

The use of beaches for tourism business Comparative study in Mexico: Nuevo Vallarta – Cancun

La playa como uso de negocios turísticos *Estudio comparativo en México: Nuevo Vallarta - Cancún*

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Abstract

Beaches constitute the most famous attractions at tourist destinations in Mexico, where various activities focused on trade are developed; it is pertinent to know and analyze to project its growth, stagnation, withdrawal, or diversification. The purpose of the research is to perform a comparative analysis of tourism businesses between two tourist destinations in the consolidation phase, Nuevo Vallarta and Cancun, according to the Tourism Lifecycle of Richard Butler's tourist destinations. The methodology used is qualitatively focused on a case study. In the results section, Cancun and Nuevo Vallarta's tourist businesses' similarities and differences are described, marking a similarity in their turns but different in their number. Cancun is the one with the most significant number of tourist businesses. Therefore, the result will serve as input shortly to Cancun or Nuevo Vallarta for future decision-making regarding innovation and strengthening the industry of products and services offered and demanded.

Keywords: Commerce, Tourism, Tourist industry, Beach
JEL Code: L83, Z31, Z32

Resumen

Las playas constituyen los lugares de mayor interés en los destinos turísticos de México, donde se desarrollan diversas actividades enfocadas al comercio. Es pertinente conocer y analizar para proyectar su crecimiento, estancamiento, retraimiento o diversificación. El propósito de la investigación es realizar un análisis comparativo de negocios turísticos entre dos destinos turísticos en fase de consolidación, Nuevo Vallarta y Cancún. De acuerdo al modelo de Ciclo de Vida Turístico de los destinos turísticos desarrollado por Richard Butler. La metodología utilizada se centra cualitativamente en un estudio de caso. Los resultados se describen las similitudes y diferencias de los negocios turísticos de Cancún y Nuevo Vallarta, marcando una similitud en sus giros, pero distintos en su número. Cancún es el que cuenta con el mayor número de negocios turísticos. Por tanto, el resultado servirá como un pequeño aporte para observar a Cancún o Nuevo Vallarta en la toma de decisiones en materia de innovación y fortalecimiento de la industria como proveedora de productos y servicios ofrecidos relacionados con la demanda.

Palabras clave: Comercio, Turismo, Industria turística, Playa
Código JEL: L83, Z31, Z32

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Introduction

One of the most commonly used theories to understand tourist towns' development, from their services and economic production of national tourists to international attractions, is The Tourism Lifecycle (Butler, 1980). That explains and describes the destination's natural, social, political, and economic characteristics through its various phases. Over time, touristic destinations experiment from their initial export stage, evolve, develop, consolidate, and finally either stagnate, decline, or regrow. This theory shows an in-depth analysis of the economic side, starting with the touristic business concentrated on the beaches of tourist destinations.

The comparison of two tourist destinations forces us to analyze particular events of each one of the contexts. The hypothesis is based on the fact that, even though only one destination is a fully planned center, the commercial activities are directed to the same market segment, for which the tourist businesses will be similar. On the other hand, it is considered that Nuevo Vallarta is a destination in the development stage, and Cancun is in the consolidation stage. Indicators to be considered include the type of tourists, level of the economic spill, tourist spending, the conception of security or insecurity that directly influence tourism activity, a determining cause in the preference and choice of a holiday destination, in addition to the complimentary offer in social and regulatory schemes specific to each state that determine tourism planning strategies and ways to market vacation packages. That is why the deliberate selection of tourist destinations allows us in a practical and theoretical way to analyze the foundation of the Tourism Lifecycle and various economic circumstances in a similar context.

The study of commercial, economic activity related to the Tourism Lifecycle supports defining the most accurate strategies for marketing products or services aimed at the visitor. That is why this qualitative investigation has the purpose of classifying, index and compare the commercial business that develops two of the beach destinations of México: the beaches of Nuevo Vallarta, Nayarit, and Cancún, Quintana Roo, in consolidation under the theory of Butler emphasizing *the Tourism Lifecycle* (1980). Creswell allows us to study a methodological case (Creswell, 2017), used to analyze determined situations in specific places and time, using various sources of data to make a detailed description of a social phenomenon, based on Butler's theory of *The Tourism Lifecycle* to specify tourism businesses and examine their adequacy in the national tourism field.

Using this method is to have a qualitative descriptive approach of a phenomenological type for the analysis and identification of the influential variables in *the Tourism lifecycle*. The peculiarities of the study object will be analyzed in two places: Nuevo Vallarta and Cancun, sharing a similar stage of their life cycle, allowing a greater field of knowledge about the phenomenon of tourism businesses. Through this methodology, it is intended to explain the reason for these commercial activities, as well as the repercussions or proposed actions for future decision-making regarding environmental variables that can lead to the decline of tourist use and, therefore of business, of the beaches, as well as the insecurity or economic slowdown of the country or the tourism sector.

The Tourism Lifecycle

The Tourism lifecycle has been a model that has been applied in various countries, destinations such as Greece, Malaysia, Korea, Spain, or Chile have used this model as a theoretical foundation to establish national tourism strategies (Michailidou, Vlachokostas, Moussiopoulos & Maleka, 2016; Shida, Abdul, Badaruddin & Azizi, 2015; Lee & Weaver 2014; García, 2015; Garcia, Reinares & Armelini, 2013), in the same way, it has been applied to destinations in the Mexican Republic (Osorio, 2019; Segrado, 2011 & Aguilar, 2009), explaining the relation of infrastructure, accessibility, supply and demand with the corresponding stage of the theory.

