

QUALITY AND COMPETITIVENESS DIAGNOSTIC OF TOURISM INDUSTRY IN MEXICO

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Regularly, when talking about the term leadership refers to interpersonal influence exercised in a situation, which is directed through the process of human communication and the achievement of one or several specific objectives (Chiavenato, 1993, Davis, 2003; Gibson, 2003). However, there are several uses of this term, for example when you want to compare the ability to produce a set of countries. Then, referring to the leading country when it is he who produces the largest quantity of products in relation to the rest of the countries with which it is being compared. But regardless of the category of leadership that we manage, there is no doubt that to acquire the leading position, is required to comply with characteristics that involve the adoption of strategies and planning aimed at efficient management of resources: production, economic, financial, institutional and human resources. By having such characteristics acquires a privileged position in relation to other persons, firms, regions or countries, as applicable. However, when their quality and competitiveness is scarce, it threatens their privileged situation. Especially in a world so interdependent and characterized by the globalization of the world economy creates competition between destinations will intensify even more. Given this, it needs to be undertaken numerous efforts to maintain the privileged position currently enjoyed by some countries. Such is the case of Mexico, which is distinguished as one of the leaders in the global tourism market by occupying the tenth position in terms of receiving visitors, although this has not yet established a culture of quality and competitiveness, result shows a tendency to linger in the competitiveness ranking of the top tourist destinations in the world. In this context, within the article analyzes the level of competitiveness and quality of Mexican tourism services as well as the conditions that influence it positively and negatively. This, with the purpose of issuing a series of recommendations to contribute to its increase.

For this purpose, this work is divided into eight sections, beginning with a brief introduction.

In the second section discusses some indicators that put Mexico in the early numbers of visitors and foreign exchange from tourism worldwide and become a leader speaking tourists.

In the third section describes the approaches appealed to define and measure the competitiveness of tourism, particularly the emphasis on the Index of Travel and Tourism

Competitiveness proposed by the World Economic Forum (WEF), which measures the factors that make it attractive to invest or develop business in the travel and tourism in a specific country, the results in 2008 and 2009 placed Switzerland in two years in the first place, in contrast was observed that some countries, down positions compared to previous years, such the case of Costa Rica, Brazil, El Salvador. With respect to Latin America, in 2008, four countries had a higher competitiveness compared to México-which ranks 55 in 2008 and 51 in 2009- than Costa Rica, Uruguay and Brazil.

Later in the fourth section describes the tools associated with the quality of tourism services, highlights the case of ISO 9000, which constitute an extremely powerful instrument to increase competition and encourage employment and quality of tourism services companies Mexican, also takes up other programs and standards that certify the quality of tourism services in the country, to mention a few: the Distinctive H, the Distinctive M, ACTITUR Program and the Certificate of Environmental Quality Tourism.

Also, are some difficulties and benefits associated with the implementation of international and national quality certificates.

Next, show the results of the analysis of Strengths, Weaknesses, Opportunities and Threats (SWOT) of the competitiveness of tourism services in Mexico.

Later, the book relates the factors that influence the low competitiveness of the tourism industry in Mexico, among which, insufficient training and professionalization of technical manpower and professional means of communications there are inadequate and insufficient in many cases lack of maintenance.

To continue with the description of the factors that favor the development of tourism in that country, for example, large numbers of cultural heritage sites of humanity by the United Nations Organization for Education, Science and Technology (UNESCO) including archaeological sites, cave paintings and colonial heritage, among other places. Finally, the conclusions and recommendations, we try to reflect in depth on the factors that limit the increase of the competitiveness of Mexican tourism services, which is largely due to an unstable political and economic structure, inadequate promotion of programs and detailed information on funding, training and quality of tourism services, the increase of negative publicity about unsafe conditions, promoting the tourist erroneously form a negative perception and in some cases, the most of your visit to the country and the need to improve quality and pricing structure by a large number of destinations and companies. In counterpart, the aspects that favor the development of tourism in México, is a fascinating mega, which places him in tenth place worldwide and in turn, allows you to have great potential and attractive for the development of new segments market, such is the case for activities related to nature tourism, ecotourism, rural tourism and adventure tourism. Added to this, the warmth of its people and passivity, which still prevails in most of its tourist destinations are aspects that are valued and used by domestic and foreign entrepreneurs who believe and are committed in México, as a viable investment and that gradually seek to incorporate the use of technologies in order to build a more competitive tourism industry.

Added to this, the government sector has strengthened its policy actions on economic, glimpsing the tourism sector as key to sustainable human development in that country. In this context, clearly shows that México has many attributes to match his undoubted

leadership to its competitiveness. However, it requires continuous innovation and implement actions and accurate, in training, promotion, quality of service, labor certification, culture, tourism, finance and environmental regulations. Above, will contribute to raising the competitiveness of tourist destinations and especially allows above-average profits with a sustainable advantage in the short and long term.

