

Chapter 9 Analysis of the gastronomic offer with respect to the sustainability of the magical town of Cholula

Capítulo 9 Análisis de la oferta gastronómica con respecto a la sustentabilidad del pueblo mágico de Cholula

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Abstract

La dinámica social y económica en los destinos turísticos tuvo un cambio radical a partir de la recuperación económica derivada de la pandemia provocada por el SRAS-CoV-2, la caída de hasta el 90% en el sector turístico implicó cambios sustanciales en las prácticas para la prestación de los servicios. El compromiso que deben tener las empresas para con el progreso social, económico y ambiental de manera integral empresa-población es crucial para un desarrollo sostenible adecuado. El programa de Pueblos Mágicos fue creado en el año 2001 con la intención de estructurar una oferta complementaria y diversificada al interior del país, cuyos objetivos se centran en impulsar un enfoque social con respecto a los derechos humanos, fomentar el desarrollo justo y equilibrado entre los individuos y comunidades, fortalecer la innovación y diversificación de la oferta turística, así como contribuir al desarrollo sostenible priorizando la conservación del patrimonio. En la actualidad se desconoce el nivel de desarrollo sostenible que existen en los destinos conocidos como Pueblos Mágicos de Puebla, por lo que la presente investigación busca valorar el desarrollo sostenible alcanzado, con un instrumento que explora los componentes sociales, económicos y ambientales observados en las prácticas realizadas por las empresas vinculadas al turismo con especial énfasis en las empresas gastronómicas. Para poder identificar los diferentes ejes de la sustentabilidad se seleccionaron 3 ítems de cada componente que lo integra. Se observó que el Pueblo Mágico de Cholula ha alcanzado un desarrollo sostenible significativo en lo que se refiere a las unidades económicas que ofertan alimentos y bebidas. Otro dato que resalta es que el 60% de las empresas demostró que los niveles de desarrollo social y económico son relevantes, viéndose reflejados en la percepción que tienen las unidades económicas con respecto a la mejora de la calidad de vida de los empresarios y la población.

Unidades económicas, Sustentabilidad, Cholula, Pueblo mágico

Abstract

The social and economic dynamics in tourist destinations had a radical change from the economic recovery derived from the pandemic caused by SRAS-CoV-2, the drop of up to 90% in the tourism sector implied substantial changes in practices for the provision of services. The commitment that companies must have towards social, economic and environmental progress in a comprehensive company-population manner is crucial for adequate sustainable development. The Pueblos Magics program was created in 2001 with the intention of structuring a complementary and diversified offer within the country, whose objectives are focused on promoting a social approach with respect to human rights, promoting fair and balanced development among individuals and communities, strengthen innovation and diversification of the tourist offer, as well as contribute to sustainable development by prioritizing heritage conservation. At present, the level of sustainable development that exists in the destinations known as Pueblos Magics de Puebla is unknown, so this research seeks to assess the sustainable development achieved, with an instrument that explores the social, economic, and environmental components observed in practices. carried out by companies linked to tourism with special emphasis on gastronomic companies. To identify the different axes of sustainability, were selected 3 items from each component that integrates it. It was observed that the Pueblo Magic of Cholula has achieved significant sustainable development in terms of the economic units that offer food and beverages. Another data that stands out is that 60% of the companies showed that the levels of social and economic development are relevant, being reflected in the perception that the economic units have with respect to the improvement of the quality of life of the entrepreneurs and the local population.

Economic units, Sustainability, Cholula, Pueblo mágico

9.1 Introduction

The fall in the tourism sector had a considerable impact on economic activity within both private and public service providers, with visitor figures, spending per person, as well as performance indicators in organizations dropping considerably as a result of the pandemic caused by SRAS-CoV-2.

Mexico showed a 46% drop in international tourist arrivals, according to data provided by the Economist and referred to by the United Nations Conference on Trade and Development (UNCTAD). Among the main barriers were travel restrictions, slow containment of the virus, low traveller confidence and a poor economic environment (Morales, 2021).

For the present research, an instrument was designed consisting of 35 items organised into four categories (business characteristics, marketing, sustainability and customer service), validated by the National Business and Administration Network (REDAYN), under a quantitative approach with likert scale items, the main findings include that 90% of the economic units have followed the provisions of the authorities in terms of care and access to the business.

