

## The tourist life cycle applied to the municipality of Fortin

### El ciclo de vida turístico aplicado al municipio de Fortín

CARMONA-VÁZQUEZ, Jessica Irene†, MORALES-VALENCIA, Nancy, SÁNCHEZ-RODRÍGUEZ, Jairo and SÁNCHEZ-CRUZ, Jared

*Universidad Tecnológica del Centro Veracruz Cuitlahuac, Veracruz*

ID 1<sup>st</sup> Author: *Jessica Irene, Carmona-Vázquez* / ORC ID: 0000-0003-4813-3526, Researcher ID Thomson: U-1776-2018, CVU CONACYT ID: 889252

ID 1<sup>st</sup> Coauthor: *Nancy, Morales-Valencia* / ORC ID: 0000-0003-4813-3526, Researcher ID Thomson: U-3747-2018, CVU CONACYT ID: 893027

ID 2<sup>nd</sup> Coauthor: *Jairo, Sánchez-Rodríguez* / ORC ID: 0000-0002-7917-8076, Researcher ID Thomson: U-3744-2018, CVU CONACYT ID: 580929

ID 3<sup>rd</sup> Coauthor: *Jared, Sánchez-Cruz* / CVU CONACYT ID: 476195

Received March 25, 2018; Accepted June 20, 2018

#### Abstract

The research is entitled "The tourism life cycle applied to the municipality of Fortín" aims to define the stage in which the municipality of Fortin is located according to the Butler CVDT model, through the evaluation of tourism activity, at the hand of a methodology designed in two phases: the first consists of a diagnosis of the municipality using the tourism system, considering the supply and demand variables, the economic and social axis, infrastructure and superstructure. The second phase is to identify the Fortín stage within the CVDT, with the analysis of the information obtained and considering the characteristics of the stages of the model used. The results achieved locate the municipality of Fortín in the introduction stage, which provides guidelines to the continuation of the research and design of the appropriate strategies adequate to the characteristics of the municipality, making use of the diagnosis of natural and cultural tourist attractions, the catalog of service providers tourism is possible to diversify the offer in order to get to the stage of development and achieve sustainable tourism as an economic activity that contributes to improve the quality of life of residents.

**Tourism destinations life cycle, tourism system, tourist diagnosis**

#### Resumen

La investigación que lleva por título "El ciclo de vida turístico aplicado al municipio de Fortín" tiene como objetivo definir la etapa en la que se encuentra el municipio de Fortin según el modelo del CVDT de Butler, a través de la evaluación de la actividad turística, para lo cual, se diseña una metodología en dos fases: la primera consta de un diagnóstico del municipio utilizando el sistema turístico, contemplando las variables de oferta y demanda, el eje económico y social, infraestructura y supraestructura. La segunda fase es identificar la etapa de Fortín dentro del CVDT, con el análisis de la información obtenida y considerando las características de las etapas del modelo utilizado. Los resultados logrados ubican al municipio de Fortín en la introducción, lo que da pauta a la continuación de la investigación y diseñar las estrategias adecuadas para las características del municipio, haciendo uso del diagnóstico de atractivos turísticos naturales y culturales, el catálogo de prestadores de servicios turísticos y con base en eso, diversificar la oferta para lograr pasar a la etapa del desarrollo y así el turismo sustentable sea una actividad económica que contribuya a mejorar la calidad de vida de los residentes.

**Ciclo de vida de los destinos turísticos, sistema turístico y diagnóstico turístico**

**Citation:** CARMONA-VÁZQUEZ, Jessica Irene, MORALES-VALENCIA, Nancy, SÁNCHEZ-RODRÍGUEZ, Jairo and SÁNCHEZ-CRUZ, Jared. The tourist life cycle applied to the municipality of Fortin. ECORFAN Journal-Republic of Cameroon. 2018, 4-6: 21-25.

\* Correspondence to Author (email: [jessica.vazquez@utcv.edu.mx](mailto:jessica.vazquez@utcv.edu.mx))

† Researcher contributing first Author.

## Introduction

In order to make a proper tourism planning and optimal use of resources of a municipality is important to know the stage that is a destination, as with any product; for that reason, it has been taken as a basis model lifecycle tourist destination (VCLT) Richard Butler applied to the municipality of Fortin, Veracruz.

Fortin is one of 57 municipalities that make up the region of high mountains. Semicálido climate is humid with abundant rains in summer. It has a diversity of natural and cultural attractions to be exploited for tourism. However, its current status is unknown, the stage of the life cycle in which it is located and thus it is not possible to propose strategies and lines of action to move to the next stage or reach the stage of development that raises the model where the destination has the possibility of consolidation for maximum utilization.

The proposed model allows an effective review of each of the elements of fate and thus practice proper evaluation and correctly determine the corresponding phase and plan of action to follow. Butler model is divided into six stages: introduction, involvement, development, consolidation, maturity and stagnation. In the sixth stage there are two possible angles; decline or rejuvenation.

