

Local Tourism Productive System in Community Economic Development

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Abstract. This research project was carried out in a Mexican municipality to learn about the perception of micro-entrepreneurs in relation to local tourism, their conceptions linked to the economic, social and environmental development that this activity promotes. Through field visits and questionnaires to businessmen and tourists, quantitative and qualitative analyzes were carried out that provided information to highlight the weaknesses of microenterprises and the municipality, in order to propose a grouping with tourist actors, encouraging dialogue and proposing solutions to regional problems, creating an inclusive product in which the enjoyment and leisure access of a greater number of visitors is implicit, whose objective was based on local development.

Keywords: Local tourist productive system, community economic development, sightseeing, social tourism, geolocation.

1. Introduction

The tourism is of great importance for nations because of its contribution to the local economy, as well as for the several benefits it has for both people and the environment and the development of communities, always the activity provided is managed in an adequate manner. In order that the tourism contributes to the development of a region in a positive way, the intervention of companies that are capable of providing quality products and services to satisfy the needs of tourists and residents is essential. And the support of human resources, educational institutions, state institutions and civil society groups, considering that local development is carried out with the participation of all these sectors, formulating work networks, creating distribution channels, and training, constantly educating and proposing policies for the welfare of the social system.

It is essential the participation of social groups, to strengthen ties and create local groups that face the challenges and globalizing tendencies, creating solutions from their trenches and possibilities of action, before this the local productive systems (LPS) have given alternatives for the economic, environmental and social crises that are being experienced. The development of this type of conglomerates have been documented since the late twentieth century and have played an important role for regional development

in different parts of the world, generating synergy among local actors, enhancing and mobilizing resources, such as conglomerates in Waipara, New Zealand (Dana & Granata, 2013), the cultural cluster of the city of Oaxaca in Mexico (Gómez, Torres, & Miguel, 2017) or the groups of the Republic of Tatarstan, in Russia (Gabbrakhmanov, Rubtzov, & Ulengov, 2016).

On the other hand, there are many regions that have the resources to be able to progress and prosper, having as an alternative the tourist activity, however the public institutions in charge of the management of this sector, as well as the civil society and the private sectors do not value depth the economic, social and environmental benefits that tourism brings as an activity, for this reason they continue with the already established economic activities such as the agriculture, construction or manufacturing mainly.

In a local context, there are many cases in Mexico such as the one described above, as the municipality of Tezontepec de Aldama, whose main activity is agriculture and livestock, nevertheless, it has natural and cultural resources that can be used to activate the tourism sector and generate a greater economic income, benefiting more inhabitants, positioning the locality as one of the favourite for visitors in the region.

It is important the diversification of economic activities to contribute to the development and include a bigger number of the population and face the problems of migration, unemployment and crime.

Thus, we propose the design of an LPS that contributes to the creation of a tourist product known as *sightseeing*, tour in a certain location to know its main attractions. This proposal is based on the regulatory framework and the necessary certifications to operate correctly, offering a quality service.

This tourist product is a fundamental tool to know the most representative attractions of a destination, as an alternative for visitors who do not have their own transport and can thus visit the emblematic places for a determined cost.

