

Inclusive Tourism in the Municipality of Pachuca, Hidalgo and Strategies for Its Implementation

Noemí Vega Lugo¹, Nancy Teston Franco², Carolina González Espinoza³

(Institute of Administrative Economic Sciences, Autonomous University of the State of Hidalgo, Mexico)

Abstract: This exploratory documentary research aims to identify the advances regarding the elaboration and implementation of market strategies in the municipality of Pachuca de Soto, capital of the State of Hidalgo, that allow to attend tourism under the scheme of accessibility.

For the development of the topic, we consulted the National Development Plan 2013-2018, National Development Plan 2019-2024, State Development Plan 2011-2016, State Development Plan 2016-2022, Municipal Development Plan 2012-2016, Municipal Development Plan 2016-2020, and the Competitiveness Agenda for Tourism Destinations in Mexico. Pachuca de Soto, Hgo. 2013-2018 and the 2030 Agenda for Sustainable Development, allowing the team to identify whether market strategies are being aligned and implemented considering this type of tourism.

It should be emphasized that due to the inclusion policies being implemented in many parts of the world, persons with disabilities are increasingly involved in a range of activities, including tourism, but we still find many impediments in terms of infrastructure, road, adequacy public spaces, transport, etc., which make this participation not complete.

Key words: tourism; disability; accessibility

JEL code: Z3

1. Introduction

Considering new trends in tourism as well as globally marked inclusion policies, all people regardless of their physical or psychological condition have the right not only to be respected as human beings, but also to enjoy leisure and fun. So that a paradigm shift begins in which tourism service providers must consider a series of market strategies that allow them to serve this segment, which was given very little importance until a few years ago.

Throughout this work, a general overview of the strategies established by the Federal Government starting from the period 2013, passing through the State from 2011 and concluding with the Municipal from 2012 to date,

Noemi Vega Lugo, Master, Research Professor, Institute of Administrative Economic Sciences, Autonomous University of the State of Hidalgo; research areas: tourism and administration. E-mail: noemivl@uaeh.edu.mx.

Nancy Testón Franco, Master, Research Professor, Institute of Administrative Economic Sciences, Autonomous University of the State of Hidalgo; research areas: tourism and education sciences. E-mail: nteston@uaeh.edu.mx.

Carolina González Espinoza, Ph.D., Institute of Administrative Economic Sciences, Autonomous University of the State of Hidalgo. research area: tourism. E-mail: cgesp@uaeh.edu.mx.

which will allow to identify on the one hand whether strategies have been established within the municipality object of study and, on the other, if these are aligned with the National Development Plan, in addition to visualizing the serialization between one period of government and another.

Previously set, historical aspects of the emergence of Tourism for all, its definition according to the World Tourism Organization, as well as statistics on tourism and disability, were cited to give way to an analysis of the information found and a conclusion that will allow us to respond to the hypothesis raised and to the achievement of the objective.

2. Objective

Identify whether the Municipality of Pachuca, Hgo, is implementing market strategies to enable the tourist to be provided on the basis of accessibility, which will enable the capital of the State of Hidalgo, both nationally and internationally, for the quality of its tourist services.

3. Hypothesis

There are public policies dictated to consider universal design in tourist places, as well as marketing strategies for their promotion, but their practical implementation is far from what can be expected to date.

4. Bibliographic Review

The World Tourism Organization (WTO) currently defines tourism as:

A social, cultural and economic phenomenon involving the movement of persons to countries or places outside their usual environment for personal, professional or business reasons. These people are called travelers (who may be tourists or hikers; residents or non-residents) and tourism covers their activities, some of which are tourist expenditure (WTO, 2020).

Tourism, as it has represented over time, is not only an economic but also social and cultural phenomenon, which has been constant concern for governments around the world. This activity as we identified it today, is born in the nineteenth century, as a consequence of the industrial Revolution due to the first displacement for the main purpose of leisure, rest, culture, health, business or family meetings.

By 1914, approximately 150,000 American tourists were held in Europe, thus positioning sun and beach tourism. During the 1970's, the tourism industry entered a difficult period due to the energy crisis and high inflation, this situation forced to reduce the quality of service and price by putting everything on mass. For the 1980s, the standard of living improved by allowing tourism to become the main economic activity of many countries, which resulted in large hotel chains, operators, new and better tourist destinations, as well as strong competition between them. From the 1990's, tourism evolved and tourist became more demanding, and so cultural, rural, sustainable, business, religious, rose, gastronomic, agritourism, cinegetic, scientific, space and nuclear tourism is diversified, among many other names that we can find when we study this broad sector.

