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In Pro-Research, Teaching and Training of human resources committed to Science. The content of the articles and reviews that appear in each issue are those of the authors and does not necessarily the opinion of the editor in chief.

In Number 1th presented in Section of Education an article *Administrative management division of economics and administrative and its impact on the quality of education* by *ESPINOZA-Francisco†**, *RASCÓN-Luis & LÓPEZ-Francisco*, with adscription in the University of Sonora, in Section of Crowdsourcing an article *Personal and social factors that influence female entrepreneurship in Mexico* by *ELIZUNDIA-María †*with adscription in the Universidad Nacional Autónoma de México, in Section of Operation of academics corps an article *Production and reproduction of cultural capital incorporated women in the CA- USFX-Bolivia* by *CANDIA-Gabriela†*, with adscription in the Universidad de San Francisco Xavier de Chuquisaca-Sucre, Bolivia, in Section of Regional devolpment an article *Socio-economic Outlook Municipality of Calakmul* by *FAJARDO-Edith†*, *CRUZ-Andrea*, *PÉREZ-Luis*, *BARRERA-Francisco & MEDINA-Fernando*, with adscription in the Universidad Autónoma de Campeche, in Section of Fiscal an article *Differential inclusion approach to the stock market dynamics and uncertainty* by *Stanislaw RaczynskiRACZYNSKI-Stanislaw†*, with adscription in the Universidad Panamericana, in Section of Architecture an article *Vernacular tradition in the Cemetery of San Bernardino Tlaxcalancingo, Puebla* by *Valerdi-María†*, *Sosa-Jorge*, *Santiago-Gloria & Artilles-Dora*, with adscription in the Universidad Autónoma de Puebla, in Section of Networks an article *Networking: The Key for collaborative work in Higher Education. Case of the Mexico's Postgraduate Students in Education Network* by *RAMOS-José†*, *MENÉNDEZ-Alejandro*, *DÍAZ-Dafne*, with adscription in the Instituto Politécnico Nacional, respectively.

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Instructions for Authors

Originality Format

Authorization Form

Administrative management division of economics and administrative and its impact on the quality of education

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Universidad de Sonora.

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Abstract

In universities, the constant search for quality degree programs that offer is a given constant demand for them, which is why these along with the faculty constitute a cornerstone of continuous improvement to achieve the objectives of the plan institutional development.

The administration as a means to achieve quality education and the goals of the institution form the body of action to follow within a framework of continuous improvement.

Administrative Management, Quality.

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Introduction

The current global environment has important implications for higher education. According to the World Conference on Higher Education of UNESCO, held in Paris in July 2009, several dynamics that are deeply transforming. First, linked to population growth, has accelerated the growth of the demand for higher education, increasing global enrollment by 53% in the last decade, involving 51 million new students since 2000. The second factor is diversification of higher education institutions, noting that about 30% of the global tertiary education enrollment is serviced by private educational. The third is the impact they have had the information technology and communication that have revolutionized the process of teaching and learning, and the generation and application of knowledge. The fourth is globalization, reflected in the development of academic networks, exchange, cooperation and international mobility of scholars and students. In fact, as a result of globalization, 20% of higher education students spend part of their time studying in a foreign country (INSTITUTIONAL DEVELOPMENT PLAN 2009-2013).

Justification

The obligation of the institutions of higher education to provide a quality education is critical to the continued emergence of educational institutions competing to attract the limited number of graduates from high school by offering quality education.

It is critical to know the internal management processes and their impact on education for the implementation of continuous improvement processes.

In the present investigation is to determine the impact on education of the administrative process and the perception of students of different degrees in the Division of Economic and Administrative Sciences, on the quality of education they receive and determine the effectiveness of administrative management.

OBJECTIVE (S)

General:

- Analyze processes or administrative MANAGERIAL n for continuous improvement of educational quality and the perception of students on ion impact.

Specific:

- N Measure the perception or the quality of education of students.

Goals:

- Determine the effectiveness of the administrative management.

Research Type

This research is exploratory and does not attempt to give an explanation of the problem, but only to collect and identify general background, quantifications, and topical issues regarding the research, suggestions of related issues that should be examined in depth in future research. Browse understudied issues or problems or that have not been addressed before; Investigate trends and identify potential relationships between variables.

Sampling

The research will be conducted through stratified random sampling, where all elements of the universe, in this case the degrees of the Division of Economic and Administrative Sciences, University of Sonora, within each stratum have the same probability of being selected. The sample size was determined by the following formula (Anderson, 2004):

Stratified sample

Considering the size structure of the Division, the stratified sample results in the 174 students surveyed, which correspond to each stratum:

| What is studying Bachelor? | | | | | |
|----------------------------|---------------------------------------|-----------|------------|---------------|--------------------|
| | | Frequency | Percentage | Valid Percent | Cumulative Percent |
| Valid | Lic. In Accounting | 43 | 24.7 | 24.7 | 24.7 |
| | Lic. In Business Administration | 49 | 28.2 | 28.2 | 52.9 |
| | Lic. Economics | 7 | 4.0 | 4.0 | 56.9 |
| | Lic. Administrative Computing in | 14 | 8.0 | 8.0 | 64.9 |
| | Lic. In Marketing | 30 | 17.2 | 17.2 | 82.2 |
| | Lic. International Business and Trade | 19 | 10.9 | 10.9 | 93.1 |
| | Lic. In Finance | 12 | 6.9 | 6.9 | 100.0 |
| | Total | 174 | 100.0 | 100.0 | |

Table 1

The main goodness of simple random sampling is that "if the strata are homogeneous, the method of stratified random sampling will produce results as precise as simple random sampling, but with a smaller total sample size" (Anderson, 2004, p. 274).

Administrative Management

Management is a holistic management approach of an institution in establishing its objectives, vision, mission, values, strategies, structure, organization, resources, and means of achieving them, processes for carrying out the activities to achieve.

The objectives the application of resources, means or instruments, evaluation and improvement of their performance.

Administrative management in institutions of higher education requires several duties that lead to achievement of the objectives they deem relevant to the achievement of the vision it has set as a goal for the future and why should every day to work for actual achievement, which is relevant for a measured and transparent budget management, planning and scheduling plans and academic programs, the training of human resources, effective communication and management of timely and validated information for decision making. A considerable part of these factors in turn depends on strong leadership to promote effectively the measures necessary to achieve the vision proposed measures.

These managers, while having profound knowledge in their professional area and extensive experience in teaching, research or the dissemination of culture, may lack the qualities, skills, experience and knowledge in the management of educational institutions, which could hinder the achievement of different educational gear subsystems to respond to environmental demands. Some of the qualities, characteristics or skills that managers should compile an educational institution, among others, can be summarized as follows:

- Academic Leadership (enjoy the recognition of students as a good teacher and community appreciation of the academic institution, have recognition as a distinguished scholar in teaching, research and / or the diffusion of culture).

- Strategic Attitude (vision and mission of the university, planning, management control, organizational structure, human resource management, communication and information).
- Meet broadly higher education policies of UNESCO, OECD, SEP, ANUIES, CIEES, CONACYT and internal institution and the specific academic institution policies.
- Thorough knowledge of the laws of the institution collateral including their collective bargaining agreements.
- Pro-activity, empathy, interdependence, creativity and consistency to seek consensus and reduce conflict, subject to the laws of the institution.
- Maintain good relations with graduates of the institution, with the productive sector and the government sector.
- Institutional and adherence to university legislation.
- Love for the institution and for the welfare of society.
- Ethics and respect for the individual, regardless of gender, race, nationality, religion or ideology.

The administration as a means to achieving quality in education is at all times and in all educational organization the cornerstone of support that would achieve the necessary changes to give some direction to the vision that the organization has raised as a goal objective.

Principle of managing for quality

The quality management system is a management organizations based on the principle of doing things right. But to assume that doing things right the integrity of those involved in the production process is as important as the effectiveness of leadership to lead the mission of the organization focused on meeting the needs of users, customers or clients (Lepeley, 2001 , p. 6-7).

The client is a person who has a need and satisfy it acquires a product or service. Such acquisition gives the right to obtain the benefit and the expected quality.

Customers are important, because if there were people with needs or tastes for specific products or services, there would be no demand and the organization would have no reason to exist. .

The implementation of a model of quality management leads the organization in a direction that begins by Inform people working in the organization on new principles that underpin the quality and training in the use of management techniques to improve the quality (Cavassa, 2002, p. 20).

Industrial society has given way to a society of services and information. This requires a profound change in the skills and competencies required in professional education (Ferrández, 2000), which were previously only required for certain positions. Institutions and professional success of this future will be those that are developing new capabilities to the new environment, implying that past success does not guarantee future success (Fernández, 2001, p. XXV).

The new skills needed to adapt to rapidly changing society oblige education professionals to be flexible, adapt and live in a changing environment (González Soto, 2000); to learn, unlearn and relearn; to be true leaders, creative and able to anticipate the developments (Fernández, 2001, p. XXV)

Knowledge management for achieving educational quality

Knowledge management and intellectual capital is a practice of putting into operation the means to that knowledge, whatever its origin, can be disseminated, distributed and used for the benefit of the institution (Fernández, 2001, p. 177).

The only way to keep alive an institution is to let the creative people to promote change. The institution does everything according to the rules and stifles creativity lacks flexibility. The innovative elements of creativity are the very essence of the vitality of an institution system (Fernández, 2001, p. 172).

The leadership change.

Based on the level of leadership in the amount of change and the complexity of its implementation, experience shows that in situations with high amounts of change and increase the institution should be geared towards leadership, and increased complexity of implementation greater need for management part of the address. The address becomes critical element of the new situation, along with the people processes and structure of the institution (Fernández, 2001, p. 192)

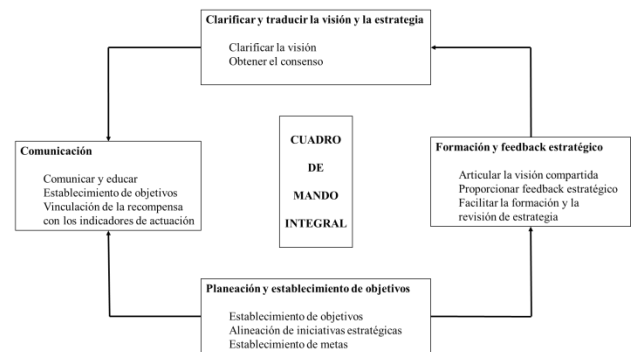


Figure 1

The work of the directors and officers expectations.

The criteria for improving the quality of management of the directors, in addition to expressing appropriate as a good humor, sense of proportion and dedication to his work personal qualities, capabilities must disclose:

- No communication or prop or sites of specific language educational school administrators, staff, students and parents.
- No address or effective teachers and pupils.
- No systematic revision or to Ethics of t curr ass leading to the introduction or n-promoting actions of multiculturalism, integration or n of pupils with special educational needs, minicomputers and Rating for ion.
- Evaluation or n, or n including revision of syllabi and schemes of work.
- CHERISHING ion performance and development of teachers (Wilson, 1992, p a g. 46).

Different concepts of educational quality

Quality Concept

It is often said that "quality" education is a relative concept, for several reasons. It is relative to who uses the term and the circumstances in which it invokes. Similarly, relativism has another perspective because the quality is similar to the true nature and beauty and is an ideal difficult to compromise. This leads to the conclusion that "quality" also is a term that carries the user settings, thus being highly subjective (Gonzalez, 2008, p. 249).

The word quality is understood and defined for a long time-several centuries ago, and its use indicates the set of final attributes of a product or service that allows a judgment of value about him. However, when it comes to educational quality and total quality we have to consider other reasons that have been defined according to their own philosophies or systems which are concerned for quality researchers as prestigious Deming, Crosby, and Juran Isikawa. Quality is meeting the requirements in ISO 9000, comply with the specification, establish a relationship between efficiency and the agreement offered so received or expected, with those features of the product or service that really meets the needs of the client, understood as the value through profit perceived by the customer leaves result in satisfaction, however when talking about quality in education is clear that we enter into another context, raise the value in all cases is to increase profit and also raise the quality to the customer in terms of qualitative and quantitative values. When we talk about educational quality definitely talk about other areas such as social, relevant education and socially contributes to national development, education to raise the level of development of society in the interests of a better quality of life, or all the social context (Ramirez, 1998, p. 19-25).

The definition of the quality of education must be related to the ability to meet the needs of the learner, and from the attention of the capacity of the learner to maximize their ability to examine their interests; discuss their problems; analyze information that allows you to address these problems, and find the most appropriate solutions (Alvarez-Tostado, 1997, p. 60).

Pirsig (1976) relates to the Greek arete quality means excellence << function >> since the elements considered each object, institution or individual has a special role to play. From this definition, the role of the teacher appears as plan and deliver a curriculum to their students and evaluate their success. But there must be an optimal curriculum for each student, as a member of a class consisting of students from a variety of capacities and needs (Wilson, 1992, p. 34).

And how can you measure the quality of an education system? As the quality of an education system can be measured from the point of view of the goals society assigns (Alvarez-Tostado, 1997, p. 18) are met.

Quality Assurance

The term quality assurance refers to the policies, attitudes, actions and procedures necessary to ensure that they maintain and raise the quality and therefore the quality is the responsibility of each institution, and these are expected to be responsible for offering it (National Association of Universities and Institutions of Higher Education, 2001, p. 38-45).

Society demands of educational institutions with the exercise of their activity requirements ensure that the labor market demand for the integration of students and to take experiences and ideas contributed by those who benefit from its activity (companies, students, teachers, etc.) (Fernández, 2001, p. XXVII).

Perhaps many customers (students and families) know not explain the required quality, but perceived, and so transmitted to other customers and potential customers; This is why you need to analyze and transform the processes of an institution; The product or service you offer is the end result of one or more processes, and if the goal is to improve the product or service can only be achieved by working on the processes and / or the end result. If processes improves the final result (Fernández, 2001, p. 61) are improved.

Main indicators of educational quality to consider in Public Higher Education (Vargas, 2007, p 19.)

- Relevant curriculum proposals with global contextual demands.
- Equitable access to the student population or n.
- É acad mico level and availability of teachers.
- Systems of student benefits to less favorable socio cally or populations n.
- É acad mico student performance.
- Characterisation of the population or n or n student.
- Ion relationship and investment budget or social n.

- Flexible administrative processes.
- Articulation with the investigation or n or n high level and its relevance to social reality.
- Quantity and quality of their publications.
- Access and use of advanced technology as í service academy.
- Cooperation links or national and international scales.
- Visi humanist or n or n in professional formation.

Definition of educational quality assessment bodies

Today educational quality is less about memorization and the acquisition of higher level skills; equity no longer means the same for everyone, but address the different needs in order to ensure equal learning opportunities, and efficiency is not measured by the lowest cost, but in terms of optimizing the educational productivity, analyzing the relationship between inputs, processes and outcomes. These redefinitions are also implying the need to redirect the functioning of education systems to achieve results defined in these terms, which enter directly the problem of the management and the current difficulties of political, technical and administrative governance (UNESCO, 2004, p . 7).

The quality of the education system lies not only in the level of student learning, but reflects the coherence relations between all components of the system itself.

In this perspective the quality of education comprises several dimensions: relevance and importance, expressing the coherence between education and the needs of students and society, respectively; efficiency, which reflects the consistency between expected and products aims--the actually achieved; the adequacy of resources of all kinds and efficiency of use, resulting in consistency between inputs and processes with products made with them. The concept of quality can not be divorced from equality, can not be considered as good an unequal education. The quality of education also considers not only its short-term effects, but also its impact on adult life. The concept of quality of the National Institute for Educational Evaluation (INEE) is taken into account, then, the set of components -context, inputs, processes and products with its elements and the relationships between them ((INEE education system) , 2006, p. 9).

Analysis and interpretation of results.

Administrative Management (Its impact on the quality of education) = f (V1, V2, V3 and V4)

Variables

- V1: Professional Practices (PP)
- V2: Social Service (SS)
- V3: Administrative Processes (PA)
- V4: Faculty Development (CD)

Analysis.

For the formulation of conclusions, instruments that were used to collect information and support of this analysis were fed into the program IBM.SPSS.Statistics.v21 which yielded results that validate this research.

| Statistical reliability | | |
|-------------------------|--|---------------|
| Cronbach's alpha | Cronbach's alpha based on the established elements | N of elements |
| .916 | .925 | 21 |

Table 2

The validation of the instrument using Cronbach's Alpha, gives a degree of confidence $r = .916$ for the data collected, which gives certainty and reliability to infer the statistical results.

According to the size of the sample that yielded the general formula, the size of each of the layers "n", which was determined for the statistical program determined a frequency table with which we verify that each of the strata were properly represented with the size corresponding to each of them.

In the present investigation the four variables were tested, professional practices, social service and student mobility, management and continuous improvement process and ongoing training of teachers.

| Statistical | | | | | | | |
|-------------|-------|--------|--------|--------|--------|--------|--------|
| | | ITEM 1 | ITEM 2 | ITEM 3 | ITEM 4 | ITEM 5 | ITEM 6 |
| N | Valid | 174 | 174 | 174 | 174 | 174 | 174 |
| | Lost | 0 | 0 | 0 | 0 | 0 | 0 |
| Media | | 5.81 | 5.54 | 5.87 | 5.58 | 5.72 | 6.03 |
| Std. typ. | | 1.378 | 1.224 | 1.202 | 1.304 | 1.270 | 1.190 |

Table 3

The dependent variable Internships counted a total of six independent reagents, which showed an average each of $M = 5.81, 5.54, 5.87, 5.58, 5.72, 6.03$ respectively, which shows a clear trend towards recognition of administrative management and its contribution to the achievement of quality education.

| Statistical | | | | |
|-------------|-------|--------|--------|--------|
| | | ITEM 1 | ITEM 2 | ITEM 3 |
| N | Valid | 174 | 174 | 174 |
| | Lost | 0 | 0 | 0 |
| Media | | 5.26 | 5.44 | 5.44 |
| Std. typ. | | 1,308 | 1,260 | 1,353 |

Table 4

The Social Service and Student Mobility as a dependent variable counted a total of three independent reagents, which showed an average each of M = 5.26, 5.44, 5.44 respectively, which shows a clear trend towards recognition of the administrative management and its contribution to the achievement of quality education.

| Statistical | | | | | | |
|-------------|-------|--------|--------|--------|--------|--------|
| | | ITEM 1 | ITEM 2 | ITEM 3 | ITEM 4 | ITEM 5 |
| N | Valid | 174 | 174 | 174 | 174 | 174 |
| | Lost | 0 | 0 | 0 | 0 | 0 |
| Media | | 5.31 | 5.52 | 5.43 | 5.31 | 5.58 |
| Std. typ. | | 1,311 | 1,469 | 1,204 | 1,275 | 1,419 |

Table 5

The administration and the process of continuous improvement as the dependent variable had a total of five independent reagents, which showed an average each of M = 5.31, 5.52, 5.43, 5.31, 5.58 respectively, which shows a clear trend recognition of the administrative management and its contribution to the achievement of quality education.

| Statistical | | | | | | | |
|-------------|-------|--------|--------|--------|--------|--------|--------|
| | | ITEM 1 | ITEM 2 | ITEM 3 | ITEM 4 | ITEM 5 | ITEM 6 |
| N | Valid | 174 | 174 | 174 | 174 | 174 | 174 |
| | Lost | 0 | 0 | 0 | 0 | 0 | 0 |
| Media | | 5.83 | 5.63 | 5.30 | 5.83 | 5.83 | 5.66 |
| Std. typ. | | 1,314 | 1,318 | 1,582 | 1,288 | 1,237 | 1,380 |

Table 6

Continuous training of teachers as the dependent variable It had a total of six independent reagents, which showed an average each of M = 5.83, 5.63, 5.3, 5.83, 5.83, 5.66 respectively, which shows a clear trend of recognition for administrative management and its contribution to achieve quality education.

| Statistical | | | | | |
|-------------|-------|---------|---------|---------|---------|
| | | PPN | SSN | PAN | CDN |
| N | Valid | 174 | 174 | 174 | 174 |
| | Lost | 0 | 0 | 0 | 0 |
| Media | | 7.9294 | 7.2989 | 7.3831 | 7.7969 |
| Std. typ. | | 1.69610 | 1.90993 | 1.93107 | 1.90811 |

Table 7

The values of Likert once standardized scale (0-10) yielded a value easy to interpret for Internships normalized to 7.9294, Social Service Standard of 7.2989, Administrative Processes Standardized 7.3831 and Faculty Normalized 7.7969; it shows a clear trend towards achieving the quality of each of the dependent variables normalized.

| Correlations | | | | | |
|---------------------------|---------------------|---------|---------|---------|---------|
| | | PPN | SSN | PAN | CDN |
| Internships standard | Pearson Correlation | 1 | .449 ** | .505 ** | .511 ** |
| | Sig. (Bilateral) | | .000 | .000 | .000 |
| | N | 174 | 174 | 174 | 174 |
| Social Service Standard | Pearson Correlation | .449 ** | 1 | .406 ** | .380 ** |
| | Sig. (Bilateral) | .000 | | .000 | .000 |
| | N | 174 | 174 | 174 | 174 |
| Business Process Standard | Pearson Correlation | .505 ** | .406 ** | 1 | .624 ** |
| | Sig. (Bilateral) | .000 | .000 | | .000 |
| | N | 174 | 174 | 174 | 174 |
| Faculty Standard | Pearson Correlation | .511 ** | .380 ** | .624 ** | 1 |
| | Sig. (Bilateral) | .000 | .000 | .000 | |
| | N | 174 | 174 | 174 | 174 |

** . Correlation is significant at the 0.01 level (bilateral).

Table 8

The correlations of the dependent variables yielded standardized results. ** Correlation is significant at the 0.01 level (bilateral), which shows that the inferences made on the statistical data for this study have a minimum for each error.