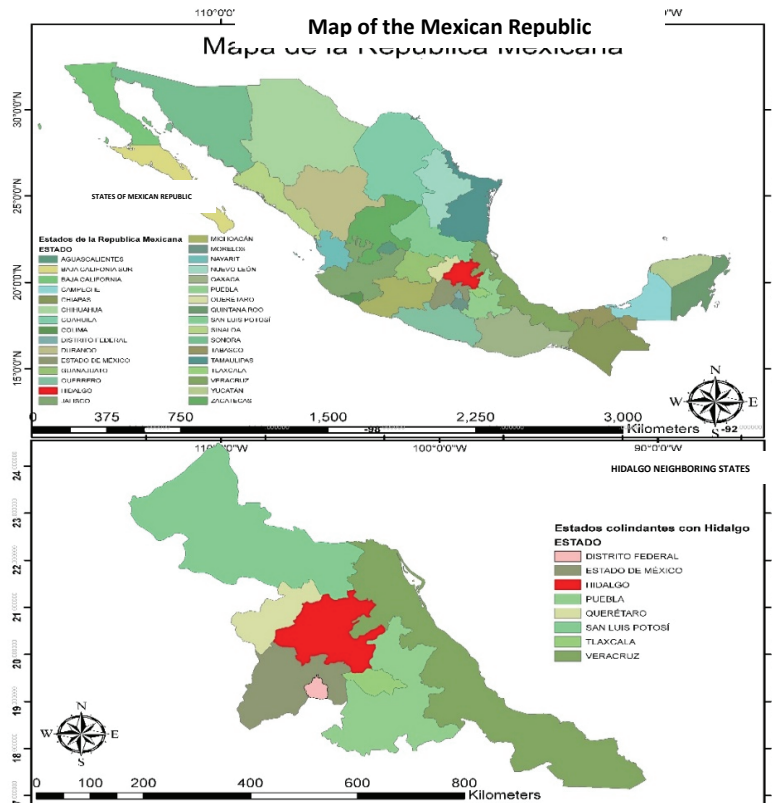
The sightseeing meets the characteristics to be inclusive and can be enjoyed by most people, benefiting both visitors and residents, so it is necessary to investigate the statutes that describe the trend of social tourism.

2. Reference Framework

2.1 Contextual Framework

Hidalgo state represents the 1.1% of the country and is located at the north adjoins with Querétaro, San Luis Potosí and Veracruz States; to the east with Veracruz and Puebla; to the south with Puebla, Tlaxcala y México; to the west with Mexico and Querétaro states, like you can observe in figure 1.

FIGURE 1. MAP OF THE MEXICAN REPUBLIC HIGHLIGHTING THE STATE OF HIDALGO



Source: Self- elaboration using National Institute of Statistics and Geography Information (2017)

The state has an extension of 20,821 square kilometres equivalent to 1.1% of the national territory, with a population of 2,768,973 inhabitants whose distribution is 52% urban and 48% rural, divided into 84 municipalities (Noble, 2014).

Hidalgo offers a diverse tourist offer, three archaeological zones stand out: Xihuingo in Tepeapulco, Huapalcalco in Tulancingo and Tula de Allende, as well as five magical towns that are: Real del Monte, Huasca de Ocampo, Mineral del Chico, Huichapan and Tecozautla , 13 monasteries of Franciscan order and 20 of Augustinian order, 30 museums, more than 100 mining and pulquera ranchs, 24 ecotourism developments, 626 lodging establishments with 13,635 rooms and accommodation units, a golf course, 817 preparation establishments of food and beverages (AyB), 58 travel agencies, 100 water parks and six tourist corridors: Mountain Corridor, Spas, Ranchs, Tolteca, Sierra Alta and Huasteca and Cuatro Elementos.

In the last report in the Statistical and Geographic Yearbook of the State of Hidalgo (2017) it is known that the arrival of tourists to the entity was 2,315,990 of which 2,296,030 were nationals and 19,960 foreigners.

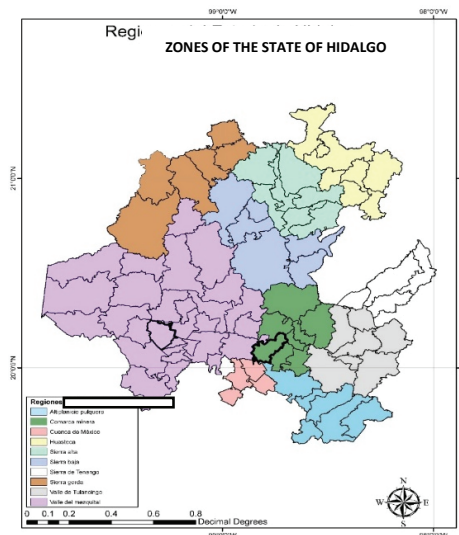
Compiling some data of the portal of the National System of Statistical Information of the Tourism Sector of Mexico (DataTur, 2017) with indicators of the year 2016, the percentage of occupation in the entity in relation to the percentage of national occupancy, obtained a 55.07% in relation to the 56.67% national.

In the State there are three very different zones among them: the first is a flatland part and goes down to the north: the Huasteca; the second mountainous center: the Sierra; and a third larger, high and almost flatland to the south: the Altiplano.

