

Geo-Ecotourism Attraction La barranca del Rio Santiago for the Brand Guadalajara

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Abstract

The main objective of this study is to see if the Barranca del Rio Santiago is a tourism and geo-ecotourist attraction that should be included in the Guadalajara brand in order to attract national visitors. This study is exploratory and descriptive in character, with the aim of determining whether the Rio de Santiago Canyon is a tourism and geo-ecotourist attraction worthy of inclusion in the Guadalajara brand. The research was carried out using data from the State of Jalisco's 2016 Yearbook. In terms of their reasons, only national variables from the Guadalajara Metropolitan Area, as well as other criteria, were used to identify how they arrived at their destination. According to SECTUR's most recent agenda of competitiveness in Mexican tourist destinations, Guadalajara boasts various natural attractions, one of which is the Barranca del Ro Santiago. This location has a great ecological, recreational, and historical value.

Keywords: City Marketing, City Brand, Geo-ecotourism, Guadalajara, Guadalajara

Introduction

The following analysis examines Barranca del Ro Santiago's potential as a tourist and geo-ecotourist attraction for the city of Guadalajara as part of its national tourism promotion activities. This study will cover a variety of tourist topics, including alternative tourism, national tourism, and geo-ecotourism, as well as the city of Guadalajara and its brand, and the Barranca del Ro Santiago. These words are based on the findings

of numerous experts on the issue as well as official documentation provided by the State of Jalisco's Secretary of Tourism.

For a long time, city brands have undoubtedly been employed as marketing tools. Many success stories exist, including I Love NY and the CDMX brand (Aldaz, 2016). The state administration established the Guadalajara brand in 2016, with a well-known song by musician Pepe Guzar (which figures prominently in this study). (Social media, events, and government news in 2016).

Tourism is viewed as a source of revenue that can be used to fund initiatives and preserve the natural components that attract visitors and that they want to see and experience. The economic benefits of tourism are contingent on the upkeep and preservation of tourist attractions. It is necessary to keep them safe, clean, and appealing (Rebollo, 2012) (See page 12).

Alternative tourism refers to the various methods in which one might learn about a new place, such as via travelling and exploring the natural surroundings. Rogel, Rojas and Ortega (2011), (See page 3). Ecotourism has given local guardianship by communities or villagers through economic incentives and income, while supporting good resource management (Ramirez, 2019) (See page 13).

Ecotourism began in the 1980s, at the dawn of sustainable development, as a way to divert tourism funds into conservation and development. Despite the "win-win" concept, ecotourism's meaning and virtues are debated

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by academics and practitioners (Stronza, 2019) (Section 229). Today, ecotourism has given a more effective means of managing resources and promotes an environmentally conscious mindset (Ramirez, 2019) (See page 13).

It is vital to identify the percentage of visitors who are national tourists, or those who are residents of the country who travel to different destinations inside the country's borders. National tourists may travel for their vacations or for work-related purposes, such as workshops, conventions, and business meetings (Portugal, 2008). The geo-ecotourism sector should also be examined, as it is the result of a global acceptance of environmentally friendly, sustainable production practices.

As the industry's goals and standards evolved to ecotourism, stakeholders across the board were given new opportunities and duties. Local communities teamed up with tour firms and non-governmental organizations (NGOs) in the hopes of directing outside attention to their lands, customs, and resources toward beneficial changes in their communities (70). Ecotourism is being promoted by regional and national governments as a way to protect biodiversity and alleviate poverty. Tourists were encouraged to look more respectfully, listen more intently, inquire about the whereabouts of their money, and alter their viewpoint. NGOs have increasingly worked as intermediaries between stakeholders, facilitating new collaborations, pushing for pro-tourist regulations, and promoting the concept of environmental responsibility in tourism (Stroma, 2019) (Section 234).

Many debates have erupted about city marketing. On the one hand, some argue that territorial commercialization has existed for centuries, while others argue that it is a trend that began in the 1970s and 1980s (Weapons, 2007). Other authors, on the other hand, have defined "city marketing" as "an active policy of actions aimed at identifying and determining the needs of the city's various audiences, both real and potential; and developing a series of products and services in the city to meet those needs, thereby creating and enhancing their demand" (Rojano & Castilla, 2007).

There are examples of city branding success stories, such as New York City's famous slogan, "I Love NY" (Marn, 2010).

Despite the fact that Mexico's national slogan is Visit Mexico (CPTM, 2017), Guadalajara created its own city

brand in 2016 in order to position and promote the city, as well as to foster a sense of community and identity. (2016, social communication, events, government, and news) Pepe Guzar, a cultural symbol for the city of Guadalajara, composed a song that inspired the brand. The song is performed by Guadalajara's well-known choir, Guadalajara, and it reinforces the sense of community. Furthermore, the song was adapted to a variety of musical styles, including mariachi, rock, electronic, and jazz, as well as regional music, and recorded with a variety of singers in order to reach out to the entire country (Castellanos, 2015).