Statistical analyzes yield results that indicate that administrative processes impact the achievement of quality, and implementation of methods, models, procedures and administrative certifications must be paramount to the achievement of corporate goals.

Recommendations.

Today the organizations that support their recognition on quality, choose to be certified administrative processes, for which there are certifying bodies, ISO 9000, which require organizations to standardize processes and internal organization which gives certainty and credibility all the organization that adopts it.

It is considered the certification of internal processes as a means for achieving of the quality, as they do today all companies that compels the globalized world they face, where the acquisition of a certificate supports worldwide that everything is done within your organization has been recognized with auscultation and similar to those of the countries to which they have access through trade giving certainty to the people to whom they offer products or services standards.

Therefore, and after analyzing the results of this research supports the administrative process directly influence the quality of education of students certified administrative processes for the achievement of corporate goals is recommended.

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Personal and social factors that influence female entrepreneurship in Mexico

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Abstract

The increase in the number of businesses started by women around the world, has led to greater demand for qualitative and quantitative research on the topic of women's entrepreneurship. In Mexico there has begun to be important advances in the understanding of this phenomenon.

The aim of this work is to increase the literature on this topic by analyzing the personal and social factors that influence the likelihood for women become entrepreneurs in Mexico using logistic regression models with data from the Global Entrepreneurship Report from Mexico (GEM). The results show that personal factors (perceived skills and less fear of failure) and social factors (rate of informal investment and entrepreneurs access to social networks) have a positive effect on the probability that women become entrepreneurial while that factors (perception of opportunity, level of education, positive attention from the media towards entrepreneurship and entrepreneurship association with high social status) do not show to have any influence.

Entrepreneurship, Women, México.

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Introduction

Within the topic of entrepreneurship, a sector that has been showing strong growth is the business started and operated by women. It has been shown that this type of entrepreneurship has an important impact on economic development of the countries in poverty reduction and employment generation (Brush and Cooper, 2012).

Much of the research on women's entrepreneurship started from the eighties (Brush & Hisrich, 1991). Although the subject remains little studied, new research has increased the knowledge about it, which in the beginning was mainly focused on the problems of financing and access to capital to women (Hughes et al faced, 2012.; Lucas, 2006) to actually evolve in the knowledge of other subjects such as what are the main reasons that women have to take their desires to seek a balance between work and family and the different definitions the word means success both as for men and women (Brush and Cooper, 2012).

The Global Entrepreneurship Report for Women (2012) shows that currently exist around the world 126 million women aged between 18-64 involved in some kind of venture. Some of the trends of this study show strong opportunities for research on this topic in countries in development since most studies have focused on the US and Europe. From here you have begun to emerge a significant studies in Latin America where what is sought is to know the different motifs and forms of entrepreneurship that women choose to compare with other countries in the region (Weeks and Seiler 2001).

In Mexico and the world has begun to promote female entrepreneurship as in most countries, rates of female participation in this topic are still lower than those of men (Kelley et al., 2013). Also from academia, has begun to emerge a strong interest in this subject. For several years now, several authors began to discuss about the factors that help and / or promote entrepreneurship (Gartner, 1985; Verheul, 2009;.. Busenitz et al, 2003; Kirchhoff, 2002; Stevenson, 2006; Alvarez and Urban, 2014; among others), although still very few have focused specifically on female entrepreneurship.

"The more the phenomenon of female entrepreneurship is understood, the more you know about entrepreneurship as a whole" (Brush and Cooper, 2012; pg. 5)

The aim of this paper is to analyze the personal and social factors that influence the likelihood that women become entrepreneurs in Mexico. Logistic regression models with data from the Global Entrepreneurship Report of Mexico are used. This paper is structured as follows: first, a literature review of major studies that have addressed the effect of gender on the subject of entrepreneurship is presented. This review proposed research hypotheses are derived. Methodology and database was use, finally the results and conclusions are presented.

Literature review

The theories of entrepreneurship have gone through different perspectives over time. Schumpeter (1934) from an economic perspective argues that entrepreneurs are creating new combinations, new markets, products and distribution systems.

Mc.Clelland (1989) focused mainly on psychological risk characteristics, achievement and gives you control. Aldrich and Martinez (2001) defines the entrepreneur as someone who initiates new activities intended to culminate in a viable business. Kirzner (2005) identifies entrepreneurs as those that best use the information to help them discover opportunities in a way that others do not. Bruin et. al., (2007) define the entrepreneur as an individual to discover, evaluate and exploit opportunities to introduce new goods and services, different forms of organization, markets, processes, raw materials and / or organizational efforts that did not exist. According Ventura and Quero (2013) entrepreneurship is a complex process that ultimately culminates in a decision that is taken by individuals in different contexts and under different personal circumstances. Some seek to improve or maintain their standard of living and others will seek more independence.

In all these examples assume that the entrepreneur is generic and that its characteristics do not change except when compared to non-entrepreneurs. Under this provision no need to separate men and women and is supposed to have the same characteristics (Hurley, 1999). In this case what is observed is that there are differences between women and men in terms of background, experience, education, needs, perceptions and motives, as well as external factors that help and promote them.

Some of the drivers of both male and female entrepreneurship have part of its basis in the theory of resources and it says that to compete and get a good result are decisive tangible and intangible assets owned by the company and depends largely part of their education, their experience, their knowledge, their perception of opportunity and skills, the environment in which it will develop.

The capital, its reputation and the expectations he or she has about the future of their business (Wernerfelt, 1984, Eisenhardt, 1996).

According Minniti (2010), the development of a company depends on personal factors (history, values, attitudes or motivations) and social factors (culture, social support and the perception of the individual about what people think regarding to create a company) (Krueger and Brazeal, 1994).

Personal (perception skills, perceived opportunities, educational level and the fear of failure) and social factors (the rate of informal investment: hence the model proposed in this research which seeks to analyze the phenomenon under these factors arises , entrepreneurial social networks, the attention of the media towards entrepreneurship and venture association with high social status), all these data from the Global Entrepreneurship Report for Mexico.

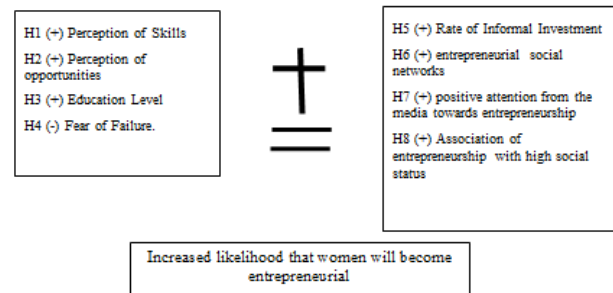


Figure 1 Model of Research

Perception Skills

As perception skills belief that individuals that possess the skills, knowledge and experience to start their business (Kelley et. Al., 2013).

Personal perceptions of individuals play an important role in the decision to undertake. Many authors believe that men and women think the same way when they value their knowledge, skills and experience you have to start a new business (Hamilton, 2003; Birley, 1989). Others show that women are less confident in their entrepreneurial skills compared to men (Minniti, 2010;.. Wilson et al, 2007).

The literature emphasizes the importance of the perception of women in entrepreneurial skills, both from a general perspective of society (to what extent society perceives that women are able to create companies), and from the point of view of entrepreneurial (that shape women were self-perceived as able to start a business) (Alvarez et. al., 2014).

Since the economies of the countries benefiting from people who are able to recognize that they have the skills needed to start a business is considered an important emerging analyze here our first hypothesis factor:

Hypothesis 1: The perception of entrepreneurial skills has a positive effect on the likelihood that women will become entrepreneurial

Sensing opportunity

Opportunities always exist but the function of the entrepreneur is known recognize (Drucker, 2007). The perception of opportunity is measured by asking adults if they perceive that in the next six months will be good opportunities for starting a business in the region where you live (GEM 2013).

Dettienne and Chandler (2007) Guzman and Rodriguez (2008) found that men and women use different ways to identify opportunities and each has different clusters of knowledge and perceptions. The relationship between perceived skills and identifying opportunities suggests that in societies where women feel they have the skills and capacities to undertake, they are more likely to identify business opportunities. In less developed countries even though there is equal opportunity for creating new businesses between men and women, many of them are still undertaking (Quevedo et. Al., 2010).

Emerging from here our second hypothesis

Hypothesis 2: The perception that are good opportunities for starting a business in the region where one lives, has a positive effect on the likelihood that women will become entrepreneurial

Education Level

The role of the education system at all levels; starting from the basic is a trigger in the perception and reality of entrepreneurship in people. Although this is one of the most relevant to female entrepreneurship internal factors, there are not many studies addressing this neither issue nor broad consensus on the results thereof (Alvarez et al., 2014). Some authors propose that this has positive effects (Wilson et al., 2007; Fairlie and Robb, 2009) and others who disagree that this will affect the level of entrepreneurship (Grilo and Irigoyen, 2006). Wilson et al. (2007) found in their research a positive relationship between higher education of women and the increase in the rate of women entrepreneurs.

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In the same vein, Swinney et al., (2006) and Fairlie and Robb (2009) observed the existence of a positive relationship between educational level of women, entrepreneurship and better performance.

When the educational level does not exceed the secondary level, men and women undertake similarly, in passing average education levels are more men who start a business. By passing this level are more women who start a business (Diaz Casero et. Al., 2007). It seems that women with a higher level of preparation increases their confidence and self-perception of their skills and knowledge and therefore feels safer to take a step toward entrepreneurship.

In this paper it is proposed that education is a factor influencing female entrepreneurship in emerging here our third hypothesis:

Hypothesis 3: The educational level has a positive effect on the likelihood that women will become entrepreneurial.

Fear of Failure

Fear of failure can be considered as one of the main problems affecting future entrepreneurs. This fear affects entrepreneurship in both men and women because although there are people able to identify opportunities and think they have the skills and abilities to start a business, might not come to realize fear of failure. This factor decreases with increasing the level of development of countries (Kelley et. Al., 2013).

The Lags in the environment increases the risk of failure of a business. It has been shown in several studies that women entrepreneurs are more risk averse and this has a negative connotation in their level of development (Minniti, 2010; Diaz Casero et al, 2007;.. Carter et al., 2007.).

It is important to emphasize that in the process of entrepreneurship success stories exist not only has been observed that the existence of one of them is likely to exist one or more back stories of failure, which is also important to document. Efforts of the education system, universities and government programs to help reduce this fear and allow seeing it as part of the normal process until you find the right opportunity must exist.

Hence our next hypothesis

Hypothesis 5: A minor fear of failure has a positive effect on the likelihood that women will become entrepreneurial

Informal investment

Funding has always been an important issue in creating businesses. The main sources of funding for a new business come from formal investors (bank loans), informal (who often have a family relationship, friendship or working relationship with the entrepreneurial act selflessly and often invest small amounts without waiting a specific return) (Riding, 2008) and also called "angel investors" (people who have no prior relationship with the entrepreneur, but invest in the business because they have captured an opportunity that can report them some kind of profit. they usually have experience in business and in many cases not only provide capital but also ideas, advice and sometimes also end up getting involved in the business (Bygrave, 2003).

Given the problems of entrepreneurs to gain access to formal investment, informal investors and the Angels have begun to have an increasingly important role in the process of entrepreneurship role and have become one of the main sources of resources that they count (Burke et. al., 2010).

Research has shown that women present major obstacles to get some kind of financing either formal or informal (Verheul et al, 2009;.. Lucas, 2006). Given the growing importance of this group and its contribution to the economy, it is important for women to have access to a greater number of alternatives that allow them to obtain adequate financing and also have greater exposure to these angel investors, although in Mexico his participation is still very low, increasingly becomes more important.

To evaluate this factor to individual participants are asked whether in the last three years, personally provided funds for a new business have started by someone else. Therefore, the following hypothesis is proposed:

Hypothesis 5: Increased participation in the informal and Angel Investors investment has a positive effect on the likelihood that a woman will become entrepreneurial

Entrepreneurial social networks

Social support networks and contact with other new and established entrepreneurs are an important factor for the decision, creation and implementation of a business. In the GEM, this indicator is defined as the percentage of the population who personally know an entrepreneur (Kelley et. Al., 2013). Several studies have demonstrated the positive impact that knowing entrepreneurs and inspirational roles since they provide motivation and confidence toward entrepreneurship. Business owners launch and other entrepreneurs who have also closed their businesses constitute a large and important resource for new entrepreneurs (as) (Arenius and Minniti, 2005).

Entrepreneurial social networks built by women are similar to those of men but tend to be smaller (in no country has found that more women than men entrepreneurs know) and they tend to be less diverse primarily looking for family support and other women (Gatewood et al 2009;.. Minniti, 2010; Diaz and Jimenez, 2010).

Therefore it is proposed the following hypothesis:

Hypothesis 6: Social networking entrepreneurs have a positive effect on the likelihood that women will become entrepreneurial

Media

Another social aspect that impacts the entrepreneurial environment refers to interest the media in covering stories put entrepreneurial success. In most advanced countries the results show that the media devote sufficient time and attention to successful entrepreneurs, creating a positive environment for entrepreneurship. Urban et. al., (2014) study shows that high media attention towards new businesses increases the likelihood of becoming an entrepreneur.

An interesting result is that the attention of the media decreases as development of the country while entrepreneurship also decreases as you move, suggesting that media attention may have more importance than it seems because it has observed that along with education, media attention has a long term effect on the attitudes of society towards entrepreneurship (Kelley et. al., 2013). The stories told through the media have an important boost to new businesses and that identify and legitimizing role. This is called cultural entrepreneurship.

These stories are important for future entrepreneurs but also for investors and other institutions, such as banks, foundations, etc. (Wry et. Al., 2011).

Therefore the following hypothesis arises:

Hypothesis 7: A positive attention from the media has a positive effect that women become entrepreneurial

Social status

The last factor to analyze is the social status, ie the perception of the individual about what they think the people closest relative to forming a company (Krueger and Brazal, 1994) and how much society places high or low recognition the people pursuing opportunities and take risks (Abebe, 2012). For a while this indicator came to have a negative connotation because it was thought that the entrepreneur who had been unable to find work and had no other way but self-employed (Kelley et. Al., 2013). The environment has changed and the entrepreneur has managed to gain respect and recognition. Currently over half of the population believes that entrepreneurs enjoy high social recognition and prestige (Diaz Casero et. Al., 2007).

The project combines several complex behaviors that are developed depending on the cultural and social conditions in each country. The positive or negative perception that society has toward entrepreneurship can influence the motivation of people to start a business so it remains important to continue promoting entrepreneurship as a source of inspiration and as highly desirable socially, arising our last hypothesis:

Hypothesis 8: A partnership venture with a high social status in the country has a positive effect on the probability that the woman entrepreneur is back.

Methodology

As mentioned above, this research explores the relationship between personal and social factors of female entrepreneurship in Mexico. The information was obtained from the database of the Global Entrepreneurship Monitor project in Mexico in 2010. The GEM project is one of the most important researches for the study and analysis of entrepreneurial activity in the world. This project was born in the year of 1999 by two of the most renowned institutions in the area of business and entrepreneurship: Babson College (USA) and London Business School (UK) seeking to form a homogeneous data between countries in order to compare entrepreneurial activity between them, to analyze the role of entrepreneurship in economic growth each addressing also the issue of female entrepreneurship. It has been 14 years since this initiative was held for the first time starting with 10 countries. To date have involved about 100 economies around the world (Brush and Cooper, 2012).

Dependent variables

In this article three dependent variables are used. Initially the binary variable entrepreneurship (TEA) which is one of the best known indicators of GEM project and define the entrepreneur as those individuals who are in the process of starting a business and / or owners who are currently using a new company up to 3.5 years. Subsequently binary variables female and male entrepreneurship for comparison and analysis of the results are used. Is presented below in the Table 1 the operationalization of the variables of the study.

| Variable name | Definition |
|--|--|
| Entrepreneurship (TEA) | The individual is an entrepreneur (Yes = 1, No = 0) |
| Female Entrepreneurship (teayyfem) | The individual is enterprising woman (Yes = 1, No = 0) |
| Male Entrepreneurship (teayymal) | The individual is enterprising man (Yes = 1, No = 0) |
| Perception abilities (suskiyy) | The individual considered to have skills, knowledge and experience to start a business (Yes = 1, No = 0) |
| Sensing opportunity (opportunity) | The individual perceives that in the next six months will be good opportunities for starting a business in the region in which they live (Yes = 1, No = 0) |
| Education (gemeduc) | Educational level of free secondary and postsecondary individual (Yes = 1, No = 0) |
| Fear of Failure (frfailop) | The individual believes that fear of failure would slow if I had to start a business (Yes = 1, No = 0) |
| Entrepreneurial social networks (knoentyy) | The individual personally know someone who has started a business in the last two years (Yes = 1, No = 0) |
| Informal investment rate (busangyy) | The individual has personally provided funds for a new business started by someone else (excluding purchase of stocks or mutual funds) (Yes = 1, No = 0) |
| Positive attention from the media toward entrepreneurship (nbmediyy) | The individual sees the media as promoters of entrepreneurial success stories (Yes = 1, No = 0) |
| Association of entrepreneurship with high social status (nbstatyy) | The individual believes that entrepreneurs have a high social prestige (Yes = 1, No = 0) |

Table 1 Operationalization of Variables of the Study

For statistical analysis, using as a basis the methodology used by Alvarez et. al. (2011) were is used Chi-squared correlations in order to verify whether there was significant relationship between the dependent variables and the factors proposed and finally the Binary Logistic Regression analysis for the three groups. The data was analyzed using SPSS version 22.0. Table 2 summarizes the most important characteristics of research.

Independent variables

As mentioned earlier in this investigation are considered to female entrepreneurship that are influenced by personal factors (perception skills, perceived opportunities, educational level and the fear of failure) and social factors (rate of informal investment, networks social entrepreneurs, the attention of the media towards entrepreneurship and venture association with high social status).

