Chapter 1

Tourism Strategy in the Sun Triangle: Analysis With the Theory Based on Resources and Institutions

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ABSTRACT

The aim of this chapter is to analyze the tourism strategy used in the Triángulo Del Sol (Sun Triangle), Guerrero, by the theories of resources and institutions to generate proposals for their improvement. The methodology used was descriptive and analytical statistical contrasting theories and empirical evidence. Large amounts of public resources by the three levels of government have been earmarked; however, the results have not been significant.

1. INTRODUCTION

In recent years, tourism has shown a marked growth trend internationally, which became, for many countries, one of the main economic activities due to the positive impact it has on the development and growth of a nation. The economic sector of tourism has become very important in the economic sector due to its employment generation (job creation), exports, and tourism’s ability to stimulate investment and economic growth (Schulte, 2000, p. 8).

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This has allowed tourism to be studied by researchers, who emphasize the importance and the benefits it can generate. According to Santana (1967) the impacts generated by tourism can be considered three categories: Economic impact will be based on factors such as wealth creation and distribution, and in hand, costs and produced benefits, and employee work of local or foreign population. Physical or environmental impact and consequences can be generated in the environment due to tourism activities. Finally, it is the cultural and social impact on the lifestyles of the population.

The World Tourism Organization has urged all countries in the world to support and promote the sector. Mexico has been one of the countries following these tips, becoming the ninth country that receives more tourists in the world and 17 in the income from this activity (DATATUR, 2016). The tourism sector is considered as a priority factor for national development because of its high productivity and the ability to create jobs (Meixueiro, 2008, p.1). The tourism share in GDP in México for 2014 was 8.6%, employing 39’541,248 and foreign exchange 16 000 257.9 million (INEGI, 2014).

The current federal government has also proposed the momentum of this sector as one of main objectives of the National Development Plan 2012-2018, having as a purpose the realization of 10 goals in this area, and the respective strategies to be used. The strategies used are ranging from the promotion of tourist destinations to make diagnoses by universities to identify the main problems of 44 destinations considered the most important in the country.

The Sun Triangle (Triángulo Del Sol) has been one of the tourist destinations where it has been carried out the implementation of these strategies, participating in the three levels of government. In the expenditure budget of the State of Guerrero of 2016 it was assigned 272 billion 240 million 400 pesos (272 mil 240 400 millions) for Secretary of Tourism for the promotion and development of tourism.

2. BACKGROUND OF THE PROBLEM

Sun Triangle (Triángulo Del Sol) is the most important in the state of Guerrero tourist area. This region consists of the municipalities of Acapulco, Taxco and the duo of Ixtapa-Zihuatanejo. The geographical location of each one forms what looked like a triangle. They are characterized due to the fact that it is sunny most of the time, hence the nomenclature. Please see Figure 1.

Taxco has been known since the years of viceroyalty, was known for his lofty silver production, and its main economic activity. In 2002 when it was decreed as magical town and tourism it became its second major activity. Ixtapa-Zihuatanejo has just over 40 years after its emergence as a tourist destination. It was created during
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