

Analysis of urban tourism in Chetumal, Quintana Roo

Análisis del turismo urbano en Chetumal, Quintana Roo

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Abstract

The objective of the study is to conduct an analysis of urban tourism in Chetumal, Quintana Roo in order to examine the current situation of tourism in this coastal city and to address the problems it faces. A comprehensive research is carried out that includes the analysis of various aspects of urban tourism in Chetumal. This ranges from the existing tourism infrastructure to the quality of services offered, as well as the perception of visitors and local residents about the tourism industry. Among the problems identified is the lack of adequate tourism infrastructure, which can range from a shortage of hotels and restaurants to deficiencies in transportation and tourist attractions available in the city. In addition, there is a deficient promotion and advertising strategy, which limits the visibility of Chetumal as a tourist destination both nationally and internationally.

Analysis of urban tourism in Chetumal, Quintana Roo		
objectives	Methodology	Contribution
To analyze the current situation of urban tourism in the city of Chetumal and its current problems.	This research uses the quantitative approach, since it allows to develop sequentially and accurately the behavior and relationship of the variables, apart from not changing the observations and measurements that are made.	Respond how urban tourism is in Chetumal, Quintana Roo

Tourism shortage, Investment deficiency and Promotion of tourism development

Resumen

El objetivo del estudio es realizar un análisis del turismo urbano en Chetumal, Quintana Roo para examinar la situación actual del turismo en esta ciudad costera y abordar las problemáticas que enfrenta. Se lleva a cabo una investigación exhaustiva que incluye el análisis de diversos aspectos del turismo urbano en Chetumal. Esto abarca desde la infraestructura turística existente hasta la calidad de los servicios ofrecidos, pasando por la percepción de los visitantes y residentes locales sobre la industria turística. Entre las problemáticas identificadas se encuentra la falta de infraestructuras turísticas adecuadas, que pueden incluir desde la escasez de hoteles y restaurantes hasta deficiencias en el transporte y las atracciones turísticas disponibles en la ciudad. Además, se observa una deficiente estrategia de promoción y publicidad, lo que limita la visibilidad de Chetumal como destino turístico tanto a nivel nacional como internacional.

Análisis del turismo urbano en Chetumal, Quintana Roo		
Objetivos	Metodología	Contribución
Analizar la situación actual del turismo urbano en la ciudad de Chetumal y sus problemáticas actuales.	Esta investigación se utiliza el enfoque cuantitativo, ya que permite desarrollar secuencialmente y con exactitud el comportamiento y la relación de las variables, aparte de no cambiar las observaciones y mediciones que se realizan	Responder como se encuentra el turismo urbano en Chetumal, Quintana Roo

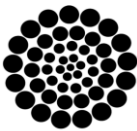
Escasez turística, Deficiencia de inversión y Fomentación al desarrollo turístico

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Introduction

The objective of the study is to conduct an analysis of urban tourism in Chetumal, Quintana Roo in order to examine the current state of tourism in this coastal city and to address the problems it faces. The aim is to gain an in-depth understanding of the state of urban tourism in Chetumal and to analyse the difficulties faced by the city in this area.

In order to achieve this objective, a comprehensive research is carried out that includes the analysis of various aspects of urban tourism in Chetumal. This ranges from the existing tourism infrastructure to the quality of services offered, as well as the perception of visitors and local residents of the tourism industry.

Among the problems identified is the lack of adequate tourism infrastructure, which can range from a shortage of hotels and restaurants to deficiencies in transport and tourist attractions available in the city. In addition, a deficient promotion and publicity strategy is observed, which limits the visibility of Chetumal as a tourist destination both nationally and internationally.

A detailed analysis of these issues provides an understanding of the challenges facing Chetumal in the development of its urban tourism industry and offers the opportunity to propose concrete solutions and recommendations to address them. These solutions can range from improvements in tourism infrastructure to the design and implementation of more effective promotional strategies.

Problem Statement

In the City of Chetumal the peak seasons are the Easter, summer and December holidays, as it receives national and international tourists, however, the final destination of people is not Chetumal, (Hernandez, 2015).

The final destination of visitors is located in sun, beach and sand, such as Cancun, Mahahual, and Cozumel to name a few, (Vargas, 2022).