In this constant development, it can be emphasized that approximately from the 1980's, it is when tourism is beginning to be discussed for people with different capacities or also disabled. Under this new approach, WTO has been concerned and occupied over the past decades that tourism is for all people, since they have the same rights in access and enjoyment of travel and tourism. With this social vision of tourism, in Manila, in 1980, the

first time, tourism and accessibility are beginning to use the terms of tourism and tourism, “recognizing tourism as a fundamental right to quality of life and a key vehicle for human development”.

The year of 1981 was declared the United Nations “International Year of Disability” and thus achieved a very positive effect of society towards this sector of the population, concluding that for the period 1983-1992 it was called “The Decade of Persons with Disabilities”.

In 1989, a group of British tourism experts published a report entitled “Tourism for all”, which examined progress made since 1981 in relation to persons with disabilities, aimed at “encouraging the design of services for all worldwide, regardless of age or disability”, with the fundamental idea that they could enjoy irrespective of their physical, social or cultural conditions.

In 1991, The World Tourism Organization produced a document entitled “Towards a tourism accessible to the disabled in the 1990’s”, which reflected the ideals and recommendations of the Manila Declaration, defining the concept of disability and referring to barriers to this type of tourism. very important with regard to the general and specific requirements that the various tourist facilities must meet in order to be accessible to persons with reduced mobility.

In 2005, the document “Towards accessible tourism for all” was prepared within the WTO, where the accessibility requirements of each element of the tourism service should be highlighted.

In 2011, the signing of a tripartite collaboration agreement was carried out by the UNWTO, ONCE Foundation and the European Network for Accessible Tourism, better known as ENAT, generating as the first result in 2012, a document of general recommendations on Accessible Tourism, approved at the General Assembly in August 2013.

According to the World Health Statistics published in 2014 by the World Health Organization (WHO), disability rates are increasing, owing to the fact that life expectancy has also increased, and therefore according to data considered in that document: “A girl and a child born in 2012 will have on average life expectancy of 72.7 and 68.1, respectively. This means six years longer than the global average of life expectancy for those born in 1990.” (p. 44).

Life expectancy varies depending on the place of birth, i.e., a child born in 2012 in a high-income country has a life expectancy of 75.8 years and a child born in a low-income country will have a life expectancy of 60.2 years, i.e., the child born in high-income countries will live 15.6 years longer than the one born in a low-income country.

For girls, the difference is a little older: a girl born in a high-income country will have an 82-year life expectancy unlike a low-income country who will have a life expectancy of 63.1 years, which means an increase in that born in a high-income country of 18.9 years, according to data reported in the World Health Organization and the World Bank in 2011 and the World Bank estimates that the figures for persons with disabilities are at 15 per cent.

5. Methodology

The present investigation is of an exploratory documentary type, which, in accordance with the Book, Research Methodology (Hernández & others, 2004, p. 93) are carried out when:

... The aim is to examine a subject or problem of research which has been highly doubted or has not been addressed before. That is, when the revision of literature revealed that only uninvestigated guides and vaguely

related ideas are related to the study problem, or if we wish to inquire into subjects and areas from new perspectives or to expand existing ones.

When dealing with the topic of Tourism for all, the essential thing is to familiarize us with an unknown, unstudied or novel-based, unknown topic. This kind of research serves to develop methods to be used in deeper studies.

Variables

The variables to be analyzed in this research were: tourists, tourism trends, tourism service, disability statistics, accessibility of tourism services to all types of people and market strategies for this market niche.

6. Results

Analyzing the National Development Plan 2013-2018 with president Enrique Peña Nieto's government, it is clear that in Mexico the priority was to undertake transformative reforms in the various areas of national life to make Mexico a country of peace, including with quality, prosperous and overall responsibility.

The National Tourism Policy established in this sexennial aimed at making tourism a driving engine. The federal government therefore worked around four major guidelines: sectoral management and transformation; innovation and competitiveness; promotion and promotion; and sustainability and social benefit to promote greater flow of tourists and encourage attraction of investment that generate jobs and seek regional and community development. (Government of the Republic, 2020). Another important aspect from this administration was that not only is the need to promote tourism but that this is the basis of tourism for all.

