

[DOI: 10.20472/BMC.2015.002.003](https://doi.org/10.20472/BMC.2015.002.003)

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MEASURING TOURIST SATISFACCTION IN LOS CABOS

Abstract:

To see the view of tourist after having interacted with the various tourist services, is important. This allows you to improve the performance of the localities and receiving as well to attract future an increased influx of visitors. That is why the private sector and the public they are interested to know the opinion of the tourist and his rating of the destination.

In this sense, the aim of this work was to analyze the level of qualification and satisfaction of the tourists in the destination of the ends during the second half of 2013. Analyzing its characterisation and potential future through the methodology used by Center for Tourist Studies (CESTUR). It is important to note that the results indicated that Los Cabos has competitive advantages in infrastructure, customer service and the natural environment. As well as challenges to resolve how to increase the range of tourist activities and the change of image in the historical center of the destination.

Keywords:

Competitiveness, satisfaction and tourist profile

JEL Classification: P41, L38, P49

Introduction

The tourist activities represent for developed and developing countries, an opportunity to attract economic resources and benefit the economy as a whole. In the last decades, the tourism industry at a global level has evolved in the offer of services, emerging new market segments, new spaces and new tourist activities.

Even due to the process of internationalisation and the openness of economies, after the eighties, they generated the growth of the tourism sector, it became the second sector more globalized. (Kindl and Da Cunha, 2005). This tourism sector according to the World Tourism Organization [WTO] is one of the activities that favors the development of the regions, the reactive economy, allows new investments in capital, encourages the generation of new tourist companies and is a supporter of the employment (WTO, 1998).

It is important to mention that after the eighties, one of the economic crisis at the global level that has impacted more tourism, has been the 2009. Where was perceived a drop in the influx of foreign visitors to various destinations, including Mexico since then (WTO, 2010). Which wine to rethink the way you do business in the hotels and restaurants mainly, because to be undermined the international tourist influx, had to encourage domestic tourism. This allowed them to cover the fixed costs of operation while the economy recovered.

During this transit of the sector from the last century, we have seen advances in the acceptance of international tourism, which has influenced the level of tourist reception. For example, in 1950 Mexico was ranked the 13th place at the international level in reception of tourists and five decades later has won places to position yourself in the place number eight. At this time, it lies in the tenth position internationally.

For Mexico tourism is considered as a core activity in recent years and which has sought to foster and disseminate it at the global level. This product is that Mexico is considered as one of the leading receivers destinations of tourists, as is expressed in the statistics of the

UNWTO (2010) when registering more than 20 million tourists admitted per year from the twenty-first century.

This sector contributes significantly to the economic development of the country, has only contributed to the 8% of the Gross Domestic Product (GDP) and the sun & beach destinations have regained much importance, as the destinations of Cancun, Acapulco, Puerto Vallarta, Mazatlan, and Los Cabos among the most outstanding. For that reason, we'll look at the State of Baja California Sur, which is home to the destination of Los Cabos. That State along with Quintana Roo, the entities are more young people in the country. Los Cabos is a destination of the Mexican Pacific premium and where is focused the methodology and analysis of this work.

Part of this methodology is retaken CESTUR and which aims at the tourist, analyze its evaluation and make improvements. This dependence that belongs to Tourism Secretary in Mexico (SECTUR) , has been evaluating since 2001 consistently the competitiveness of the national tourist destinations in levels of satisfaction of the tourists. Therefore, in this attempt to contribute to know reality tourism in the State of Baja California Sur, and guide to business and government, it was decided to undertake this project of the diagnosis of the profile and level of satisfaction of the visitor.

Therefore, the objective of this research is to perform a characterisation of the destination of Los Cabos and assess the level of satisfaction with the visitors on this destination during the second half of 2013. This done through the application of surveys in main points of tourist inflow. These results will serve as a support for decision making and implementation of public policy.

The organization of the work consists of four parts, the first was the introductory to the subject, where it explains the importance of the subject; the second that deals with the materials and methods that were employed to obtain the information of the destination of Los Cabos. A third part are the results, which are divided in two, in the first place, presents the result of the main variables of the tourist destination and in the second part shows the profile and rating of the visitor in Los Cabos. Finally, there are some general considerations.

Materials and methods

Initially to understand the environment of the tourist destination of Los Cabos, a study was conducted of cabinet, where we reviewed the major studies in the field of tourism, as well as the identification of key statistics of the sector. This information was processed to perform a brief diagnosis and inventory of the destination of Los Cabos. Subsequently, in order to be able to measure the profile and the qualification of the tourist is proceeded with a quantitative approach, where a sample frame are visitors (tourists and hikers) over 18 years of age who have had contact with the services of the destination of Los Cabos in BCS (at least they must have been 3 hours in the place). All of which have been applied in a survey of major points influx in a personal way. In this case, the main points of influx were the public beaches, the corridor of the main marina, the downtown area and artisanal corridor. Using probability sampling systematic. And considering nominal variables, scale, ordinal and interval. This part of the deployed similar methodology and suggested by SECTUR in 2012.