The product life cycle theory proposed by Dean (1950) gave rise to Butler's model (1980) that has been criticized by Getz, Priestley, and Mundet, Johnston, Agarwal, Vera, Cohen & Shoal, Diedrich & García-Buades, who opened the way to adaptations according to the context or object of study, as well as its application in the discipline of tourism and knowledge fields between marketing and geography, respectively (Getz, 1992; Priestley & Mundet, 1998; Johnston, 2001; Agarwal, 2002; Vera, 2004; Cohen & Shoal, 2004; Diedrich & García-Buades, 2009). Considering these positions, Butler complements his model subsequent (2006a, 2006b, 2011), adding variables of the tourism industry, where factors such as infrastructure, accessibility, competition, the involvement of local factors, and of course, the marketable scope, are taken into account, generating characteristics described below:

Phase 1. Exploration: A small group of visitors interested in the unusual peculiarity of the place is generated due to its cultural and natural circumstances, where there is a shortage of infrastructure and institutionalization.

Phase 2. Involvement: Characterized by generating local initiatives for the development of a tourism strategy that produces promotion due to the increase in visitors. This leads to local businesspersons and the Council Administration, who can provide the necessary infrastructure.

Phase 3. Development: The growth of tourism becomes well-known and international companies support smaller local tourism businesses by improving the quality of life for residents, and there is a growing need for federal political control.

Phase 4. Consolidation: The influx of visitors decreases. Tourist destinations contribute to the tourism economy by producing separation in the cultural and geographical environment that defines it today.

Phase 5. Stagnation: It originates when the tourist destination has reached its maximum tourist capacity. Impossible to overcome, the tourist destination loses its appeal and tries to be more conservative for visitors. The infrastructure that was used for tourism purposes is used for other purposes. In turn, economic, environmental, and social problems are generated.

Phase 6. Decline or Rejuvenation: An excess in the capacity of load in the tourist complex is caused, the infrastructure is not used in the tourist activity, and the destination loses its attraction. Reorientation occurs. The restart of the cycle is characterized by directing efforts to a second specific segment of tourists who show interest in the destination and generate market positioning again.

Likewise, the Tourism Lifecycle is used for marketing decisions to meet tourists' diverse needs, which are generated by the stage in which they occur. Nuevo Vallarta and Cancun have consolidation characteristics that need to be investigated to analyze the commercial activities developed in representative tourist destinations. Regarding the Bank of Mexico, the highest net income of dollars to Mexico in the first months of 2018 was led by the automotive industry, with more than 11,095 million dollars, followed by family remittances, with 4,415 million dollars the first two months of the same year. The tourism sector occupied third place with just over 2,090 US million dollars accumulated from January to February 2018, and oil went down by 2,896 in the first two months of the same year (*El Financiero*, 2020). A relevant factor in economic development contributes to the promotion of tourism activities. With data from *The Tourism Barometer* issued by the *World Tourism Organization*, Mexico, in 2018, registered 41.3 million international tourists, ranking seventh in the world ranking, achieving income from international tourism of 22.5 US billion dollars (World Tourism Organization, 2019).

It is no coincidence that tourism, with the passing of days, is becoming the engine of many countries' development. Stability and well-being are generated for everyone because it is an emerging economy. In Mexico alone, in 2016, its integrally planned centers (CIP) closed, reporting the following: Loreto in Baja California Sur, 30.9 billion dollars, Huatulco in Oaxaca, 37.5 billion dollars; Ixtapa in Guerrero, 108.3 billion dollars; The Riviera Nayarit in the state of the same name, 435.3 billion dollars; Los Cabos in Baja California Sur, 933 970 million dollars; and Cancun in Quintana Roo, a distribution of more than 4 billion dollars, which even in the period January-December 2016, recorded a spill of more than 4,790.4 US billion dollars (*Ministry of Tourism [SECTUR]*, 2019).

Nuevo Vallarta, Nayarit

Nuevo Vallarta is an *Integrally Planned Center* (CIP), considered one of Mexico's most famous tourist destinations. It is known as the latest trend in the Riviera Nayarit. It has hospitality resorts that cover 773 kilometers of coastline, and it has an approximate population of 124,209 inhabitants (INEGI, 2017). The town of Nuevo Vallarta has three main economic activities: agriculture, fishing, and tourism. This happened because of the arrival of the Spaniards in Mexican territory, the municipality of Bahía de Banderas began to be exploited in a touristic sense, but the real boom of Nuevo Vallarta began more than three decades ago thanks to its connection with the State of Jalisco. It then began to be considered a part of the metropolitan area of Puerto Vallarta, a determinative indicator of a development destination concerning *The Tourism lifecycle*.