The Government of president Manuel Lopez Obrador is now headed by the Government to continue the momentum for tourism to do so, generate a series of programs focused on achieving sustainable tourism by 2040 and comprehensive planning for inclusive tourism, thus marked in the National Development Plan 2019-2024 (Federal Government of Mexico, 2019).

In analyzing the State Development Plan 2011-2016, with the Government headed by Mr. José Francisco Olvera Ruiz in Axis No. 1 Social Development for the well-being of our people, section 1.2. Comprehensive development of all citizens living in vulnerable situations, Action Line 1.2.6.4 sets out the need to develop advertising campaigns to promote respect and recognition for persons with disabilities, and section 1.2.6.5 refers to ensuring infrastructure for free movement and accessibility in public, private, sporting, cultural, recreational and other spaces required for their social integration. (Government of the State of Hidalgo, 2011).

This same document under Axis 2, entitled Competitiveness for Sustainable Economic Development, paragraph 2.4 Tourism, potential for development in Strategy 2, mentions "Encouraging and coordinating policies in the field of tourism promotion in accordance with the supply of tourism destinations and most profitable market segments based on principles and sustainability criteria" (p. 121).

On Action Line 2.4.3.7 mentions:

Promote a culture of quality care in the user population and service provider, adding value to tourism supply through the implementation of infrastructure, equipment and services that impacts on greater satisfaction of our visitors, ensuring accessible and social tourism for people with different capacities and vulnerable sectors of the population (p. 124).

Reviewing the State Development Plan 2016-2022 with the current Government of Omar Fayad Meneses is located in Axis 2 Hidalgo Prospero and Dynamic, strategy 2.4, which aims to place tourism as the industry to

position the state with a diversified and sustainable supply. The Action Line 2.4.3.3 refers to “Short, medium and long-term impulse actions aimed at the identification, development, consolidation and innovation of tourism products for cultural and gastronomic tourism, tourism of nature, health tourism, meeting tourism and tourism of specialized segments” (p. 69)

As regards the Municipal Development Plan 2012-2016, with the management of Eleazar Garcia Sanchez, the points found concerning the subject in question are:

- Implementation of horizontal signalling actions
- Restoration of garrisons.
- Maintenance of tivialities through street rehabilitation and bachelor.
- Improving road and pedestrian infrastructure.
- Remoderation of the Constitution Square environment.
- Recovery of public spaces, conducting maintenance and rehabilitation works in streets, parks and gardens.
- Promoting and launching new routes, circuits and tourist products.
- To promote and coordinate policies on tourism promotion according to supply, depending on their relevance in terms of competitiveness.
- Encourage training and culture schemes.
- Increase the quality of tourism services.
- Strategic linkage for the momentum and management of tourist projects promoting productive chains to the municipality.
- Efficient promotion of tourist attractive in the municipality.

As we can see, the points of the Municipal Development Plan 2012-2016 are interesting, but they show the work on underlying, public services and the prophecy of service providers, it is not clear anywhere in the document if these work are carried out under the premise of accessibility; alliances are not mentioned with emperors, investors and non-profit organizations to enhance this series of essential modifications to make a number of amendments to be made on the premise of accessibility; no mention is made of partnerships with emperors.

In the case of the Municipal Development Plan 2016-2020 under the leadership of Yolanda Telleria Beltrán in Axis 2, Pachuca Human and Alegre, talk about the impetus that this government will give to social inclusion, attention to priority groups, education, culture and coexistence values, mentioning health-related strategies, education, youth support and family enjoyment.

The same document shows that tourism accounted for 1.5 per cent of gross domestic product (GDP). For 2014, 2.96 per cent of the GDP of service-related activities was generated due to the provision of accommodation and food and drink preparation.

In 2015, the average hotel occupation rate in Hidalgo was 4.01 per cent higher than the national occupation rate; in addition, from 2009 to 2014, there is a sustained growth in the state. In 2016, 11.22 per cent of staff in the tertiary sector in the State are involved in tourism.

As far as Pachuca is concerned, the largest infrastructure of tourist services and restaurants throughout the state, as up to 2016, it had 639 quarters (of which 584 representing 35,63 per cent are four and five stars), 33 housing establishments and 139 food and beverage facilities, mostly restaurants.