The Magical Town of Cholula has achieved an important social development in terms of the gastronomic economic units, since it is possible to perceive that 60% of the economic units consider that the quality of life of the entrepreneurs and the population has improved, so that the levels of social and economic development are relevant for the economic units studied.

9.1.1 Research problem

Cholula did not avoid the health crisis, which affected the economic stability within the municipalities of San Andrés and San Pedro, and this is a reference as a generator of work for the inhabitant population in the different sectors, both public and private.

Before the pandemic, hotel occupancy ranged between 55% and 60% during the week, reaching up to 90% during holidays or weekends, the trend dropped drastically in March 2020, reaching 8%. In addition, shops and businesses were strongly affected; tour guides, for example, stopped their activity by 100% since March. Tourist trams, for their part, closed and now, after the reopening, they barely reach 20% of activity (Ricardez, 2020).

The Magical Towns Programme was created in 2001 with the intention of structuring a complementary and diversified offer within the country, whose objectives are focused on promoting a social approach with respect to human rights, fostering fair and balanced development among individuals and communities, strengthening innovation and diversification of the tourist offer and contributing to sustainable development by prioritising heritage conservation. (Government of Puebla, 2021).

Within the social dynamics, consumer behaviour has changed due to the permeability that social networks have had on users, among people who maintain an active account, WhatsApp and Facebook are the most used, with 98.9% and 96.1% of knowledge respectively. In this sense, consumers interact with brands, establish a relationship that affects the commercial dynamics of service providers as mentioned by Vázquez et al (2021) who refer that tourists are increasingly demanding, since those who have their smartphones or mobile devices within reach have a large amount of information to compare products and services and make the best decision according to their personal conditions.

Morán-bravo et al. (2021) have concluded that with the Pueblo Mágico distinction, Tlatlauquitepec has gradually improved the generation of permanent and temporary jobs, the actors involved (service providers) agreed that tourism has benefited the town of Tlatlauquitepec, which coincides with the economic inertia to the rise prior to the contingency caused by the Sars Cov 2 that reached growth of up to 6.7% where 15% of the income of the state of Puebla was contributed by the Magical Towns. (SECTUR, 2018).

To date, it is not known whether the municipalities of San Andrés Cholula and San Pedro Cholula have achieved full sustainable and economic development within the framework of the impact of the pandemic that allows for the fulfilment of the aforementioned objectives, which are aligned with the State Strategy for Magical Towns (Estrategia Estatal de Pueblo Mágicos).

9.1.2 Aim of the study

To assess the level of sustainable development achieved in the Pueblo Mágico de Cholula based on the analysis of the opinions of tourism businesses in the food and beverage sector.

9.2 Theoretical review

9.2.1 Economic units

According to INEGI, (n.d.) the economic unit is defined as an "establishment (from a small shop to a large factory) settled in a place permanently and delimited by constructions and fixed installations, in addition to the production and/or commercialisation of goods and/or services".

What the (DENUE) refers to regarding economic units is to inform the general public about the situation of companies in terms of economic activity, ranging from a small company to large companies according to their size and number of employees, as well as the geographical area where they are located.

This allows to know in a more specific way, the number of economic units within a given group in the business sector and helps to identify the establishments, both by their brand or social regime, as individuals or legal entities and reference points within this social framework. It allows to know in detail both the infrastructure and facilities, whether fixed or movable, to carry out their production and / or marketing of goods or services (INEGI, 2020).

9.2.2 Economic censuses

The Economic Censuses are a statistical information generation project carried out by INEGI; this body is responsible for helping to update the national geostatistical framework to obtain basic statistical information on all establishments producing goods, merchandise traders and service providers, in order to generate economic indicators for Mexico at a high level of geographical, sectoral and thematic detail.

The importance of the economic censuses is that they allow in a specific way, to know the multiple public, private and social projects regarding the economic characteristics of the country, which gives access to data at national, state and municipal level, regardless of the geographical area. In the same way, it allows to know the characteristics of the micro, small and medium enterprises, which contribute to the strengthening of the productivity of new emperors and already constituted companies. These economic censuses give the guideline to know the information of the country regarding the growth of companies, since the economic statistical censuses constitute the infrastructure as indicators of the GDP. Within this framework of economic study, different types of economic censuses can be found, which by the nature of each one allow different approaches such as the geographical area depending on the sector or branch of activity, even by the size of the company in which it can be measured by the number of employees, production value, income, net fixed assets and other factors necessary within the study of each company.