Puerto Vallarta has been characterized by receiving many tourists; the National Fund for Tourism Promotion (FONATUR) observed that the coast of Banderas Bay could develop as a short-term tourist complex; this is how in the 1990s, Nuevo Vallarta was at its peak. More than ten kilometers of waterways has made Nuevo Vallarta a tourist destination that has everything, from being able to interact with dolphins to enjoy the two marinas of the Riviera Nayarit fully equipped to receive boats ranging from 26 to 400 feet in length: North Marina and Paradise Marina (Riviera Nayarit, 2019).

Riviera Nayarit is a brand and concept; include little towns and beaches of the state coast from Nuevo Vallarta to the north, including places in Banderas Bay, such as Bucerías, La Cruz de Huanacastle, to areas outside the bay such as Sayulita, San Blas and more destinations to the north. Nuevo Vallarta is now considered a tourist destination to a greater extent with private activities since it is in constant development. Therefore, according to Butler, this evidence of development makes the engaging activity of the destination be to enjoy its beach where reefs can be found coral and practice ecotourism activities such as snorkeling or deep-sea fishing. Vallarta Adventures is a private business complex that provides tourist services such as a visit to Las Caletas, consisting of four beaches where hiking, spa, and interaction with sea lions are available. Also, it has water parks such as Dolphin Adventure and Splash Water Park. Nuevo Vallarta is a center designed especially for tourists, with several malls that include supermarkets, international brand stores, cafes, and restaurants (*Vallarta Adventures*, 2019).

If the traveler's preference is to enjoy traditional tourism, one of the best options is to spend an afternoon touring the beach of the marina where recreational activities are carried out in a family environment, such as the Sea Turtle Release Program, where its objective is to encourage the care and preservation of the turtle species since thousands of tortoises are born on the Pacific coast of Nayarit, all this is to create an interactive, educational, and emotional experience for the national and international visitors and to be able to fulfill the objective of carrying out tourism promotion (*Riviera Nayarit*, 2019). One of the main traditions in Nuevo Vallarta is the Banderas Bay International Regatta, wherein 2019 celebrated the twenty-three anniversary when hundreds of boats arrive at the Riviera Nayarit to compete for first place. They receive visitors from the United States, Canada, Germany, and other parts of the world. That is why it is considered one of the most significant engines in the tourist economy, thanks to the large number of remittances left in the country. On the other hand, if the tourist has an adventurous profile, a good option is the Nuevo Vallarta Car Show held on January 12 and 13 of each year, where visitors can enjoy an extensive exhibition of cars and motorcycles in a safe family atmosphere (*Riviera Nayarit*, 2019).

Nuevo Vallarta beach is entirely open to the public; with easy access, the beach offers a warm, familiar, and pleasant atmosphere to enjoy a sunny day. INEGI in 2017 confirmed that Bahía de Banderas was the town of Nayarit with more registered rooms and occupied accommodation units, with an average of 19,765 rooms, having 203 registered lodging establishments. Therefore, tourists' arrival to lodging establishments

was 1,297,282 of which 809,860 were residents of the country, and 487,422 were foreign visitors (INEGI, 2017). The state of Nayarit concentrated percentages in the most representative variables of the state economy, in economic units, it generated 43.4%, in integrated services occupied 59.6%, in salaries 64.3% and fixed assets 59.7%, following the municipality of Banderas Bay where it provided 26.6% of comprehensive services occupied, 18.6% in both remuneration and fixed assets (INEGI, 2018). Up to this point, Nuevo Vallarta's economic, social, and political description confirms that the destination in question is in a development stage concerning the Tourism Lifecycle.

Cancún, Quintana Roo

Cancun is a city located in the State of Quintana Roo, formed by the Yucatan Peninsula that borders the Caribbean Sea and is known for its long beaches, tourist centers, and nightlife considered an international tourist destination. In 1969, Banco de México created INFRATUR, a financial organization for developing tourism infrastructure, to carry out a Comprehensive Program of Tourist Centers. Thus, studies began to identify areas conducive to the implementation of tourism infrastructure projects, and Cancun and Zihuatanejo were selected as investment priorities for this. The State of Quintana Roo was born on October 8, 1974, and has always been characterized by being favored, since it has some of the most beautiful beaches in the Mexican Republic that has allowed it to position its tourist destinations among the best in Mexico (*Ayuntamiento de Benito Juárez.*, 2020).

Consolidation evidence for Cancun is the recognition made by trip advisor named Cancun as the second most attractive summer vacation destination in 2016 (*TripAdvisor*, 2016). This destination houses resorts in an area of twenty-three kilometers. Cancun is divided into two essential areas that mark the origin of the current Cancun, of which the Hotel Zone is the most important, where most of the beaches and tourist activities are located. Then there is the most traditional downtown area where they respect Cancun's origins, offering businesses, hotels, and restaurants to a mainly national tourist segment; the destination's consolidation has done this.

