Sustainable cultural and heritage tourism in regional development of Southern Jalisco

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Abstract

Purpose
The purpose of this paper is to propose a normative model to determine the potential of cultural tourism in the municipalities that comprise the region 6 of the State of Jalisco, territorially delimited in the South of Jalisco.

Design/methodology/approach
After reviewing the literature, a normative model is proposed to conduct an analysis of cultural tourism to discuss and establish the potential target market in the Southern region of Jalisco.

Findings
The use of a normative analysis approach is a valuable framework to design tools for planning and operation of sustainable cultural and heritage tourism. The normative model proves to be useful for development strategies.

Research limitations/implications
The limitations are derived basically from the availability of data in a region where there has not been any previous systematic strategy to develop sustainable cultural and heritage tourism.

Practical implications
The research provides the planning premises of the economic regional development strategies centered on the available resources and capabilities to exploit a sustainable cultural and heritage tourism. It has positive impacts on developing infrastructure, creating opportunities to attract foreign investors and funding agencies, designing and implementing marketing and promotional strategies and offering diversified products and services in the cultural tourism market.

Social implications
The research has social-spatial implications on development of entrepreneurial skills of the community, creating employment and improving better standards of life for the people.

Originality/value
There has not been any previous research contributing to increasing the regional economic development of Southern Jalisco. The paper provides a valuable framework and tools for regional economic development.

Keywords
Mexico, Regional development, Tourism development, Regional marketing, Tourism companies, Southern Jalisco, Cultural tourism

Citation

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