All the information collected during the census is published at national or state and municipal level, depending on each sector or activity within the nature of the study according to the Industrial Classification System of North America (SCIAN), within this body if the public wants more detailed and simplified information with special requirements of each economic sector of the country, it can be done through the microdata service, within the INEGI website. (INEGI, 2019)

9.2.3 DENUE

According to (INEGI) the creation of the DENUE, within the mandate of the Technical Standard for the Incorporation and Updating of Information in the Statistical Register of Businesses in Mexico and with the purpose of regulating and updating the statistical records of the companies and these can be published and allow the economic units to be known, This has generated more than fifteen versions of the DENUE, which has been presented through the INEGI census to more than 5 million economic units, which can be consulted on the website through the consultation process.

9.2.4 Sustainability

The ability to achieve sustained economic prosperity over time, while protecting the planet's natural systems and providing a high quality of life for people (CCGS, 2013).

Sustainability is a mechanism that lies between the balance of the environment and the correct use of natural resources, which has the primary objective of generating awareness for future generations and the correct use of natural resources.

The Royal Spanish Academy (RAE), states that the term sustainable is something that can be sustained by itself and on the other hand the term sustainable is a process that is maintained by itself. An example for sustainable is an economic development that does not need outside help and does not deplete existing resources (Social Responsibility, 2022).

9.2.5 Types of Sustainability

According to the United Nations (UN), it defines the concept of sustainability as the component of three axes that are present within this concept and that are a fundamental part of the functional mechanism itself: the economic part, the social and environmental part, which work together to achieve sustainability, that is to say they have the part of production in consumption without affecting the ability to meet future needs, within the social part is to work together with equity, accessibility, participation and institutional security formed with the third phase of the environment to be able to sustain human life; i.e. it requires that resources are used at a rate no greater than that of regeneration, and that the waste it receives is emitted no faster than it can be assimilated. (UCUENCA, 2020)

9.2.6 Cholula

San Andrés Cholula

General Description

In the Encyclopaedia of the municipalities of Mexico (H. Ayuntamiento de San Andrés Cholula, 2009):

"The municipality of San Andrés Cholula, is located in the central-western part of the State of Puebla, its geographical coordinates are the parallels 18° 59' 12" and 19° 03' 24" of north latitude and the meridians 98° 15' 06" and 90° 20' 42" of western longitude, it borders to the north with the municipality of San Pedro Cholula, to the south with the municipalities of Ocoyucan and the city of Puebla, to the west with the municipality of San Gregorio Atzompa and to the east with the city of Puebla" (Sistema Nacional de Información Municipal. SNIM, 2020)

Economic Activities

Within the primary economic activities it is observed that in the municipality of San Andrés Cholula corn and beans, legumes and fodder such as oats, grass and alfalfa are cultivated, also in terms of livestock, the inhabitants of the municipality carry out this activity by raising cattle, pigs, cattle and poultry for self-consumption, at the industry level, in San Andrés Cholula milk is industrialised to produce cheese, cream and desserts, also rustic furniture is manufactured and blacksmith work is carried out. (Vasquez, 2021)

Tourist Attractions

The municipality has tourist activities such as: the archaeological zone, architecture, religious paintings and murals, the observatory, the culture centre, spas such as Cristo vivo, Puerto Escondido, Los Laureles and Camino Real, as well as discos, nightclubs and restaurants. (Destinos México Programme, 2022).

It has architectural monuments such as the Parish Church of San Andrés Cholula, the Church of San Andrés, the Church of San Gabriel whose construction dates back to the first third of the XVII century and whose main façade bears the date of 1630.

According to the INAFED, San Andres has other tourist attractions such as the Archaeological Zone of Cholula; these archaeological ruins constitute one of the most impressive relics of the pre-Hispanic era and is dedicated to the Rain God Chiconahui Quiáhuatl. It is considered as the biggest in the world, it has a surface of 4200 square metres and an approximate height of 54 metres, it has a Museum of site, this place consists of only two rooms.

Another attraction is the Church of Los Remedios, which is built on top of the pyramid and was dedicated in 1594 to the Virgin of Los Remedios. There is also the Church of Santa Maria Tonantzintla in the town of Poblacion de Santa Maria Tonantzintla which means "Place of Our Little Mother". The Church of San Francisco Acatepec was built in the 17th century and is considered a masterpiece of Mexican Baroque.