The main beaches of the city of Cancun are:

- a) **Delfines Beach:** It has a perfect crystalline sea space where visitors can enjoy nature and relaxation. Besides, in the morning, it is possible to see the dolphins that swim near the shore.
- b) **Langosta Beach:** It is located in the center of the north end of the Hotel Zone and in front of the Bay of Women at kilometer five; it is a perfect beach to enjoy its tranquility and serene waters.
- c) **Chaac Mool Beach:** Located in an open sea area, characterized by its breadth and a very rough swell, it receives thousands of tourists every year. It is the ideal spot for water sports.

d) Forum Beach Cancun: It is located behind Forum Square, very close to the best clubs, bars, restaurants, and a beautiful handicraft market. The waves are rather intense, making it very good for surfing.

e) Las Perlas Beach: With a family atmosphere and quiet, this is another excellent beach for swimming and water sports, with many particular games for children and the whole family.

f) Ballenas Beach: It is located between Punta Cancún and Punta Nizuc, at kilometer 14 of the Hotel Zone. This beach is ideal for water sports because it is located in the open sea area.

g) Linda Beach: Very close to the center, it is a perfect place to have a family atmosphere due to its calm waves and the shallow depth of its waters.

h) Marlin Beach: Considered one of the beaches with the best view of the Caribbean Sea due to its location, on this beach, the waves are a bit more intense so that visitors can practice sports with their sky board. (Ayuntamiento de Benito Juárez, 2020).

Cancun is a place where visitors can find tourist activity in all seasons of the year; however, if the tourist is conventional, the best itinerary is to visit the beaches of Cancun, especially Playa Delfines and Playa Langosta, as they are beaches where all can enjoy a spectacular view in a family atmosphere. If the visitor looks for night activities, the perfect option is the Hotel Zone, where there are endless bars, nightclubs, and outdoor activities with music of all kinds. Among the most popular nightclubs in the area is Coco Bongo, which offers a show full of surprises, with simulation and Las Vegas-style, also has the entire line of ANTROMEX (Commercial chain of nightclubs in Mexico) where you can take a tour of all the nightclubs in Cancun, elements of economic consolidation (Ayuntamiento de Benito Juárez, 2020).

Data from INEGI in 2017 confirmed that Benito Juárez (Cancun) closed its inventory of hotel rooms with 35,559 rooms in 187 lodging establishments, capturing 8,404,945 tourists, of which 2,576,254 were residents of the country and 5,828,691 were foreign visitors. In 2018, the State of Quintana Roo received 20,322,194 visitors, representing a growth of 6% compared to 2017, with an average occupancy of 81.7%, in its more than 102,890 rooms achieving an economic spill of more than 14,601.77 US million dollars, which demonstrates the competitiveness and leadership that the State of Quintana Roo maintains. (SEDETUR, Secretary of Tourism, 2018). Cancun's indicators in social, political, and economic issues center the tourist destination in a consolidation stage regarding *The Tourism lifecycle*.

Conceptual Framework

Tourism Businesses on the Beach

Nuevo Vallarta and Cancun have economic indicators based on the development of their tourist activity, historical room occupancy, visitors to the destination, and an

average length of stays. However, to narrow down the research, this discussion will be limited to tourism businesses located in areas designated as *beaches*. They are an everyday use area that attracts people for both commercial and recreational purposes (James, 2000). The coastal areas are a transition environment between the continent and the sea in which the various components, including the human, establish complex and dynamic functions of interaction and interdependence with each other. The beaches can be used with five primary purposes: 1) Residential land use; 2) The use of fisheries, oil, minerals, or gas resources; 3) Construction of port facilities; 4) Conservation and protection of biodiversity and 5) Tourism and recreational activities (Clark, 1996).

Beaches are the greatest tourist attraction of representation in visitors' vacations because it derives from an operational approach and administrative management of coordination of efforts at the federal, public, and private levels. They are responsible for giving beauty to tourist destinations. Before a place begins to be developed touristically, it is recommended that it be highly planned with a defined strategy for the management of future resources so that it can be competitive, sustainable, and balanced. The use of proper administrative management in these resources makes the development of tourism businesses, their quality, and their permanence over time (Yepes, 1999).

It is a reality that economic income is generated on the beaches of tourist destinations that sustain the industry. In consequence these economic activities, tourism growth becomes evident and is complemented by various products and services such as coffee shops, restaurants, massages, supermarkets, theme parks, tour sales, and more. In summary, the orderly management and the undoubted ability to attract the *beach* space, together with the undeniable desire to plan its use, have encouraged the study of what happens in those spaces (Sonda, 2014). In 1995, the Valencia Tourism Institute shared the following data: tourists spend between 3 and 5 hours a day on the beach; 78% of the surveyed people think that going to the beach is the ideal vacation. 73% think that relaxing and resting is just as crucial as sunbathing on the beach (Instituto Turístico de Valencia, 1995); this leaves no doubt about the importance of the beach as motivation.

Coastal areas are increasingly important for the human population worldwide. The provision by coastal wetlands of a broad spectrum of goods and services to people and their livelihoods and their contribution to the maintenance of biological diversity gives them essential and varied biological, socio-economic and cultural values (Ramsar, 2010). To consider the beach as a productive factor implies conceiving is due to the sum of economic, social, and cultural efforts that occur in them, thus knowing the tourist business's development on the beaches of tourist destinations. For most people, the term *beach* is explicitly used in a tourist environment, immediately the image of sand, sun, and sea comes to mind. However, it should be known that it is talking about a set offered by a destination (Bejarano, 1997), which, to some extent, are built thanks to mass media.