In turn, the Sierra and the Altiplano are divided into smaller parts, which together with the Huasteca integrate the 10 natural regions into which the state of Hidalgo is divided, these regions are (see figure 2):

- Huasteca
- Sierra Alta
- Sierra Baja
- Sierra Gorda
- Sierra de Tenango
- Valley of Tulancingo
- Comarca Minera
- Altiplanicie Pulquera
- Basin of México
- Valley of Mezquital

FIGURE 1. GEOGRAPHIC ZONES OF THE STATE OF HIDALGO

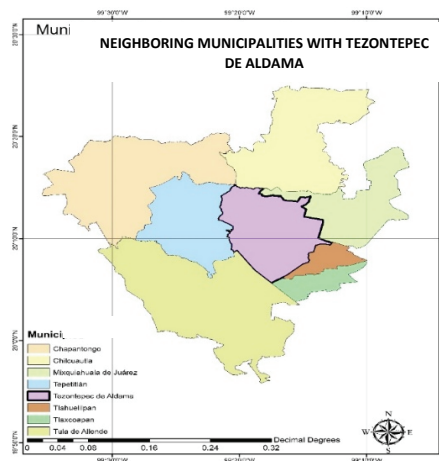


Source: Self- elaboration using NISG (INEGI) information (2017)

The municipality of Tezontepec de Aldama is located within the region of the Mezquital Valley, which borders on the north with the Sierra Gorda region, on the east with the Sierra Baja and Comarca Minera, and on the southeast with the region of the Basin of México. It is located 80 km away from the city of Pachuca (capital of the state).

It adjoins to the northwest with the municipality of Chapantongo; to the north with the municipality of Chilcuautla, to the east with the municipalities of Mixquiahuala and Tlahuelilpan, to the south with Tlaxcoapan and Tula de Allende and to the west with Tepetitlán, its spatial location is shown in figure 3.

FIGURE 2. MUNICIPALITIES ADJACENTS WITH TEZONTEPEC DE ALDAMA



Source: Self- elaboration using NISG (INEGI) information(2017)

Tezontepec de Aldama represents approximately 0.78% of the surface of the state, with a territorial extension of 163.22 km² divided into 39 localities.

2.2 Local productive system

Nowadays the competitive advantages of a company are mainly based on how innovative they can be in their production processes, administration, sales and also in the relationship they have with other industries, institutions, suppliers and consumers.

The way to strengthen ties, create working networks and commercial alliances, as well as promoting healthy competition, cooperation and the exchange of information have as result an innovative context that is beneficial for any association or institution, as they adapt to economic and social changes, as well as new consumption habits and trends that are emerging from the new needs of the population and new generations.

This process is carried out through the formation of working groups, composed of companies, civil organizations, educational institutions, government and citizens that are located in a specific geographic area, this group is known as *cluster*.

From the investigations of Marshall in *The Principles of Economics* (1920), about the industrial districts appear the new concepts related to the grouping of related companies among them to produce the same products and / or services. In the 90's Michael Porter proposes the concept of *cluster*.

Porter (1999) defines the *clusters* as "geographical concentrations of interconnected companies and institutions, which act in a given field. A *cluster* is a critical mass -located in a certain place- of unusual competitive success in certain fields. "

However, is delve deeper in the issue of LPS, since there is an important difference in the concept of *cluster*. There are ideas that in countries whose economies and territories differ from the Western ones, Madruga (2012) presents a hypothesis about the difference between this Anglo-Saxonism and the local productive system, to be more specific, since the latter is closer to a way of organizing the activity that favours local development.

For the conformation of this type of productive systems are necessary four factors that can generate synergic effects:

1. Local productive systems.
2. Innovation processes.
3. System of settlements and communities, which are integrated by the last factor.
4. Organizational and institutional systems that exist in the territory of the locality.

When referring to Madruga (2012), he emphasizes the theoretical methodological differences in which the concepts of *cluster* and LPS differ, where the first one within its local internal structure constitutes a strategic resource as a key factor for competitiveness; while, for the LPS, the local is an economic variable, that is to say, the territory ceases to be the physical support of processes becoming an entity and an active component of the development processes.

