



RESEARCH ARTICLE

INNOVATION OF THE COMMERCIALIZATION OF A SMEs IN THE
TOURIST SECTOR IN ACAPULCO, MEXICO

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ABSTRACT

The tourism sector is characterized by a specialization and permanent segmentation to meet the increasingly sophisticated demands of target groups and recipients. Classification schemes, quality certifications and online sales have become an integral part of the system of Small and Medium Enterprises (SMEs), causing the potential tourist to face the growing number of micro entrepreneurs who seek to be in the mind of the consumer through web pages and technological tools. In addition to the differentiation, aspects of commercialization that are also used for the construction of the small-scale image of the product offer of hotels and tourist companies. Innovation and sales initiatives are promoted at the regional and national levels of SMEs that know the relevance and effectiveness that can position them in competitiveness scenarios that make their long-term equilibrium viable.

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INTRODUCTION

According to the Law for the Development of the Competitiveness of micro, small and medium enterprises, published in the Official Gazette of the Federation in December 2002, establish the criteria for stratification of companies according to the number of employees they have. (Table 1). Table 1 includes agricultural producers, livestock farmers, foresters, fishermen, fish farmers, miners, artisans and cultural property, as well as providers of tourist services. In Mexico, for example, the so-called small and medium-sized enterprises or SMEs (small and medium enterprises, SMEs) make up the vast majority of the business universe in the world, where they are widely involved in creating jobs and are considered as one of the pillars of economic activity (Venegas, 2008). According to Góngora (2013), SMEs in Mexico are fundamental in the generation of jobs and in the number of economic units, therefore, influencing the growth of these companies implies affecting the global behavior of the national economy. According to the data from the last three economic censuses conducted by the (INEGI), the total number of

companies has been growing especially during the last five years of available data in which the total percentage growth was 24%, which translated an increase of 3 to 3.7 million companies. The same author mentions that, in regard to the specific behavior of SMEs for the last census, it stands out that together they represent 99.81% of the universe of companies, so those companies considered large, with more than 251 employees, represent 0.2% of the national total. Góngora (2013) adds that Mexico has a high concentration of smaller companies, especially the so-called micro, which 95% of all companies absorb 41.83% of the total employed personnel; in grouped terms, SMEs becomes for 73% of total employment. However, it is observed that these companies are vulnerable to drastic changes in the financial environment, so (Venegas, 2008), says that it is essential to generate the necessary tools for armoring and develop in a more propitious environment where it ensures its durability with higher levels of competitiveness and productivity. A large number of SMEs have little chance of developing in the current environment because they are companies that have great problems accessing traditional bank financing, which drives them to look for alternatives that are insufficient (Góngora, 2012). It can be seen that part of the problem of SMEs is reflected in technological ignorance and innovation, which can be counteracted through the implementation of various

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technological tools to increase competitiveness and obtain long-term positioning. So the objective of the research is to know how effective is the use and combination of technological tools: social networks and website for a tourist SMEs.

MATERIALS AND METHODS

The research work is descriptive exploratory type, proposes to identify the effectiveness of social networks and Web site, establishing the statistics of the technological tools. The research has as a universe of study two social networks and a Web site. The social network that was used for this research was Facebook, with company profile, category: "Hotel" and tourist area profile, category: "Attractions / things for do". The website of the hotel was also used, the site that was used was Jimdo.com (Table 2). For the analysis of the research the observation technique was used with a quantitative form (table 3) according to the statistics of the social network and the leads that were obtained from the Web page applied in the period of January 29, 2013 to April 20, 2016.

Table 1. Criteria for determining the size of a company

Stratification by number of workers			
Sector / Size	Industry	Comerce	Services
Micro	0-10	0-10	0-10
Small	11-50	11-30	11-50
Medium	51-250	31-100	51-100

Source: Official Gazette of the Federation, 2002.

Table 2. Social networks and Web page analyzed

Social Network	Web site
https://www.facebook.com/hotelquintakarla1	http://www.hotelrestaurantequintakarla.jimdo.com/
https://www.facebook.com/PlayaPiedelaCuestaAcapulco	

Source: self-made.

Table 3. Identification of the effectiveness of technological tools

Facebook	Web site
Number of fans	People looking for information and quote from the hotel through the leds to email.
Percentage of male or female gender	
Country and city from which they come	
The three publications that reached greater scope since the creation of the fan page	

Source: selfmade.