In order to inventory the tourist businesses on the beaches of the two destinations, it must be defined, in the first instance, what the concepts of *tourist business* and *beach* mean for the investigation. The definition of business is based on Díaz (2018) in his book *International Business*, which refers to the place where a job is done to perceive a benefit. This can be lucrative. There are various ways of doing it by the number of different or similar activities between each other. Individual or company achieves, and that is aimed at obtaining an economic benefit with a turn that satisfies a need for a tourist or visitor. The word business has its etymology of *nec* and *otium*, *without leisure*, referring to doing something for money (Verbiclara 2019). For this research, tourist business is any activity that consists of receiving a dividend for the delivery of goods and services to improve income and reduce costs to become more efficient in the tourism industry. Rondon (2010) in his work *Analysis of the different components of the ecosystem*, defines the beach as an accumulation of sediment deposited by waves and currents in coastal areas. One can speak of a theoretical beach profile where several morphological elements would have to be differentiated:

- a) **In front of the beach**, permanently submerged, in which other minor topographic elements can be distinguished, forming bars and depressions.
- b) **Low beach**, which is submerged in each high tide, also has a set of banks and depressed areas where the water remains during the ebb and even low tide.
- c) **High beach**, an area where it is possible to distinguish between the berms or small stepped projections and the higher coastal cord itself.

Once with the theoretical context and understanding that Nuevo Vallarta in the development stage and Cancun in the consolidation stage is pertinent in a simple conceptual framework, knowing the commercial activities of both destinations to visualize and project the growth of tourist businesses for Nuevo Vallarta and understand the disappearance of the tourist businesses in Cancun. In this study, it was proposed to carry out a field survey of the tourist businesses located on the beaches of the two representative tourist destinations in Mexico: Nuevo Vallarta, in Nayarit, and Cancun, in Quintana Roo.

Methods

Research methodology

Within scientific research, the methodology is an important part; since it is there that the way of approaching a study subject originated in a defined problem is reflected. The approach used in this scientific investigation is of a mixed nature since it allows us to carry out a methodology that bases its results on quantitative-qualitative variables. It bases the data on numbers to investigate, analyze and verify information with qualitative appreciations of an ethnographic order. Through this type of methodology, the data obtained is the basis of the reflection that compares and contrasts realities from an economic and social point of view (Szilasi, 2010). Therefore, a section of the research talks about analyzing and describing a specific social field in a social and

cultural field. Research of this nature tries to address a place defined by the researcher, to record phenomena of a social group from an aesthetic point of view through observation, with direct participation in a given context, to analyze what is related to habits, custom, ways of being and behaviors, and to interpret a reality together. Ethnography is a reflective practice since the count, images, and visions elaborated concerning observation are directly related to the social phenomenon (Bryman, 2005).

How the researcher approaches the object of study for data recording are the research instruments. There are four types: observation, textual analysis, interviews, and transcripts, whether used individually or in combinations, both efficient and effective (Silverman, 2011). Ethnography is one of the most relevant methods used in qualitative research. It is a research method by which the way of life related to a specific social unit phenomenon is learned. Research of this nature tries to address a specific place that is defined by the researcher, to classify and observe events from a cultural perspective in a social group through observation, all with the sole purpose of analyzing everything related to habits, behaviors, customs, among other variables, so that with direct participation we can interpret a joint reality.

In this sense, the observation was the main instrument of investigation, understanding it as an inspection using the senses regarding things or facts in a social context. Through observation, the researcher receives the fundamental elements to be investigated, the variant tourist business, beach, and location, dependent and independent, was established trying to make sense based on other elements that can be explained in a given context (Gundermann, 2010). Qualitative research has a multi-method approach that includes an interpretive and naturalistic approach to the subject of study, which means that the qualitative researcher studies things in their natural environments, trying to make sense of or interpret phenomena based on the meanings that people bestow them; researchers are committed to a naturalistic perspective and an interpretative understanding of human experience. It is imperative to bear in mind that the research methodology was comparative. That is to say that scientifically, standard variables are dictated in various locations with the sole purpose of delimiting similarities or coincidences that are intended to explain a situation in the present, past, or future and that, through systematic research, determine if there is a relationship or closeness that corresponds to a specific topic, such as the case study with two related of similar tourist destinations but with different origins.

Research methods

It had its beginning with the real and virtual bibliographic review of internet websites worldwide. Results were found in texts of scientific articles that were related to beaches and tourist businesses where these results were beneficial in deciding to delimit the extent of the field to be investigated geographically: Nuevo Vallarta and Cancún, thanks to their similarity in the tourist offer of both destinations, their economic outlay represents their states, and this makes the number of workers in the industry add up. Subsequently, the corresponding search for the subject in question was carried out with the use of the keywords *Business*, *Tourism*, and *Beach* to obtain

the files that would provide us with the appropriate information. At this point, the ethnographic research began; that is, it began with a field survey, which was carried out physically on the beaches. The study instruments used during the investigation were directed observation to the interviews, application of questionnaires, personalized interviews in the study areas with the purpose of recurring data from a non-participant perspective and avoiding altering the information.

The investigator carried a camera throughout the investigation while listing the relationships in which the events were recorded during the beaches' tours. The first tour was on Cancun's beaches with just over 7 kilometers from the Calinda Bridge to the Nizuc Bridge, covering the most representative beaches such as Playa Delfines, Playa Chaac Mool, among others. The data collection in this area was done during four days that lasted the tour of the beaches, during which time the researcher collected and photographed the evidence found in the process and the corresponding interviews with the operators of the commercial activities found on the beach.