The structured questionnaire applied is approximately 10 minutes in length. Where are the areas of tourist profile, the profile of the trip, types of recruitment services, level of satisfaction and travel expense. These aspects are covered in 24 reagents and whose results correspond to the second half of 2013. The points of influx to perform the field survey are areas of beach, marine center and/or in areas of influx of the city with heavy traffic. According to the determination of the size of the sample with a margin of error: $\pm 5.6\%$ by tourist destination to the quarter, and $\pm 2.8\%$ annual, were conducted 100 interviews effective on average per month, with a distribution of approximate 25 interviews per week lifted in a minimum of 3 days a week (on average will take place from 8 to 9 interviews per day).

Once the survey to national and foreign tourists, is applicable to codify and establish reactions between variables, with a view to ascertain the degree of satisfaction of the tourists who visited Los Cabos. To do this, apply a formula to calculate the rate established by the Federal Secretariat of Tourism for the development of the study. The satisfaction

rate is prepared with the answers to each of the reagents of satisfaction that can be: excellent, good, bad and lousy. The formula of the Satisfaction Index (SI), considered a scale of 0 to 10 from the 4 possible answers (excellent, good, bad and lousy) and is expressed:

$$SI = [5 + \{0.05 * (\%Excellent - \%Very\ Bad)\} + \{0.025 * (\%Good - \%Bad)\}] * 10 \quad (1)$$

It is important to mention that the overall experience of the process of field work and analysis, the part of survey was gratifying to know directly the perception of the tusita, their suggestions and in some cases upset for very particular experiences. The lifting equipment information had a greater sense of belonging to the tourist destination and was anxious to contribute to the improvement of the tourist services. Below we present the main findings of the study.

Results

Characterization analysis unit Los Cabos, is one of the municipalities of B. C. S. , this, is located in the south of the State, bordered on the north by the municipality of La Paz; to the south and to the east by the Gulf of California and the Pacific Ocean to the west. This geographical location is a point of interest of natural attraction due to this tourist destination is surrounded by two seas and the visual appeal in the last end of Los Cabos is a unique experience.

Figure 1: Location of Los Cabos in Mexico

Source: Own

Its municipal seat is located within the $23^{\circ} 03' 039''$ north and longitude $109^{\circ} 42' 039''$ west longitude from the Greenwich Meridian, at a height of 40 meters above the sea level. Bordered to the north by the municipality of La Paz; to the east by the Gulf of California; the Pacific Ocean to the south, and west with the municipality of La Paz and the Pacific Ocean (Figure 1). The total surface area of the municipality of Los Cabos is 372,859.69 hectares, approximately 5% of the surface of the state of Baja California Sur (INEGI, 2009).

The municipality is divided into four delegations: Santiago, La Ribera, Miraflores and Cabo San Lucas. The municipal seat is the city of San Jose del Cabo. At the same time, the delegations are composed of 38 antennae; Santiago are: Buena Vista, Hot Water, El Zacatal II, San Jorge, the Caves, San Dionisio, Rosarito II and Hipazote. One of the main features that has had Los Cabos in recent years is the accelerated growth of the population. It is very common to observe that the people who visit the region are with any novelty in each new voyage.

After the eighties, the trajectory of Los Cabos in population growth there is a considerable increase. For example, in 1960, the population in the entity was of 81.594 inhabitants, in 1990 and 317.764 in 2005 to 489.813 inhabitants (INEGI, 2005). Meanwhile, in the municipality of Los Cabos, in 1960, there were 12.049 inhabitants, increasing in 1990 to 43.920 and in 2005 to 155.533 inhabitants. This pattern of behavior responds to the

prospects for growth and economic opportunities that have been promoted in the area of the state and local governments. The analysis in population growth rates more clearly reflects the differences in the state. Los Cabos has one of the highest rates of population growth, surpassing even the capital of the state. It can also be seen that the annual average growth rate in Baja California Sur between 1960 and 2010 has not exceeded the 6.0 %; in contrast, Los Cabos has had rates above the 8.0 % after the eighties.

