La Barranca del Río Santiago as Tourist and Eco Touristic Attraction for the Brand Guadalajara Guadalajara, Focused on a National Tourism

José G Vargas-Hernández, University Center for Economic and Managerial Sciences, University of Guadalajara, Guadalajara, Mexico
Jovanna Nathalie Cervantes-Guzman, University Center for Economic and Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

ABSTRACT

The main purpose of this research is to show if the Barranca del Río Santiago is a tourist attraction and ecotourism should be included in the Guadalajara brand, focused on national tourism. The research is exploratory and descriptive in nature, as it seeks to know if the Rio de Santiago Canyon is an ecotourism and tourist attraction so that it can be included in the Guadalajara brand. The analysis was conducted under a database issued by the state of Jalisco, which is the 2016 Yearbook of the State of Jalisco. SECTUR establishes in the latest competitiveness agenda of tourist destinations in Mexico that Guadalajara has a large number of natural destinations, including the Barranca del Río Santiago, this destination has a high ecological, recreational and landscaping value, which is very little known by the local population, and consequently it can become a new product for the ecotourism sector.

KEYWORDS

City Brand, City Marketing, Ecotourism, Guadalajara, Guadalajara

INTRODUCTION

In the following investigation, it is analyzed if the Barranca del Río Santiago can be a tourist and eco touristic attraction for the city of Guadalajara, focused on a national tourism. That is why it is talked about the terms tourism, alternative tourism, national tourism, ecotourism, which is a tourist attraction, the city or city marketing brand, the Guadalajara brand and the Barranca del Río Santiago. All these terms are based on several expert authors on the subject and official documents which are provided by the Secretary of Tourism of the State of Jalisco.

Undoubtedly, city brands are something that has been raised for a long time and there are success stories, very famous, such as I Love NY or what is the CDMX brand (Aldaz, 2016). Another important aspect of the research is that the Guadalajara brand was launched by the government of Guadalajara in 2016 with the characteristic song of the composer Pepe Guízar (Social communication, events, government news 2016).

Regarding tourism issues, it is commented that tourism is an economic force, which has the power to implement projects that maintain the natural attractiveness that visitors wish to see and experience. The economic benefits of tourism depend on the way in which tourist attractions are
kept safe, clean and pleasant to the senses (Rebollo, 2012, p.12). Alternative tourism refers to there are other ways of doing things. For example, traveling and knowing places, more natural. (Rogel, Rojas & Ortega, 2011, p.3).

However, it is necessary to define perfectly what fraction of tourists are going to be taken from national tourism, which is practiced by nationals and foreigners residing in the country within its borders, that is, tourists traveling inland. of the country they do it for vacation reasons, recreation, congresses and conventions, work and business (Portugal, 2008). Then, it can have segmented it more and reach the ecotourism sector, which is considered the direct result of global acceptance in favor of more sustainable productive practices and with less impact on the environment.

THE RESEARCH PROBLEM

Statement of the Problem

The city marketing is an event that has generated debates, because on the one hand it is noted that the commercialization of territories has existed for centuries, and on the other hand, it is maintained that it is a trend that arises from the seventies and eighties (Weapons, 2007). However, we have other authors who comment that “The marketing of city (city marketing) can be defined as an active policy of actions aimed, on the one hand, to identify and determine the needs of its different audiences, real and potential; and another part to develop a series of products and services in the city to meet those needs, creating and enhancing their demand (Rojano & Castilla, 2007).

There are success stories of the brands of cities, for example, I love NY” (Marín, 2010). In Mexico there is currently the brand Visit Mexico (CPTM, 2017), however, Guadalajara wanted to make its own city brand which carries the Guadalajara slogan created in 2016 as an identity element, tool for promotion and positioning of the city de Guadalajara (Social communication, events, government, news, 2016). The creators of the brand were based on the song of Pepe Guízar, since it represents a natural symbol of the city and reinforces emotions and ideas already positioned, with the characteristic choir Guadalajara, Guadalajara. In the same way, the adaptation of the song of the aforementioned composer, in which different styles of music such as mariachi, rock, electronic, jazz and regional music was mixed, also mixed a variety of singers with the intention to integrate all of Mexico (Catellanos, 2015).

An important factor is the intervention of the tourism sector. Troisi defines tourism as the set of temporary transfers of people originated by needs of rest, cure, spiritual or intellectual (Betancourt, 2008). An important factor is to take into account the national tourism which is defined as the tourists that move in the interior of the country do it for vacation reasons, recreation, congresses and conventions, work and / or business, etc. (Portugal, 2008).

It is also important to point out that, according to Ipsos, the advertising tracking of the preliminary tourism promotion council, taking into account 3 indicators which mention that in 2017, 46% of people visit a place are by advertising attribution; 90% are people who intend to travel and the third indicator by brand awareness which nationally does not have any percentage. Similarly, a national survey on Pride of the Mexican in 2016 conducted by the consultancy Mitofsky mentions that 9.9% of the 1,000 respondents over 18 years old answered that Guadalajara was the first city where Mexicans felt most proud (Mitofsky Consultant, 2016).

According to experts who elaborated the competitive agenda of tourist destinations in Mexico, they pointed out that Mexico has not been able to take advantage of the total benefits offered by tourism, a clear example of this is the city of Guadalajara, which is one of the most emblematic states in Mexico. This city is highlighted by its great cultural contribution, tradition and historic buildings, however, it has not been able to take advantage of the natural heritage it has to give it recreational or tourist use, since it has great potential in this sector as it is the Canyon of the Santiago River (SECTUR, 2014).
Tourism and Encroachment Activities at the Lame Bura Game Reserve, Bauchi State, Nigeria

An Evaluation of the Attitudes and Perception of the Local Communities in Mysore Towards the Impacts of Tourism Development