FIGURE 1. DELIMITATION OF THE STUDY SPACE FOR TOURIST BUSINESSES ON THE BEACHES OF CANCUN 2019



Source: Google. (s.f.). [Mapa de Nuevo Vallarta, México en Google maps]
<https://www.google.com/maps/@21.0937837,-86.7926733,13z>

In the case of Nayarit, the beaches' tour was made from the start of the Puerto Vallarta Hotel to the *El Balche* restaurant. For this second destination, it was done during three days to collect and photographed the evidence, and the corresponding interviews with the operators of the commercial activities found on the beach.

FIGURE 2: DELIMITATION OF THE STUDY SPACE FOR TOURIST BUSINESSES ON THE BEACHES OF NUEVO VALLARTA 2019



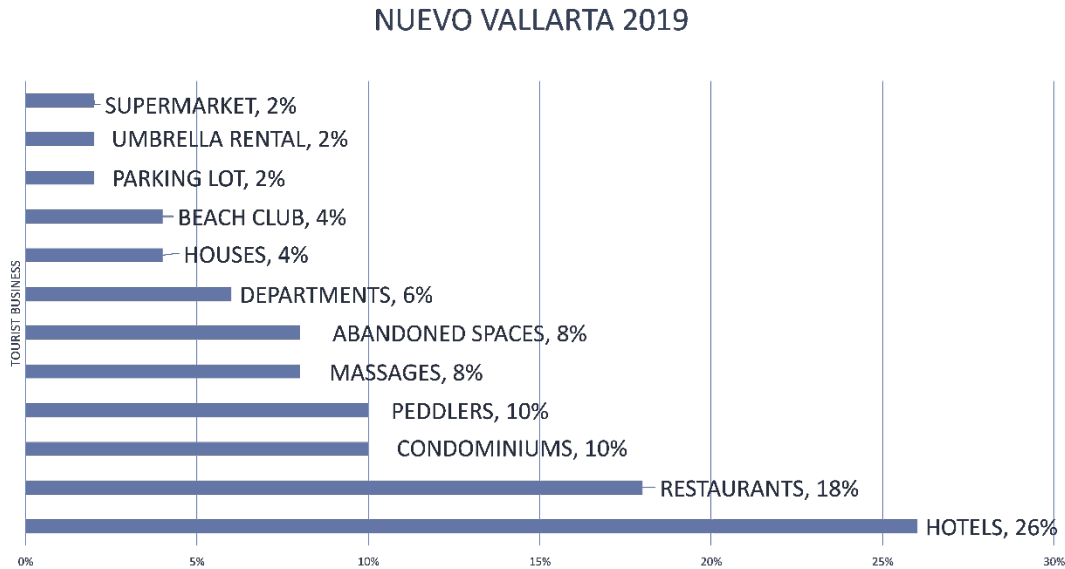
Source: Google. (s.f.). [Mapa de Nuevo Vallarta, México. Google maps]
<https://www.google.com/maps/@20.6972013,-105.3090504,14z>

Once the tours were completed, various external sources were used, such as bibliographic texts and government websites at the State and Municipal level of Nuevo Vallarta and Cancun, to understand the management of companies according to the regulations of each state. After the field survey, the data were categorized. The results were analyzed and interpreted according to the following classifications: Hotels, Apartments, Restaurants, Houses, Bungalows, Events Room, Beach Club, Abandoned Spaces, Parking, Private Restrooms, Street Vendors, Umbrella Rental, Board Rental, Reed Rental, Sailboat Rental, Jet Ski Rental, Bungee Jumping, Diving Tours, Parachute Tours, Massages, Nightclubs, Waterparks, Sports Courts, Food Kiosks, and Supermarkets. It is necessary to mention that these tourist destinations generate a more significant offer of tourist services, but those observed in the beach space were counted and recorded at a particular time.

Results

Nuevo Vallarta is a new destination, born around 2000 year; it has presented a significant growth in its tourism businesses, mainly focused on lodging and restaurant services.