The National Institute of Astrophysics, Optics and Electronics is located in the town of Tonantzintla and was inaugurated on 17 February 1942. Numerous research projects have been carried out there and there have been important discoveries worldwide, such as the discovery of supernovae (Destination Mexico Programme, 2022).

9.2.7 Commerce and services

There are grocery and miscellaneous shops, fruit and vegetable shops, bakeries, glassware and butcher's shops, food production services, hotel services, nightclubs, as well as a concentration of discotheques and fast food establishments. There are also automobile, bicycle and electrical appliance repair shops.

San Pedro Cholula

The Encyclopaedia of Mexican Municipalities (2009) states that:

"The municipality of San Pedro Cholula is located in the central-eastern part of the state of Puebla. Its geographical coordinates are: parallels 19° 01' 30" and 19° 06' 42" north latitude and meridians 98°15'06" and 98°24'00" west longitude. The municipality borders to the north with the municipalities of Juan C. Bonilla, Coronango and Cuautlancingo, to the south with the municipalities of San Gregorio Atzompa and San Andrés Cholula, to the east with the city of Puebla, to the west with the municipalities of San Jerónimo Tecuanipan and Calpan" (Sistema Nacional de Información Municipal. SNIM, 2020)

Economic activities

In the municipality of San Pedro Cholula, as far as agriculture is concerned, grains such as corn, beans, broad beans, alfalfa and maize are produced, cactus and vegetables such as onion, coriander, radish, cauliflower, cabbage, lettuce and cucumber are also cultivated, fruits such as avocado, pear, plum, apricot, peach, apple and capulin are also grown, and there are large extensions of land dedicated to this activity. In terms of industry and transformation, the municipality produces cider and food products, as well as partition walls, bricks and clay tiles (Vasquez, 2021).

Tourist Attractions

In the Encyclopaedia of the municipalities of Mexico it is stated that:

"The municipality is known nationally and internationally for having been a historical ceremonial centre of pre-Hispanic cultures. Nowadays, the archaeological rescue has provided the opportunity to contemplate part of the pyramid and a religious temple erected on the top of the hill where the pyramid is covered. Other attractions are:

The Franciscan convent, and the 45 religious temples found in the area, the portals of the Main Square, its colonial city layout and its provincial architecture, it has a museum-house and cultural centre where paintings and murals, handicrafts are displayed. There is also the University of the Americas, with colonial architecture and abrupt spaces, spas and the regional fair "Pilot of Cholula" that takes place from September 2nd to 16th. It also has discotheques for dancing and restaurants". (National Municipal Information System. SNIM, 2020)

Services and commerce

It has a wide variety of cafes, restaurants and restaurants, bars, discos, nightclubs, nightclubs, spas; there are also repair shops for cars and trucks, bicycles, electrical and electronic equipment, and household goods, professional assistance services and financial institutions, offers a variety of establishments where you can find basic and second necessity items such as: food, drinks, clothing and footwear, furniture for the home and industry, electrical and electronic equipment, stationery and hardware, books, records, medicines, and agencies for the purchase and sale of automobiles.

Magical town

According to the Ministry of Tourism (SECTUR), a Magical Town is a locality that has symbolic attributes, legends, history, transcendent events, everyday life, in short, magic that emanates in each of its socio-cultural manifestations, and which today represent a great opportunity for tourism development.

"The Magic Towns Programme has been operating since 2001 and arose as a response to the need to support those municipalities with tourist potential, which were not being attended to in a direct and coordinated manner by the programmes until then applied by the Federal Government and State Authorities, and which needed new schemes and instruments to get out of the socio-economic lethargy, as well as to motivate their development and prosperity; or in their case they were supported in a discretionary manner and without previously visualised projects. It was observed that in those years, 5 or 6 consolidated destinations were supported and there was a need to demonstrate that Mexico was much more than that. However, there was no organised way to implement programmes, strategies and actions to support municipalities that were likely to grow and develop in tourism" Programa de Pueblos Mágicos (2012).

According to Arellano et al., (2021), the Magical Town denomination promotes the economy through the maintenance of the different places, a higher hotel occupancy and the increase in the registration of the number of tourists. On the social side, it brings more unity and a sense of belonging among the community, and determines the most in-demand tourist sites. On the physical side, it seeks to continuously improve the image and infrastructure and offer higher quality tourism services (Arellano, Rojas, & Larios, 2021).

