecamachalco is clearly identified by its gastronomy, it is worth mentioning that different municipal administrations have promoted this identity, through fairs and typical food contests and the municipality of Tecamachalco has 462 economic units registered in DENUE dedicated to food and beverage preparation services. However, the visitors who give more weight to this identity are those who visit the area for holidays 49 %. Religious identity also has a relevant weight, as 82 people out of a hundred identify Tecamachalco by its religious centres.

Around three quarters of visitors consider that there is an Educational and Business identity, driven by the 104 economic units registered in the DENUE, in addition to the medium and large companies and their dynamic commercial activity.

On the other hand, business and personal visitors show a more balanced opinion between Gastronomic, Education and Business identity, expressed by 24.4%, 20.5% and 24.9% respectively. Although it is traditionally an area dominated by local football and baseball tournaments, in recent years municipal governments and civil society organisations have promoted events in other sports such as basketball, athletics, cycling, mixed martial arts and Taekwondo, and have increased the number of gyms, it is still a differentiator that is being built, which is why only 69 visitors identify Tecamachalco as a sports area.

3.4.3 Activities influencing the decision to visit

Now, in order to identify which activities influence people to visit the Tecamachalco area and the relationship that exists with the reason for visiting, a contingency table was elaborated, Table 5 allows measuring the interaction between two variables.

Table 3.5 Relation between activities influencing the decision to visit the site and the reason for the visit

TYPE OF ACTIVITY		REASON FOR VISIT													
		Holidays, recreation and leisure		Education and training		Business and personal reasons		Document management		Sports		Religious		TOTALES	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
	Fairs and Festivals (music, theatre, dance, etc.)	91	44.39	3	1.46	9	4.39	1	0.49	1	0.49	1	0.49	106	51.71
	Religious festivals	5	2.44	1	0.49	0	0.00	2	0.98	1	0.49	11	5.37	20	9.76
	Business and trade activities	3	1.46	4	1.95	46	22.44	3	1.46	0	0.00	0	0.00	56	27.32
	Sightseeing tours	11	5.37	0	0.00	1	0.49	1	0.49	0	0.00	0	0.00	13	6.34
	Academic activities	2	0.98	4	1.95	0	0.00	0	0.00	1	0.49	1	0.49	8	3.90
	Sports activities	2	0.98	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	2	0.98
	TOTALES	114	55.61	12	5.85	56	27.32	7	3.41	3	1.46	13	6.34	205	100.00

Note. Own elaboration

Undoubtedly, the activities, services and products offered are determinant in attracting certain market segments and thus satisfying needs, as Table 3.5 shows:

1. As expected, more than 50% of people visiting the Tecamachalco area for holidays, recreation and leisure, consider that Cultural activities related to Fairs and festivals, Religious festivities and sightseeing tours have an influence on the decision to visit the area. Additionally, 6% of visitors with religious motives are also influenced by cultural activities.
2. Visitors who travel to the Tecamachalco area for business and personal reasons are influenced by the business and commercial activities they can carry out.
3. Sporting motives do not represent an activity that influences the decision of visitors.

3.5 Discussion

As can be seen, 51% of people's first motive for visiting is Vacation, recreation and leisure, given that Tecamachalco and its surroundings have a variety of tourist attractions.

In terms of identification, it was found that visitors recognise the area for its gastronomy. In this regard, it is worth mentioning that within the same community, along with "barbacoa de borrego" and "pulque", "cheeses and mole" from Santa Rosa and Lomas de Romero are recognised (Gutiérrez, 2021, p. 32). But there are also the typical antojitos: "tacos de batea" and "la torta de chalupa". In the study area is San Hipólito Xochiltlenango, which is characterised by its speciality in seafood and fish. Acle, Santos and Herrera (2021) consider that gastronomy can be a tourist reference, because of the identity characteristics that each community has, and although it is not the star attraction, it is fundamental for it to contribute to the tourist offer that a place offers, in this research they mention that promotion and quality have a high correlation with gastronomy (p. 244). If local gastronomy is already recognised as part of the identity, it is worth asking: With adequate promotion, can gastronomy be considered as part of the tourist attraction in Tecamachalco and its area of influence?

On the other hand, the second most important reason for visiting the area is for business and personal reasons; this can be inferred from the number of banks, as there are eight in Tecamachalco alone. There are also Integral Service Centres (CIS), which, like the banks, generate a great mobility of people in the area. There is also business activity in the region, with Bachoco, Grupo Avitec, Pabsa, Nutrel, Cruz Azul, Cemex, Cimexlana, as well as shops such as Mi Bodega Aurrera, La Gran Bodega, Almacenes Rodríguez, Coppel, Milano, Elektra and various pharmacy chains.

It is important to highlight the Tourism Sector Programme of the current administration 2020-2024, which has lines of action aimed at optimising the current tourist movement and promoting the development of areas with potential; within these areas, fifty Municipalities with Tourist Vocation have been identified: Tecamachalco in region 12, along with Tlacotepec de Benito Juárez, Tepeaca in region 32 where Tecali de Herrera and Cuautinchán are included, as well as Tepexi de Rodríguez in region 18, and Molcaxac and Chigmecatitlán (Secretaría de Planeación y Finanzas, 2020, p. 9).

Rosales, Salas and Palacios mention (2019) that economic development and the analysis of productive processes help local development and tourism development favours local development. Therefore, it is necessary to promote a tourism programme that contemplates the complexity of what has been detected in the region: holiday, recreational and leisure tourism; business and gastronomy, with the intention of interrelating businesses with gastronomic routes and other activities that detonate tourism. (p .237)

3.6 Conclusion

The initial approach of this paper is that the reason for receiving visitors to the study area is business. The purpose was to recognise the cause of the visit and the opinion about the identity of the municipality of Tecamachalco and its area of influence. However, the result shows that the main reason for tourism is Vacation, recreation and leisure and as a second, Business. It was also found that Gastronomy is an attribute identified by young visitors and tourists aged between 18 and 24 of the millennial and centennial generation.

This leaves the possibility of further research on Gastronomy, Business and, therefore, the tourism infrastructure for the attention of visitors and the development of these potentialities. It is important to highlight that the study area is identified by the State Government through the Tourism Sector Programme as one of the 50 municipalities with a "Tourist Vocation", which is why it is necessary to generate projects that promote this attribute, such as those that have been identified through this research.

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