Within Axis 3, the strategy for strengthening the dissemination and knowledge of the main tourist areas of the

city, creating new tourist products and diversification of existing tourist products, including:

- Propecially with craftsmen spaces where they can market their products.
- Create the “PACHUCA” mark in conjunction with silver, metal, mud and textile craftsmen among others.
- Encourage loyalty programs through technology and innovation of mobile applications that allow easily located, access, discounts, formalities, and trades that provide the visitor with more accessible knowledge and consumption.
- Strengthen the dissemination and knowledge of the main tourist areas of the city by making a map with adequate signaling, setting up routes such as “House Rule: The House of All”, “Pachuca Route”, “Colonial Route”, “Colonial Route”, “Art Route”.
- Enhance the range of Touristic bus (Turibus), with new tourist tour units across the city.
- To consolidate the collection system in all tourist attractions.
- Generating tourism tours and tour tours to Camelia and San. Miguel Cerezo, in order to harness the historical and natural attractive of the area.
- Design routes for mountain cycling
- Implementing tourist tourists that allow concrete and unique experiences for tourists, assessing culture, astronomy, and the natural and historical environment offered by the Municipality.
- Generate guided tours to the church of San Miguel Cerezo and harness natural attractive of place to generate other tours.
- Institute the Football Tournament seven San Francisco, proposing that teams acquire the names of the city’s mines and a mini-stadium be installed.
- Promote in the polygon of the historical center and street mining callejoneada and “Legend Nights”.

Within Axis 4. Ordinated Pachuca, Metropolitan and to the Future it’s mentioned the need of:

To develop and implement a public spaces design guide containing architectural, urban and natural components (vegetable pallet) based on principles of sustainable, equitable, inclusive and resilient projects that also seek to strengthen the identity and cohesion of the environment where they are located by improving the urban image and advance the formulation of a consolidated and connected city (p. 74).

Promote ongoing programs for recovery and maintenance of public spaces, as well as providing for the reservation of areas for these areas in urban growth areas, with appropriate distribution, quality and accessibility criteria prioritizing their illumination, urban furniture, arborization, universal access (ramps, paths, cyclones) and inclusive supply (children, young people, older persons, persons with different capacities, women, ethnic groups), (p. 75).

Turning to another document for analysis, we will cite some of the most relevant points in the Competitiveness Agenda of Pachuca’s Tourism Destination. This program is carried out by indications by the President of the Republic. Enrique Peña Nieto at 44 destinations as the federal government considering priority, which can be seen in the following Figure 1:

DESTINOS TURÍSTICOS		
1. Acapulco	16. Ixtapa - Zihuatanejo	31. Riviera Maya
2. Aguascalientes	17. Ixtapan de la Sal	32. San Juan de Los Lagos
3. Ciudad Juárez	18. León	33. San Luis Potosí
4. Campeche	19. Los Cabos	34. San Miguel de Allende
5. Cancún	20. Manzanillo	35. Tampico - Madero
6. Chalma	21. Mazatlán	36. Tijuana
7. Ciudad de México	22. Mérida	37. Tlacotalpan
8. Cozumel	23. Morelia	38. Tlaxcala
9. Cuernavaca	24. Monterrey	39. Torreón
10. Durango	25. Riviera Nayarit	40. Tuxtla Gutiérrez
11. Ensenada	26. Oaxaca	41. Veracruz - Boca del Río
12. Guadalajara	27. Pachuca	42. Villahermosa
13. Guanajuato	28. Puebla	43. Xalapa
14. Hermosillo	29. Puerto Vallarta	44. Zacatecas
15. Huatulco	30. Querétaro	

Figure 1 Tourist Destinations Chosen To Draw Up the Competitiveness Agenda


Source: Competitiveness Agenda for Pachuca's Tourist Destination, 2013-2013. Tourism Secretariat

The purpose of the government with these agenda is to increase tourist flow, to promote investment that will drive innovation in tourist supply and to increase the competitiveness of the sector in Pachuca, Hidalgo. The National Development Plan, the State Development Plan (both 2013-2018) and the Municipal Development Plan 2012-2016, was based on the development plan. The methodology for its development was general for the 44 destinations considered. For the specific case of the City of Pachuca, the investigation was based on documentary, statistical and information sources provided by the Secretariat for Tourism and Culture of the State of Hidalgo, as well as the Municipal Presidency.