Chetumal being the capital of Quintana Roo, has not obtained good strategies to implement, create and improve the few attractive sites it has, this is a consequence that there is no initiative and importance of the Tourism Sector for an improvement, (Castro, 2021). Due to this situation as there are no tourist sites, there is therefore no tourism promotion, (Martin, 2018).

Research question

Chetumal being the Capital of Quintana Roo, has not obtained good strategies to implement, create and improve the few attractive sites it has, this is a consequence that there is no initiative and importance of the Tourism Sector for an improvement, (Castro, 2021). Due to this situation as there are no tourist sites, there is therefore no tourism promotion, (Martin, 2018).

The research question is How is urban tourism in Chetumal?

Hypothesis

Currently the city of Chetumal Quintana Roo, the urban tourism that has is very little, because there is a low influx of visitors in the attractions and services with which the city has, so it is notorious that the state capital is with a shortage of tourism.

General and specific objectives

To analyse the current situation of urban tourism in the city of Chetumal and its current problems.

1. To gather information on the current situation of urban tourism in the city of Chetumal, Quintana Roo.
2. Examine the problems that cause the scarcity of urban tourism in Chetumal.
3. To recognise the low influence of visitors and the lack of tourism promotion in the state capital.

Theoretical basis

Tourism originated mainly because of business and wars, since they have existed since the beginning, due to the fact that the transfer was by obligation and / or necessity of people, so the length of stay could be short to long, (Rodriguez, 2011).

Acerenza (2006), states that the Greeks were the ones who travelled the most, because they went in a ‘religious’ way; however, they went to earthly festivals where they celebrated the Olympics.

Figueiras (2021) says that tourism is considered to be the activities that are carried out during the course of the trip, considering that they are activities that are normally carried out for long, undetermined periods of time, whether for business, health or family reasons. Likewise, Figueiras (2021), says that urban tourism reactivates a social relationship between different countries, so it allows to get to know different cultures and customs.

As a research problem, the situation in which Chetumal, Quintana Roo, finds itself, is like a balance due to the fact that a large part of the tourists only arrive to the city in passing, however, reactivating tourism and the economy of Quintana Roo, given that the final destination of the tourists is the northern zone of Chetumal, looking for the best and most well-known beaches such as Bacalar, Cancun, Tulum and Mahahual, to mention a few, (Vargas, 2022).

The intention of this research is to carry out a search for information regarding the different problems that damage the growth of urban tourism in the city of Chetumal, as the main objective is to identify the phenomenon that causes the tourism imbalance in the city, as well as to find the causes and effects that cause the imbalance.

Box 1



Figure 1

Tourist attraction in Chetumal, Quintana Roo

Source: Cayman Hosting: 2024

Box 2



Figure 2

Lack of tourism promotion in the capital of Quintana Roo

Source: Pérez Esquivel: 2020

Methodology

Approach

In this research the quantitative approach is used, as it allows to develop sequentially and accurately the behaviour and relationship of the variables, apart from not changing the observations and measurements that are made, (Hernández, Fernández & Baptista, 2014), it seeks to check with phenomena of different groups, (Cárdenas, 2017).

Type

The type of research used is historical and descriptive because it examines reliable information about past events through an interpretation of correct and reliable data that is carried out by researchers (Grajales, 2000). It is based on inspecting studies of events that are conducted through analysis to reason the information, (Cauas, 2015).

Design

The design used in this research is non-experimental, as it allows observing the phenomena in their natural environment without manipulating the variables, and then analysing it, (Mata, 2019). It focuses on the analysis of information through observation in a natural way and without manipulating any variable that alters the study to be carried out, (Sousa, Driessnack, & Costa, 2007).

Method

The method used is the dialectical method, since it allows us to discover the reality of tourism in the city of Chetumal and then carry out an analysis in which the effects and causes of the problem can be found, (Huaranca, 2020).

It prioritises the study of current tourism phenomena, as it is a search for information on the reality of what is happening (Vásquez, 2005).

Research Design

The research design that is carried out is non-experimental, this is based on the observation of the aspects that already exist to analyse the phenomena in depth through variables that are not manipulated and thus reach the results through the information obtained through research of facts already produced, this being the case of a determination of the factors and tourist attractions that lead to a large influx in different cities in Latin America, (Gaspar, 2011).