Tourist offer

The growth of the tourist offer in Los Cabos is perceived from the accommodation units that are representative for the operational level according to data from the SECTUR State (2014). The 2010 had been recorded 115 establishments, and in the 2011 and 2012, is held in 117 and in 2013 recorded 118. The last official records from INEGI, in 2013, where you can see the distribution by category of hotel, we can identify that in Los Cabos the greater part of the accommodation facilities are five-star hotel, registering 48 units. Four star 15, three star 13 , 9 two stars and 25 without a specific classification (Table 1).

Table 1: Establishments according to category in Los Cabos, 1999 - 2012

Type of Hotel	1999	2012
Five star	26	48
Four star	12	15
Three star	8	13
Two star	6	9
One star	2	11
Without category	23	25

Source: Based on statistical yearbook INEGI, 2013.

As we can see in Table 2, most of the rooms in Los Cabos are classified in 5 star hotel, a little more than 79 %. A 10% four-star hotel and a 4% establishments of three stars, among

the most representative. It is worth mentioning that more than 11 thousand quarters had been recorded in five star hotels in Los Cabos, 1.489 rooms of four stars and 601 rooms of three stars. (INEGI, 2013)

Table 2: Sleeping accommodations in establishments according to category in Los Cabos, 1999 - 2012

Type of Room	1999	2012
Five star	4 437	11 605
Four star	1 083	1 489
Three star	325	601
Two star	124	223
One star	42	288
Without category	463	547

Source: Based on statistical yearbook INEGI, 2013.

In addition, account with 30% of the establishments is preparation and serving of food and beverages with tourist category of the state, among whom are restaurants, cafes, discos, night clubs and bars. According to INEGI (2013) were registered 116 establishments of food and lodging, 92 of whom were restaurants, 9 nightclubs and discotheques, 11 bars and 4 cafeterias (Table 3).

Table 3: Establishments of preparation and service of food and beverages with tourist category in Los Cabos, 2012.

Municipality	Total	Restaurant	Cafeteria	Night clubs	Bars
State	388	314	20	25	29
Los Cabos	116	92	4	9	11

Source: INEGI, 2013.

At the same time we can identify in Table 4, the number of tourists in recent years that arrive to temporary accommodation establishments in Los Cabos. Data from the SECTUR State of BCS, indicate that in 2010 there were 1,081,743 arrivals of tourists to Los Cabos, and this was an increase to 1,400,820 in 2013. The majority of whom were foreigners only in 2010 there were 766,794 tourists and in 2013 increased to 1,059,558 tourists. Which makes reflect the importance of the destination Los Cabos, as first destination of the Mexican Pacific.

These figures tell us that the municipality of Los Cabos is the main recipient of visitors with a high concentration of foreign visitors what probably explains why we can find in the municipality of luxury hotels and gran turismo where visitors can enjoy the comfort.

Table 4: Arrival of tourists to establishments in Los Cabos, 2010-2014.

Tourist / Year	2010	2011	2012	2013
Total	1,081,743	1,203,309	1,247,808	1,400,820
Foreing	766,794	867,289	896,642	1,059,558
National	314,949	336,020	351,166	341,262

Source: Based on data from SECTUR State of BCS, 2014.

It is worth mentioning that in the tourist centers of the municipality of Los Cabos, Cabo San Lucas has the highest hotel occupancy in 2012, with 63.6 % and an average stay of 4.9 nights. It remains therefore San Jose del Cabo with a hotel occupancy of 54.5 % and an average hospital stay 4.7 nights. And finally the zone of the Los Cabos corridor was a hotel occupancy of 51.8 % with an average stay of 3.3 nights (INEGI, 2013).

Tourist profile

Based on the surveys in the second half of 2013, most of the respondents were of American origin, with 56 per cent, followed by the Mexicans with 33% (Table 5). Remember that this proportion was the result of a systematic selection process for the selection of tourists according to the methodology of CESTUR in field work in main points of influx. The experience shared by the respondents to the survey team for this project, it was beneficial because they realized that there is a real interest in Los Cabos to improve the tourism environment of the region. Different voices that were even made suggestions to improve the destination even more.

Table 5: Origin of tourists in Los Cabos, 2013.

Country	Percent
USA	56%
Mexico	33%
Canada	5%
Otros	6%

Source : Own preparation, 2013.

The family composition of the visitors who come to Los Cabos, are mainly in the company of your spouse, which represents 35 %, another strong group that attends to this destination are families with 27% and with friends a 28 %. It should be noted that the minority comes with coworkers or individually (Table 6).

Table 6: Composition of the tourist family in Los Cabos, 2013.

Family composition	Porcentaje
Spouse	35%
Family	27%
Friends	28%
People of work	2%
Travel alone	8%

Source : *Own preparation, 2013.*

The main reason for visiting Los Cabos is by rest with a 75 %, it remains visiting relatives with 18% and the minority by attending conferences or business work (Table 7). It should be noted that the comparison with a similar study (Cruz and Juarez, 2013), using the same survey in another destination of the Baja California Sur, La Paz, it was found that the heading to visit relatives and business has been greater than in Los Cabos (30% and 2% respectively).