As a first point, a situational diagnosis of tourism competitiveness was made, orienting the problem to the areas: socioeconomic profile of Pachuca, identification and analysis of the potential of tourism resources, lodging offer, complementary tourist offer, human factor, institutional and associative coordination structure of destination, accessibility and mobility, infrastructure and basic services, mechanisms for the protection of the territory and the natural landscape and urban image, sensitive areas of environmental and landscape protection, current and potential markets, promotion and communication strategies, existing marketing schemes and channels, as well as information and communication technologies, these diagnoses made way for a series of projects and proposals.

As regards marketing, the following is stated: "The municipality has clearly identified its geographical market segments where the highest origin of tourists is located".

According to the Municipal Tourism Directorate, the segment is as follows:

Agenda de Competitividad Turística del Destino: Pachuca 

Segmento	Porcentaje
Ciudad de México	36%
Estado de México	22.3%
Otros Estados (principalmente cercanos)	25.5 %
Interior del Estado de Hidalgo	16.23%

Figure 2 Geographical Market Segmentation in Pachuca

Source: Competitiveness Agenda for Pachuca's Tourist Destination, 2013-2013. Tourism Secretariat

According to the data provided by the Tourism and Culture Secretariat in 2013, the main reason for tourists to arrive in Pachuca is 43.9 percent to visit family and friends, 27.1 percent do so for business reasons and 9 percent for pleasure.

Based on the tourist competitiveness survey, 57 percent of visitors are national origin, 30 per cent originating from the State interior and 13 percent from abroad.

According to information collected from the tourism information modules of the Tourism and Culture Secretariat located in 16 State municipalities, which regularly report on the quality and satisfaction of tourism services, the percentage of tourists who intend to return to Pachuca destination is approximately 90 per cent.

According to data from the survey to tourist service providers in the municipality of Pachuca, the specific question of why 67 percent would return to this duty station replied that, for service and good care, 11 percent in the vicinity with other states and 22 percent said that because they like the place.

It is a fact that one of the best promotions is mouth-to-mouth, so it is significant that a tourist recommends the place visited, because it is based on the visitor's experience and personal perception. According to information collected from the tourism information modules of the Tourism and Culture Secretariat, 49 percent of tourists expressed a visit to the municipality of Pachuca on the recommendation of friends or family. The percentage of tourists who stated that it would recommend Pachuca's fate to be visited by friends or family was 90 percent.

In terms of identifying because they recommend destiny, 56 percent were satisfied with service, 32 percent in the vicinity of other destinations and 13 per cent for their tourist attractions.

One mechanism that the different providers of tourism services use to focus and improve their services, is the measurement of service satisfaction to their customers, which is done by 90 per cent of the establishments. This allows them to maintain the markets they serve and detect the opportunity to enter new markets. The means through which you measure customer satisfaction are formats, complaints and suggestions mailbox, suggestion books, phone calls and use of social networks.

The problem identified according to diagnosis carried out within the "Touristic Competitiveness Agenda for destination Pachuca", is described below:

Problem:

Strengthening knowledge of existing and potential markets to address actions to design and promote tourist supply that drive tourist development.

Causes:

- Insufficient information on the characteristics of current and potential markets.
- The definition of markets is generic
- Low coordination between promoters, business sector and institutions to provide business and academic markets.
- Low influx of foreign tourism
- Inadequate market coverage of accessible tourism

Strategies:

- To promote the development of supply and demand analysis studies, with the collaboration of higher education institutions
- Define the characteristics of market segments, their geographical characteristics and tourist preferences.

- Ensure the support for visitors involved in business and academic events.
- Provide tourism services and products in line with the expectations of potential foreign tourism.
- Provide tourism services and products in line with accessible tourism needs.

Problem:

It undermines the attractiveness and tourism services, which boost the positioning and competitiveness of the sector.

Causes:

- There are policies, strategies, programs and a tourism promoter that are not known to tourism service providers.
- Lack of a marketing plan to guide the implementation of strategies and means of promotion.
- Insufficient tourist information modules in operation.
- Tourism service providers use traditional forms of promotion.
- Tourism service providers invest little in promotions because they consider that they have a high cost.