In the introductory phase are features such as the limited availability of the product, low sales, high promotion costs, high prices, in relation to the profile of tourists these are allocentric (design your own itinerary), do not hire operators or travel agencies, its origin is from distant places and travel main reason lies in the desire to know different and unique natural and cultural attractions.

It is considered a very accessible destination because the structure is not suitable for the development of tourism, existing tourism services are offered by lessees, contact between tourists and residents is high, the territory is relatively unchanged, tourism represents very little income to society.

At the stage of involvement aspects where local residents are involved in providing tourist services in the same way and contact with tourists are identified remains high, presents an incipient advertising campaign focused on the tourist market already identified, begin to appear tourist seasons, the structure of trips made to the destination is more systematic, public bodies responsible for tourism activities involved in planning, the need to improve transport networks and infrastructure, identifies the number of tourists is growing as a result of new equipment created by local initiatives, the destination becomes more popular, it is developing the market and a tourist season, Public service demand mainly in infrastructure.

In the development phase are features like market research, review of consumer needs, the possibility of identifying a type of tourism in particular and thus create ad hoc advertising campaigns, indigenous participation, involvement in tourism planning, disappearance of small farms and replacing them mostly known hotel chains, domestic products are replaced by imports or artificial products, residents may feel overwhelmed by the tourist population, there may be conflicts and disagreements among tourists and residents, commercial exchange in establishments consumption, increased tourist arrivals, tourist activity control by external rather than local companies, modernization of facilities, participation of tour operators, the uniqueness of the destination is lost and migration are presented.

During the consolidation phase are features of soaring sales, adding value to the product, purchase motivation for other buyers, stable prices, promotion costs are leveled with sales growing number of tourists exponentially, fate and it is part of organized industry sales levels rise to economies of scale and initial tourists have traveled to other destinations.

At the stage of maturity aspects are as competitors grow, sales increased by population, excess load capacity, marketing strategies are strengthened in order to extend the tourist season, continue the great franchises industry, the influence of many visitors and cause discontent services to local residents especially those who have no relation to tourism, the number of tourists does not grow as in the previous stage, prolonged periods low seasons are presented.

In the stagnation phase, you reach the maximum number of visitors stops the load capacity is exceeded, the image is well established but is no longer fashionable, repeat visits so conferences and conventions are used to maintain the flow tourists, oversupply of beds available, genuine and natural attractions are supplanted by imported services and changes frequently experienced owners.

Finally, if the phase of decline occurs it is common to find situations decrease in visitors with reduced stays and little chance of fate to compete with new locations and thus dwindle both spatially and number of tourists. Once you have entered the decline phase, it is possible to re-start the cycle through a phase called rejuvenation, which can only be possible if a complete change in the identity of the tourist attractions of the site is done, this from the public or private sector.

Derived little knowledge of the current situation of the municipality in question, it is difficult to achieve adequate sustainable tourism planning for maximum utilization of resources as a result is able to design viable strategies for the destination.

The main assumption is that the municipality Fortin is currently in phase involvement according to the model VCLT Butler.

### Methodology to develop

The variables through which this research is conducted are: the tourist offer will be evaluated through an inventory of natural and cultural attractions priority using a data collection sheet; Tourism demand to be measured with the number of tourists received profile Fortin; suprastructure measured by the number dedicated to the promotion of tourism agencies; social variable to determine the adaptation of living with resident tourists through tourist culture and the creation of jobs for the greatest benefit of the population; Another variable is the infrastructure to define accessibility and services that are offered to tourists; where economic variable aspects are considered as the average length of stay, tourism spending and GDP share.

Finally municipality characteristics regarding the results of the analysis of the tourism system. these variables to situate Fortin de las Flores in a stage of the life cycle of tourist destinations proposed by Butler are determined. (See Table 1).

Tourism system diagnostics	
1.1 Variable: tourist	
Indicator	Tool
natural and cultural attractions	Record data collection
1.2 Variable: tourist demand	
Indicator	Tool
tourist profile	Poll
Origin tourist	Interview
Tourist movement (arrivals)	statistical report
1.3 Variable: Economic	
Indicator	Tool
Stay	statistical report
tourist expenditure	Report income
Participation to GDP	Tourism Satellite Account
1.4 Variable: social	
Indicator	Tool
Sector jobs	Record data collection
Host community benefit	Survey tourist culture
1.5 Variable: infrastructure	
Indicator	Tool
Sanitation (water supply, garbage collection, drainage)	Data collection sheet and municipal booklet
Energy	
Communication	
Transport	
Edification	
1.6 Variable: suprastructure	
Indicator	Tool
Bodies governing tourism	Record data collection
Fortin identification within the life cycle of tourist destinations proposed by Butler	
2.1 Variable Current Features municipality	
Indicator	Tool
Diagnostic results tourism system	Life cycle theory of tourism destinations

**Table 1** Diagnosis tourist system own calculations

### Results

Once the review of the diagnosis of the tourism system in the municipality the following was found: the tourist offer has a total of 12 natural attractions and cultural attractions 24, which generate a displacement of tourists. On the other hand, the complementary offer has a total of 31 food and beverage establishments, 15 hotels and 3 travel agencies.