Cholula obtained the Magical Town designation jointly with the municipalities of San Andrés and San Pedro, joining the Magical Towns programme in 2012 (Secretaria de Turismo. SECTUR, 2019). This enhances levels of well-being and increases employment, and also allows the economy of a particular region to grow by taking advantage of its resources, culture, infrastructure, services offered, as well as natural attractions and innovation, while preserving ancestral traditions. (Pérez, et al., 2021)

9.3 Methodology

This is a quantitative research with a descriptive scope, based on a methodology developed by the Business and Administration Network (REDAYN) in the Sustainable Tourism Dynamism Project. An instrument was designed with 35 items grouped into four categories: business characteristics, marketing, sustainability and customer service, with a 5-point Likert scale.

Once grouped, we resorted to the technique of content validation of the instrument, which "refers to the degree to which an instrument reflects a specific content domain of what is measured" (Hernández et al., 2014), according to Kerlinger et al., (2002) content validity is quantifiable through concordance indices between the evaluations of judges or experts of the research topic. (Hernández, Fernández, & Baptista, 2014).

The method of content validity by experts used is the one proposed by Prat et al. (2005), which consists of two phases: the first refers to the classification and location of the items in a construct or variable, and in the second phase, the evaluation of their degree of relevance is carried out.

The population was determined with data based on the National Statistical Directory of Economic Units (DENUE) of INEGI, selecting businesses by activity related to tourism (hotels, spas, hot springs, tourist services, craft shops, restaurants, among others) in the municipality of Cholula, obtaining a population of 875 businesses. The sample was calculated with an error of 5% and a confidence level of 95%, consisting of 268 businesses, the questionnaire and sample calculation was prepared by the steering committee of the Business and Administration Research Network (RedAyN).

The instrument was applied to 268 entrepreneurs and managers who had a business with tourism-related activity, of which 126 are associated with food and beverage processing in the months of March and April 2022.

Of the 35 items selected, the research team chose 13 which are directly related to sustainability in its three dimensions; economic, social and environmental.

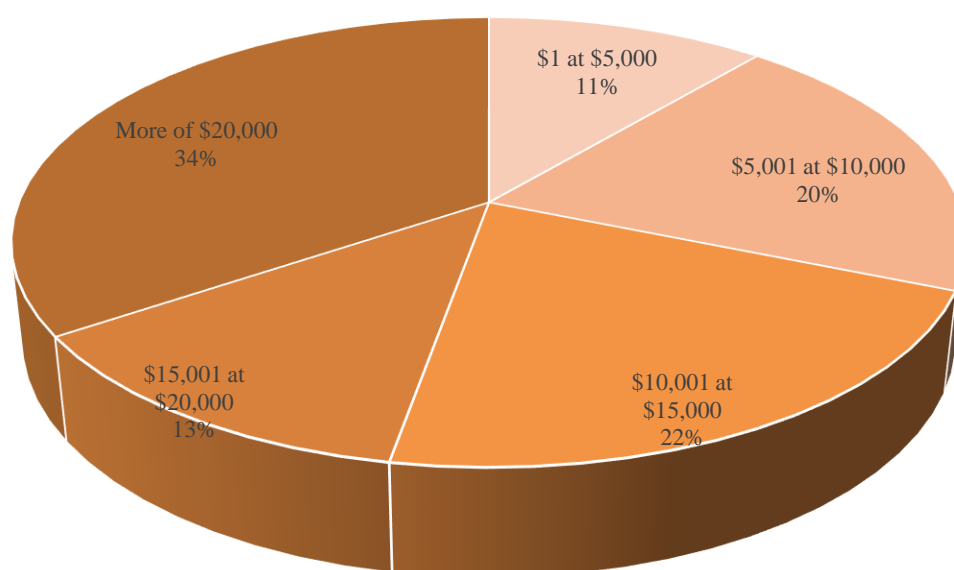
The instrument applied was designed by the Business and Administration Network (RedAyN) in the Sustainable Tourism Dynamism Project, which was applied to the above-mentioned district - Pueblo Mágico de Cholula - and can later be compared with the rest of the localities studied.