Strategies:

- Promote effective coordination and participation schemes for the design of advocacy and dissemination actions.
- To carry out continuous and strategic promotion through the design or implementation of a marketing plan in line with the expectations of development of the sector.
- Increase the number of modules for permanent care for tourist.
- Incorporate information technologies and the use of social networks into advocacy campaigns.
- Managing coordination and support mechanisms for promotional campaigns for tourist service providers.

Problem: Limited market by insufficient sales innovation mechanisms, as well as lack of coordination between the business sector and government bodies.

Causes:

- Falta de coordinación entre el sector empresarial e instancias gubernamentales para encadenar el sectorturístico.
- Existe poca oferta de paquetes turísticos en los establecimientos.
- Pocos establecimientos ofrecen a los visitantes diversidad de formas de pago.
- Falta de inversión de los establecimientos para mejorar su imagen y ofrecer servicios complementarios.
- Falta de mecanismos para evaluar la satisfacción de los visitantes y direccionar las estrategias de venta.

Strategies:

- Establish agreements and mechanisms to incorporate tourist establishments into different routes and events.
- Design tourist packages and differentiated promotions according to market segments.
- To facilitate the purchase of visitors by incorporating bank terminals into tourist

As can be seen, if specific marketing actions are to be implemented and many of them very important such as demand and supply analysis, segmenting the market, diversifying the forms of payment, financing to improve image and the most important in terms of marketing, developing and implementing a marketing plan.

The Municipal Plan for the promotion of Pachuca's tourist destination, for its part, mentions the following:

- Develop tourist promotion policies that drive a more competitive and better positioning sector as a vacational destination.
- To promote and coordinate tourist promotion policies in accordance with the supply of destinations.
- Integrate state, municipal, private sector, civil associations and academic institutions to develop a plan for tourist attraction and care to the municipality.
- Managing the necessary actions to the appropriate bodies to promote and implement new tourist routes and circuits.

At the State level, various campaigns and programs for the promotion of tourist products are carried out using different advertising and marketing means, and also affecting the municipality of Pachuca, some of these programs are:

Business Tourism Program, its main purpose is to promote tourism services and attractive through a comprehensive, effective and sustainable supply for actors participating in the markets of meetings, congresses and conventions.

Social Tourism Program, targeted at agencies, companies and different actors in social tourism to involve more Mexicans in tourism, cultural and holiday recreation, allowing for attractive activities for the public, leading to growth in youth, social and environmental tourism.

The Mexican Heart Program, aimed at spreading the destinations and tourist places offered by each of the six states of the Mexico Centre: Guerrero, Tlaxcala, Morelos, Hidalgo, Mexico State and Federal District.

Hidalgo Tourist Campaign. The promotion of the State is carried out in the states of Tlaxcala, Puebla, Federal District, Mexico State, San Luis Potosí and Querétaro. Publicity is made through brochures, spectacular announcements, magazines, radio spots, bulkheads and posters, which are used throughout the year at regional, state and national fairs, as well as international tourist events.

Campaign of the Tourism Council, is pursued with the aim of positioning the State of Hidalgo as a preferential destination at the national level and increasing the number of visitors through a strategic advertising plan together with the Mexican Tourist Council. The campaign is at least competing with the 31 national destinations, at the same stationarity and in almost the same means given the natural dynamics of the market.

The media used for the promotion, dissemination, marketing and communication for this tourist campaign are: insertions in specialized, spectacular magazines and bus stations, screens at the international airport of Mexico, radio, the Internet, the national press, pay television and urban transport.

A number of tourist promotion campaigns are carried out at the municipal level, including:

Pachuca Smile You Campaign. Campaign of promotion and advertising tourism for the city of Pachuca, in which participate the Secretariat of Municipal Economic Development of Pachuca and the National Chamber of Commerce in Small, Services and Tourism, this campaign focuses on the printing and distribution of bracelets to give gifts to tourists visiting the Historic Center and Clock Monumental. This strategy is complemented by programs such as: I climbed the Monumental Clock and I ran in Pachuca.

Stand at the Pachuca International Fair. In October each year, this fair is held in which a promotional stand is set up, where the attractiveness and tourist services of the municipality are spread to all the assistants, having this event for approximately one month.