Of all these factors, the APS data base (2010 GEM project for Mexico contains binary information explained in Table 1. Since the three dependent variables are binary in nature, the effect of the factors proposed is estimated through a logistic regression model.

| | MEDIA | STD DEV | 1 | 2 | 3 | 4 | 5 |
|---------------------------------|--------------------|--------------------|--------------------|--------------------|-------------------|--------------------|-------------------|
| Entrepreneurial activity | .10 | .304 | 1 | | | | |
| Enterprising man | .11 | .309 | 1.000 ⁺ | 1 | | | |
| Enterprising woman | .10 | .300 | 1.000 ⁺ | .5 | 1 | | |
| Perception of Skills | .65 | .478 | .130 ⁻ | .126 ⁻ | .135 ⁻ | 1 | |
| Sensing opportunity | .56 | .497 | .149 ⁻ | .147 ⁻ | .151 ⁻ | .276 ⁻ | 1 |
| Secondary | .61 | .487 | -.011 | -.020 | .000 | -.015 | .000 |
| Post secondary | .39 | .487 | .011 | .020 | .000 | .015 | .000 |
| Fear of Failure | .34 | .475 | -.105 ⁻ | -.107 ⁻ | .103 ⁺ | -.148 ⁻ | .5 |
| Informal investment | .09 | .286 | .171 ⁻ | .205 ⁻ | .128 ⁻ | .118 ⁻ | .126 ⁻ |
| Entrepreneurial social networks | .55 | .498 | .139 ⁻ | .144 ⁻ | .132 ⁻ | .123 ⁻ | .259 ⁻ |
| Media | .54 | .499 | .000 | .003 | -.002 | .100 ⁻ | .137 ⁻ |
| Social Status | .63 | .484 | .023 | .047 | -.001 | .104 ⁻ | .111 ⁻ |
| Age | 36.7 | 12.9 | -.011 | -.017 | -.005 | -.013 | .018 |
| Age 2 | 1510.2 | 1079.3 | -.022 | -.026 | -.019 | -.028 | .010 |
| Average income | .45 | .498 | -.053 ⁻ | -.058 | -.048 | -.030 | -.036 |
| High income | .54 | .498 | .053 ⁻ | .058 | .048 | .030 | .036 |
| Secondary | 1 | | | | | | |
| Post secondary | 1.000 ⁺ | 1 | | | | | |
| Fear of failure | -.013 | .013 | 1 | | | | |
| Informal investment | -.063 ⁻ | .063 ⁻ | .090 ⁻ | 1 | | | |
| Entrepreneurial social networks | -.095 ⁻ | .095 ⁻ | -.061 ⁻ | .090 ⁻ | 1 | | |
| Media | .055 ⁻ | -.055 ⁻ | -.001 | .067 ⁻ | .090 ⁻ | 1 | |
| Social Status | .003 | -.003 | .014 | .009 | .253 ⁻ | .090 ⁻ | 1 |
| Age | .229 ⁻ | -.229 ⁻ | -.005 | -.036 | .008 | .001 | .090 ⁻ |
| Age 2 | .223 ⁻ | -.223 ⁻ | -.011 | -.054 ⁻ | .001 | -.003 | .982 ⁻ |
| Average income | .265 ⁻ | -.265 ⁻ | -.029 | -.139 ⁻ | .017 | -.052 | -.008 |
| | | | | | | | .011 |
| | | | | | | | |

Table 2 Descriptive statistics and correlation matrix

Results

Table 2 presents the mean, standard deviation and correlation matrix for the study variables. Likewise, Table 3.4 and 5 present the results of logistic regression to the proposed factors, distinguishing between entrepreneurship in general, female and male entrepreneurship. As Alvarez et. al. (2011) for each of these dependent variables two models, a first model that includes all variables and a second model presents only the significant variables.

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The results indicate that all models are significant, some with more variables and others less. In all, the Nagelkerke Rcuadrado exceeds 0.10, the Hosmer and Lemeshow tests are superior to 0.05 and the percentage of correct responses is greater than 84%.

| | Modelo 1 | | Model 2 | |
|--------------------------|----------|----------|---------|----------|
| | B | Std. Err | B | Std. Err |
| Personal factors | | | | |
| Perception of Hab. | 0.69** | 0.255 | .699** | 0.242 |
| Educ. Less than sec. | 0.135 | 0.189 | | |
| Fear of failure | -.562** | 0.209 | -.466** | 0.2 |
| Informal investment | 1.057** | 0.214 | 1.116** | 0.207 |
| Social Factors | | | | |
| Social network | 0.541 | 0.204 | 0.616 | 0.197 |
| Media attention | -0.378 | 0.184 | -0.374 | 0.172 |
| Social Status | 0.144 | 0.199 | | |
| Control variables | | | | |
| Age | 0.02 | 0.039 | | |
| Age 2 | 0 | 0 | | |
| Average income | -0.182 | 0.117 | | |
| High income | 0.182 | 0.117 | | |
| Constant | -2.947 | 0.813 | 0.291 | |
| No. Obs | 1.521 | | 1.156 | |
| Nagerleke | 0.104 | | 0.098 | |
| Log likelihood | 858.1 | | 919.37 | |
| Percentage | 84.8 | | 84.9 | |

Table 3 Logistic Regression Results Total Entrepreneurial Activity

| | Model 1 | | Model 2 | |
|--------------------------|---------|----------|---------|----------|
| | B | Std. Err | B | Std. Err |
| Personal factors | | | | |
| Perception of Hab. | 0.028 | 0.384 | .967** | 0.345 |
| Educ. Less than sec. | -.662* | 0.309 | | |
| Fear of failure | .746* | 0.372 | .794* | 0.334 |
| Informal investment | | | | |
| Social Factors | | | | |
| Social network | 0.746 | 0.295 | .834** | 0.274 |
| Media attention | -0.235 | 0.27 | | |
| Social Status | 0.039 | 0.291 | | |
| Control variables | | | | |
| Age | 0.035 | 0.062 | | |
| Age 2 | -.001* | 0.001 | | |
| Average income | -0.106 | 0.169 | | |
| High income | 0.106 | 0.169 | | |
| Constant | -3.254 | 1.253 | -2.934 | 0.454 |
| No. Obs | 529 | | 598 | |
| Nagerleke | 0.101 | | 0.095 | |
| Log likelihood | 411.3 | | 438.08 | |
| Percentage | 85.3 | | 84.4 | |

Table 4 Logistic Regression Results Female Entrepreneurship

| | Modelo 1 | | Modelo 2 | |
|--------------------------|----------|----------|----------|----------|
| | B | Std. Err | B | Std. Err |
| Personal factors | | | | |
| Perception of Hab. | 0.515 | 0.347 | | |
| Educ. Less than sec. | 0.192 | 0.26 | | |
| Fear of failure | -0.376 | 0.292 | | |
| Informal investment | 1.305** | 0.279 | 1.563 | 0.218 |
| Social Factors | | | | |
| Social network | 0.374 | 0.285 | | |
| Media attention | -.540* | 0.259 | -0.142 | 0.193 |
| Social Status | 0.192 | 0.277 | | |
| Control variables | | | | |
| Age | 0.014 | 0.052 | | |
| Age 2 | 0 | 0.001 | | |
| Average income | -0.248 | 0.164 | | |
| High income | 0.248 | 0.164 | | |
| Constant | -2.769 | 1.096 | -2.337 | 0.144 |
| No. Obs | 555 | | 1.206 | |
| Nagerleke | 0.121 | | 0.075 | |
| Log likelihood | 441.7 | | 779.1 | |
| Percentage | 84.7 | | 59.2 | |

Table 5 Logistic Regression Results Male Entrepreneurship

To analyze the results are considered first personal factors, social factors and then finally the control variables. As for the personal, Hypothesis 1 suggests that the perception of the person who possesses skills, have a positive impact on the likelihood that women will become entrepreneurial. As shown in Table 4, this factor is shown to have significant positive influence on the group of women therefore this hypothesis is not rejected. Analyzing your odds ratio (odds ratios) shows that an increase in perception skills to undertake in women, increases the probability of being entrepreneurial in 2.63. In the group of males (Table 5), this factor does not have any influence. These results are consistent with studies Alvarez et. al., (2011) and Urban and Alvarez (2014), who also analyzed the influence of this factor in female entrepreneurship.

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Hypothesis 4 proposed that a lower fear of failure, has a positive effect on the likelihood that women will become entrepreneurial, shows significant positive influence such as is observed in Table 4 but again no significant results in the group males (Table 5), so that this hypothesis is rejected not coincide this with investigations (Ventura and Quero, 2013; Alvarez et al, 2011;. Martinez et al 2010;. Arenius and Minniti, 2005) who have been analyzed in various parts of the world, the importance of this factor in the entrepreneurial effect. Analyzing your odds ratio or odds ratios shows that less fear of failure increases the likelihood of becoming an entrepreneur at 48.4% for women.

Hypotheses 2 and 3 suggest that the educational level and perceived opportunities have a positive impact on the likelihood that women will become entrepreneurial, are rejected as neither of these two factors is shown to have significant influence (see Table 4).

As for the social, Hypothesis 5 proposed that the existence of informal investors have positive influence on the probability of women entrepreneurship has become a positive and significant impact in the three groups (see Table 3.4 and 5) so neither this hypothesis is rejected. Analyzing your odds ratio shows that this factor is higher for male entrepreneurship as a higher level of informal investors, the likelihood that women will become entrepreneurial increased by 2.10 times for women and 3.68 times for men.

Hypothesis 6 suggests that entrepreneurs have social networks have a positive impact on the likelihood that women will become entrepreneurial, also shows positive and significant results so this hypothesis (Table 4) is not rejected.

Analyzing their odds ratios, they show that an increase in the number of entrepreneurial social networks increases 2.19 times the likelihood that women will become entrepreneurial. Again no have significant influence on the group of boys.

As for the hypothesis 7 proposes that positive attention from the media has a positive influence on female entrepreneurship, have not shown significant results in the group of women (Table 4) and shown to have a negative effect on male venture so this hypothesis is rejected (Table 5). 8 The hypothesis proposes that a partnership venture with a high social status has a positive effect on the probability that the woman entrepreneur is rejected again because none of the groups presented significant results (Table 3, 4 and 5). In recent literature has shown that in other countries these two factors do influence the entrepreneurial environment (Urban and Alvarez, 2014). In Mexico the social entrepreneur exposure to the media and social recognition is recent and therefore, has not been sufficient time to submit influence. Moving forward in time, these two factors probably begin to present important results.

Finally in terms of the control variables: age, age squared and income level, age squared only shown to have a significant influence on the likelihood that women will become entrepreneurial coinciding with the results of Elizundia (2014) where it is shown that the probability that women become enterprising is usually higher than that of men (they tend to start between 30-45 years compared with younger males usually start) and this, in both cases increases with age to reach a peak from which it starts to decrease (Levesque and Minniti. 2006).

Also the coefficients of Table 3, 4 and 5 indicate that the income level in either group presents significant results, although the level of average income in the three cases decreases the probability of being an entrepreneur.

Conclusions

This research has presented a quantitative analysis of the personal and social factors that influence female entrepreneurship. The results indicate that personal factors (perception skills and less fear of failure) and social factors (rate of informal investment and access to entrepreneurial social networks) have a positive effect on the likelihood that women will become entrepreneurial while factors (perception of opportunity, educational attainment, positive attention from the media towards entrepreneurship and venture association with high social status) do not have to have any effect.

It is noteworthy that all significant variables that come out in the group of women (perception of skills, less fear of failure, the rate of informal investment and access to entrepreneurial social networks) do not come out significant in the group of boys. The only variable that goes significantly in this group and not in the women is the positive attention from the media toward entrepreneurship. According to the GEM study (2013), the attention of the media in Mexico, shows one of the lowest in the world. This is probably due to the fact that the media tend to focus more and promote the successes of men, but has lately been advancement and promotion show success stories of women. Likely to continue this media exposure, this variable will begin to be important in the group of women.

The only variable that does not appear significant in any of the three models is the recognition of entrepreneurial activity with a high social status. This may be because while the venture did not have this boom and importance. By increasing the unemployment problem, entrepreneurship begins to give higher status, as society begins to see that there are alternatives and opportunities, and the positive effect on employment and economic growth. It is important to publicize these cases of success and failure for this factor begins to be more important.

The case of the educational level has not presented significant results is striking since in several investigations (Espinosa and Stiepoviae, 2010) women are more likely to start a business when they have higher education, while men with media studies create business at higher rates than women. Warrants further investigated.

As more and more women are being incorporated into the topic of entrepreneurship, research should begin to move beyond the start of the business and analyze the many problems that women and men have to survive and grow. Women must break free of the stigma of business failure (which must also be documented) know and believe it has the same entrepreneurial skills than men and the need to expand its network of social beyond their personal network contacts. This will benefit you in the future to obtain funds more easily.

There is significant progress on this issue in Latin America and have begun to emerge in Mexico important studies trend (Guerrero et al, 2014;.. Monjarás et al., 2010.). Also, these results allow advance knowledge of female entrepreneurship in our country. In a future research is proposed to extend the period of analysis comparing the results with other countries mainly from Latin America.

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As with all studies, this work has its limitations. As most of the research on entrepreneurship, the data used were obtained at a given time. GEM also the latest reports are not available to the general public, which does not reveal more current information. As they are published and opening the researcher public, will leave feed back the model. Finally, the results are limited only to Mexico

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Production and reproduction of cultural capital incorporated women in the CA- USFX-Bolivia

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Abstract

The present research tries to determinate which are the principal variables that intervene in the production a reproduction of the cultural capital incorporating the women professors of the San Francisco Xavier de Chuquisaca. For such effect it was based in the theory of Pierre Bourdieu about capitals and fields, taking a mix methodology in the use of surveys and interviews to the professors of USFX, it also used the bibliographical methodological, finally were contrasted the facts with the support of the contingency charts, correlation and regression to determinate the results and be able to identify the variables that have more influence in the intellectual field of the women, been, the role of the women (as mother and wife), the cultural capital inherited or the androcentric reflected in the University.

Intellectual Field, incorporated capital, androcentric capital, genre, roles.

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Introduction

Gender inequality is a topic that remains latent, as yet reflected in all areas where the academic is not exempt.

For example if we talk, classic and contemporary sociologists, such as Marx, Durkheim, Weber, Bourdieu, Castell, etc. most are males still very few women who excel in this field. This phenomenon is apparent in the Dictionary of Sociology Salvador Giner in your 1st Edition 2001 mentions 300 authors both philosophers, psychologists and sociologists, of which only two of the authors are women the rest are men.

Article trying to determine what the main variables involved in the production and reproduction of cultural capital incorporated women, understanding the concept of "cultural capital" within the framework of the theory of practice of Pierre Bourdieu, the skill set valued and acquired knowledge that social actors mobilized in social practice in the fields where their possession and accumulation is a factor at play that confers jurisdiction, status and / or position of power (Giner, 2001). Cultural capital can exist in three forms:

The objectified capital, in the form of cultural objects, paintings, books, dictionaries, tools, machinery, which are the footprint or making theories or critiques of these theories, and issues, etc.

Institutionalized Capital, which is simply the objectification of cultural capital in certificated form, which is caused by the conversion of economic capital into cultural capital, thus establishing the relative value of the cultural capital of the bearer of a given title, set the value to money with which it can be changed in the job market.

Capital built, which according to Pierre Bourdieu, "is one that is linked to the body and involves the incorporation that, insofar as it involves a labor of inculcation and assimilation, time consuming, time must be invested personally by the investor "(Bourdieu, the three types of cultural capital 1979)

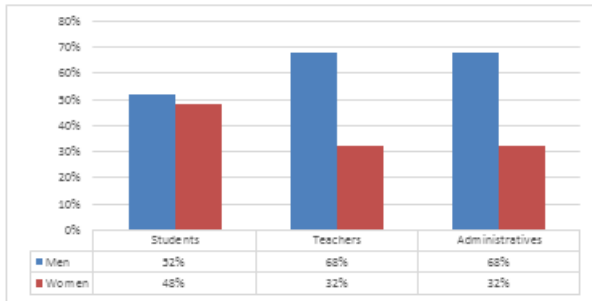
Built reproduction and production of cultural capital is the creation of new knowledge based on acquired knowledge ie the publication of an article, creating a book, academic attainment, making investigations, etc.

The object of study and the article were the teachers of the Faculties of: Law Political and Social Sciences, Humanities and Technology; Universidad Mayor Real and Pontiff San Francisco Xavier de Chuquisaca (UMRPSFX). An investigation was conducted with mixed approach of explanatory scope and traversal order. 80 surveys were executed men and women teachers. And 5 interviews was conducted to teachers college women who excel in academics.

The article is divided into four parts in the first section we will present the current situation of women in the university system in figures, the following three parts is the divided by its variables, ie we will emphasize the distribution of roles, is analyze the inherited cultural capital, the fourth section was taken to the university system as Adobe inequalities and finally the necessary conclusions were made.

Current status of women within the University system.

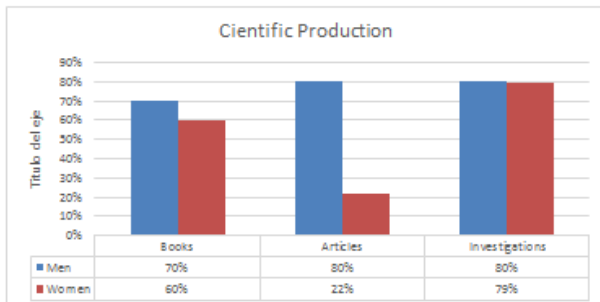
In 2013 the figure managing enrollment, teachers and administrative students was:



Graphic 1

As can be seen in terms of student gender difference is only 4% but in terms of teaching and administrative establishment the difference is greater, these figures still show signs of sexism within the university system.

As for the production and reproduction of cultural capital built teachers survey conducted in the following data were obtained:



Graphic 2

As can be seen in the issue of production and reproduction of cultural capital, reflected in the preparation of articles, books and research gender difference is the same as at the various levels (student, faculty and administration).

Gender equity and the distribution of roles at home

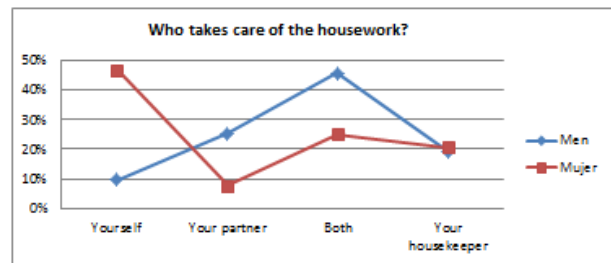
With this chapter is to determine whether there is a gender equity within the home, or even the social construction that sees women as an object own private sphere as claimed by Simone de Beauvoir is maintained.

In this sense this section divided it into three parts:

Distribution of roles within the household

The survey of the teachers of USFX and were linked with the interviews was used to analyze this point. First distribution of housework and secondly the childcare was analyzed.

As shown in the graph below women are dealing largely (47%) housework in some cases by 7% percent partner and 25% both the situation is reversed in the case of male teachers because 10% of them are in charge of household activities, 25% partner and 45% both.



Graphic 3

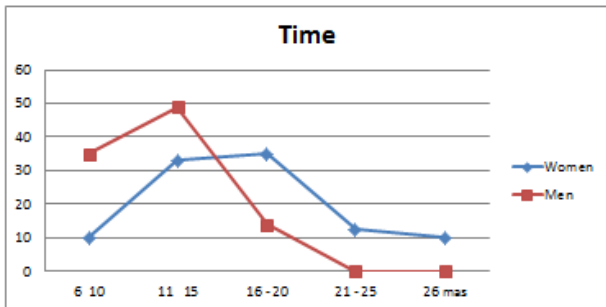
As for the childcare situation remains as women teachers 25% care for their children alone while the 0% of men do.

But one thing emerges is that there is a predominance in both cases both childcare and housework to do things together that is both as teachers rely on their partners to deliver obligations that case repeated in the marriage relationship.

Dr. Palma former director of the DICYT and current director of the PCYT who states that the distribution of roles within your home are performed both she and her husband and children all are organized to do things the house. And as for the care of children both her husband and she have responsibilities.

Time

This situation is very important to analyze as it becomes a variable that involves time distribution for example in the survey of the teachers of the University San Francisco Xavier de Chuquisaca in questions of distribution of time invested in making housework, caring for children and working hours responses by women and men depicted in the chart below.



Graphic 4

As you can see some of her day, women teachers have more than 24 hours since caring for their children, do the housework and work average hours where does all that is between 16 and 20 hours day, while males that average changes from 11 to 15 hours a day. With the time difference and women teachers to produce new items are expected, books, etc. Since this involves a time thing, that women do not have.

It's like says Dr. Kathia Zamora when responding to a question whether he thought the double role of women to be both teacher and mother was an obstacle when navigating the academic field, he replied: "Of course, if automatically by the time devoted to to address the roles of mother roles house that are very heavy and more when we live in places with patriarchal formations our husbands of our fellow delegate to us these responsibilities is very hard and unlikely that women can excel in academically easily if you have a huge backlog of time absorbed within their homes that man has so a man can take the time to develop your self".

If the woman does not have time to eat as it may be the time to produce their cultural capital and thus develop his "I"?

Collaboration partner

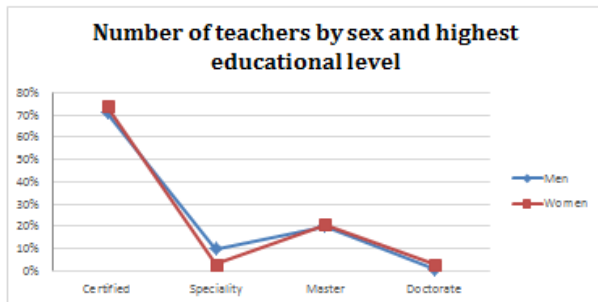
As was seen in previous sections both housework, care of children and even the sharing of difficult situations and good are better borne with the support of the couple and the teachers have more support from your partner are the teachers best one example developed in the professional academia is the relationship of Dr. Palma with her husband, both are professionals, both work but also both take care of their children and household responsibilities achieving harmony between work and home that is worthy of emulation.