Population and Sample

Population

According to Bernal (2010), the population is the total set of individuals who are in a certain geographical space and which usually have characteristics and behaviours in common, these can be analysed in sampling units using techniques to carry out a specific research.

Therefore, in the present research carried out in the city of Chetumal, Quintana Roo, there is a total population of 233,648 people residing in the city.

The population with which this research is conducted is with tourists arriving in the entity of Chetumal, Quintana Roo, the population criteria taken is the 1,756, 045 tourists who arrived in the period 2019, (SEDETUR, 2020).

Sample

The sample is a tool of scientific research that allows the selection of a specific number of individuals taken from a total set of a population to be studied and analysed to obtain information, (Bernal, 2010).

In our research the sampling method used to determine the size of our sample is probabilistic, a total sample size, confidence level and margin of error were carried out to obtain the total number of people to be surveyed for our research.

The sample used for this research is statistical. With the data obtained from SEDATUR, according to the data investigated in 2019, the South of the State presented a tourist growth. Chetumal, closed with 1,756,045 visitors, the sample is 69, having a confidence level of 90% and a margin of error of 10%, according to the estimation formula applied.

Sample Estimation Formula:

$$n = \frac{Z^2 X S^2}{E^2} \quad (1)$$

$$n = \frac{(90)^2 X (0.92)^2}{(10)^2} = 68.55 = 69$$

Technique and instruments

The technique is the process of scientific research, which is responsible for measuring and correlating data by applying statistical methods in order to achieve its objective, (Baena, 2017).

The technique used is the questionnaire, as it is used to collect information according to the variables, (Hernández, Fernández & Baptista, 2014). Its purpose is to systematically and orderly obtain information from which to work, (Meneses, 2016).

The instrument is an element in which the researcher uses to obtain and record information, being the support of the technique so that it fulfils its purpose, (Baena, 2017).

The instrument used is the semi-structured survey, because a series of options are implemented to determine some kind of information and identify hypotheses through data collection on our research problem, (López & Fachelli, 2016).

This instrument will be applied to tourists over 18 years old who are visiting the city of Chetumal, i.e. we will obtain information from tourists through online surveys that will be answered in Chetumal, Q. Roo.

This instrument promotes a better collection of information, since the data is obtained more quickly and efficiently, and it also allows us to present a sample of the population that we intend to explore (Casas, Repullo & Donado, 2003).

Dimensions and indicators

Tourism

The tourism dimension within the rational is a rest of undetermined time, deserved after a long work responsibility, it produces human happiness, (Zamorano, 2007).

Tourism is the displacements from one city to another that is understood for reasons of leisure or work, it is composed of different activities that are not usually performed, (Buhalis, Gallego, Mata, Navarro, Osorio, Ramos & Ruiz, 2018).

Tourism as a dimension in this research allows to measure and identify, (Soto, 2018) which are the places that visitors travel the most in Chetumal Quintana Roo, the tourism dimension is composed of two indicators: culture and economy.

Tourist Attractions

A tourist attraction can be defined as the materials that are transformed into a tourist product, such as an infrastructure, in order to provoke and influence the tourist's decisions to visit the place (Carvajal & Lemoine, 2018).

A tourist attraction is known as a heritage, which is fundamental to invest in infrastructure for the growth and development of cultural identity. Also to be a motivational option for tourists to visit the place, (Carvajal & Lemoine, 2018). Tourist attractions are interesting for the tourist because of the services and entertainment products, and comfort offered, as well as the history, culture, and the environment that composes it, (Carvache, Regalado & Sirkis, 2021).

Complementary attractions

Complementary attractions are an offer of activities that may or may not be included in a service.

Complementary attractions incorporate exhibitions, fairs, festivals, concerts, water parks, restaurants, and hotels, with the main objective of being an attraction and enhancing the environment, (Carvache, Regalado & Sirkis, 2021).

Environment

The environment is the condition in which a place or a group is found, i.e. it is a set of elements in natural places and in society which determines the possible circumstances, (Reborrati, 2000).

The dimension of the environment in the research is based on the knowledge that we have in the city of Chetumal, knowing the environmental elements that compose it and determining the circumstances, (Reborrati, 2000).