The tourism industry's intervention is an important factor to consider. Troisi defines tourism as a collection of people's transitory movements for a variety of causes, including the need to rest or recuperate, as well as the search for spiritual and intellectual experiences. (Betancourt, 2008) National tourism is another significant component to examine, as it includes tourists who visit within their own country during their vacations for leisure or work-related reasons, such as workshops, conventions, and business concerns (Portugal, 2008).

According to Ipsos, the preliminary tourism promotion council's advertising monitoring, which took into account the following three indicators, 46 percent of consumers visited a place based on its advertising attribution in 2017, with 90 percent of those intending to travel. Brand awareness is the third indicator, which did not have a substantial percentage in Mexico.

Similarly, according to a survey on Mexican national pride conducted in 2016 by the consultancy Mitofsky, 9.9% of the 1,000 respondents over the age of 18 said Guadalajara was the city where they identified the most with national pride. (MitofskyConsultant, 2016).

According to specialists who developed a competitive agenda for tourist destinations in Mexico, the country has yet to fully profit from tourism's full potential. Guadalajara is a good example because it is the capital of one of Mexico's most famous states. The city is well-known for its significant cultural contributions, traditions, and historic architecture, but it has failed to capitalize on the natural resources available to the recreational and tourist industries. Many great sites in Guadalajara, such as the Santiago River Canyon, have the potential to thrive in this sector (SECTUR, 2014).

After taking into account the aforementioned factors, the goal of this study is to bridge the gap between determining the potential of geo-ecotourism and its potential contribution to the Guadalajara brand, as well as identifying potential areas of interest. The research is being carried out with the goal of disseminating the findings to relevant tourism authorities in order to assist them in expanding the labour market and encouraging them to engage in geo-ecotourist activities. The study looks at the term “tourist attraction,” as defined by the Argentine National Tourism Direction in its tourist terminology dictionary: any natural, cultural, recreational (i.e. sports) or other type of activity that can pique tourists’ interest (Navarro, 2015).

The purpose of this study is to see if Barranca del Ro Santiago has the potential to become a tourist and geo-ecotourist attraction for the Guadalajara city brand. Is it possible to use it to promote leisure and tourism activities in Guadalajara’s less well-known tourist areas? Because of its proximity to Guadalajara’s metropolitan core, this location may be of higher appeal to national tourists. It may also be a desirable location for Guadalajara residents who want to take in the natural beauty that surrounds them. This study will also aid the Secretary of Tourism in the formulation of new programs (SECTUR).

Other more specific goals of this paper include: determining the feasibility of the Santiago River Canyon as a tourist and geo-ecotourist attraction for the Guadalajara, Guadalajara brand, and national tourism, in addition to the general objective of this paper to determine the feasibility of the Santiago River Canyon as a tourist and geo-ecotourist attraction for the Guadalajara, Guadalajara brand, and national tourism.

- Make Guadalajara’s tourism attractions available for recreational purposes.
- Give an overview of geo-ecotourism.
- Demonstrate how qualified employees can work in the eco-tourism industry.

Ecotourism can act towards conservation in an indirect but strong way by supporting local institutions (...) Ecotourism can provide incentives and social capital to enhance institutions by emphasizing involvement with local communities and participatory approaches to development (Stronza, 2019) (See page 239).

Literature Review

As the literature analysis shows, there have been various examinations into geo-ecotourist and tourism attractions, city marketing, and the Rio de Santiago ravine. However, no research has yet been conducted that combines these factors into a single study. As a result, this research project proposes to combine those key variables in order to determine the feasibility of the Barranca del Ro Santiago becoming a tourist and geo-ecotourist attraction that can be integrated into the Guadalajara brand to promote national tourism.

Although the majority of the sites researched are in developing countries, the majority of the authors are from rich countries (Wardley, 2018).

Tourism

If non-residents do not set up a permanent residence and do not participate in any remunerated work, tourism is indeed the sum of the phenomena and associations that arise from the voyage and the stability of non-residents. Professors Hunziker and Krapf were entrusted with this definition. Similarly, Troisi defines tourism as a collection of people’s transitory movements for a variety of causes, including the urge to rest or recuperate, as well as the search for spiritual and intellectual experiences (Betancourt, 2008). Later authors such as Burkart and Medlik characterize tourist experiences as brief and transient displacements of people away from their usual places of residence and work, as well as the activities they engage in while there (Sancho, 2008).