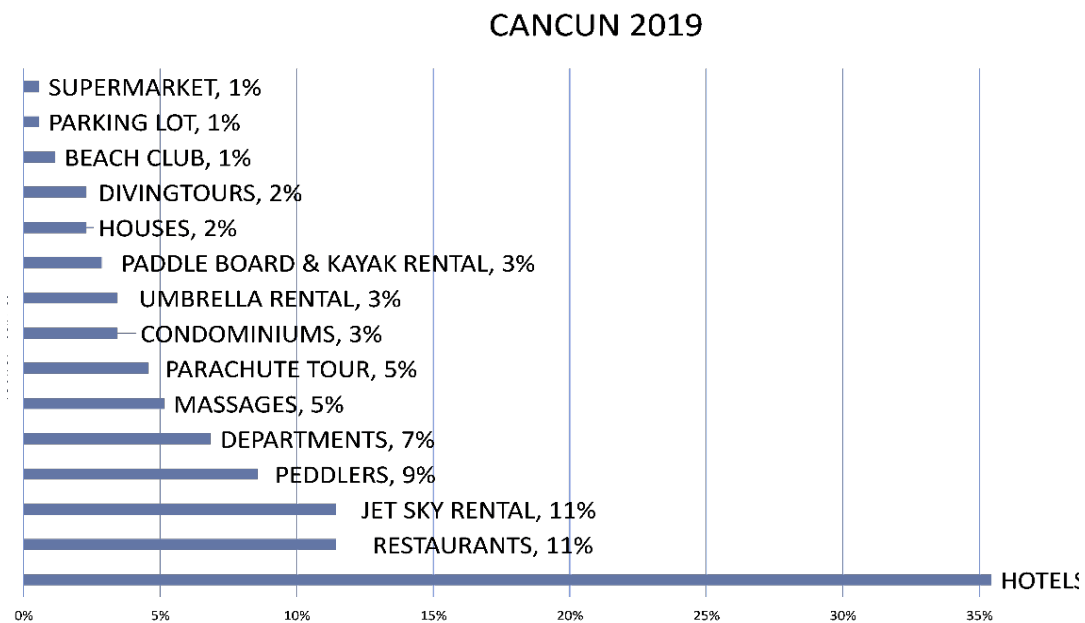
FIGURE 3: RESULTS OF THE TOURIST BUSINESSES ON THE BEACHES OF NUEVO VALLARTA 2019



Source: Research construct.

Figure 3 shows that the leading turn of the tourist businesses on the beach of Nuevo Vallarta is the hotels, followed by the restaurants and beach clubs established and informally, the street vendors, rental of umbrellas and other shopping activities, as well as the sale and rental of various products and services. In the case of Cancun, which began its operation as an international tourist destination in 1974, by 2019, it has been in existence for 45 years and has the following tourist businesses:

FIGURE 4: RESULTS OF THE TOURIST BUSINESSES ON THE BEACHES OF CANCUN 2019



Source: Research construct.

In figure 4, we can detect that hotels own the main tourist businesses, then there are restaurants and apartments, followed by the rest of the complementary activities. With the data grouped and collected in tourist businesses' inventory, the following comparative study between two destinations is presented under a qualitative approach. The classification of the tourist businesses in the following tables obeyed the researcher's criteria to classify the similarities in categories the commercial lines discovered in the research process.

TABLE 1. COMPARATIVE OF TOURIST BUSINESSES ON BEACHES 2019

TOURIST BUSINESS	NUEVO VALLARTA	CANCUN
Hotels	13	62
Restaurants	9	20
Condominiums	6	6
Departments	3	12
Peddler	5	15

Source: Research construct.

The table shows an evident dissimilarity between the tourist destinations of Nuevo Vallarta compared to Cancun, starting with the fact that in the destination of Cancun, there are more hotel hostels than in Nuevo Vallarta, with Cancun having four times more hotels than Nuevo Vallarta does. The same occurs with the departments; however, these are put on par with Condominiums' existence in the hotel zone since they have an equal number. In regards to restaurants, there is an excellent promotion of them in Cancun, with Nuevo Vallarta having less than half the amount. In the case of Cancun, there is also a significant presence of street vendors.

TABLE 2. COMPARATIVE OF TOURIST BUSINESSES ON BEACHES 2019

TOURIST BUSINESS	NUEVO VALLARTA	CANCUN
Beach Club	2	2
Parking lot	1	1
Supermarkets	1	1
Abandoned spaces	1	1

Source: Research construct.

In this section, we can see an equivalence between the tourist destinations of Nuevo Vallarta and Cancun. Qualitatively, the beach clubs generate a notorious

inclination towards tourists to visit the place due to the services provided during the stay. Each tourist destination in this research has two beach clubs in its tourist hostels. In the case of spaces marketed as parking lots, both Nuevo Vallarta and Cancun register only one. In the same way, for commercial businesses such as with a supermarket check-in, only one was registered on Nuevo Vallarta and Cancun's beaches. Regarding the abandoned spaces in the beach area (which, although it is not operating, are essential to note for the investigation since they were businesses that for some reason ceased to be and closed) in Nuevo Vallarta, only one was registered as in Cancun.

TABLE 3. COMPARATIVE OF TOURIST BUSINESSES ON BEACHES 2019

TOURIST BUSINESS	NUEVO VALLARTA	CANCUN
Residences Houses	2	4
Massages	4	9
Rental of umbrellas	1	6

Source: Research construct.

This table shows that Cancun has more houses available. Nuevo Vallarta has two residence houses, while Cancun has the double. Cancun has more commercial spaces than Nuevo Vallarta does. There is a majority presence of tourists' services in the massage area and umbrellas' rental, where Cancun has nine massage services and Nuevo Vallarta with only four. Besides, Cancun has six spaces for renting umbrellas, while Nuevo Vallarta only has one.

TABLE 4. COMPARATIVE OF TOURIST BUSINESSES ON BEACHES 2019

TOURIST BUSINESS	NUEVO VALLARTA	CANCUN
Sky rental	-	20
Board and Kayak Rental	-	5
Diving Tours	-	4
Parachute Tours	-	8

Source: Research construct.

On the other hand, qualitatively speaking, the commercial touristic tours observed exclusively in Cancun and that were not found on Nuevo Vallarta's beaches were ski rentals, board and kayak rentals, diving, and parachute tours.