However, this situation is not repeated in all cases, since as shown in the chart above the collaboration of the couple towards women teachers while it is significant because 65% of teachers receive support from their 15% couples are not hindering their academic performance.

OPERATION OF ACADEMIC CORPS

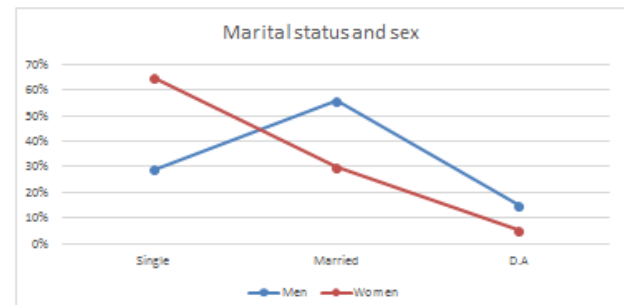
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The situation of women in management teaching 2013 is reflected in the chart below which discloses not only the number of existing holder's teachers in college if not the level or degree that each (they) have achieved, contrasting with the theme of sex.

**Graphic 5**

Of the 1063 teachers spread over 15 faculties UMRPSXCH 31% are women. Of which only 13 women have specialized studies, 96 did masters and 9 doctorates. While it is clear that in all areas of the graduate starting and ending at the Masters there is a difference between men and women; in the case of the doctorate is the more striking because it is the only area excluding the diploma, where women are the majority but a few.

But why this occurs? In an interview with Dr. Fatima Late stated: "Constance, woman once you decide which path to take is more constant than men and reach the end" to begin research looked at the woman who at one stage was you see in a bifurcated path where should I choose between academia or family, is based on this situation in the contingency table between gender and marital status where: 65% of women are single while only 30% men are single. This case can also be cross with interviews, since the five teachers interviewed one is married one has a relationship and the remaining three are not committed.

**Graphic 6**

All these data give the impression that real woman looks in a forked road where or is mother and wife or professional, however as Tardio doctor in his interview stated "The dual role of women is in some part a disadvantage because if we continue with the social construct that it is she who has to take care of everything and she is the one who remains in the private sphere, yet if a balance is achieved and conscientious decision that women have a voice itself, not the side as wife or girlfriend and this poor girl alone there. If the woman becomes the subject and the couple recognizes this; that while one is doing a postgraduate course it is he who has to take care of the disadvantaged children would not be so obvious gap and gender inequality "as the case of Dr. Maria Elena Palma is reduced. Who with the help of her husband, in terms of Pierre Bourdieu could violate their habitus and field still remains androcentric society in general and in particular college, getting into a successful teaching career in the academic field without to decide whether or not a mother.

The Family Playing the Cultural Capital

The French sociologist Pierre Bourdieu, in his book "Playback" says the officers who enter the university system are conditioned by family inherited cultural capital they hold; in this regard states:

"The education system logic is the logic of perpetuating the privilege ... For the son of a laborer college is something distant, mysterious ... You .com an impossible place. However, for the son of a clerk is difficult but possible. For the son of a professional is natural. "(Bourdieu & Passeron, 1995).

Following this theory, professional level that can be reached in this case a teaching professional woman is conditioned not only by their gender situation, but also the birthplace and educational level of their parents.

To validate the theory chapter will feature three parts:

Birthplace and academic level

To develop these point questions 3, 6, 7 and 19 of the questionnaire given to teachers at the University Of San Francisco Xavier De Chuquisaca were used.

First analyze the percentage of teachers who come from rural or urban area in this direction using Question 3 of the questionnaire on the place of origin, shown in the box sectors that most teachers surveyed are from the urban area, while in a smaller, but a considerable percentage



Graphic 7

In order to better represent the graph above sectors a contingency table where specifically noted the academic level reached by education professionals and the birthplace taking another plus to the theory of Pierre Bourdieu, since it was realized that the 7 teachers with Ph.D. 6 come from urban areas and only one rural area is teaching up what Bourdieu claimed as a miracle system with reference to their particular situation.

| | | Academic Level | | | Total | |
|----------------|------------|----------------|---------|-----------|-------|----|
| | | Certified | Mastery | Doctorate | | |
| Place of birth | Rural area | Recount | 10 | 7 | 1 | 10 |
| | Urban area | Recount | 23 | 9 | 6 | 28 |
| Total | Recount | 33 | 15 | 7 | 38 | |

Table 1 Contingency

Degree of influence on the academic level of parents with academic level of teachers USFX.

Pierre Bourdieu in his book reproduction states that the habitus acquired by a person is conditioned by the social environment that surrounds it, in this sense if a child is born into a family of drug addicts and thieves the child will grow up believing that drugs and steal it is normal and even good. Same with a child born in a family whose uncles and even grandparents parents are professionals to not only common vera child professional being but be until an obligation to be assumed and enter a higher school will be as natural as breathing.

To explain this point Pierre Bourdieu makes an analogy by saying: "... the child who is used to all this media will feel like a fish in water" but that child whose parents or grandparents were enrolled in primary and stepped or school will be difficult to enter to a world that was indifferent to that day.

But there is something that Pierre Bourdieu call a miracle system with reference to their particular situation, since the French sociologist came from a poor family his father was a postman and his mother was of the country side, acceded to the education system by conviction.

There is a theory of social reproduction we have left do is determine whether or not to apply to our context, in this regard was taken first statistical analysis Pearson correlation is the box below in which you can determine that the degree of influence effectively a level 1 is of 0.811 exists a positive influence above 0.5 which is the standard to approve or reject a hypothesis.

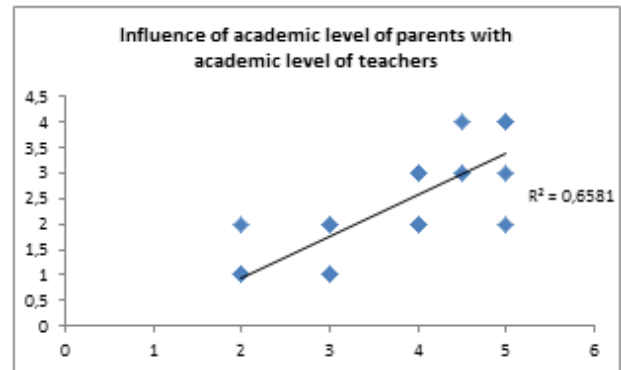
| | | | |
|-----|---------------------|--------------------|--------------------|
| | | nap | nah |
| Nap | Pearson Correlation | 1 | ,811 ^{**} |
| | Sig. (bilateral) | | ,000 |
| | N | 40 | 40 |
| Nah | Pearson Correlation | ,811 ^{**} | 1 |
| | Sig. (bilateral) | ,000 | |
| | N | 40 | 40 |
| | N | 40 | 40 |

Table 2 Correlations

A linear regression was also used to determine the percentage of influence of the Academic Level of parents on the academic level of teachers in this sense the result is the gift table below has an R squared of 0.65 this is the multiplied by 100 to determine the percentage of influence obtaining a total of 65%.

| Model | R | R Square | R adjusted square | Standar error |
|-------|--------------------|----------|-------------------|---------------|
| 1 | ,811 ^{**} | ,658 | ,649 | ,56514 |

Table 3 Model Summary



Graphic 8

In summary it can be concluded that there is indeed a 53% influence on the academic level of parents on the academic level of the teachers and that statistic would be contrasted with the interviews because of the 5 interviews with teachers to influence the academia and could see that 4 of them come from families whose educational level of their parents is higher education.

An example is the interview with Dr. Fatima Late who told us that his father was a renowned lawyer postgraduate even though were not known at the time of their parents achieving occupy important posts and be recognized by society and in the case of her mother besides being a teacher she managed to consolidate his own company and is now a successful businesswoman.

Bourdieu's theory generally speaking parents and relatives taking a family circle that provide the advantages of access to education, however it is necessary to determine who is more influential when literally pull students to continue their education. Will the teacher mother or father who has more influence on teachers reach a certain academic level?

To determine the degree of influence two separate contingency tables which can be seen more visibly influence of the father and mother of teaching on academic level in this sense you have performed:

If parents do not seem to influence very precisely the degree of this since we have two teachers whose parents came to get only one full school was not an impediment for them to access the doctorate.

However in the case of mothers the picture is somewhat different because of the 9 teachers with doctorates 7 are from families whose mothers are licensed.

| | | | NA | | | Total |
|------------------------------|--------------------|---------|-----------|---------|-----------|-------|
| | | | Certified | Mastery | Doctorate | |
| Level of study of the father | Primary | Recount | 2 | 2 | 0 | 2 |
| | Primary complete | Recount | 1 | 1 | 0 | 1 |
| | Secondary | Recount | 0 | 3 | 0 | 3 |
| | Secondary complete | Recount | 0 | 2 | 2 | 2 |
| | technical means | Recount | 0 | 3 | 0 | 3 |
| | technician | Recount | 4 | 10 | 3 | 13 |
| | Bachelor Degree | Recount | 5 | 10 | 4 | 12 |
| | Post-graduate | Recount | 0 | 2 | 0 | 2 |
| Total | | Recount | 12 | 33 | 9 | 38 |

Table 4 NA fathers

| | | | na* | | | Total |
|------------------------------|--------------------|---------|-----------|---------|-----------|-------|
| | | | Certified | Mastery | Doctorate | |
| Level of study of the Mother | Primary | Recount | 3 | 3 | 0 | 3 |
| | Primary complete | Recount | 0 | 2 | 2 | 2 |
| | Secondary | Recount | 2 | 8 | 0 | 10 |
| | Secondary complete | Recount | 2 | 0 | 0 | 2 |
| | technical means | Recount | 5 | 13 | 7 | 14 |
| | technician | Recount | 0 | 3 | 0 | 3 |
| Total | | | 29 | 29 | 9 | 34 |

Table 5 NA Mothers

This means that the academic level of mothers is the greatest influence upon boost to a higher academic level of their children in this case of women teachers USFX.

For example if Dr. Kathia Zamora "My parents have not exactly been people who have achieved postgraduate or doctoral anything but I think my mother is an extremely wise person so far that I think is the smartest and wisest of family "

Current Situation Woman Within the University System (Case Universidad San Francisco Xavier De Chuquisaca)

Women in the higher education system

Women over recent years has been making its way into the university system, this phenomenon began to develop from the national revolution of 1952 and the national vote, both farmers and women could now vote, '70 university reforms and changes in the internal structure of the university in '90, this phenomenon, finally, was a really rapid growth in the democratization of college tuition so we can say that on average women male ratio is 54% male and 46% women (compared to 70% and 30% respectively present in 1990). So in the last 15 years has been a process of feminization of college tuition and currently there is practically equal status between men and women, keeping the latter at a slightly lower level. (Sanchez, Murillo, & Nuñez, 2004).

But this quantitative growth has not only resulted in enrollment but are reflected in the educational establishment, not on the size and rapid growth of the student body but gradually the female teacher is making inroads within the university system and not just in careers considered feminine as human or nursing but also in male careers as engineering until a few years ago was considered impossible the presence of female teachers in this "male" territory.

The University San Francisco Xavier de Chuquisaca and teaching women:

Universidad Mayor Real y Pontificia de San Francisco Xavier de Chuquisaca, was founded on March 27, 1624, by the Jesuit priest Juan Frias Herran. Its first rector was Father Luis Santillan and so far 390 years of creation all its elected rectors were male.

However, participation of women in college was:

52% of teachers surveyed said that the performance of women is good though that majority is minimal since the difference is a mere 8%, but given these contradictions, in the survey of a teacher's career language qualify as negative participation of women within the university and was justified by the fact that most women leave their activities for family reasons moving into second place at the institution she claims that "most of my colleagues leave for family reasons or academic activities are not prepared. "However, this negative view of women is plagued by a range of opinions of teachers who believe that the status of women within the university is changing for them so says Lic. Fernando Abastoflor former Coordinator of the race of Sociology in the survey of his person responded that "women within the university are earning their space despite the macho system and the responsibilities that a woman will attract them are improving day that passes."

But is it just an external blame causes to college, or by internal social construct and selection filters university system itself?

The difficulty of access to university by female teachers from her womanhood is 44% of the teachers surveyed found it difficult to enter college this is due not only to the issue of gender but by the bureaucracy and the "threads internal and says a teaching career of Pedagogy" to me turned me a little difficult to get into college and open up the field in it but that's not my womanhood but by the threads and especially political regionalism ".

However there is a different opinion from the interviewees eg Late Dr. Fatima says: "To me turned me very difficult to enter college every year since hired me and year-end me goodbye again having to resubmit all my documents, however this does not pass them three of my male colleagues who entered the same year that I them extended their contracts and me just made me go back with all my papers"

In the interview question about the existence of sexism within the university 5 teachers said yes as says Dr. Fatima Late. "If there is sexism within the university and this happens through social networks that men have built as the lodge's parties, friends all this going isolating women"

There is sexism in college but at different levels, as stated Pierre Bourdieu, does not disappear discrimination between public and private with the arrival of women into the labor market, this only meant to shift the border, constituting the inside the world of work protected sectors, for example on campus, where the role of knowledge production and management (reflected in positions of power as the rector or directions of travel) are established as a male domain and the roles of knowledge transmission and playing it are aimed at a more feminine vision.

In the interview with Dr. Kathia Zamora this by saying "I have the impression that most women who are holding leadership positions I am not referring to the address of the races I am referring to the direction of reflected DICYT , planning to legal direction ie areas where no political and executive decisions of the university are made and where is paradoxically the responsibility of women because it seems more responsible work and closer and more careful in the hands of women that striking is that the decision to address races dean vice rector and rector not have us the necessary presence of women because they are areas that release political power all areas of the university mind projections of political power are necessary are being occupied and demanded male for example right now we have presented a memorial to the university council asking for gender parity for the next election and have tried just to say you did not agree to a sector or other sectors because both are hurt, a subject that no I want to treat a college itself. The struggle of the high authorities are fighting man vying for women and the problem with this issue is that it seems that the university is the field of knowledge where we should be much more flexible is much harsher reality of participation selective women in charge of the university in the national political power by the national political power has done interesting revolutions if you checked openings under the laws and we are very backward gives the impression that the academy is harder than national political power have written an interesting article where I say it is easier to be president of the republic to be given the university rector "

In this sense, we can say that the woman faces an institution that is registered for millennia in the objectivity of social structures (fields) and the subjectivity of mental structures (Habitus).

It is objective in the social world and opinion on the built-in habitus state, becoming "natural" or "normal" to the point of becoming unavoidable, taking the social world and its arbitrary divisions as natural, obvious, necessary, beginning with the division socially built between the sexes.

Therefore the release of victims of symbolic violence cannot be achieved by decree, since the weight of habitus cannot be alleviated by a simple effort of will, the result of liberating awareness.

You know it is difficult to transform the habitus that is imposed from birth, however, is not an impossible task because the agent tries to become the top will be betrayed by your body, which recognizes prohibitions and called the inhibitors order, but there, another habit, due to different conditions, were inclined to perceive stimulating incitements, achieving the gradual transformation of this, so as Pierre Bourdieu states.

"Women cannot achieve emancipation except by a more or less active role in the effectiveness of these mechanisms. Only collective action seeking to organize a symbolic struggle able to question virtually every tacit assumptions of falonarcisista worldview can determine almost immediately breaking the pact between the built structures and objectified structures, not only among members but dominated sex also among the members of the dominant sex, which can not contribute to the liberation rather than fighting the trap of privilege. "(Bourdieu, p. 31). That is, in this transformation not only is involved women as primary agent of change, if not, also men.

At present, this transformation by women has grown, and passing year it becomes more and more significant as far as stated Alain Touraine, private invade public and women are interested in the ethical transformation, moral, how to live, being the sustaining of a new cultural model; since little by little they are getting rid of their objectivity and subjectivity are assuming as they can now say "I" defined by what they say and not what they support.

An example of this emancipation of women is the number of women who rule around the world, which in their totality are 23 female rulers. Touraine had the opportunity to speak with the president of Chile, interview he helped to affirm that "the promotion of women to important positions such as the presidency is not accidental. Precisely because it is so important to women, who Bachelet allowed Chile to leave their helplessness, their silence, their bad conscience, ever said that there is inequality, violence is not defined as a victim is defined as someone who has projects and I want to show is that women bear the transformation of culture "(Touraine," Sexuality has become superior to woman, 2008)

In this sense the awakening of women in his inner universe (habitus) will be like a beacon of light in the outside society (field) where the man would not stay more than follow this new model of cultural change that women are encouraging; there is no excuse, that a mother is unable to work or produce knowledge as well as men, it's more that's what they conquered, do both, remove the boundary between public and private, in where one of the main characteristics of women is their willingness to do everything.

So as stated just above the change of habitus is difficult but not impossible and a clear example of this are the women who took part in the Arab uprisings called "Arab Spring" where after decades of living in dictatorships secured his release however as ensures Fatemah Khafagy expert Egyptian analyst on issues relating to women's rights "we rely on the process of the riots, it is believe that without our help this movement would not have achieved what I get but I think the Muslim Brotherhood women are scared because somehow afraid to vote more than men and that we will take power. And thus, they are eliminated quotas and laws are changing, using religion to tell women that our place is at home, not in the public sphere. But it is not working, many obstacles put, I do not think they can nullify women politically. The revolution has launched a very strong movement, and women are very active in the opposition and unaccountable ".

Under the rule of Hosni Mubarak, the regime silenced dissidents and Islamist groups. With democracy, these women activists feel that the political majority wants them mute them with the excuse of religion, should be confined to the private sphere, not exhibited from the public. But for them, the struggle for freedom started five years ago with the beginning of the "Arab Spring" and is far from finished so I say "Let's slow because we go far". The change is evolutionary, not revolutionary as it is not changing the external structure but a change is sought in the habitus, seeks a change internally to be a qualitative and meaningful change and not superfluous and passenger. Therefore "we slow because we go far".

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Socio-economic Outlook Municipality of Calakmul

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Abstract

This paper aims to provide elements to determine the socioeconomic impact of the Municipality of Calakmul, through the design of public policies, infrastructure and road connectivity and sustainable tourism management, according to your needs today because of his recent appointment as Joint Heritage Site awarded by United Nations Educational, Scientific and Cultural Organization and the three government levels displayed as a trigger for the development of this region.

Regional development, public policy, tourism management, infrastructure and connectivity.

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Introduction

A proper diagnosis, followed by a thorough analysis of the aspects that generate development in a region can provide information to support decisions made by the different actors involved in this process.

The paper presents an analysis in order to present the evidence to determine the impact generated by the appointment by the Organization of the United Nations Educational, Scientific and Cultural Organization (UNESCO) to Calakmul and Mixed Heritage, from design approaches public policy, infrastructure and road connectivity and sustainable tourism management.

At the heart of the political system it is the making of public policy: those positive choices that lead forward and make it mandatory compliance with the wishes of those who influence the political system. But the making of government policy is not only the center of political functioning same: it is also the most flexible and useful point you can choose to examine the political system as a whole.

In formulating policy channeling see all influences within the political system. Ultimately, the efforts of individuals and groups aim to influence the making of public policy. Certainly, we could define influence as the ability to choose those who have to decide, or to direct its action. The mobilization of voters by the parties; politicians, lobbyists and proselytism of interest groups, the activities of individuals and powerful elites: all these movements converge in charge of deciding, when engaged in shaping public policy.

Or, viewed from another perspective, we say that the act through these people responsible for deciding the political system as a whole must choose between demands and conflicting interests that weigh into it.

The various parties, interest groups and individuals want the political mechanism agrees to meet their standards, each recommended; that are a public benefit programs, or give preference to their interests. The choice between these competing interests and collide, is performed by determining public policy.

The dynamic growth of world tourism with the passage of time has made changes that require an offer adapted to the needs, demands and tastes of consumers. This series of changes implies that public and private organizations responsible tourism management reformulate strategies for developing tourism products with greater feasibility and socio-economic profitability. To produce these changes, it is required that these organizations are under a holistic approach to development of tourist destinations, involving social, economic, cultural and sustainability aspects.

According to the above, the objective of the prospect of Tourism Management is to determine the most relevant aspects of the tourism product of the Municipality of Calakmul, which can subsequently generate a municipal tourism management model with which to promote economic activity, which in once the quality of life of its citizens is transferred.