Justification

Mendes, Augusto and Gandara (2013), point out that the tourist market demands a large amount of information, mainly considering independent travelers; To feel safe, people interested in travel require prior information about the destinations, products and tourist services offered in the town to be visited. In this sense, the authors mentioned above, say that in recent years the emergence of new media and social networks facilitated and contributed to produce content and share information among people. This new scenario triggered various changes in consumer behavior and new types of tourism emerged, tourists, professionals in the area, marketing and marketing (Digital marketing, search marketing (SEM), media marketing, social networks, etc).

Currently, the new rules of the game of the market for tourist SMEs are mutating rapidly and digital is changing everything, it is not only technology to be competitive, but also changes in attitude and consumer behavior in its forms Purchase online, a tool that has come to stay and digital has become commonplace for the consumer (Colvée, 2013). The internet worldwide is, every day, more used to promote, communicate, inform, sell quickly and at lower prices than conventional mechanisms (Génico, Villamil, Avalos, Méndez, De la Cruz and Reyes, 2007). The internet has caused the consumer to plan their trip through information search and price comparison to determine the reservation of tourist services or products of a destination in the emerging technological tools. Social networks are the most influential phenomenon in communication in the last decade (Kaplan and Haenlein, 2010).

They allow and facilitate community interaction, helping to build trust and a common feeling among members by offering people new ways to build and maintain social networks, to create relationships, share information, participate in social movements, generate and edit content. This interaction may include text, audio, images, videos, promotions or any other communication format (Ryan and Jones, 2012). Social networks are a global dynamic, but only some platforms are dominating such as Facebook, YouTube and Twitter (Saavedra, Rialp and Llonch 2013). According to Facebook statistics in March 2014, monthly, 1,000 million active users use mobile products of Facebook and daily there are an average of 1,280 million active users (Ayala, 2014).

Currently, in Mexico 9 out of 10 Internet users access a social network and the reference network is Facebook (AMIPCI, 014). Currently, Facebook's social network has the possibility of creating two types of profiles: personal and business (fan page). In the personal profile you have friends and at most you can have 5,000, you work with friend requests that can be approved or ignored. In this profile you can publish personal information through (photos, videos, share links, write notes, etc.). The profile of companies (fan page), you get fans and you have an unlimited number of followers that do not need to approve or ignore, just click on the "Like" button. In these profiles you can also post photos, videos, etc. Additionally, fan pages have other advantages:

- Several administrators can be designated; with what you get a better management of the account.
- Allows you to use applications to give the page a more professional look.
- There is an option to show the statistics of the examples page: it allows to know which countries the fans are from, how many people saw what you shared, origin, ages, etc.
- You can create more visualized campaigns of the company or bring traffic to a Web site (Mendocilla, 2011).

The website of a tourist SME is a technological tool that serves to offer information about products and services, obtain promotions, consult prices and book online through the leads that arrive at the website. The creation of a website for a SME is of vital importance for the global reach of its product or service that is offering, prestige and quality of the company, competitive advantage and excellent cost-benefit ratio (Consultoría, 2014).

RESULTS

Through the quantitative analysis of social networks and the website of the tourism SME, the following results were obtained according to the combination of information shared on social networks.

Table 3. Total followers

Social network	Category	Number of followers
https://www.facebook.com/hotelquintakarla1	Hotel	1394
https://www.facebook.com/PlayaPiedelaCuestaAcapulco	Attractions/things to do (tourist area)	6313

Source: self made.

It is implicit that the fan page with category of "Hotel" has less followers than the category "Attractions / things to do", the first focuses on sharing images of the tourists that visit them, monthly promotions and information of the resources with which account (images of natural, human and material

resources, news of the area and thanks to tourists for visiting the facilities) and the second focuses on sharing with greater notoriety the tourist resources that can be exploited in the area (natural resources (sunset, beach area, mangroves, representative fauna, etc.), typical gastronomy and shocking news, it can be said that the followers are more interested in the tourist resources of the destination, a strategy was created to increase the visibility and followers of the category "Hotel", publishing links of the resource images or promotions of the Hotel to the category of "Attractions / things to do". The (table 4), presents percentages by gender. It is observed that the feminine gender predominates lightly. With this result, contents focused on the female gender have been created. The (table 5) shows the sending country of the followers of social networks. The (table 5) shows the sending country of the followers of social networks. According to the analysis of the results, Mexico is the country with the most fans, followed by the United States of America. It is notable to note that the strategy was the following: to combine the Spanish and English language in the weekly publications of the fan pages.

Table 4. Gender

Social Network	Male percentage	Female percentage
https://www.facebook.com/hotelquintakarla1	49%	51%
https://www.facebook.com/PlayaPiedelaCuestaAcapulco	47%	53%

Source: self made.