9.4 Results

Given the objectives of the present study and derived from the cross-cutting nature of the Sustainable Tourism Dynamism Project, 13 items were chosen to evaluate the economic, social and environmental sustainability achieved according to the opinion of the entrepreneurs.

In principle, with respect to the monthly economic income of the tourism businesses associated with food and beverage processing (Figure 9.1), 34% corresponds to businesses with an income of more than \$20,000 pesos per month, 22% corresponds to businesses with an income of \$10,001 to \$15,000 and the lowest ranges correspond to businesses with incomes of \$15,001 to \$20,000 and \$1 to \$5,000 respectively. It is worth noting that 83% of the surveyed companies correspond to the nano, micro, small or medium-sized company stratum.

Figure 9.1 Income range Gastronomic offer 126 UE



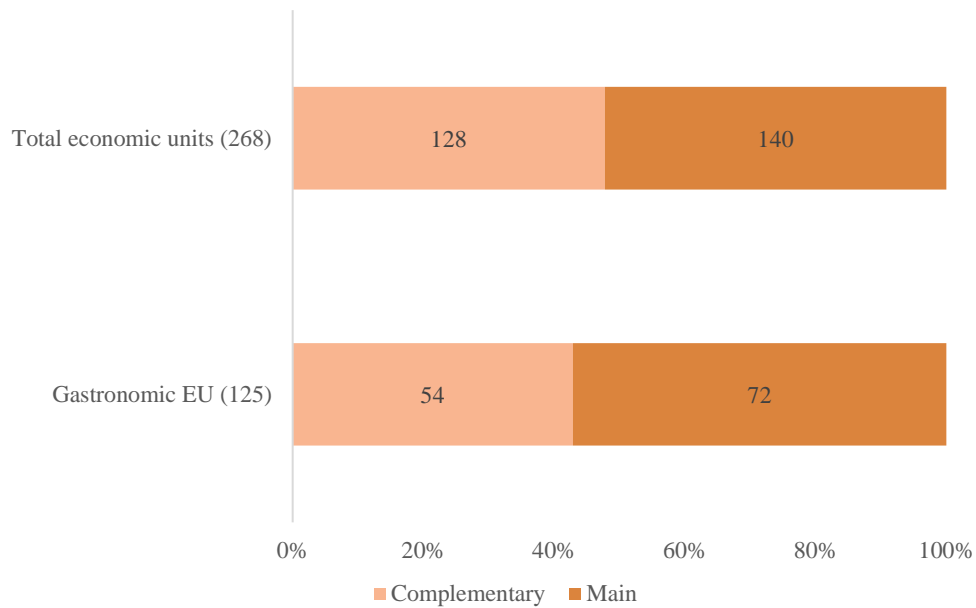
Note: Gastronomic offer corresponding to 126 Economic Units associated with the elaboration of food and beverages.

Once the economic income had been identified, the nature of the tourism activity of both the tourism economic units and the gastronomic units was analyzed. It can be seen in Figure 9.2 that 51% of the enterprises, tourism represents a complementary activity, while for the gastronomic enterprises, tourism represents a main activity with 58%.

With regard to environmental care, as can be seen in Figure 9.3, 79% of the gastronomic economic units have implemented actions for the care and conservation of the environment and natural resources, so that sustainable development has been achieved in the environmental area.