The transportation infrastructure in Mexico presents margins maneuver requiring urgent carry out a great deal of public investment to continue construction, modernization and reconstruction of the road network throughout the country.

Roads, highways and bridges are the basis of the transport infrastructure in Mexico, which has contributed to the economic, social and cultural integration of the nation, to promote trade between the main centers of production and consumption, strengthen coordination production chains and industrial corridors, as well as industrial activity and competitiveness of the economy as a whole.

In this sense, infrastructure is eminently social character and can be considered as elements of paramount importance, since through them is possible: the permanent communication between population centers with regional development centers, centers of consumption and production in rural areas; access to large groups of rural population to health services, tourism and education and better opportunities for employment and development in general.

Background of the Municipality of Calakmul

Creation

In 1981 the Congress of State decree number 91, issued a new Organic Law of Municipalities of the State of Campeche, where the municipal section of Xpujil, in the municipality of Hopelchén is created. This Act shall be published in the official newspaper of December 7, 1981 and entered into force the following day.

Subsequently, by decree No. 244 of the Fourth Legislature of the State Congress, published in the official newspaper of December 31, 1996, the municipality free Calakmul is created.

Municipal Geographic Location

The City of Calakmul (in Maya, City of adjacent mounds), has an area of 14,681 km², representing 25.8% of the territory of the state of Campeche (POET, 2002). It is located between latitudes 19 ° 12' 17" and 17 ° 48' 39" north latitude; and in the meridians 89 ° 09' 04" east longitude and 90 ° 29' 05" west longitude (Figure 1).

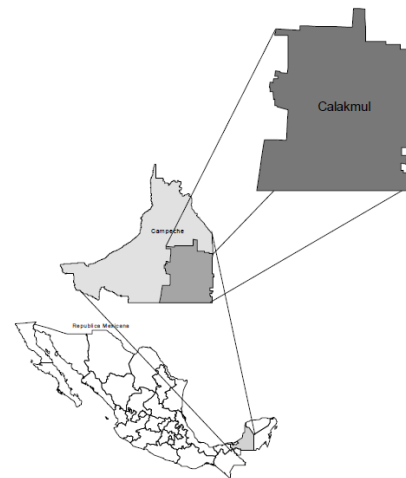


Figure 1 Location of the Municipality of Calakmul, Campeche, Mexico.

The municipality of Calakmul in its northern borders with the municipalities of Champotón and Hopelchén, south to the Republic of Guatemala; on the east by the state of Quintana Roo and the country of Belize; and west by the municipalities of Escárcega, Candelaria and Carmen. (PDM Calakmul, 2012)

On August 4, 2014, the Organization of the United Nations Educational, Scientific and Cultural Organization (UNESCO) officially handed to President Enrique Peña Nieto, the certificate that recognizes Calakmul as Well Mixed in List Real Heritage, by cultural and natural features of this ancient Mayan city.

The area of Calakmul has more than one million hectares of forest and it is assumed that there are more than 6000 structures, but only 5% has been discovered. It is one of the five capitals of the Mayan world and live in it 1,569 kinds of flora, 48 species of fish, 19 types of amphibians, 84 reptiles, 489 birds and 107 species of mammals.

However, with all the tremendous splendor of this archaeological site and biosphere reserve in 2013 only 23,400 people visited him, placing it 47th out of 187 archaeological sites monitored by the National Institute of Anthropology and History (INAH).

In Campeche are 17 of this type of archaeological, several with a monumental historical significance sites, but the tourist infrastructure is so limited that few travelers choose to visit. Within the project works of the Federal Government, strengthening the tourist corridor that runs from the town of Conhuás and Xpujil Constitution where there are communities with great potential and archaeological at roadside areas are expected. Part of the strategy lies in putting up long term that includes the municipal tourism plan in a range of 30-40 years, a visionary plan.

Development

Public Policy

Undoubtedly municipal governments in the current scenario play a fundamental role and it is expected that each day play an even more important role. Federalism is adjusted and reconfigured from the new role that local governments acquire. The result of this scenario is that municipal governments expand their vision and action space, and thus expand and deepen their policy agenda.

In Mexico local governments are also gradually transformed. While the centralist tradition of this country is rooted in the depths of culture and government practice, it is nevertheless clear that things change. However, apparently they are the same pressures of citizenship, the growing political pluralism, new styles of government leadership, and greater professionalization of local officials, which is pushing more force to transform municipal governments.

The model policy analysis emerges as a field of study and reflection from the work of Lasswell (1951 and 1971), since the understanding government and social action as an action resulting from an institutional framework and a set of actors with different interests involved in addressing public problems, has been a rich way of interpretation. The literature on public policy is wide, much of it focuses on the analysis of the four stages of public policy are: problem definition, policy formulation, implementation, and evaluation (Lasswell, 1951).

The analysis of public policies defined within the public as a place of convergence between public servants and society, which promotes a plurality of public action (Cabrero, 2007). So the construction of a policy agenda is itself a difficult process through which a host of public issues that must be addressed by public servants leading to the prosecution accepted.

Therefore, the definition of problems is the first step for all involved to define their positions and influences to locate the public issue between conflict, negotiation and will take place on the agenda. Later in the formulation phase and policy with rational and technical experts in the field arguments are proposed and reconcile interests and preferences of various social groups.

However, implementation of policies generates negotiation and conflict between the major players again; diversity of participants conducive adjustments between actors and building arrangements between them. It is clear that the evaluation of policies above is repeated even expands and intensifies. The City of Calakmul, is no exception in its Public Policy Workmanship, direct contact with claimants locally becomes the natural space of the dispute for federal resources, projects, associations and nongovernmental organizations (NGOs s), to name a few.

Looking at the National Development Plan Campeche (PED, 2009), regarding the Municipal Development Plan Calakmul (PMD, 2012), where the first mark the guidelines of public policies in the state, where there is no consistency from vision, mission, principles and values to the process of accountability (Table 1).

| Campeche State Development Plan 2009-20015 | Content | Municipal Development Plan Calakmul 2012-2015 | Content |
|--|--|--|--|
| Presentation Vision, Mission, Values and Principles. | State progressive, modern with quality and safety of life. Strategy for growth and development. | Presentation Introduction and Legal Framework. | Prosperous town, tidy able to generate progress and prosperity for its people. |
| Strategic Axes: Axis 1: Education for Progress. | Make education the most valuable promoter and promoter of the progress and quality of life of Campeche | Municipality of Calakmul, Campeche. | Current conditions in which lies the town of Calakmul, historical origin, geographic location. |
| Axis 2: Economic Growth. | To promote a more dynamic economy, which translates into better opportunities for all regions of the state. | Mission, Vision and Values | Public entity responsible for managing and strategically manage economic, natural and human resources. |
| Axis 3: Social Development and Welfare. | Generate development conditions for better welfare population Campeche, in solidarity with the people and families in situations of marginalization and vulnerability. | Citizen demands and proposals | Municipal competencies, improve water service and maintenance of existing infrastructure, create sports infrastructure and manage sports unit. |
| Axis 4: Responsible and Modern Government. | Ensuring government leadership and coordination capacity to generate comprehensive security conditions and respond with results hearty confidence. | Objectives, Strategic Guidelines and Actions | Territorial integration of public policies, efficient and transparent public security administration, justice and civil protection, access to services and infrastructure, social and human. |
| Evaluation and Monitoring Plan. | Democratic planning requires periodic evaluation of the implementation of strategies and action lines considered in this tool to reorient the way when necessary. | Monitoring Evaluation and Monitoring | The committees established based on the guidelines of COPLADEMUN, meet at least once every six months to assess and correct if achievements. |
| Attachments | Map: Strategy and Organizational Chart COPLADECAM connectivity. | | |

Table 1 Comparison of Development Plans

The complexity of Calakmul when developing their public policies and strong heterogeneity, required to build and improve mechanisms that support the development of its various activities (forestry, tourism, agriculture, etc.). Couple that concern the forms of action of the Municipality in the State, for their constant dynamic strain owing to the precise location of the "moments" and "places" materialization of the shares underlying policies. The challenge then is to separately analyze each type of public policy, limiting its own sphere of municipal institutional action and establishing a focus to identify the study and reflection in terms of change, inertia and stagnation (Table 2).

| | Formulation and design | Implementation | Evaluation |
|---|----------------------------------|---|--|
| Often responds to urgent demands | Little time for deliberation | Immediate link between decision and action | Shortly maturation for policy evaluation |
| Defining the problem | Imitation in designing solutions | Little formal regulation effective | Feedback from the degree of citizen satisfaction |
| Restricted Time horizon | Innovative design solutions | Very effective social regulation Proximity control | Weak impact assessment of policies |

Table 2 Characteristics of process makings of municipal public policies.

Public policy occurs spontaneously linking government with citizens, necessitating generating schemes that motivate the organization, participation and civic responsibility. Therefore, strengthening communication channels and clear and timely information to citizens about public policy within the municipality, information is critical to create a scenario of trust, respect and collaboration between the municipality and responsible citizenship premise.

Infrastructure and Connectivity

This corresponds to the area of economic infrastructure, under which is the modernization of a road whose main objective is providing permanent access and contribute to the development of a region by improving traffic conditions diverse communities within the municipality in southeastern state of Campeche.

The roads are considered may have a greater impact and relevance to the process of development in the municipality are:

- Campeche-Hopelchén-Dzibalchén-Ukum-Xpujil
- Edzná-Kikab-Centenary

Both routes have an ongoing development of 5.0 meter wide carriageway and are classified as a lined country road, "D" (SCT, 2012), the problem is given by the presence of faults in the stability of road cuts, water concentrations in various sections, causing subsequent erosion, landslides due to the slopes of the result slopes on the terrain hilly with that account, leading to this low speeds and high travel times experienced by users circulating current path. This causes them to incur high generalized travel costs and increase the likelihood of accidents.

In addition to traffic conditions described above, the problems in the difficulty of transporting goods, food and people from the surrounding towns are short, and access to goods and services (health, tourism, education, etc.)

It is worth mentioning that there is no alternative solution to the problem of inaccessibility communities Castamay, San Antonio Cayal, Cruise San Luis, Konchén, Pakchén, Chunchintok, Ukum, Bel-Ha, El Refugio, Zoh-Laguna (for the Hopelchén side) and Archeological Edzná area, Melchor Ocampo, Kikab, the poison and Centenario (on the side of Edzná), as currently these are the only lines of communication between these communities, which simultaneously allows communication directly with the municipality of Calakmul.

The general objective to modernize the network of roads that arises, is to help promote the development of regions with greater backlog in road infrastructure, under which investments are aimed at carrying out works to address those areas and localities more remote, and therefore the most vulnerable and most marginalized, in order to fulfill its purpose of making more safe and efficient movement of goods and people moving through them, and to achieve higher speeds scroll different areas, contributing greatly to the reduction in vehicle operating costs and travel times, achieving greater integration and competitiveness in the economy of the region. Spotlight: For both situations, the values reported by the Mexican Institute of Transport (IMT, 2008), on techniques for vehicles operating in Mexico features as well as representative roadway characteristics for different types of land were considered, hilly and mountainous.

Current operating characteristic of the path is determined by the state of the road surface, which despite being coated, has bumps, perms and significant deformations; allowing an average vehicle speed of 21 Km. / h.

So the route covered by roads: Campeche-Hopelchén-Dzibalchén-Ukum-Xpujil; and Edzná-Kikab-Centennial, both with ongoing development of 5.0 m. road width, are held in each in a running time of more than 4 hours. According to World Bank studies, in the case of unpaved roads with a general profile with frequent depressions and / or bumps (eg 40-80 mm / 1.5m) and occasional deep depressions (eg > 80 mm. / 0.6-2m), the right speed for a comfortable ride is 20-30 Km / h. The higher speeds (40-50 km. / H.) Cause extreme discomfort and possible damage to the vehicle.

Roads: Campeche-Hopelchén-Dzibalchén-Ukum-Xpujil, and Edzná-Kikab-Centennial, both with ongoing development of 5.0 m. wide roadway, are classified as rural which way according to their geometrical features is classified as a type "D" road coating level in very poor condition, with a crown width of 5.0 m., a maximum slope 8% and a maximum degree of curvature of 17 °, features coupled with the road is located in a hilly area and there is a conjunction of humid climate with summer rains, currently there are flaws in the stability of road cuts, water concentration with subsequent erosion, landslides due to the hilly terrain type with which account, leading to this low speeds and high travel times. This implies that the costs of maintenance and repairs, forcing season storm highest rainfall the need for equipment, personnel and equipment is taken to keep the road traffic conditions rise.

This project is located in the Southeast region of the State of Campeche whose length includes the municipalities of Campeche, Escárcega, Hopelchén and Calakmul (Table 3). The following table shows the current situation:

| concept | Situation without project |
|---|---------------------------|
| Path: Campeche-Hopelchén-Dzibalchén-Ukum-Xpujil | |
| fitness | bad |
| Lane number | February |
| Carriageway width (m) | 5.0 |
| berms | almost zero |
| Operating speed (km / hr) | 21.0 |
| Travel Time (min.) | 4 hours 40 min. Approx. |
| TDPA | 350 |
| Type of land | Lomerío |

Table 3 Current status of the road infrastructure.

The risks associated with the social demand for additional work at the time of construction, delivery delays due to technical problems and inflationary phenomena, which could increase the cost and execution time. Likewise, if the modernization of roads is not realized: Campeche-Hopelchén-Dzibalchén-Ukum-Xpujil; and Edzná-Kikab-Centennial, both with ongoing development of 5.0 m. width of road, would have to be continuous maintenance to the coating layer, having to perform each time the rainy season comes, this with a minimum of four times a year, it is necessary to improve the vertical and horizontal alignment, which is not feasible because it represents a very high cost of resources and personnel would be required to act upon the maintenance of road infrastructure making it completely unaffordable.

Tourism Management

The tourism management has become a strategy of government and business that enables result in economic activity in a region, country or city. The dynamics in this sector makes it dominant updating and adaptation of models of development, planning and tourism management.

This transition is that the Fordist model or mass, still deployed and acceptable, requires adaptation for best performance in meeting the needs of tourism consumption, ie strategies also focus to the motivational, temporal and territorial aspects (Ávila and Barrado, 2005). These needs should be considered and understood to be adequate to deal with aspects such as quality, consumer products, environment and territory (Figure 2).

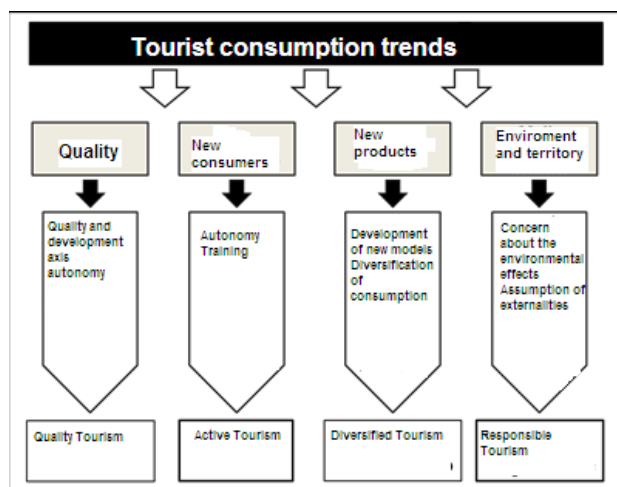


Figure 2 Needs requalification of Fordist tourism model

The global tourism has an impact on various sectors, which causes flow of people and thus an economic flow, which can be channeled to promote socioeconomic development in the target region, because it is one of the economic activities where market consumption is performed in situ and intensify their economic benefit to other areas of the economy. This growth is contributed through the creation of jobs, businesses and infrastructure. In addition, tourism continues to diversify across destinations and activities.

Part of the expansion in this sector can be visualized by the results of their statistics, the most representative that produces 9% of world GDP, which generates one of every eleven jobs, provides 1.4 billion dollars in exports, contributes 6% of international trade has grown from 25 million international tourists in 1950 to 1,087,000 in 2013 and 2030 will increase to 1,800 million tourists (WTO, 2014).

Tourism product planning should be based on the development of a holistic experience that allows leave in the past that the tourism product is only obtained through natural or historic resources, but to promote tourism product design where the tourist is part of the experience. Dredge (1999) mentions that it is essential that tourism is integrated into the public agenda to achieve a local or regional planning destination.

The City of Calakmul has the necessary conditions for having an attractive tourism product, following the appointment of Joint Heritage officially delivered by UNESCO on August 4, 2014 (SRE, 2014). It is noteworthy that Mexico has 32 properties inscribed to this organization, of which 26 are cultural, 5 natural assets and only mixed well (INAH, 2014). Therefore, the importance of this appointment to Calakmul, which strategies and projects to do what a destination for world tourism will be derived.

Based on the jurisprudence of the tourism sector, the General Tourism Law (LGT) states that the tourist matter comprises the processes arising from the activities carried out by people during their time traveling to and staying in places other than their usual environment places, with for leisure and other reasons (LGT, 2009).

This Act broadly aims to establish bases for coordination, planning, programming, maintenance and utilization of national resources and tourist attractions, emphasizing the natural, cultural heritage and promoting ecological balance through the regulations that have resulted in a national tourism system.

A fundamental part of managing the municipality of Calakmul in relation to tourism, lies face what stipulates Chapter VIII, Article 32 also which states that States and Municipalities should develop, conduct and evaluate tourism policy, aligned to the National Plan Development and Tourism Sector Program.

Based on the provisions of the LGT, Article III, Section XXI, defines Sustainable Tourism Development Areas, as those parts of the country that have natural or cultural features that constitute a tourist attraction. Another challenge is dealing municipality which states Chapter VIII of that Act, Article 32, which states that protected areas may not be part of the Sustainable Tourism Development Zones. Clearly the solution is to propose to the Ministry of Tourism (SECTUR), the draft declaration of Sustainable Tourism Development Zone to the Calakmul Biosphere Reserve. But part of the problem centers on there yet Regulation with defined procedures and requirements for requesting the declaration, nor the Regulations for the establishment of tourism land use planning, which is essential to trigger sustainable tourism.

To design a new tourist product, it is important to define a strategic framework for action, which are considered quality issues, new products, sustainability, collaboration networks, local and regional development (Ávila and Barrado, 2005).

From this latter concept is important to consider the synergy, mainstreaming and integration between the different productive sectors to achieve an integrated territorial development. Having Calakmul a product with the potential for sustainable tourism development, it is appropriate to create a mechanism to prevent deterioration, promote the maintenance and conservation of natural and cultural resources, but especially the identity of the destination, which serve to differentiate the competition tourist destinations worldwide. Frangialli (1999) mentions that sustainable tourism goes beyond environmental conservation and cultural, as it must become an element that give visitors a high quality experience.

A fundamental part of the determination of the tourism product is constructed through the argument of sustainable tourism development. To understand the concept of sustainability, we must start from the definition within the Brundtland Report, which describes it as: meeting the needs of the present without compromising the ability of future generations to meet their own needs (World Commission on Environment and Development, 1998).

You identify the potential for heritage tourism product becomes a fundamental tool for a planning according to market requirements and the ability of the territory to generate the necessary elements to manage tourism. This heritage interpretation is based on the implementation of a set of methods and techniques of strategic communication used to externalize the meaning of a place which is visited by the public, and understanding how performance as the adoption of an attitude of respect, appreciation and contribution to the conservation of the place you decide to go (Morales, War and Serantes, 2009).

Another definition is that proposed by Aldridge (1975), which concludes as heritage interpretation, as the art of explaining man's place in their own environment, in order to increase visitor awareness regarding the importance of their interaction with the target, and promote interest in contributing to the conservation of the environment in every way.

Tilden (1957) made a number of interpretive criteria which are based on the following principles: spark interest and curiosity; interpretive activity related experience; reveal through a comprehensive topic interpret the main message; an interpretative equation based on knowledge of the recipient (CD), knowledge of the resource (CR) and using appropriate techniques (TA) that produce interpretive opportunities (OI).

$$(CD + CR) TA = OI$$

The origin of the interpretive process is necessary because communication is required between units of information. The interpretation should preferably be performed in situ, because the contributions of the different participants enrich the experience. It is therefore important to determine the profile of visitors through their individual characteristics and group, some of the aspects that make up the profile are: age, disability, foreknowledge, place of origin, point of departure, number of people, expectations, duration of visits, distribution of visits (Figure 3). This, confronted with the human resources available in the destination as the local or floating population will be actively involved in providing the related services and unrelated to tourism.