Table 5. Country

Social Network	Country	Total fans	Percentage
https://www.facebook.com/hotelquintakarla1	México	1040	74.6%
	United States of America	74	5.3%
	Argentina	44	3.1%
	Other countries (+42)	236	16.9%
	Total	1394	100%
https://www.facebook.com/PlayaPiedelaCuestaAcapulco	México	4780	75.7%
	United States of America	1231	19.4%
	Other countries (+42)	302	4.7%
	Total	6313	100%

Source: self made.

Table 6. City of origin of the fans

Social Network	Country	Total fans	Percentage
https://www.facebook.com/hotelquintakarla1	México city	356	25.5%
	Acapulco	291	20.8%
	Guadalajara	25	1.7%
	Other cities (+42)	722	51.7%
	Total	1394	100%
https://www.facebook.com/PlayaPiedelaCuestaAcapulco	Acapulco	2502	39.6%
	México city	607	9.6%
	Los Angeles California	98	1.5%
	Cuernavaca	87	1.3%
	Other cities (+41)	3019	47.8%
	Total	6313	100%

Source: self made.

Table 7. The three publications with the greatest scope and visibility

Social Network	Type of publication	Type	People reached	Times it was shared
https://www.facebook.com/hotelquintakarla1	Air picture of the road that leads to the hotel.	Video	2080	18
	Belanova concert near the hotel facilities	Picture	1903	7
	It showed a video related to the beach that is near the hotel	Video	1826	8
https://www.facebook.com/PlayaPiedelaCuestaAcapulco	Video of a young man who makes a living dancing in the streets of Acapulco	Video	46624	332
	Video of the affectations of Hurricanes Odile and Polo	Video	42880	611
	Landscape video of a natural cliff in a virgin area in Pie de la Cuesta Beach	Video	20952	214

Source: self made.

Table 8. Reports through the Web page

Web page	Emails requesting hotel information
http://hotelrestaurantequintakarla.jimdo.com/	446 messages

Source: self made.

On the hotel's page the main cities that are given likes are Mexico City, followed by Acapulco and Guadalajara, while, the Attractions page / things to do (tourist area), the main city is Acapulco followed by Mexico city and Los Angeles that was found, the following strategies are made for the Hotel category: California. To reach more followers according to the segment

- Groups that are related to "sales in Mexico City" are looked for and hotel promotions are shared.
- At the moment, an advertising campaign is being designed that will allow to obtain more followers according to the profile that has been found in the analysis of results.
- Groups of travel agencies are investigated to publicize the hotel facilities and make agreements.

Strategies for the category Attractions / things to do (tourist area):

- We seek groups that are related to sharing natural resources (landscapes, sunsets, nature tourism, etc.) and share images of the area.
- An invitation is made to the friends of the profile of the administrators of the page.

According to the analysis of results of the fan page, it can be seen that the videos generate more visualizations and shared. It is difficult to reach many people in the case of the Hotel category because content is made focused on promotions, services and thanks to those who visit the facilities. In the case of the category Attractions / things to do (tourist area), it is shown that the first video that generated the greatest visualization does not have anything to do with the area but with the port of Acapulco, however, it was shared less often than the second video of the affectations of the hurricanes in the beach area Pie de la Cuesta. Next the emails that arrived from the website that we have of the hosting SMEs will be presented (Table, 8).

DISCUSSION

The innovation in the commercialization will be daily for the SMEs that prefigure their permanence in the long term. They will have the enormous need to permanently protect themselves in social networks as a link and immediate accessibility with their clients. This can result in the success of the economic resources expected by SMEs, especially in the coastal areas of the Mexican Pacific Ocean where more than eight coastal destinations replicate the sale of sun and beach products, from Los Cabos to Huatulco through Acapulco. The technologies have built a framework for established companies that wish to remain valid in a globalized world, which demands in the daily life the immediate action that only ICTs present as a de facto option. The irruption that technologies have achieved is a need of the potential client to know in real time the location, conditions, accessibility, panoramas, and other components, which can have substantial socioeconomic effects on the business. Every day there will be more tourists and public that demand information available on social

networks, number of followers, recommendations and comments that incite the visit to the hotel, restaurant or tourist business, which provoke the virtual customer to rejoice in advance of the notable tourist activities of the selected space for your scheduled recreational time. The task is not easy, given that innovation is unlimited, creative, but it can also damage the image of the business by producing less income and fate if it is not ethically posed.

Conclusion

According to the analysis of the results, 446 leads were obtained through the Web page, without having used any paid positioning tool. The use and combination of technological tools through social networks and web page allow SMEs in the tourism sector to position themselves and be more competitive in the market, generating the interest of consumers in seeking information from the company.

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