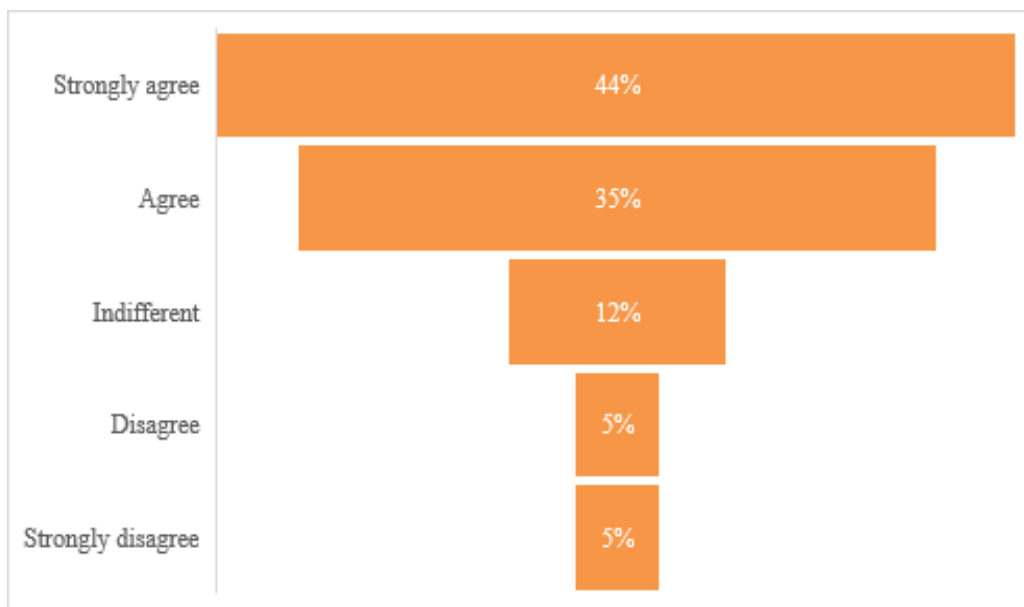
On the social issue, as can be seen in figure 4, 90% of the economic units have followed the provisions of the authorities in terms of care and access to the business, so that the Magical Town of Cholula has achieved an important social development in terms of gastronomic economic units.

Figure 9.2 Nature of tourism activity. Comparison of the Gastronomic Economic Units



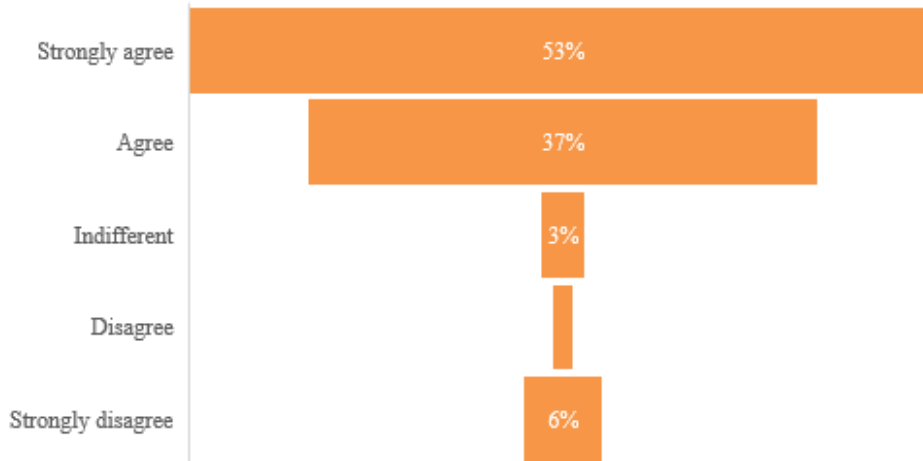
Note: Comparison of the Gastronomic Economic Units with respect to the total sample surveyed.

Figure 3 Environmental care. Actions for the care and conservation of the environment and material resources of the Gastronomic Economic Units



Note: Actions for the care and conservation of the environment and material resources of the Gastronomic Economic Units

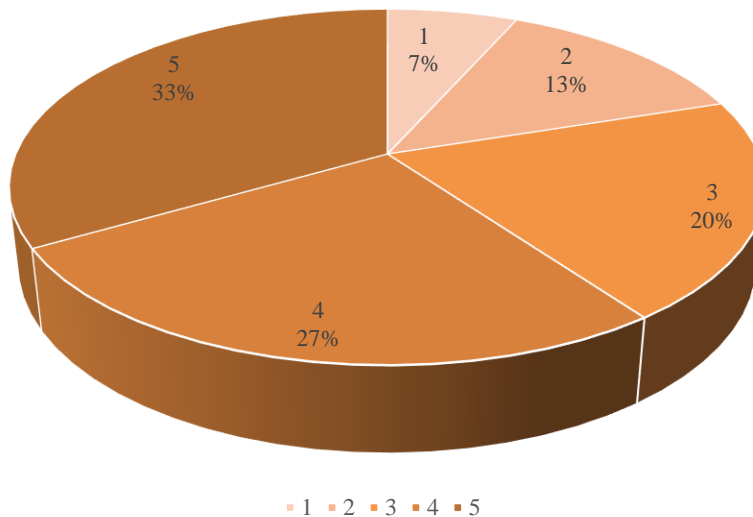
Figure 9.4 Social Development of the Gastronomic Economic Units. Figure 4. Monitoring of the authorities' provisions on care and access to the business of the Gastronomic Economic Units



Note: Monitoring of the authorities' provisions on care and access to the business of the Gastronomic Economic Units.