In this sense, the LPS defines it as:

"The interaction space defined by the relationships between companies with specific functions in each phase of the production process with the presence of specialization in productive relations, which can be manifested through the generation of territorial links between these and institutions, with a continuous interaction between economic, cultural, social and political activity; presenting an organizational structure in the form of a controlled value chain, which directs the functions in the defined space, where there is a complement of functions among the different local agents directed to strengthen the ability to know, learn and innovate, making it a fundamental core of the dynamics of a local economy. "

The LPS is oriented to the benefit of the local actors of the territory, while the *cluster* refers to a model in general that does not seek local development, but competitiveness within companies to innovate in processes. In this case, LPS is understood as a particular case of a *cluster*.

To promote local economic development LPS are used, being these an alternative to generate economic development based on business agglomeration and productive specialization that allows the generation of employment, income and improve the quality of life of the population.

LPSs are responsible for promoting the development of localities through endogenous potential (politics, culture, territory, society, economy, etc.), in addition to the primary social participation within it (Martínez, Sánchez, & Hoyos, 2015) all this through the possibilities of micro, small and medium enterprises (MSMEs), derived from the specialization and the creation of networks.

When taking into account the references of these authors and the basic construction of the LPS, it is considered important an interaction between the different social agents to achieve an objective based on local development, focusing not on the companies, nor isolated sectors, but more well in the territory that will be the framework that facilitates the introduction of productive innovations. Without a doubt, a LPS is identifiable in a territory, that is, the LPS is located in space, but it contributes to the construction of the territory (Kuri, 2012, Rendon & Forero, 2014).

Emphasis must be placed on and centralize the importance of business cooperation since, only through this joint work will generate improvements in the competitiveness capabilities within each body that integrates this network, for this reason it is essential to strengthen social capital since it builds the foundations of trust, cooperation and collective action, social interaction and reciprocity, increases the availability of information, reduces costs and facilitates transactions between people.

In an international context, many experiences have been studied in countries such as France, Germany, Denmark, Spain, Greece, Italy, etc., and in many cases correspond to regions close to metropolis, however, there are also others that are simple rural areas and small or medium-sized cities that have been gaining competitiveness. In Greece, decentralization from the metropolitan regions of Attica and Thessaloniki to intermediate regions (agro-industry - tobacco, in Messolongi-Agrinio, leather goods, in Kastoria, quarrying, fishing and tourism on the island of Naxos) is highlighted, where MSMEs contribute to modify the business structure and the urban hierarchy (Paunero, Sánchez, & Corona, 2007)

Thus, the success of the grouping is largely due to the close involvement of the participants or entities that defines the group, since, if these are not involved in the success of the objectives or the development of the competitive advantages of the LPS, it will never work.

Having a reference framework such as the one presented emphasizes the importance of implementing this type of business cooperation model in places or regions that live in a rural context, which has not benefited economically from industrial processes, state or private investments and that have been far away of the active participation government-industry, since within the local they can develop ideas to face the global changes and generate an atmosphere where the information flows and the social capital is promoted to achieve the endogenous development.

3. Metodology

The present study is considered as a research with an exploratory perspective, since according to Malhotra (2008) its main objective is to provide information and understanding of the problem faced by the researcher. At this stage, the required information is only vaguely defined and the research process is flexible.

This is considered to have a general framework of the current situation of tourism in Tezontepec de Aldama, knowing its supply and demand, as well as the concerns, interests, proposals, tastes and general knowledge of microentrepreneurs and tourists determining whether the implementation of a proposal TLPS will help local development.

The research design was conducted through a quantitative and qualitative analysis of the main local actors within the municipality of Tezontepec de Aldama, and through a geolocation device a Geographic Information System (GIS) it was made for its spatial location, as well this procedure was managed with the tourist resources.

A census was carried out to know the tourist offer and the measurement of the demand which was determined in two moments, high season and low season.

An exploratory stage of the situation of the units of analysis under study and a mixed methodology for the quantitative and qualitative assessment of the aspects of cooperation and added value to the tourist activity.