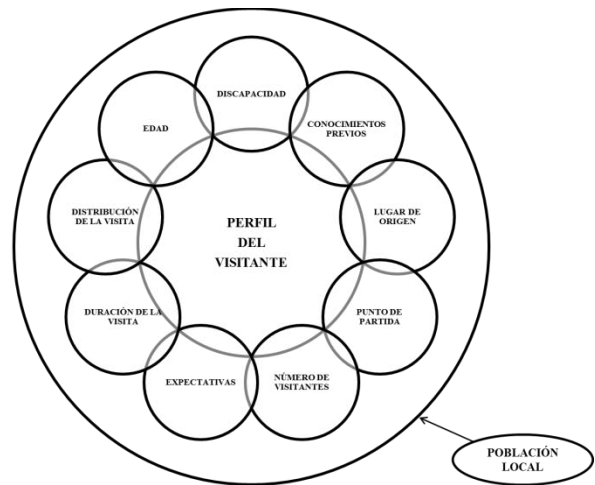


Figure 3 Determination of the visitor profile.

The importance of the success or failure of tourism management in planning fall through the local population, which contributes positively or negatively on tourism product through the implementation of strategies and policies. The bodies responsible for the interpretation of the tourism product, which in turn are decision-makers in the area that will be influenced are: public administration; associations and groups involved in benefit of the resource object of interpretation, representatives of the communities involved; experts and professionals in tourist interpretation; employees, employers, managers and landowners (Figure 4).

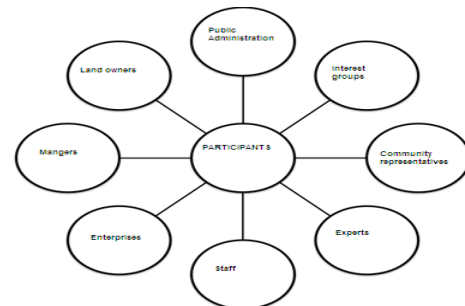


Figure 4 Participants in interpretive planning in the identification of heritage.

Interpretive planning is a tool that can support the development of tourism management model. As Howie (1975) and Peart and Woods (1976) points out, it becomes a guide to the guidelines to be followed to determine the plan of tourist interpretation. The recommendations proposed by Sharpe (1982) and Bradley (1982), are based on developing the planning stages, that will address the problem or opportunity area (Figure 5). The steps proposed are:

1. Initial situation.
2. Formulation of planning objectives.
3. Gather Information.
4. Analysis.
5. Synthesis.
6. Development Plan.
7. Implementation.
8. Evaluation and monitoring.

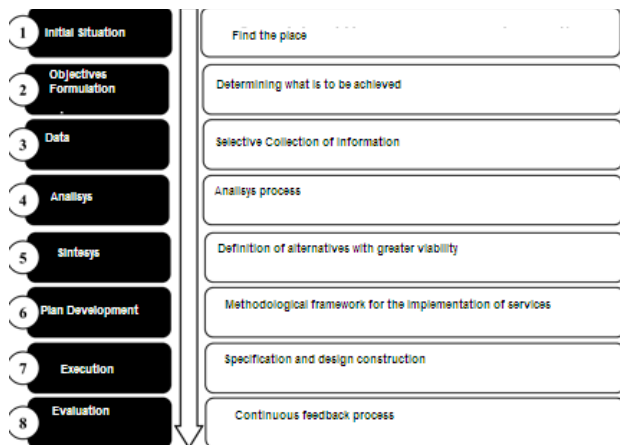


Figure 5 Process, development and implementation of Interpretation Plan Tourism Product.

It is noteworthy that the process has a logic, however, in reality does not necessarily have to develop in this way.

Similarly, it is important to make a diagnosis of the current situation on the ability of tourism infrastructure.

Pedersen (2005) notes that there are three types of capabilities host: host physical ability, related to the facilities available; host ecological capacity, which refers to the limitation that has the ecosystem to tolerate human interference to maintain a sustainable operation; and the ability of social acceptance, which refers to the limit related to the number of people in a given space that can impair recreational experience and user satisfaction (Figure 6).

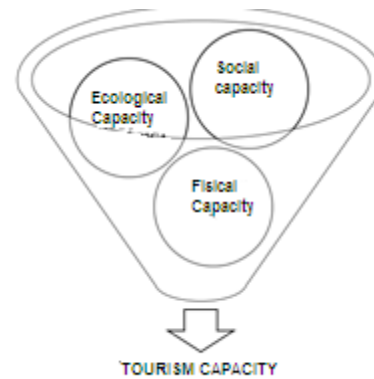


Figure 6 Capacity of tourist facilities.

This same concept is developed Vera (2001), calling capacity, by integrating meanings: physical carrying capacity, which refers to the threshold beyond which appear environmental problems; capacity for psychological or perceptual load, which refers to the limit beyond which tourists seek alternative destinations; social carrying capacity, determined by the limit to where locals tolerated tourism; capacity economic burden, defined as the limit to which you can integrate tourism without showing displaced other activities. For his Butler (1997) part, incorporates another meaning called institutional capacity load, which refers to public administration to regulate and control tourism growth (Figure 7).

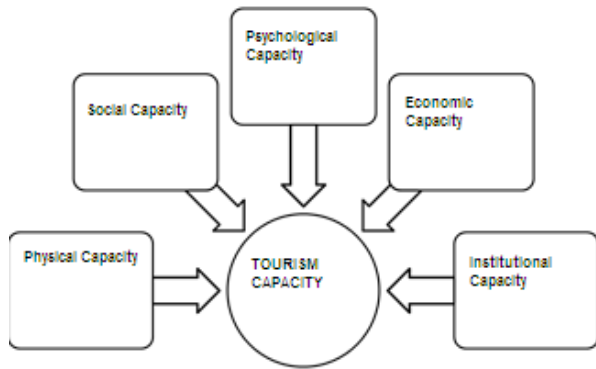


Figure 7 The concept of carrying capacity for tourism.

Due to the appointment of Joint Heritage, Calakmul requires developing tourism development schemes based on sustainability. Vera (2001) states that sustainable tourism model must consider three approaches: economic efficiency, social equity and environmental conservation (Figure 8).

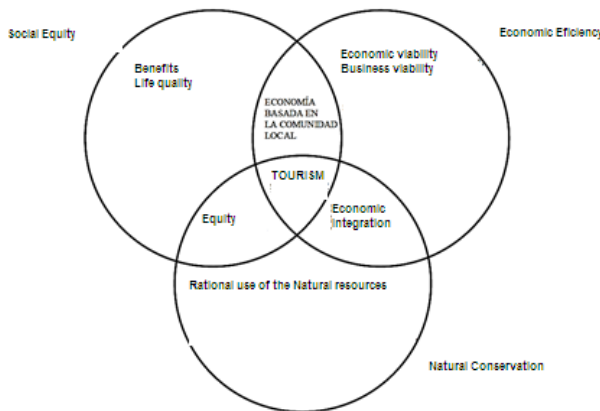


Figure 8

The World Tourism Organization (1995), determined indicators related to sustainable tourism planning for determining the capacity of the destination to be a sustainable concept (Table 4).

| INDICATOR | SPECIFIC MEASURES |
|--|--|
| Site protection | |
| Pressure on the site | Site Protection category according to the index of the International Union for Conservation of Nature and Natural Resources. |
| Intensity of use | Number of tourists visiting the site. |
| Social impact | Intensity of use in high season (person / hectare). |
| Development control | Ratio between tourists and residents |
| Waste Management | Existence of environmental review procedures or formal controls the development of the site and densities of Use. |
| Planning process | Percentage receptor wastewater treatment site. |
| Critical ecosystems | Existence of organized tourist region regional plan. |
| Tourist satisfaction | Number of rare or endangered species. |
| Satisfaction of the local population | Level of visitor satisfaction. |
| Contribution of tourism to the local economy | Satisfaction level of residents. |
| COMPOSITE INDEX | Proportion of local economic activity generated by tourism only |
| SPECIFIC MEASURES | |
| tourism capacity | Composite measure of early warning of key factors affecting the site's ability to support different types of tourism. |
| Pressure on the site | Composite measure of impact levels site. |

Table 4 Key Indicators of sustainable tourism.

The City of Calakmul, has cultural and natural heritage, the first focused mostly Mayan culture and the second consists of the Calakmul Biosphere Reserve, thus the importance of defining both types of heritage is generated. According to the Convention on the Protection of the World Cultural heritage and natural UNESCO (1972), Article 1 is defined as "cultural heritage":

- Monuments: architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science ,

- Sets: groups of buildings, isolated or combined, their architecture, and integration into the landscape, are of outstanding universal value from the point of view of history, art or science,

- Sites: works of man or the combined works of man and nature and areas including archaeological sites which are of outstanding universal value from the point of historical, aesthetic, ethnological or anthropological.

Article 2 of the same document, defines "natural heritage" as:

- Natural features consisting of physical and biological or groups of such formations, which are of outstanding universal value from the point of view of science or conservation formations,

- Geological and physiographical formations and precisely delineated areas which constitute the habitat of species of animals and plants, threatened, which are of outstanding universal value from the aesthetic or scientific point of view,

- Natural sites or precisely delineated natural areas of outstanding universal value from the point of view of science, conservation or natural beauty.

Natural areas are also likely to be integrated as part of tourism. However, in protected natural areas obstacles to economic development are presented. According to Garcia (1998), protected natural areas are usually configured as nuclei of economic impoverishment of its inhabitants, where the State or other public authorities, trying to preserve biodiversity, slow economic processes to not have a detrimental environmental impact.

It is therefore important that the Municipality of Calakmul design and implement appropriate planning of tourism development aligned to the National Development Plan, the National Development Plan and the Tourism Sector Program. Moreover, you are involved in decision-making, through the generation of proposals coming from the strategic analysis of the municipality to provide ideas adapted to their reality. A significant drawback lies with the change in the State Public Administration, as this plan assumes adjustments or renovations (Table 5).

| PND 2013-2018 | PED 2009-2015 | PMD 2012-2015 |
|--|--|---|
| Axes and tourism strategies | Axis of economic growth | |
| | Objective 2. To promote a more dynamic economy, which translates into better opportunities for all regions of the State, organized and shared responsibility of government, the private sector and the social sectors. | Goal 7. inclusive economic growth. |
| Axis México Prospero | Strategy 2.1 Promotion of productive sectors. | Alternative Tourism Strategic line 7.2. |
| Objective 4.11. Harnessing the tourism potential of Mexico to generate greater economic benefit in the country. | 2.2 Growth Strategy of the tourism sector. | actions |
| 4.11.1 Strategy Boosting system and the transformation of the tourism sector. | Strategy 2.3 Consolidation of small businesses as engines of development. | |
| 4.11.2 Driving innovation strategy of supply and raise the competitiveness of the tourism sector. | Strategy 2.4 Promotion of productivity and competitiveness. Strategy 2.5 Strengthening institutions and funds from state credit. 2.6 Infrastructure Strategy to grow. 2.7 Strategy Study of new energy technologies. Strategy 2.8 Sustainable use. | |

Table 5 Comparative from a tourist approach Plans National, State and Municipal Development in force.

Recommendation

Policy Proposal for Public Policy

The proposed public policies for the City of Calakmul, focus on two aspects:

Develop municipal public policies long term, subject to implementation and periodic assessment that transcend municipal trienios, auditing objectives and goals outlined plans to give continuity to successful strategic lines or eliminate those dysfunctional.

Furthermore, it is necessary to expand cooperation agreements between municipalities and higher education institutions (HEIs) and research centers for the training of the main actors in the process of the making of public policy and thus address problem statement, discussion, proposal, implementation, evaluation and monitoring of municipal public policies.

Proposal for infrastructure and connectivity

The initiative is the modernization of roads: Campeche-Hopelchén-Dzibalchén-Ukum-Xpujil, and Edzná-Kikab-Centennial, both with current development of 5.0 m. roadway width, extending them to a section of road with 9.0 m. roadway width to accommodate two lanes of 4.5 meters wide each.

Traffic volume of 350 vehicles per day is considered appropriate because under recommended by the Mexican Institute of Transport in its Technical Publication 147.

This states that “a country road with more than 100 vehicles daily traffic, criteria should be considered to be modernized, as traffic volumes for which such proposed modernization between 100 and 550 vehicles “with a composition of 25.0% vehicular cars, 4.0% buses and 71% trucks??”

In addition, the modernization of this section helps to fulfill the strategy defined in the National Infrastructure Program 2014- 2018 of Communications and Transport of "developing interregional axes to improve communication and connectivity of the road network Sector and improve the state physical road infrastructure and reduce the accident rate. "So, the alternative proposal is considered the most desirable because it offers the greatest benefits, has adequate capacity to efficiently meet demand and stroke is technically feasible. The modernization of roads: Campeche-Hopelchén-Dzibalchén-Ukum-Xpujil, and Edzná-Kikab-Centennial, both with ongoing development of 5.0 m. roadway width is justified because it fulfills its purpose of making more safe, comfortable and efficient movement of goods and people moving through this way. Benefits for users at higher travel speeds achieved will be taken, contributing to reduced travel times and vehicle operating costs, which translates into increased competitiveness of transport in the Southeast region of the state of Campeche.

In addition to traffic conditions described above profit will allow vehicular traffic generating development activities in this area such as agriculture, livestock, forestry, tourism and trade adds. Notably, according to indexes of marginalization of CONAPO, the municipality of Calakmul is classified as highly marginalized micro region so that correspond to the priority number 2.

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And whereas the current situation of the road does not allow a better link to the capital of the State of Campeche, which is located at a distance of 260 Km. and has more infrastructure in health, education, etc., the project socially justified.

It is considered that the option of upgrading roads: Campeche-Hopelchén-Dzibalchén-Ukum-Xpujil (Figure?), And Edzná-Kikab-Centenario (Figure 11), both with ongoing development of 5.0 m. width of carriageway, is the only alternative for solving communication communities Castamay, San Antonio Cayal, Cruise San Luis, Konchén, Pakchén, Chunchintok, Ukum, Bel-Ha, El Refugio, Zoh-Laguna (by the Hopelchén side) and Archeological Edzná area, Melchor Ocampo, Kikab, the poison and Centenario (Edzná-side) as shown in the sketch of location (Figure 10):

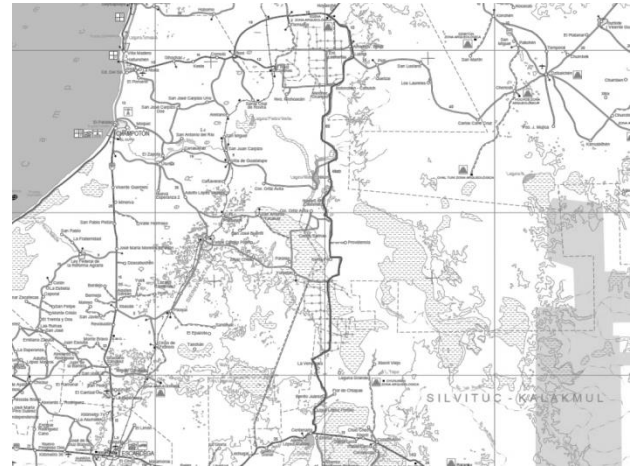


Figure 10 Proposed Edzná-Kikab-Centenario, with a total length of 125.0 km.

The existing road to 9.0 meters wide roadway will be widened to accommodate two lanes of 4.5 meters wide each, maximum slope of 8% and a maximum degree of curvature of 17 ° (Table 8). The pavement will be by hydraulic base of 20 cm. thick, a layer of subgrade with a thickness of 30 cm. and asphalt 5 cm. (Table 9).



Figure 9 Proposed Campeche-Hopelchén-Dzibalchén-Ukum-Xpujil, with a total length of 259.53 km.

| | |
|----------------------------|---|
| concept | Path: Campeche-Hopelchén-Dzibalchén-Ukum-Xpujil |
| length | 259.53 Km. |
| fitness | Okay |
| Lane number | February |
| Carriageway width (m) | 9.0 |
| berms | Yes |
| Operating Speed (Km. / Hr) | 70.0 * |
| Travel Time (min.) | 225 min |
| TDPA | 350 |
| Type of land | Lomerio |

Table 6 Road: Campeche-Hopelchén-Dzibalchén-Ukum-Xpujil

| concept | Path: Edzná-Kikab-Centenary |
|----------------------------|-----------------------------|
| length | 125 Km. |
| fitness | Okay |
| Lane number | February |
| Carriageway width (m) | 9.0 |
| berms | Yes |
| Operating Speed (Km. / Hr) | 70.0 * |
| Travel Time (min.) | 105 min |
| TDPA | 350 |
| Type of land | Lomerío |

Table 7 Path: Edzná-Kikab-Centenario

With the modernization of rural road that is intended to benefit a population of approximately 30,000 inhabitants of the region and improve local traffic circulation and long journey, and to achieve the following benefits: Increase operating speeds.

Reduce travel times.

Reduce operating costs of different types of vehicles.

Provide comfort and safety for users.

Reduce the possibility of accidents at level crossings decreased.

Improve service levels.

Reduce environmental pollution by gases and noise.

The life and skyline evaluation of the proposal is for a period of 30 years, however, life can be prolonged depending on the application of proper maintenance. According to the information presented above and based on the indicators obtained in the present study, the realization of this project is recommended.

With the modernization of roads: Campeche-Hopelchén-Dzibalchén-Ukum-Xpujil, and Edzná-Kikab-Centennial, both with a proposed development of 9.0 m. wide roadway will benefit approximately 30,000 inhabitants of the Southeast region of the State of Campeche, located in the municipality of Calakmul and their areas of influence (Campeche, Escárcega and Hopelchén), fostering the social and economic development within a region considered highly marginalized. . In addition to this, with the modernization of 384.53 Km of this work the following benefits occur:

Permanent access directly provide it to approximately 30,000 residents, impacting directly to several communities belonging to the municipality Calakmul. Alternatively, will benefit from permanent access to the target population to basic services: health, education, water, electricity, drainage, major savings in vehicle operating costs and significantly increase the safety of users.

As a result of increased trade, it is expected that productive activities in the region will increase, mainly in agricultural, livestock, forestry, tourism and trade with the rest of the state, as it will allow the population to reduce operating costs and travel time savings for higher profits on selling their products.

Proposed Tourism Management

The initiative is based on finding a space in the competitive tourism industry and added to the complexity of the changes in the profiles of tourists, which means that you have to make decisions based on the characteristics of the destination for efficient management resources.

Similarly, it is required to determine which segments of current and potential market profiles determining their detailed specifications. In addition, it is required to determine the potential impact of tourism on the different aspects of the community.

It should take into account the local population before making decisions, determining their vulnerability and what residents are willing to do to contribute to development through tourism. Is leading the creation of a Committee on Tourism Management and Public Participation Program that transparent decision making.

It is important to conduct and manage the Draft Declaration of Calakmul and Sustainable Tourism Development Zone, even though the law does not favor the application of this declaration of protected natural areas.

The planning of the tourism product should be long term, integrating concepts of conservation, improvement and transfer of assets. Is transcendental, that when designing tourism planning policies and analyzing existing objectives, and that is also aligned to existing development plans.

It is elementary that information management should be systematic, through the use of databases, statistics and feedback on visitors, that can generate indicators of tourism management and regulation. This information must be supported by an inventory of infrastructure and tourism products that can diagnose the problems and areas of opportunity. You should consider the design and implementation of a Tourism Regulation, granting legitimacy to the tourism context of the municipality.

Another key aspect is to consider the preparation of the local population, through training and awareness of the tourism product to be developed that allow give quality in different activities.

Promotion and development of business strategies of the tourism product, as promotional campaigns, developing guidebooks, establishing relationships with tour operators and the use of specialized tourism means for communication of the tourism product is required.

It is essential to determine the assessment tools tourism management through the implementation of evaluation methods, questionnaires and indicators necessary to monitor the strategies implemented.

It is essential to determine the carrying capacity, actual and potential, realistically. Similarly, analyzing the capacity increase physical host, also called host of facilities by the WTO, ecological capacity and the ability to host social host.

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Differential inclusion approach to the stock market dynamics and uncertainty

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Abstract

A new approach to uncertainty treatment is presented and applied to a model of stock market dynamics. The problem of uncertainty is formulated in a deterministic way, using the differential inclusions as the main modeling tool. This results in the shape of the reachable set for the model trajectory, namely the possible extreme values of the stock demand and price. The results of example analysis are shown, where the uncertainty consists in erroneous or false agent's information about the actual demand. It is pointed out that while treating the uncertain parameters as random ones we cannot obtain the real shape of the model reachable set. This may affect financial planning decisions and our knowledge about the dynamic properties of the stock market.