In Figure 9.5, it can be seen that 60% of the economic units consider that the quality of life of the entrepreneurs and the population has improved, so that the levels of social and economic development are relevant for the economic units studied.

Figure 9.5 Quality of life for entrepreneurs and the population. Perception of the Gastronomic Economic Units to the question. Do you consider that the quality of life of the entrepreneurs and the population has improved?



Note: Perception of the Gastronomic Economic Units to the question Do you consider that the quality of life of the entrepreneurs and the population has improved?

9.5 Discussion

According to the UN, sustainability is composed of three axes, which are a fundamental part of this concept. In order to carry out the analysis, three items were chosen equally for each of the axes: economic, social and environmental, and one item that would allow a general evaluation of sustainability, giving a total of 13 items that allowed the sustainability of the gastronomic economic units to be evaluated. Relevant behaviours were observed in the economic units, 90% of them followed the provisions of the authorities in terms of care and access to the business, so that the Magical Town of Cholula has achieved a significant sustainable development in what refers mainly to establishments that sell food and beverages.

In the economic axis, according to the category of Tourist Service providers, 83% of the enterprises are nano, micro, small and medium-sized; that is, they are enterprises with up to 100 workers. A third of the economic units have an income of more than \$20,000, in second place and with a very similar proportion with 20 and 22% are the incomes of \$5,001 to \$10,000 and \$10,001 to \$15,000 respectively, in addition to this, 60% of the economic units consider that the quality of life of the entrepreneurs and the population has improved, so the levels of social and economic development are relevant for the economic units studied.

Within the social part that corresponds to working together with equity, accessibility, participation and institutional security, 90% of the economic units have followed the provisions of the authorities in terms of care and access to the business, so that the Magical Town of Cholula has achieved an important social development in terms of gastronomic economic units.

It is imperative to mention that according to the State Strategy of Magical Towns that there is still work to be done, the economy with a social approach with respect to human rights needs to be developed, fostering fair development - which is the fundamental premise of sustainability - is considered as an element to be promoted as a scheme of social responsibility in business.

In terms of communication and economic development, it is necessary to review the performance that social networks and communication strategies have contributed to the various activities and economic relations, as they were incentives in the economic contraction and in its recovery, which reaffirms what was observed by the Mexican Internet Association in validating Facebook and Whatsapp as the most popular among economic units, thus reaffirming what Vázquez et al (2021) refer to, as visitors and customers are indeed of significant importance thanks to the active role that these social networks allow.

Although economic growth of up to 6.7% was observed as reported by SECTUR with a 15% contribution to the economy by the Magical Towns in the years prior to the pandemic, it is necessary to pay attention to the employment indicators mentioned by Moran-Bravo and others as this element will be part of the measurement of the real recovery of the tourist destination in question.

Finally, the third phase corresponds to the environment, where in order to sustain human life, the resources used must be at a rate no greater than that of regeneration, and the waste received must be emitted no faster than it can be assimilated. 79% of the gastronomic economic units have implemented actions for the care and conservation of the environment and natural resources, so that sustainable development has been achieved in the environmental field.

9.6 Conclusions

One of the sectors most affected by the COVID-19 pandemic was Tourism, although the government has taken measures to mitigate the economic impact on households and businesses, the sector will have to adapt to the new normality after the pandemic, but in the longer term.

To the initial objective of assessing the level of sustainable development that has been achieved in the Magical Town of Cholula based on the analysis of the opinions of tourism businesses in the food and beverage sector, it can be determined that despite the pandemic Cholula has developed favourably.

The Magical Towns programme was created in 2001 with the intention of structuring a complementary and diversified offer within the country, in addition to the sustainable development implicit in the programme's mission, it is necessary to bet on mechanisms to strengthen the innovation and diversification of the tourist offer.

Through a design of public policies based on the diagnosis and review of the literature that takes into account the areas of opportunity that need to be strengthened, such as economic development under a generalised social approach, not populist or paternalistic, which should be oriented towards the responsible management of the environment without compromising the economic interests of business, the strengths that must be preserved as seen in the environmental culture learned, especially by the management of hygiene and sanitation in internal processes and mainly the control and estimation of threats such as the pandemic.

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