A questionnaire was developed to know the demand, same that was applied in the month of June 2016 to have knowledge of the visitor's profile in low season, and in holy week of 2016 to obtain information of the profile of the visitors in high season

With the information obtained from the Ministry of Economy (2016), it is known that the total number of companies established in Tezontepec is of 61, these differ to their business activity. By virtue of this and through a census conducted through the municipality looking for tourism companies and resources, it was determined that only 19 of the 61 are related to tourism services (accommodation, A & B, and fish farming), which were geolocated by means of a *Global Positioning System* (GPS).

Being only 19 companies that are focused in tourism, structured interviews were conducted to determine their situation.

The population of visitors to the municipality was obtained from the City Council of Tezontepec de Aldama, provided by the Secretary General, who has records that in 2015 the number of visitors in the municipality was 41,000 people, this figure being taken as universe to determine the sample.

The method is probabilistic and the methodology used to determine the population sample was based on a formula obtained from the studies of Kerlinger & Lee (2002).

$$n_0 = \frac{Z^2 * p q}{e^2}$$

Where:

Z = Probabilistic factor
 p q = variance of the proportion
 e = Degree of error

So the values are:

N = 41,000 It is the universe
 1 - α = 95% Level of confidence
 Z = 1.96 Depends of the level of confidence
 e = 5 % Maximum error

So you have to determine the proportional value of p q as follows:

p = 0.5
 p + q = 1
 q = 1-p
 q = 1 - 0.5 = 0.5

When giving value obtained to the formula, the following values are obtained:

N = 41,000 It is the universe
 Z = 1.96 Depends of the level of confidence
 e = 5 % Maximum error
 p = 0.5 Proporcional percentage
 q = 0.5 Proporcional percentage

Substituting the values:

$$n_o = \frac{(1.96)^2 (0.5) (0.5)}{(0.5)^2} \quad n_o = \frac{(3.84) (0.25)}{0.0025}$$

$$n_o = \frac{0.96}{0.0025} \quad n_o = 384$$

And to determine the size of the finite sample it is made an adjustment to the previous formula, using the following:

So when replacing it you have:

$$n' = \frac{n_0}{1 + \frac{(n_0-1)}{N}}$$

$$n' = \frac{384}{1 + \frac{(384-1)}{41000}}$$

$$n' = \frac{384}{1 + \frac{383}{41000}}$$

$$n' = \frac{384}{1 + 0.00936}$$

$$n' = \frac{384}{1.00936}$$

$$n = \mathbf{380}$$

The questionnaires were applied in the main points of interest of the tourists (table 5), dividing the total of the surveys into three parts; in the Huemac hot springs 50% of the total surveys were applied, this is justified by the information derived by the secretary general saying that this site is the one that concentrates the largest number of visitors, later the island with 35% and at the end the main square with 15%. The visitor questionnaire was applied randomly using a table of random numbers using the first eight columns and the questionnaires for tourist entrepreneurs were applied in the visits made to the municipality.

4. Conclusions

During the development of the research, it was sought to contribute to the innovation of micro business groups that contribute to the tourism development of the regions, as well as the social development of the receiving population, through innovative tourist products that satisfy the visitor's demand, technologies and improved practices. that make people aware, also the use of resources for the implementation of new leisure and pleasure activities.

There is a great need for the grouping of a LPS because this model serves to generate endogenous development in the localities, in addition with the information obtained from the questionnaires to the tourism businessmen, it was shown that they have a notion that grouping is a key for success.

With the creation of a LPS it will be easier for entrepreneurs to propose ideas to implement in Tezontepec, since communication will flow properly with periodic meetings, will present ideas for the use of resources and solve problems that may occur over time. .

The general objective of the research was achieved, by proposing a local tourism productive system with local microentrepreneurs, so that they manage a tourism product, as well as establishing three new companies to complement the tourist offer in areas that are abandoned and can be rehabilitated, to take

advantage of the resources they have, with an approach related to social tourism, in which both visitors and residents are benefited with tourism.