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Introduction

The main topic of this article is an approach to the uncertainty problem rather than the detailed stock market modeling. The model used here is a simple system dynamics stock market model for the short time market behavior. Models of such kind can provide important hints for financial planning and strategic decisions. Recall that the systems dynamics models are mostly continuous models that reflect certain global and averaged trajectories of a possible change of the system variables. In models of such kind the human factor is strongly simplified. The behavior of a stock market agent is difficult to model and to predict. Consequently, the application of system dynamics modeling methodology to this case, as well as to other systems with human factor is doubtful. The other possible approach is agent-based simulation (do not confuse with stock market agents). Anyway we should remember that not all what happens in the real world is described by differential equations.

The stock market model used in this paper was taken from literature. It is a simple model of a market with only one stock type. For this and similar models consult Andresen (1999), Minsky (1982) or Goodwin (1967), to mention only some of thousands of publications on stock market behavior. Some more qualitative comments on stock modeling and the use of models can be found in less academic sources like Glassman (1998).

The main problem in marketing, economic, social and similar (soft) systems modeling is lack of exact information. This uncertainty in model data (initial conditions, parameters, external signals etc.) and even in model structure needs a special treatment.

The simplest way to get some information about the behavior of a system with uncertainty is to assume some variables to be subject to random changes and to see the resulting model trajectories. The common opinion is that the uncertainty can be treated using stochastic models and probabilistic methods. Note, however, that the very essential definition of uncertainty has nothing to do with stochastic models. It is an error to identify an uncertain variable with a random variable. An uncertain variable or parameter has an uncertain value that may belong to some interval or satisfy some restrictions. It may have no probability distribution and could not be random at all. The approach to uncertainty treatment proposed here is based on differential inclusions and is deterministic.

The model

We consider a simple model of the dynamics of one stock type only. This is an Ordinary Differential Equation (ODE) model like the models used in the System Dynamics approach.

Let p be the current current market price, and p_r be the real value of the stock. We will denote by n the current demand of the stock expressed in number of units. Suppose that this demand is the sum of the following components.

n_r - demand due to the agents being informed about the stock value.

n_b - demand due to the agents who observe the price increase/decrease rate and do their trading based on some kind of predictions. The subscript b stands for the "bandwagon effect". This means that the positive or negative price rate attracts increasing or decreasing numbers of agents, respectively.

n_e - demand due to erroneous information. This is the uncertain component of the demand n .

To find the model equations, observe the following facts. The demand n depends on the difference between the real and the current stock price. This difference should be expressed in relation to the price, so we assume that the demand can be calculated as follows.

$$n_r = A \frac{P_r - P}{P} \quad (1)$$

Where A is a constant.

This demand, in turn, determines the price growth rate. So, we have

$$\frac{dp/dt}{p} = r(t) = Bf(n) \quad (2)$$

Where $f(n)$ is given as

$$f(n) = \begin{cases} n & \text{for } n > -I \\ -I & \text{for } n < -I \end{cases} \quad (3)$$

Where B is a constant and I is the total number of stock issued. The function f is simply a saturation. This means that the surplus of stocks (which results in negative demand) cannot be greater than I .

The component n_b that determines the "bandwagon effect" depends on the price increase rate. This reaction of the agents is not immediate and is subject to some inertia. We shall use here a simplest way to represent this, supposing that

$$n_b(s) = G(s)r(s)$$

where

$$G(s) = \frac{C}{1+Ts} \quad (4)$$

Here s is the differentiation operator and $G(s)$ is a first order transfer function. The equation (4) implies the following.

$$dn_b/dt = (CBf(n) - n_b)/T \quad (5)$$

The equations (2) and (5) describe the dynamics of the model. It is a set of two ordinary, nonlinear differential equations that can be easily solved using any continuous simulation tool. On figure 1 we can see an example of possible changes of the demand during two trading days. This trajectory was obtained using the PSM (<http://www.raczynski.com/pn/pn.htm>) simulation system with the following parameters.

$$I = 10000, \quad T = 0.005, \quad p_r = 10, \quad A = 476.2, \quad B = 0.00007, \quad C = 14200.$$

The uncertain (erroneous) component n_e was supposed to belong to the interval $[-500, 500]$.

The above value of the "bandwagon" time-constant T can be lower than assumed. The value of 0.005 was chosen to slow down the oscillations and make the the example trajectory more illustrative. The model initial conditions for the trajectories of figure 1 and for all other figures were $p(0)=8$, $n_b(0) = 0$ which means that we start with undervalued stock, that generates a positive demand.

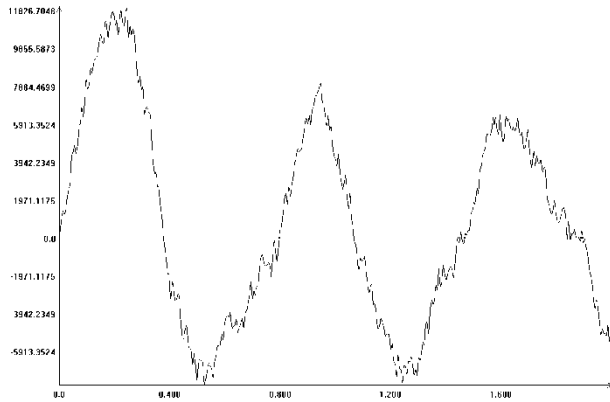


Figure 1 Possible changes in demand during two trading days.

The uncertainty

As stated before, the component n_e of the estimated demand represents the erroneous data. To obtain the trajectory of figure 1 this component was assumed to be a random variable taken from the interval $[-500,500]$. This is a common approach in uncertainty treatment. Treating the uncertain parameters as random ones we can obtain possible model trajectories, or carry out various statistical analyses over sets of hundreds or thousands of integrated trajectories. However, note that uncertainty should not be confused with randomness. First of all, to consider a variable as random, you must know that it is really random. If so, you must know something about its probabilistic properties, to be able to generate it. In the case of dynamic systems it is not only the probability distribution, but also the spectral density, mutual correlations and other stuff hardly known in practical applications. On the other hand, if a model variable is said to be uncertain, we only assume some interval (maybe infinite), where it belongs and nothing more. The result of the uncertainty analysis should be the reachable set for the model trajectories. Note that such uncertainty treatment is deterministic.

Other reason to treat the uncertain variables in a non-probabilistic way is that such analysis gives us information about possible extreme values (recall the "law of Murphy"). This also may be useful if we expect that the uncertain variables could be intentionally generated to move the system to the extreme values (manipulated and false information).

For example, looking at our model, given by the equations (2) and (5) we can see one uncertain variable, namely n_e . In the vector form our model is described by the equation

$$\begin{aligned} dx/dt &= f(x, n_e) \\ n_e &\in [-500,500] \end{aligned} \tag{6}$$

Where x is the state vector $x = (p, n_b)$ and f is a vector-valued function that includes the two right-hand sides of the equations. We do not indicate constant model parameters in the arguments of f . However, n_e appears on the right-hand side of (6) because it is a variable and not a fixed parameter.

The equation (6) can be written as follows.

$$dx/dx = F(x) \tag{7}$$

Where F is a set defined by f , when n_e takes the values from the interval $[-500,500]$. What we obtained is a *differential inclusion* instead of a differential equation. This is the proper way to treat the dynamic uncertainty. The solution to a differential inclusion is the reachable set, that is the set where all model trajectories must belong. This is exactly what we need as the result of the uncertainty analysis, and not particular model trajectories. Note that this problem statement is completely deterministic.

The solution to a DI is the reachable set for the possible system trajectories that is exactly the solution to our uncertainty problem. In this very natural way the uncertainty in dynamic system modeling leads to differential inclusions as a corresponding mathematical tool. Note that this tool is known for about 70 years and that there is a wide literature available on the DIs theory and applications. The first works have been published in 1931-32 by Marchaud and Zaremba. They used the terms "contingent" or "paratingent" equations. Later, in 1960-70, T. Wazewski and his collaborators published a series of works, referring to the DIs as orientor conditions and orientor fields. As always occurs with new theories, their works received severe criticism, mainly from some physicists who claimed that it is a stupid way of wasting time while dealing with so abstract an useless theory. Fortunately, the authors did not abandon the idea and developed the elemental theory of differential inclusions. In the decade 1930-40 such problems as the existence and properties of the solutions to the DIs have been solved in the finite-dimensional space. After this, many works appear on DIs in more abstract, infinite-dimensional spaces. Within few years after the first publications, the DIs resulted to be the basic tool in the optimal control theory. Recall that optimal trajectories of a dynamic system are those that lay on the boundary of the system reachable set. In the works of Pontragin, Markus and Lee, Bellman and many others, one of the fundamental problems are the properties of the reachable sets.

Differential Inclusion Solver

A differential inclusion (DI) is a generalization of an ordinary differential equation (ODE). In fact, an ODE is a special case of a DI, where the right-hand F is a one-point set.

One could expect that a solution algorithm for a DI might be obtained as some extension of known algorithms for the ODEs. Unfortunately, this is not the case. First of all, the solution to a DI is a set. Namely, it is a set in the time-state space, where the graphs of all possible trajectories of a DI are included. Finding the boundary of such set (named reachable set, or emission zone as in the works of Zaremba and Wazewski) is not an easy task. I will not discuss here more theoretical details about the DIs. A more extended survey can be found in Raczynski, (1996). An excellent book on theoretic background was written by Aubin and Cellina, (1984). Other fundamental publications are those of Zaremba, (1936) and Wazewski, (1961). The DI solver has been developed by the author in 2002 (see Raczynski, (2002)).

One of the properties of the reachable set is the fact that if a trajectory reaches a point on the boundary of the RS at the final time, then its entire graph must belong to the RS. This fact is well known and used in the optimal control theory. Observe that any trajectory that reaches a point on the boundary of the RS is optimal in some sense. Such trajectories can be calculated using several methods, the main one being the Maximum Principle of Pontragin (consult Lee and Markus, (1967)). This can be used to construct an algorithm for RS determination. If we can calculate a sufficient number of trajectories that scan the RS boundary, then we can see its shape. We will not discuss here the theoretical issues related to the DIs, which are complicated and need rather a book than a short article. In few words, the solving algorithm generates trajectories that scan the boundary of the reachable set. On each of such trajectories an expression known as hamiltonian is maximized with respect to a control variable (in our case n_e).

Integrating a sufficient number of such trajectories we can obtain a good approximation of the reachable set. The DI solver based on the above principles has been presented in several articles; consult Raczynski, (1996) for more detail.

One could expect that the reachable set of a DI can be obtained by a simple random shooting, that is, by generating n_e randomly and then looking for the boundary of the resulting points reached by the trajectories. Unfortunately, this is not the case, except perhaps some very simple and trivial cases. What we obtain by such primitive random shooting is a cluster of trajectories in a small region that has little to do with the true shape of the reachable set, even if with great number of calculated trajectories.

Results

Figure 2 shows the solution to our differential inclusion at the end of a one-day trading. The dotted contour shows the boundary of the reachable set, that is the boundary of the set where the model trajectories must belong, on the price-demand plane. This contour was obtained by storing about 500 model trajectories. To see how useless is a primitive random shooting method mentioned before, the figure also shows the result of such shooting with 10000 trajectories integrated (a small cluster of pixels inside the reachable set). The random values of n_e in this primitive shooting were generated on the boundary of the allowed interval $[-500,500]$. While generating n_e randomly from inside of this interval, the cluster is even smaller. This does not mean that the computing time needed to solve the DI is 20 times smaller compared to primitive shooting. The point is that the primitive shooting provides no solution at all.

On the other hand, the DI solver is rather slow, because of the complexity of the algorithm that needs the hamiltonian to be maximized on each integration step. In the presented case, about 10 minutes of computing time were necessary to get the solution, using a 450Mhz PC. Figure 3 shows a 3D image of the reachable set.

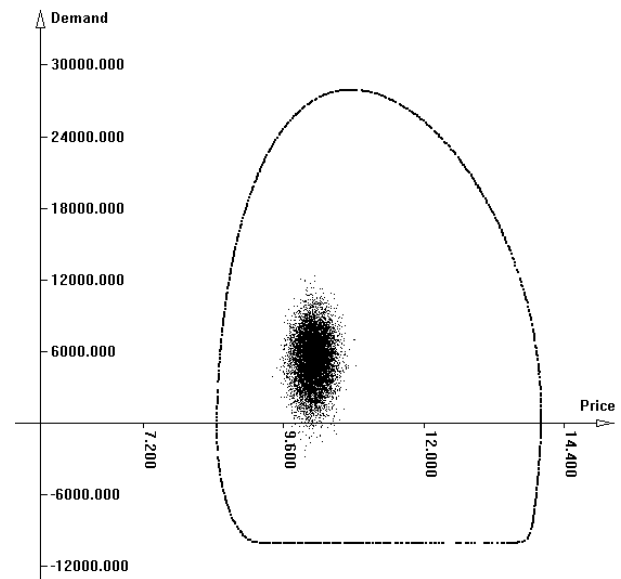


Figure 2 The reachable set at the price-demand plane. A small cluster of points inside the set was obtained with a primitive random shooting.

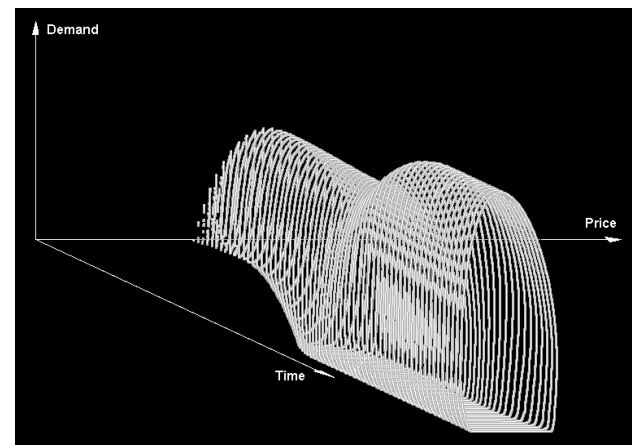


Figure 3 The 3D image of the reachable set.

The trajectories that determine the reachable set are oscillating around the boundary of the reachable set. These non-linear oscillations suggest that the extreme points of the reachable set boundary are reached when the model enters in some kind of "resonance". This is hardly possible with a random excitation, but quite possible when the uncertain parameter is changed intentionally to reach the boundary or extreme points. Figure 4 shows some of such trajectories randomly selected. Note that those are not random trajectories; only their selection is random. Each of the trajectories of figure 4 is a 2D projection of a trajectory that lies on the reachable set boundary.

Finally, figure 5 shows the projection of the reachable set at the time-demand plane.

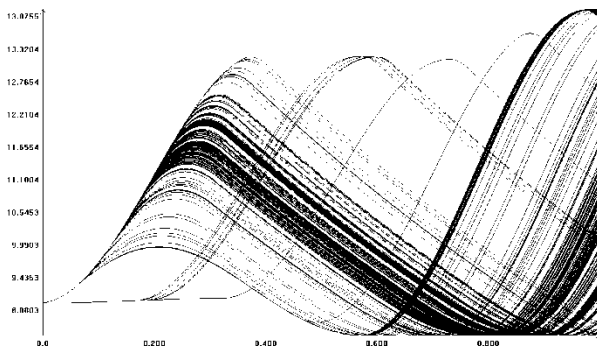


Figure 4 Some randomly selected model trajectories that scan the boundary of the reachable set.

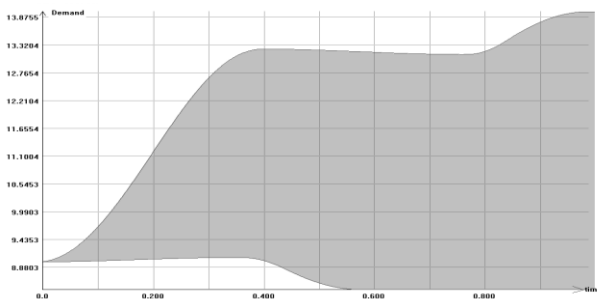


Figure 5 The projection of the reachable set on the time-demand plane

Conclusions

The main point of this article is the application of the differential inclusions to the problem of uncertainty in dynamical systems. The uncertainty problem is deterministic. If we treat the uncertain parameters as random ones, we could obtain very poor estimates of the possible extreme values that the model variable can reach due to the uncertainty. The presented differential inclusion solver works quite well, though it is still under construction. The model of the stock market dynamics is a good example of uncertainty and may provide interesting information about possible stock market behavior and can be used in financial planning.

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Vernacular tradition in the Cemetery of San Bernardino Tlaxcalancingo, Puebla

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Abstract

The population of San Bernardino Tlaxcalancingo belongs to the municipality of San Andrés Cholula, Puebla, currently conurbation with the city of Puebla, is a town with deeply rooted traditions.

The aim of this paper is to present a descriptive analysis of the cemetery of San Bernardino, seen as the material object that provides access to the values and social relations; site on which these relationships are present from its establishment in 1911, different types of graves are represented. Similarly in the social aspect manifests integrated into the life of the community space, which becomes the means of knowing its history and where the memory of the place remains to be assumed as a testimonial dimension of vernacular tradition.

Cemetery, values and social relations, memory of the place, vernacular tradition.

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Introduction

The word comes from the Greek cemetery koimeterion, meaning bedroom because, according to Christian belief, the cemetery is the bed where the bodies slept until the Day of Resurrection. A Catholic cemeteries are also called "cemeteries", since in the city of Pisa, Italy, for example, due to hygiene measures authority ordered to close the cemetery, which was built in the thirteenth century in the city the ground was covered with a layer of soil, the Pisan galleys had brought from the holy places of Jerusalem and hence the "holy-field" name.

According to prevailing cultural patterns in the twelfth century Europe, the temples were the place chosen to bury extinct. All churches in the cities, from downtown neighborhoods as both basilicas and small chapels located on the periphery, were occupied as cemeteries.

By the late eighteenth one of the main concerns of city authorities century were noted in the existence of graveyards or cemeteries located in courts and chapels of churches and convents, located in the city center (now historic centers), and churches neighborhoods surrounding the trace. Serve this preamble to our topic, the context that occurred from Europe to the location of the cemetery until arriving at that time by the Spanish crown here in Mexico.

For the benefit of public health of my subjects, propriety of temples and comfort of families [...] cemeteries outside the towns will be made, provided that there be no invincible difficulty or large widths within them, in places ventilated and immediate parishes, and distant neighbors houses and chapels will be used to the same cemetery chapels that exist outside of the villages, as has been started practicing some with success. (Cuenya, 2008: s / p)

Based on this new provisions were given, such as that in September 1827 was approved by the Congress of Puebla, the first law on establishment of cemeteries, where is set to the first article the responsibility of the 'populations State ... [to] build as soon as possible cemeteries outside town, and opposite to the winds that dominate the public 'places (Cuenya, op. cit)

The site location issue is that the socio-religious institutions to date are very important in all that relates to the issues and religious holidays so it is considered appropriate to recover any history about it and establishment of the Reform Laws concerning these socio-religious institutions, which have great power in the town.

The law of confiscation of the goods of civil and religious corporations, known as Lerdo Law was issued by Miguel Lerdo de Tejada on June 25, 1856. The first article decrees:

Under the name of corporations all religious communities of both sexes, fraternities and archconfraternities, congregations, brotherhoods, parishes, municipalities, schools understood, and in general any establishment or foundation that has the character of perpetual and indefinite duration.

The law of nationalization of church property was issued by Benito Juárez, as chairman, July 12, 1859 in Veracruz. decreeing that "enter the domain of the nation all the goods that the secular and regular clergy have been running under various titles, whatever the class of properties, rights and shares consisting, name and application that have had".

Another important item for the fifth issue, here "the regular religious orders were suppressed throughout the republic ... well as all archconfraternities, fraternities, sororities congregations or attached to religious communities, cathedrals, churches or any other churches "(ibid, p. 120).

Article 27 of the Constitution of February 5, 1857, in addition to legalize ownership and accommodate the expropriation for public use, provided:

No civil or ecclesiastical corporation, whatever their nature or object name, will have legal capacity to acquire property or managing real estate itself, with the exception of buildings used immediately and directly to the service or object of the institution (ibid ., pp. 118-119).