Promotion of Nearby Magic Villages. In Hidalgo there are 4 localities that have obtained the designation of Pueblo Mágico by SECTUR: Huasca, Huichapan, Mineral del Monte and Mineral del Chico. The tourist

destination of Pachuca is located in a strategic position that allows to take advantage of the tourist market that constitute the Magic Villages since of the 4 that has the State of Hidalgo, 3 are in a range of 34 kilometers, (Huasca, Mineral del Monte and Mineral del Chico) which positions it as a platform for complement the adventure and ecotourism market that these towns constitute and that have been incorporated together with Pachuca in a tourism product called “The Mountain Corridor”.

Permanent Promotion Actions. The promotion of the destination, carried out both by the Ministry of Tourism and Culture as well as by the Municipal Administration, includes dissemination activities in the States of Tlaxcala, Puebla, Federal District, State of Mexico, San Luis Potosí and Querétaro through leaflets, spectacular advertisements, magazines, radio spots, screens and posters, the which are used throughout the year at regional, state and national fairs, as well as international tourism events.

According to the tourist competitiveness survey applied to tourist service providers in Pachuca (2013), 60 per cent of the establishments surveyed reports that they are continuously conducting advocacy campaigns, for which the most used media are radio and television, magazines and newspapers, social networks and the Internet and websites.

In order to promote the tourism sector of Pachuca as a detonating item in local development, the Secretariat of Economic Development of the Municipal Presidency of Pachuca, developed the municipal tourism portal on the internet available at www.turismopachuca.com.mx, which offers extensive information on the main historical attractions and of fun that the capital of Hidalgo has, noting that the information shown in this portal is 100 per cent updated.

One of the most recent innovations related to the use of Internet technology for tourism promotion in the city of Pachuca, is its incorporation into the web camera system which broadcast the activity of a tourist destination package 24 hours.

The system is available on the website www.webcamsdemexico.com and for Pachuca, the chamber is located on Independence Square and allows the Monumental Clock and Pachuca Historical Centre. Through this technology, it is possible to attract more visitors to destination, as cameras in real time allow for the visualization of climatic conditions and daily activity in tourist destination.

As support for the fact that both tourists and the Pachuqueña community have access to the Internet, a program for the provision of the Internet has been implemented through the installation of Wi-Fi connectivity infrastructure in parks and public places.

Since mobility is so important within this sector, the website of the municipality of Pachuca can be visualized from mobile devices and includes discharges which can be carried in a portable manner such as the Pachuca tourist map or the public transport routes of the municipality with which the visitor can consult on his device the programming of running, routes and timetables, as well as the image of transport vehicles so that they can be easily identified.

In addition, the portal has an application to know the conditions of the municipality's climate in real time and the forecast for the next three days, so travelers can plan their state at destination.

In relation to the Tourist Information Modules, the following are the ones in the Lower Plant of the Monumental Clock and Plaza Galleria Pachuca, which are responsible for the municipal administration.

In addition, two modules have been installed in the municipality of Pachuca, one installed in the Victoria Explanade of Winds or Bicentennial Square, located in the boulevard Felipe Angeles at the Mexico Road exit - Pachuca, and the other in the Independence Square at the center of the city of Pachuca.

Some of the projects that will respond in the future to continue to focus on the strategies proposed are:

- National Campaign for Touristic Promotion for Pachuca.
- Internet connectivity and Applications for Touristic Development.
- Electronic Catalogue of Attractive and Tourist Services of Pachuca City.
- Hidalgo's tourism barometer.
- Electronic commerce of crafts.
- Market studies for the opening of new tourist routes in Pachuca.

7. Conclusions

Once the analysis of the National Development Plan 2013-2018, National Development Plan 2019-2024, State Development Plan 2011-2016, State Development Plan 2016-2022, Municipal Development Plan 2012-2016, Municipal Development Plan 2016-2020, Mexico's Tourist Destination Competitiveness Agenda. Pachuca de Soto, Hgo, 2013-2013 and Agenda 2030 for Sustainable Development, it can be said that some actions arising from the planning of the Municipality are aligned with the National and State Development Plans. With regard to the Competitiveness Agenda for the Touristic Destination of Mexico. Pachuca de Soto, Hgo, 2013-2013, regardless of whether it presents some errors in substance and form, allows us to see a broad picture of what Pachuca in question requires Pachuca to be highly competitive in this regard.