Table 7: Main reason for the tourist in Los Cabos, 2013.

Main reason to visit	Percent
Rest	75%
Visit relatives	18%
Business	3%
Congress	1%
Honeymoon	3%
Sports event	1%

Source : *Own preparation, 2013.*

The main reason that motivates visitors to go for rest or a vacation to Los Cabos, is by having contact with the sun and water, which represents 79% of them, and a fraction of them to have fun in the nightlife, this becomes second term with the 8%. In the case of his closest destination (competition) which is peace, these items are almost similar, except that the item of culture and shopping has percentages between 7% and 8% in the same period of analysis (Cruz and Juarez, 2013).

It should be noted that the majority of the visitors in Los Cabos, tends to look for lodging establishments with the concept of the hotel, and that represents the 62 %. Another part tends to stay in establishments of time-sharing, which represents a 20% and 13% comes with their family or friends. These results are similar to the fate of peace in the same period, taking in a greater proportion to accommodation in hotels, but with the difference that the heading of accommodation with relatives reaches 20% (Cruz and Juarez, 2013).

The opinion and rating of visitors to the destination of Los Cabos is important. In this regard, the heading of hospitality and friendliness of the people in the destination is rated 9.9 . The ratio quality / price of the services of the restaurants with 9.2 , the ratio quality / price as a tourist destination with 9.1 . The cleanliness of the beaches is well qualified with 9.7 , the diversity of recreational activities with 9.8 and the cleaning of the streets and public areas with 9.0. In general the destination is well qualified by visitors and whose average score in the second half of 2013 was 9.5 . A comparison of these results with the rest of the tourist destinations in Mexico, Los Cabos has a high rating and which competes closely with the destination of Cancun in the past years has had scores of 9.0 in 2011 (CESTUR, 2011), in this period of the 2013 we have no record of the results for Cancun. This indicator shows the competitive advantage in this tourist destination for sun and beach, since 2011, Los Cabos has the first in satisfaction in its category.

The qualification in general of the tourist (in 2013 79% said it was excellent, 20% rated it as good, and a 1 %, minimum part that was bad. This shows an advantage of the destination, by grouping all your sector environment in an environment where the tourist is a very favorable opinion of a tourism destination. These percentages of Los Cabos differentiate tourist destination with its nearest beach and the sun, only the peace in the same period of analysis the satisfaction of excellent was 30% and good 33 %, which established juvenile indicators of satisfaction (Cruz and Juarez, 2013).

However, it is questioning the essential tourist if you really would recommend it to other persons to visit the destination of Los Cabos, and his response was that 90% definitely if I would recommend with 90 %. Another segment (9 %) said that probably if I would recommend. The comparison of results of Los Cabos with Peace (Cruz and Juarez, 2013), in the same period of analysis, we found similar percentages of recommendation of visitors to other people to go to these tourist destinations. Which infers the degree of acceptance and positive experience during your stay.

An important element of Los Cabos, is that very little is seeing the effects of insecurity that are general theme in the rest of the Mexican Republic. In Los Cabos, there is the perception by the tourist that 93% did not provide any symptom of insecurity, only a 7% if they felt unsafe, but they were on the grounds of the state of the streets and public areas, the insistence of the hawkers and lack of land use planning in the prime of the city box. This perception of security in the destination, is similar to that experienced the fate of peace, since in the latter, 95% of them do not witnessed symptoms of insecurity (Cruz and Juarez, 2013). It is worth to mention that in this heading the State of Baja California Sur in its various tourist destinations, has a competitive advantage with the rest of the sister States of the Mexican Republic.

Conclusions

We can emphasize that the destination of Los Cabos has a potential in natural attractions, climate, quality and type of hotels, variety of restaurants, which makes it more attractive for the tourists visiting. That's without considering the service provided by the human resource, which becomes an opportunity for the customer is satisfied. At the same time, we note the growing population increase in the Los Cabos which exceeds the national average and causes long-term problems can be generated and urban order if we do not take the proper forecasts. Since then this growth responds to the search for people by sources of work, which in Los Cabos is an opportunity.

Among the challenges that have this destination is its legal system in public areas, a diversity of attractions and services that can offer the tourist, to improve on the quality of tourism services, foster higher levels of productivity and competitiveness of the destination,

which would help to have a better position to national and international level. This type of studies to identify competitive advantages of the tourist destinations and challenges to resolve. For this reason, this type of work should be constantly implemented to perform the settings relevant to the sector.

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