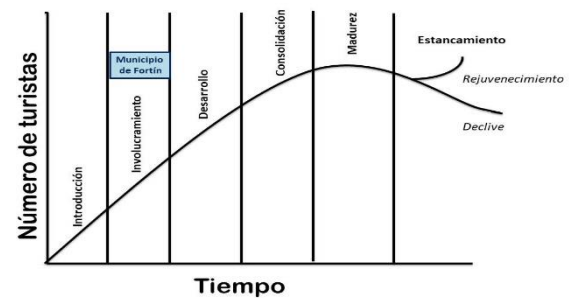
The origin of the tourist is mostly locally, may be the same municipality or from surrounding municipalities as Ixtaczoquitlán, Orizaba, Córdoba, Huatusco and Coscomatepec. Registration tourists is null and only the data obtained informally finding that it is the winter season when most tourists arrive and that they tend to travel with family or through trips for visits through the historic center and the main attractive place. One of the activities of extreme sports that more domestic and foreign arrivals generated is mainly Paragliding in May derived from an event whose name Air Festival.

According to the last existing record of the Tourism Satellite Account in 2016, the share Veracruz had in the contribution of GDP was 1.39%. There is no record of the average stay of tourists. It is estimated that the average cost per day is \$ 900.00 including lodging and food expenses.

As for the social variable, it was identified that the tertiary sector is 71.4% of the population, however, tourist activity only affects 8%, in the analysis of the tourist culture is identified that residents consider Fortin characterized by its landscapes and natural resources, 94% have a perception of the city with tourism potential, identified mostly attraction of locations that make Fortin, unaware of the types of tourism that can be performed and 94% is knowing that the tourism will bring economic benefits to Fortin so the same percentage say they have available for training in tourism culture, known attractions, appear affable with tourists, and although 72% know that there is minimal diffusion believe and has not had the desired range.

At the point of infrastructure, according to the municipal booklet there is a water network that has 228 sources of supply, a system of garbage collection according to latest data it collected 14.6 thousand tons of municipal solid waste, 14 drainage systems and sewerage 20663 sockets installed power, number 17166 housing with running water availability representing 93.8% of the total housing, 5 urban transport lines and one bus terminal with domestic arrivals. At the point of building you can be found a clinic and a health center and a tourism school. Finally, the total road network of the municipality is 27.4 Km.

## Annexes



## Conclusions

The importance of identifying the lifecycle of a destination lies in proposing strategies that promote sustainable development of tourism in the municipality of Fortin. It can be concluded that the municipality of Fortin is in the stage of involvement which leads to the planning of sustainable tourism from the rescue and conservation of natural and cultural attractions, thus may diversify supply and at the same while expanding benefits for providers focused on tourism services. The strategic location of the town between the city of Cordoba and Orizaba Pueblo Magico given the opportunity to be visited by being a step forced between these two major cities; however, have a privileged location is not everything.

Over the years the municipality of Fortin has shown relevant changes in growth and development, which have sometimes generated as a result that can not be progress in tourism despite having the potential and the primary supply and what are the natural and cultural attractions. Initially the town was raised as a tourist attraction and housing, however, has not been able to run a program that detonates mainly tourism. Proof of this is that it has not managed to move to a stage of development according to the model Buttlar. After takes place 1st Flower Fair in 1939, the municipality generated the first arrivals for tourism, this led to the construction of the first hotel by Don Antonio Ruiz Galindo, It is important to state that, to publicize the tourist wealth must implement marketing strategies and marketing, which will give the municipality a better positioning and increased demand; and to promote synergy among the inhabitants involving public, private and society sector in general in order to identify tangible opportunities that tourism can generate, such as jobs, improved quality of life and conservation of natural resources to name a few.

**References**

López, V. (2011, Enero). La reorientación del ciclo de vida del área turística. El caso de Bahías de Huatulco, Oaxaca (México). *Investigaciones Turísticas*, No. 1, pp. 107-121.

Pérez, P. (2012, julio 27). El Ciclo de Vida en un área turística: su aplicación a la Costa del Sol española y su medio ambiente. *Observatorio Medioambiental*, Volumen 15, pp. 21-34.

Rosado, A., Medina, G. (2014). Ciclo de vida turístico de Bacalar, Pueblo Mágico, Quintana Roo. *Teoría y Praxis*, No. 15, pp. 96-120.

Santana, A., Pinto, R. (2010). Bordes y límites del Modelo de Ciclo de Vida del Producto Turístico. Reflexiones desde el terreno de investigación. *Tiempo Libre. Turismo y recreación*, Volumen 1, pp. 1-18.

Virgen, C. (2009, enero). El ciclo de vida de un destino turístico: Puerto Vallarta, Jalisco, México. *Revista de Cultura y Turismo*, Año. 03, pp. 1-24.