The instruments and the field visits yielded important information with relevance in the tourist activity, which are described below:

- There is a low tourist activity in the municipality due to several factors, the main one is the lack of tourist products, that although the thermal waters are a resource that is used, Tezontepec suffers a great disadvantage since it is located in an area far from the Spa corridor, destination that is very well positioned among the visitors of the region.
- The low tourist infrastructure, mainly hotels and restaurants, generates a low density of visitors in Tezontepec de Aldama.
- The visitors who arrive to Tezontepec de Aldama are mostly people from the same municipality, so they know the existing offer, likewise the people who arrive do it for recommendations.
- The natural resources of the municipality have not been used, nor rural practices such as fish farming, which is a model for advancing rural development.
- Fish farming farms can be exploited even better, promoting them as a distinctive feature of the municipality, being a support factor to attract visitors who want to see and learn this development model, as well as the implementation of new gastronomic dishes and the distribution of ornate fish to more cities.

The existing companies plus the proposals will conform the LPS, this group has the three basic characteristics exemplified by Panosso and Lohman (2012) to form a business conglomerate, which are;

- Agglomeration, companies operate in the same geographical area and are interrelated.
- Affinity, all of them belong to the service sector.
- Articulation, although not all companies collaborate with each other, at least they compete with each other, what is sought is that they may have a type of business relationship for the formation of a stable work network.

The proposal for the integration of this group will be called Grupo Microempresarial Turístico de Tezontepec de Aldama, whose objectives will be to raise the quality of services to face the new trends and needs of the tourist who visits the municipality, as well as the renewal of the image business and the training to develop the skills of each associate or staff.

Quality programs will be implemented according to the characteristics of each company, operations manuals, work by objectives, the image of the companies will be redesigned, a marketing network will be developed with travel agencies in the metropolitan area and the city of Pachuca , since a large part of the visitors come from these sites and publicise the municipality through social networks and the various platforms that exist, likewise, request the support of the municipal and state authorities in order to create a product or tourist brand to recognize the municipality.

It is important that tourism companies improve administrative and operational processes, in this way the service they provide will be of higher quality, because most are not qualified with the necessary skills for customer service.

They must go to the National Council for Standardization and Certification of Labor Competences (CONOCER) to certify the labour competences acquired, either individually, that is, by occupancy, at the company level, by company unit or at a group level to certify the LPS.

With regard to municipal management, it is necessary to make some improvements within the public spaces, which although they are not exorbitant costs if they can help improve the image of Tezontepec.

One of these is the implementation of garbage cans, in which the separation of organic and inorganic waste is projected, separating paper, plastic and glass. On the other hand, the increase of ramps in places like the riverbank, the main square, the house of culture and the same municipal presidency, because these sites are the busiest and the government is in charge of managing them.

Another point that was detailed when conducting the surveys is the lack of signalling and tourist information since people who had not visited the municipality had a hard time getting to some places, likewise the remodelling of the main entrance caused some visitors to get lost due to the lack of signage.

The share holder of common land or people who own the sites that are sought to be included in the *sightseeing* must establish a microenterprise for the administration of the place, the training for these actors can emerge through the various electronic platforms and internet, sites such as Financial Nacional (NAFIN)) whose courses guide the microentrepreneurs to obtain financial credits, integration to productive chains, development of suppliers, etc., in this way the sightseeing will have a more solid base and the service will have greater seriousness and commitment on the part of the microentrepreneurs.

The creation of an LPS will achieve tourism development within Tezontepec because:

- This grouping model facilitates communication between businessmen and encourages cooperation and the flow of information, creating an atmosphere where innovation is the core of the group.
- New ideas arise to implement in the municipality and in the companies that belong to the LPS, which work to improve the image of Tezontepec de Aldama as an inclusive tourist destination.
- By creating a business group, they can access public resources that help them improve their infrastructure.
- They will have constant training, which will help to improve the service.
- The LPS will manage an innovative tourism product that will articulate the companies and tourist resources, in this way the economic income will increase.
- There will be a development in tourism by having a unique product in the region, which makes the municipality more attractive for future investments.

Likewise, if the first tour within the locality works, you can try some more specific ones, using practices that characterize the region, like are the raising of fish, the therapeutic use of the thermal waters and the various springs that are inside the region, gastronomy and crafts. Subsequently to include more municipalities in the area and create a circuit within the area of the Mezquital Valley.

Also those involved in the LPS may raise ideas for the formulation of new tourism projects that are implicit in the territorial and administrative innovation of the companies, since they know in a particular way the strengths that the municipality has and in this way strengthen the economy local and community development.

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