The projects proposed in the agenda are responding to the diagnosis and contemplates in one of them, "Pachuca for All: Accessible and Inclusive Tourism", important aspects to carry out such as the awareness of service providers in the care of people with disabilities, vocational training, accessible facilities and public transport that will allow the displacement of people with different capacities, however the Municipal Development Plan 2016-2020 is not clearly visualized and even seems that the strategies are far removed from what might require an inclusive tourism. Although it is true that an important part is the infrastructure that allows this type of tourist an adequate mobility, it is not unique, besides that it would be worth analyzing whether these really meet the expectations of people with disabilities, leading to further studies and of course other kinds.

The work in question allowed not only to analyze documents of an international, national, State and local nature but to know more closely the planning being carried out within the Municipality of Pachuca. It could be identified that public policies exist to consider universal design in tourist places and marketing strategies to achieve this, although on many occasions they are far from reality, they are translated into a document giving their attention to their attention, however, there is no clear how it is intended to achieve this, so far in Pachuca City, Hidalgo, work is being done to provide tourist with more appropriate mobility, unfortunately many of the strategies have been addressed by people without any disabilities who, of course, the way of looking at this is completely out of reality, would be ideal for people living or living in planning to have not only decent health services but also for a place for recreation and recreation to their needs. The union and awareness of service providers and receiving community is vital for inclusive tourism to become a reality. It is not enough to place a ramp with little or much inclination that even limits its access, but that it should go further.

Finally, it can be mentioned that, if the strategies outlined in the documents analyzed to develop tourism in Pachuca have a broad vision, here the important thing and that time will tell us, is that if they are implemented as they have proposed, surely this municipality will be highly competitive in the national tourism sector due to its strategic geographical position, routes of communication, historical, cultural and gastronomic value.

References

- Darcy S. and Dickson T. (2014). "A whole-of-life approach to tourism: The case for accessible tourism experiences", *Journal of Hospitality and Tourism Organización Mundial de la Salud*, Estadísticas Sanitarias Mundiales. Una mina de información sobre salud pública mundial.
- Diario Oficial de la Federación (19 de Abril de 2019). "Gobierno federal", available online at: https://www.dof.gob.mx/nota_detalle.php?codigo=5565599&fecha=12/07/2019.
- Hernández Sampieri R., Fernández Collado C. and Baptista Lucio P. (2004). *Metodología de la Investigación*. México: McGraw-Hill Interamericana.
- Gobierno del Estado de Hidalgo. (15 de mayo de 2011). "Hidalgo", available online at: <http://www.ordenjuridico.gob.mx/Documentos/Estat/Hidalgo/wo86882.pdf>.
- Gobierno del Estado de Hidalgo. (2016). "Hidalgo", available online at: http://planestataldedesarrollo.hidalgo.gob.mx/pdf/PED/PED/Ped_Completo.pdf
- Organización Mundial de la Salud (2011). "Informe mundial sobre la discapacidad", available online at: https://www.who.int/disabilities/world_report/2011/es.
- Organización Mundial del Turismo. (2014). "Manual de Turismo accesible para todos", available online at: <https://www.e-unwto.org/doi/pdf/10.18111/9789284416509>.
- Banco Mundial. (3 de Abril de 2019). "Entendiendo la Pobreza. Tema Discapacidad", available online at: <https://www.bancomundial.org/es/topic/disability>.
- Organización Mundial del Turismo (2014). "Panorama OMT del turismo internacional", available online at: http://dtxqtq4w60xqpw.cloudfront.net/sites/all/files/pdf/unwto_highlights14_sp.pdf.
- Organización Mundial de la Salud& Banco Mundial. (2011). "Informe Mundial sobre la discapacidad", Organización Mundial de la Salud, available online at: https://www.who.int/disabilities/world_report/2011/accessible_es.pdf?ua=1
- Gobierno de la República. (15 de junio de 2020). "Plan nacional de desarrollo", available online at: <https://observatorioplanificacion.cepal.org/sites/default/files/plan/files/MexicoPlanNacionaldeDesarrollo20132018.pdf>.
- Organización Mundial de la Salud (2014). "Estadísticas sanitarias mundiales", available online at: https://apps.who.int/iris/bitstream/handle/10665/131953/9789240692695_spa.pdf;jsessionid=EDA25871ABD98ABC994ACA085A662F98?sequence=1.
- Organización Mundial del Turismo (18 de junio de 2020). "Glosario de términos turísticos", available online at: <https://www.unwto.org/es/glosario-terminos-turisticos>.