Results

The results obtained from the research due to the short time of the semester, as well as the time of the tourists, only 14 tourists were surveyed out of the total sample of 69.

Table 1 shows the results of the research, which represent the main problems of the shortage of tourism in Chetumal according to Mexican and foreign tourists.

Box 3
Table 1
Main problems of tourist shortages, according to tourists in Chetumal

Variables assessed	Mexicans	Foreigners	Total	
			No.	%
Underinvestment in tourism infrastructure	6	0	6	43%
Few tourist attractions	2	1	3	21%
Poor tourism strategy	5	0	5	36%
Total	13	1	14	100%
Percentage	93%	7%		

Source: Nallely Nandi: 2024

The data in table 1 shows that of the total of 14 tourists surveyed in the city of Chetumal, 93% who visit the capital are Mexicans, and 6 of them consider that the main problem in the lack of tourism is due to the lack of investment in infrastructure (43%), while 2 Mexicans and 1 foreigner (21%) consider that the problem is due to the lack of tourist attractions, followed by 5 Mexican tourists (36%) who consider that it is due to a poor tourism strategy.

Conclusions

According to our results based on the surveys applied to tourists, we found a series of worrying results that reflect the main problems facing the tourist shortage in Chetumal. Among the most salient findings is the lack of investment in adequate tourism infrastructure. This includes the insufficient number of quality hotels, the shortage of restaurants and other facilities needed to meet the demands of tourists.

In addition, tourists surveyed pointed to the lack of tourist attractions as another important factor contributing to the shortage of visitors.

Contributing to the shortage of visitors to Chetumal. Although the region has rich history and natural beauty, the lack of development and promotion of these resources limits its ability to attract a number of visitors.

Limits its ability to attract significant numbers of tourists. Poor promotion and marketing strategy also emerges as a crucial problem, according to the research findings.

According to the research findings. The lack of an effective strategy to position Chetumal as an attractive and competitive tourist destination has led to an under-utilisation of the available resources and lower visibility in the national and international tourism market.

These findings suggest the urgent need for local authorities and key stakeholders in the tourism industry to work together to address these issues in a comprehensive manner. It is essential to increase investment in tourism infrastructure, promote and develop new attractions, and design an effective marketing strategy that highlights Chetumal's strengths as a tourist destination.

Only in this way will it be possible to take advantage of all the potential that this region has to offer and reverse the situation of tourism scarcity.

In conclusion, the research on urban tourism in Chetumal, Quintana Roo, has revealed that the hypothesis put forward is valid. The city faces a notable tourism shortage, mainly attributed to the low influx of visitors and the lack of effective promotion. The analysis of the data obtained through the research instrument confirms that the current situation of urban tourism in Chetumal is not optimal, and the state capital has significant deficiencies in terms of tourism infrastructure and visitor attraction.

The objectives of the research have been largely fulfilled. Information has been collected that highlights the unfavourable circumstances of tourism in the city, underlying issues have been examined, and the low visitor influence and lack of adequate tourism promotion have been recognised. The results show that, despite some recent efforts to improve infrastructure, investments have been insufficient and have failed to attract significant numbers of tourists.

To improve the situation, it is crucial to implement strategies that include greater investment in tourism infrastructure, the development of cultural programmes and festivals, and more effective promotion of Chetumal's attractions. Only through a comprehensive approach that encompasses both infrastructure development and active promotion will it be possible to increase tourist inflows and improve the perception of the city as an attractive destination.

The resulting recommendations suggest that by strengthening these aspects, Chetumal could transform its image and attract more visitors, thus benefiting the local economy and entrepreneurs in the region.

Declarations

Conflict of interest

The authors declare that they have no conflicts of interest. They have no known competing financial interests or personal relationships that might have appeared to influence the article reported in this paper.

Authors' contribution

Nandi-Aguillón, Nallely: Research approach and research development.

Meneses-Domingo, José Manuel: Analysis of the contents as well as the direction of the work and revision of the structure and contribution in the theoretical framework.

Lara-Vera, María Guadalupe: Content analysis as well as work management and structuring of the research instruments and their application.

Availability of data and materials

If you would like additional information about this research, please contact the authors at the following e-mail address: jose.md@chetumal.tecnm.mx

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