TABLE 5. COMPARATIVE OF TOURIST BUSINESSES ON BEACHES 2019

TOURIST BUSINESS	NUEVO VALLARTA	CANCUN
Total Establishments	50	175

Source: Research construct.

Finally, 50 tourist businesses on the beach of Nuevo Vallarta and 175 on Cancun's beaches were counted. The results presented as a comparison between Nuevo Vallarta and Cancun show a more significant number of Cancun commercial activities. Considering that Cancun's beaches are almost double those of Nuevo Vallarta and that Cancun is twice the age of Nuevo Vallarta, it is not surprising that Cancun has three times more tourist businesses than Nuevo Vallarta. Therefore, it is pertinent to analyze and note that the number and type of tourist businesses that Nuevo Vallarta has that Cancun no longer has, are those that will disappear for Vallarta in the future and that the businesses that Cancun currently has in number and type will be those that Nuevo Vallarta should see as a natural evolution in less than 20 years. This type of results is the product of the analysis and study of the life cycle of tourist destinations that allow us to visualize the future of commercial activities in two destinations with the same tourist vocation, but with 20 years of difference in their foundation, elements that will be addressed in the discussion section.

Discussion


A key element of satisfaction for tourists is the quality of the beach since, by itself, it is the base of the tourist activity, constituting a decisive factor of travel for the elements that are in it and its periphery. The World Tourism Organization unveiled the growing number of tourists worldwide (WTO, 2019); this leads to an increase in tourism businesses generated to meet the needs and expectations of visitors. Therefore, innovation, diversification, and timeliness in the commercial activity applied in various tourist activities such as food and lodging, complemented by entertainment, shopping, and relaxation, make tourist destinations fascinating for tourists worldwide.

The theory of the Tourism Lifecycle and the relationship acquired from the knowledge and study of tourist businesses on the beaches imposes the strategic recommendation of an increase in the present and future consumers to whom they are going to be directed. Considering the origin of the commercial lines, the tourist promotion of the products and services, the marketing channels must be reconsidered. The tourist businesses on the beaches of Nuevo Vallarta and Cancun's tourist destinations represent a great source of economic spillover and a more significant boom in commerce and administration. Several variables of these businesses, whether formal or informal, small, medium, or large, seasonal or fixed, or family or corporate, shape the tourism industry that must be directed to achieving sustainable development with accurate and timely decision-making.

The hypothesis planned at the beginning regarding that both tourist destinations have similar tourist businesses is accepted, the economic, social, and development

indicators are unequivocal symbols of their various stages; however, it can be seen that they are in a different stage compared to Butler theory, one in a growth stage (Nuevo Vallarta) and the other in a consolidation stage (Cancun) so Nuevo Vallarta will have to consider its future growth of tourism businesses as presented by Cancun. Speaking in a globalized debate panorama, Nuevo Vallarta and Cancun are tourist destinations that have a significant similarity in their tourist businesses. However, each one offers different and specific services and products that generate the tourist's unanimous decision between one and the other. Establishing correct strategies and providing services and products to tourists is a significant charge, so the clientele' tourist profile should be carried out since commercial activity is generated from the economic demand of tourists who visit tourist destinations with beaches.

In the case of Cancun, it is noted that the relationship between the tourist area and the current city is being lost and maybe separable. However, we know that there is still that union that makes a hotel zone and a city coexist because it is a cycle since the workers who carry out their activities in the hotel zone live in the city. In the case of Nuevo Vallarta, because it is an Integrally Planned Center, we can see that because it is an area created to satisfy tourists' needs, the commercial activity is almost unique. The beaches are used by tourists and by the residents themselves almost without distinction. Regarding the near future in the future evolution of the destinations previously analyzed, we find controversy regarding various variables that must be investigated, including sociology, territorial extensions, physical and legislative actions in growth and development, environmental situations, and strategic planning analysis, which strengthen and speed up the evolution of a destination. These variables are intended to be the subject of future research to analyze and compare with other typical destinations frequented by tourists where they must know their commercial activities.

Nuevo Vallarta and Cancun are models of various competitive advantages and different areas of opportunity, which, if they are not compared and analyzed from the general to the particular and vice versa, will not be able to succeed in particular in decision-making in the future, meaning meeting the needs of those who truly make possible the success of these tourist businesses on the beaches, the tourists themselves. It is a reality that the existing businesses related to Tourism support the argument that the existence of natural resources drives the economic activities of a region or destination. It can be concluded that Nuevo Vallarta is a tourist destination developed widely to satisfy the needs of a certain specific percentage of tourists due to its luxurious infrastructure, its complete products, and services ranging from condominiums accessible to all people to highly modern hotels and all-inclusive resorts. Therefore, specific indicators differ that Nuevo Vallarta is beginning to rise, referring to the fact that this tourist destination is gaining popularity and is being very attractive to visitors, who accept the possibility of migrating, just as Cancún in a not too distant future migrates to apartment blocks and resorts. That is why it is considered that its full boom is beginning. On the other hand, Cancun has over 45 years of experience and is in the consolidation phase. It has a structure typical of its time of fascination and with classic tourist businesses that have migrated to a prime destination, with the authorization of larger residences and apartments with hotel services. 

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