It is pertinent to note that the town sometimes people who do not profess the Catholic faith have problem bury their family, even when they are the celebrations of the Patrons of the head and neighborhoods have to give your feedback to the festivities because the religious festival is very important for the inhabitants, whether or not Catholic, so the social aspect manifests integrated into the life of the community, in this case the pantheon of the town space.

The cemetery as objects of cultural interest

The groupings of different types of burials, translated into the various graves physically expressed are the "graveyard" and the combination of material and symbolic cultural elements give meaning to the funeral space

The cemetery is a city and is defined to fill a need that responds to a practical motivation construction, however this enter a number of categories such as social and cultural object, is a "cultural context" in accordance with Minetti (2011):

"Ex ante familiarity with the subject: family, property, religion-religion, death, beauty and actually time-space, which are interrelated in such a way, that the time is the historical and cultural uniqueness of the cemetery, as a material and symbolic part of a community" (Minetti, 2011: 130 apud Weber, 1990 [1904]: 57).



Figure 1 Location of the Pantheon in San Bernardino Tlaxcalancingo (Recovered by the authors of Google Maps, 2014)

We can do the questioning about the intention that a graveyard from being an object of "cultural interest" is seen as a cultural text. Return to the notion of "practices that have given organization, given by institutions or tradition [...] and that set standards of conduct and selection criteria to perform the relevant corporate transactions [...] wakes, funerals, funerals defined by specific rites established by the liturgy [...] and architectural styles current "(Minetti, op cit: 131), and these elements can speak of" texts "that are read from access to the meanings, values and relationships social"

Those who through different times present, and through observation become precisely in texts where history and social relations is read, becoming specific cultural heritage of a place that reflects the historical memory and place .

San Bernardino Tlaxcalanzingo: community

The town San Bernardino Tlaxcalanzingo is located in Atlixco-Puebla Federal Highway km6-km9, in the municipality of San Andrés Cholula, which is part of the rural urban subsystem Puebla - San Martín Texmelucan; is a metropolitan auxiliary board with the city of Puebla, however it is a town that retains its deeply rooted social institutions, this being one of the reasons why religious spaces (including in them the funeral areas) are part of their everyday and consequently it is important for them their upkeep and maintenance.

It has approximately 38,000.00 inhabitants, bordered on the north by Emiliano Zapata of Cd. De Puebla, south to the town of San Antonio Cacalotepec, to the west with San Andres and San Pedro Cholula and the East with the Puebla-Atlixco highway (via Atlixcáyotl). The auxiliary board consists of 6 districts: Galiotitla, Tecmanitla, Xinaxtla, Xochitepec, Cuayantla, Xicotzingo and a colony called Coyotepec. The main activity is agriculture, the main crops being corn, beans and nopal also poultry are raised.

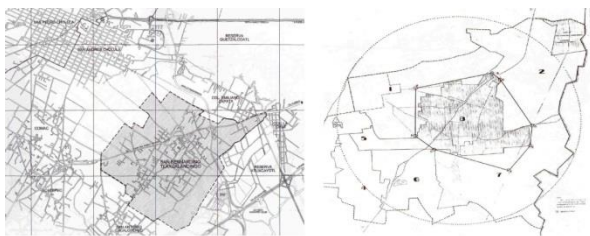


Figure 2 The city and the neighborhoods of San Bernardino Tlaxcalanzingo



Figure 3 Feast Day of the Dead

Netzahualcoyotl

San Bernardino has very seated roots and traditions and particularly in the Day of the Dead (fig. 3). Flowers, incense, alcoholic drinks, candy, balloons, candles are some of the ornaments bearing the tombs of the Pantheon in this community, and people very early arrive coloring tombs lie in this place.



Figure 4 Outside the Pantheon in San Bernardino Tlaxcalanzingo

It tells the story that centuries ago a man came to the town and said to the officers of the church, if they had an order to bury the dead would the people go, then went and began to sort the tombs address eastward. To date, the villagers continue with the tradition of Day of the Dead, visiting each year and letting arranged graves where they rest their families.



Figure 5 Central Hall of San Bernardino Tlaxcalancingo

The cemetery is located in a regular spot in May 2014, with funding from the auxiliary board were carried out restoration work on its facade. Now access has a small parking lot at the entrance arch that was the original entrance is located, whose materials were stone and brick (Figs. 4, 5). This intervention was made with the approval of CONACULTA and INAH and contribution of the Chair Assistant 2011-2014.

It has different types of burials, highlighting tombs, graves with headstones and some chapels which add 330 graves, leaving space available for 50 passages over (fig. 6). Despite having a regular line in reality only highlights the main avenue, right by the diversity of types of graves.

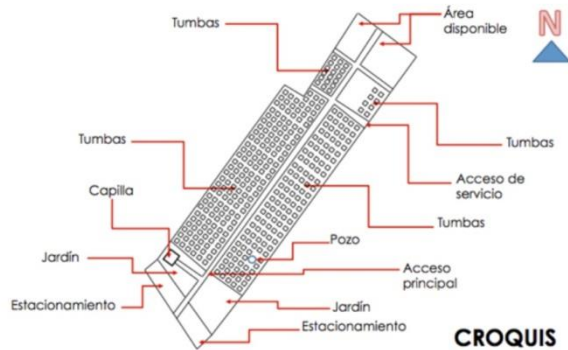


Figure 6 Sketch of the distribution of the Pantheon in San Bernardino Tlaxcalancingo

It has a well of water, has a central avenue distributed to private spaces of the pantheon. The oldest tomb dating from 1911 belongs to Esteves Rita (Figs. 7).



Figure 7 Pantheon oldest tomb SBT (P.Islas-G. Daniel, 2014)

About the types of graves that exist in the cemetery were divided into 5 the mounds (fig. 8) predominate on the site and in some cases have been covered by natural vegetation, however the town has used other types of places to bury their dead gravestones, tombs and chapels angels (Table 1), which is initially displayed the photographic survey



Figure 8 Overview of the Pantheon (P.Islas-G. Daniel, 2014).

| Kind of Tumbs | Tipology | Materials |
|------------------------|-------------------------------|---------------|
| | Mound of earth | Land w/ cross |
| With concrete sardinel | Earth and concrete | |
| Headstones | Revoked-Marble | |
| Graves with Angels | marble | |
| Chapels | Brick, stone, revoked, marble | |

Table 1 Types of burial of the Pantheon of SBT.

Sardinel graves with cement



Figure 9 Graves with concrete curb

Graves defined as the structure that rises to bury the remains of one or more individuals, and comes from the Latin word *sepulcrum*, and this is the most common type in funeral spaces.

A variant is the tomb that only consists of the burial which is limited by the sardinel concrete, and the whole place has an important role by the number of times it has been used (Figs. 9).

However it is very simple and it does not denote any interpretation since there has iconographic elements to do a reading in relation to the memory of the place. Similarly in terms of concrete as a material used in the sardinel is a constant as limiting the burial space, denoting the time of its construction, the twentieth century.

Graves with marble headstone and cross



Figure 10 White marble tombs

Another typologies within the San Bernardino cemetery are the graves with stone and marble cross, these are generally displaced the floor level and in which are placed in vases many occasions, the material is usually marble although often public and rural cemeteries materials such as tile or simply plastered cement are used, but in this case there is a predominance of white marble (Figs. 10a-b), and is also crowned by a cross of the same material and with a crucifix metal; is noteworthy that were previously widely used bronze crosses, which are unfortunately because of looting.

Presence of Angels

Angel's theme is widely used in cemeteries at local, national and international level. Etymologically the word "angel" comes from the Latin *angelus* which in turn derives from the Greek *ἄγγελος* Angels: Messenger (2001). The Hebrew word most similar is *מַלְאָךְ* *mal'ach*, which has the same meaning. The name, Angel, is derived from "Angels" which in Greek means "messenger" or "sent". Therefore, we highlight the figures of angels in a variety of human, biblical and spiritual perspectives on immortality, salvation, loss, transcendence and eternal life among the symbols of the sculptural manifestations in the cemeteries of the twentieth century.

Here are also angelic manifestations, not shown in all its hierarchies, or so as artistic as can be found in urban and private cemeteries, given the purchasing power of the bereaved in the latter.

The angelic sample is small and very rudimentary and is generally Supreme Hierarchy sculptures.

Cherubim (are those who pray and symbols intercede of divine wisdom, Children regularly represented as typical chubby cherubs derived from the classic cupids or putti (Saro Morales, 1989).

For material that has been made in white mortar and in isolated cases and placed white marble like finish in chapels (Figs. 11, 12).



Figure 11 Presence of Angels



Figure 12 Angelic presence

Chapels with Historical Value (Figs. 13)

There are also other types of shrines reflecting the cemetery. Were divided into those with historical value, in the first instance by the dating of the burial and second by the elements, materials and methods of construction used in addition to the patina of time that has served to show abandonment that some of them denote by the lack of maintenance and visits to relatives

There are buildings that have been decorated with architectural elements of neoclassical reminiscent in some cases: use of scrolls, cornices supported by pillars to the walls, mixtilíneos auctions, domes, arches and pointed and somehow give the patrimonial character to site and help realize the testimony of vernacular tradition mentioned at the beginning of that letter by the characteristics expressed as memory and collective memory location (Figs. 13).



Figure 13 Chapels with historical value

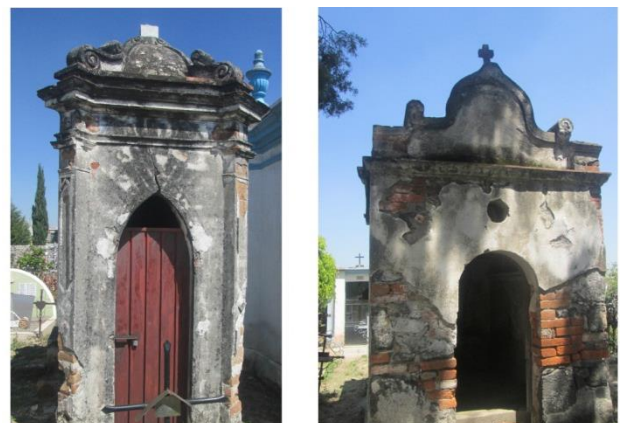


Figure 14 Chapel before 1950, (P.Islas, 2014)

Current chapels



Figure 15 Actual Chapels



Figure 16 Current chapels

Finally the chapels have been called "current", initially showing the type and the materials and construction systems that contrast with those of historical value, still retain the pattern, however the use of simplified elements, colors and of course dating are variables Position on a temporality nearby (Figs. 14a-bcd) so they have no architectural value, and are subject to inclusion in the historical memory, but the memory of the place and collective memory, reinforcing the concept of the cemetery as an object of cultural and seen as the "text" is read from access to the meanings interest.

Conclusion

The pantheon of San Bernardino Tlaxcalancingo is a site recently created, it was observed that the first use was in 1911, so it's a funeral space of the twentieth century. It is also a fact that the place of burial was the atrium of the current parish dedicated to St. Bernardino of Siena and in the courts of the chapels of the neighborhoods, which were shown in the plane of the town.

Social institutions expressed here by the stewards and prosecutors have been and remain very important in the socio-ideological decision, which makes the town despite being conurbation with the city of Puebla, still retains its traditions.

It has been written about the sites as "texts" since observing material objects, in this case the cemetery of San Bernardino, you can make a reading of the "meanings, values and social relations", making this reading its history and thus is seen as cultural heritage "reflecting the collective memory and place."



Figure 17 Colored on the Day of the Dead Tombs (N. Perez and B.García, 2014)

The Pantheon in specific has its day visit, mainly on weekends, but here in Mexico is leading the visit of the Day of the Dead festivities, when the place becomes a meeting place for locals and where the interrelationship denoting time the historical and cultural uniqueness of the cemetery, as it is material and symbolic part of the community is established. Days when people arrive very early coloring tombs lie in this place (Figs. 13).

Regarding the realization of the types of burial were shown making up the place and also will constitute the passage of time through constructive demonstrations characteristics of the community, reinforcing the cultural reading, since comparatively with funeral urban spaces has a marked difference in shape, materials and iconography funeral, marking the socio-economic gap while in non-urban sites, the vernacular tradition manifested in their typology and iconography appears, showing the cultural diversity that reading provides.

Comparative Typology of Urban Heritage Cemeteries Public and Private: the participation of scholars of the project is appreciated. Cases: Municipal and French city of Puebla.

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Networking: The Key for collaborative work in Higher Education. Case of the Mexico's Postgraduate Students in Education Network.

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Abstract

The following investigative work presents the importance of collaborative work and how to utilize networks as a vehicle for the development of such a complex competence. This text does not only theorize but also projects the concept in praxis with the presentation of the case of the Mexico's Postgraduate Students in Education Network. This case shows an unprecedented effort that reflects a proactive leadership exhibited by the current generation of Mexico's educational researchers in formation. They have done so by taking the future in their hands with the creation of the necessary conditions that enabled the establishment of an external learning community that has provided them with some of the competencies that society requires from them.

Collaborative Work, Networking, Educational Investigation, Postgraduate Students.

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Introduction

Higher education institutions as social representations are expected to look beyond their buildings, classrooms, equipment and curricular structure. They should also concentrate some efforts in the complex task of consolidating solid relationships and interactions between the people that are part of their educational community. The combination of the previous two statements will provide the total package that's expected by the current Mexican public policy in higher education.

With this national reality in hand, higher education institutions need to transit from their rigid schemes that only allow the mere transition of facts to their students, into becoming flexible institutions that worry about the formation of competent citizens that after college will be able to be aware, know how and live in a community setting (Delors, 1998).

In order to successfully accomplish the above (Hargreaves, 2001) invites institutions to broaden its horizons by wagering in a more participative, versatile and ambitious school:

"...their is a current tussle between the post industrial and post modern worlds, which is characterized by accelerated changes, an intense concern with time and space, cultural diversity, technology complexity, national insecurity and scientific uncertainty. . . [and on the other hand] the modern educational system which is monolithic, continues on pretending in obtaining profoundly anachronistic goals and in its core possesses inflexible and opaque structures... "

Here were the importance of academic cooperation lies, because it only emerges when their is a common goal at hand and everyone works together in order to achieve global success.

The essence of this collaborative piece is to capture the perception that one can reach its goals only if the other members of the team reach their goals as well. No single team member possesses all the information, abilities and resources that are necessary. Unfortunately, even though teachers definitely have at least one goal in common, its rare to observe them working together, tending to be individualists and highly sensible or unwilling to change for newer methods. Again, no sole institution can reach the mission of forming honest, ethic and humanistic vision driven citizens by them selves; which emphasizes the need external collaborative groups and inter institutional forums of participation.

All the information above should take us into introspection in a personal level to think, when do we take time to evaluate our interpersonal relations and as institutions our collaborative work efforts? How many times do we meet to celebrate our academic successes and analyze our areas of opportunity in these previously mentioned areas? In most of the cases there is neither time nor the necessary space for the required reflection.

Theoretical Framework

The attention to all these complex ties inevitably restates the necessity of collaborative work within the academic structure. In the meantime the educational system is still tied to their traditional notions; the organizational rules as a topic only reserved for the administration and the pedagogical matters only to be meddled by the classroom rulers. The classical division of work within the educational field fuels this fragmentation, without stopping to realize there are actually other collaborative strategies.

Some of the strategies that we could are on betting on the establishment of a collaborative work ambiance within the institution, which would allow a joint reflection and discussion between its participants. Discussion that could help identify current or future issues, provide alternatives to those and a space for the follow-up to the given solutions (Clark, 1991).

Another option is the construction of learning communities in which the new teachers and the ones with experience could meet to the ends of exchanging information that could help both reconsider the validity of their current knowledge and believes; only if it helps improve their practice and promotes student learning (Cochran-Smith y Lytle, 2003). This idea is complemented by (Cano, 2003) with the suggestion of a mentorship program that could also satisfy the academic's staff emotional (self confidence and esteem), social (companionship an interpersonal relations) and intellectual needs (past, current and new knowledge) when becoming a part of an institution.

The advancement towards the suggested academic reflection mentioned above could be sparked with the use of techniques such as lectures, academic debates and case analysis studies (Delors, 1998). All together these theoretical proposals crystalize under the following graphic.



Graphic 1 Theoretical Framework

This framework provides a clear demarcation on the context in which collaborative work and networking help promote reflection, serve as a tool for diagnoses and bring group consented actions into the institution.

Methodology

The global scale changes that have been experimented during the last years of the 20th century and the 21st have reflected on the higher education models with the introduction of continuous modifications to its structure and their way of operating. Within the mentioned transformations we should highlight the rupture between the traditional social integration ways, without having been substituted by other alternatives. The Delors report already had warned us about this situation by expressing that it is impossible not to pay attention to the phenomenon most of the world countries are experimenting with the expression of an acute crisis in the lack of nourishment of social bonds (Delors, 1998).

Some of the situations that have helped create this phenomenon are the increasing cultural migrations, the abandonment of the rural areas, the lack of planned urbanization and the rupture on traditional solidarity ways based on proximity. Which is why higher education institutions now need to get out ivory tower (UNESCO, 1998) and take notice on both the context that surrounds them and the demands the disciplinary society to which it belongs demands from them.

The only thing the previous context provides is an area of opportunity to be remedied in part thru the networking as a tool available within the learning communities.

Such strategy is not new inside the Mexican educational research context, since the 60's networks existed (on mathematics education) and since then to 2006 there have been twenty-six identified (Gutierrez, 2009).

Not because of their forty year presence they have lost importance, on the contrary, networking's importance has been renewed into becoming a strategic piece that help academic communities transition from study groups to networks and in time evolve into formal learning communities, process which is shown in the graphic above.



Graphic 2 Types of collaborative work and their evolution according to their formalization

These spaces provide a helping hand to higher education institutions by aiding them in the challenging task of offering the educational investigators some of the competencies today's society requires from them. Some of these competencies are collaborative work, flexibility, entailment, critical analysis and development of trust (Clark, 1991).

Results

Given the revealed importance about collaborative work, two students which are part of the Master's in Administration and Development of Education of the National Polytechnic Institute decided to take initiative and established the Mexico's Postgraduate Student's in Education Network. This action, taken in January 1st, 2014, was taken in order to formalize the informal study group sessions and to expand them by including other higher education institutions that focus on the same topic, which is education.



Graphic 3 Evolution process of Mexico's Postgraduate Students in Education Network

The network has succeeded in the creation of new, safe and respectful learning spaces in which sixty students members of the network, parting from horizontal relationships, have been able to present their respective discoveries, investigation results and successfully socialized useful information.

The spheres in which the researchers in formation have had the opportunity to do the actions above mentioned are in work meetings, thru virtual networks and towards the construction of the First Student's in Educational Investigation Colloquium.

The innovation of the Students in Educational Investigation Colloquium relies in the fact that it is an academic activity created, coordinated and conducted by the students, not the other way around.

Conclusions

Through this process the students have learned that the learning process is greatly determined by the quality of the horizontal relations established between the higher institutions actors. They have also realized that working jointly is always a struggle; it is not always easy to unite visions, generate collective strategies and share with others what little or much has been learned. Collaborative work requires a very specific set of tools, but when people recognize many of the mentioned benefits, they know that not doing anything brings more damage than at least trying your best.

As a result we could say that part of the lonely road sometimes researchers walk thru, now it is not so lonely because we think, work and act as a team. Networks support us in the process of identifying that what maybe annoys us as researchers to some other is just a piece of cake. It also provides us with an amplified vision of the context, keeps us informed on new developments and updated in respect to what happens in other campuses that have similar interests as us.

Creating and administrating a network is a huge responsibility but was necessary in order to level the field and provide spaces in which consolidated educational researchers can share their experience to the future generation. Little by little the network has grown, it is not necessarily a sign of success but at least we are taking action, working and growing together in order to reach our collective goals.

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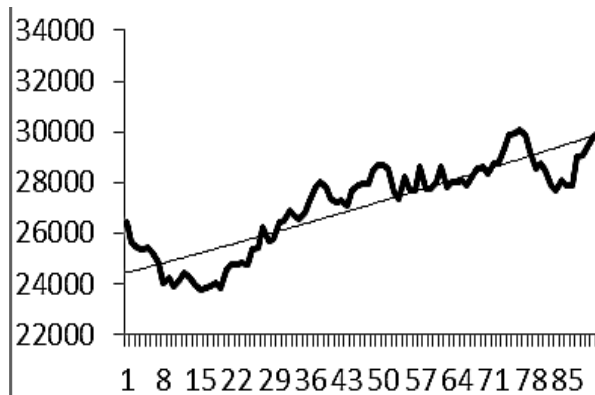
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