According to Mathieson and Wall, tourism refers to the transitory migration of individuals to destinations outside their place of residence and job for periods of less than one year, as well as the activities they engage in while there. It also refers to the amenities that tourism sites provide to fulfil the needs of visitors. Sancho (2008; Sancho, 2008; Sancho, 2008; Sancho, 2008; San Professor Arriaga defines tourism as all temporary displacement caused by factors other than profit: the set of commodities, services, and organizations that each nation determines and that enable this type of travel. Finally, he discusses the interactions and events that take place between states and travelers. (Betancourt, 2008) Since the

term “tourism” has been defined in a variety of ways, the World Tourism Organization (UNWTO) stated in 1994 that tourism covers activities undertaken by individuals while on vacation in any location outside of their typical surroundings for a time of less than a year. Tourism can occur for a variety of purposes, including pleasure and business, among others (Sancho, 2008).

Because the UNWTO is the most important international organization in the tourist business, with 158 countries, 6 associate members, and over 500 private members, this study adopts their definition of tourism (UNWTO, 2018). Tourism is defined by the author Oscar de la Torre Padilla and others as a social phenomenon that consists of a voluntary and temporary displacement of individuals or groups who, primarily for reasons of recreation, rest, culture, or health, move from their habitual residence to another, where they do not engage in any gainful or remunerative activity, resulting in multiple interrelations of social, economic, and cultural importance (Betancourt, 2008).

Tourism is a powerful economic force with the ability to conduct programs aimed at preserving the natural beauty and experience that visitors seek. The economic benefits of tourism are dependent on how safe, clean, and enticing tourist destinations are kept (Rebollo, 2012). Tourism development has had a significant impact on the environment, affecting elements such as river pollution levels, as well as general acoustics and aesthetics. Still, the most significant impact is on the loss of biological diversity and the scarcity of natural resources, both of which are critical to the tourism business.

Overexploitation of resources has escalated to unsustainable levels in recent years. Tourism cannot function without the basic natural resources on which it is based, as its own environmental degradation has a direct impact on supply and can put the tourism industry at risk. As a result of these factors, different organizations and conventions have recognized the necessity of environmental protection not only in the tourism sector, but in all social areas, in order to achieve long-term growth (Betancourt, 2008). As tourism grows, environmental preservation must become a top issue. Natural tourist sites, the environment, vulnerable ecosystems, and remote region living cultures will all need to be protected and

preserved by the tourism business. Only then will tourist activity be able to proceed (Rebollo, 2012).

In both marketing and research, greenwashing and its opponent are troublesome. Scholar’s risk ignoring or missing the particularly defined conservation aims of ecotourism if they fail to measure or distinguish tourism and ecotourism carefully (Stroma, 2019) (See page 235).

Non-Traditional Tourism

The SEMARNAT defines alternative tourism as trips taken with the goal of participating in recreational activities in direct contact with nature and surrounding cultures while maintaining a respectful attitude and a commitment to learn about, enjoy, and participate in the conservation of natural and cultural resources. Alternative tourism is a national response to environmental policies aimed at conserving natural resources and is the result of international policies aimed at conserving the environment (Rogel, Rojas & Ortega, 2011). Alternative tourism, according to Rogel, Rojas and Ortega, refers to the various methods in which one might experience a new nation, such as through travel and discovery of the natural environment (Rogel, Rojas & Ortega, 2011) (See page 3). Traveling and discovering new locations (alternative tourism) is not immune to new alternatives, but the engagement with environment and indigenous cultures, in other words, learning and appreciating what each region has to offer, is a vital factor in the concept of alternative tourism (Rogel, Rojas & Ortega, 2011).

Tourism in the United States

National tourism is defined as follows by the World Tourism Organization: “National tourism includes both internal and outward tourism, i.e., activities carried out by resident visitors inside and beyond the reference country as part of their tourist visits, as well as inmates and issuers” (UNWTO, 2008). It can also be defined as the practice of citizens and foreign residents of the country travelling within the country’s borders. Tourists travel within the country for a variety of purposes, including vacations, recreation, congresses and conferences, labour and/or business, and so on (Portugal, 2008).

Geo-Ecotourism

Geo-ecotourism, according to Diamantis and Ladkin, is the direct effect of global acceptance in favor of more sustainable and environmentally friendly production processes. However, the pioneering author Jost Krippendorf condemns mass tourism and contends that it has a negative impact on the environment and the economics of the receiving areas. He understands the importance of exploring new options (Rebollo, 2012).

Geo-ecotourism serves to safeguard and care for the environment, with the goal of contemplating and admiring nature rather than manipulating it. The purpose is to encourage a tourist experience that allows visitors to learn about the local populations, their ancestral culture, and the fauna and flora that inhabit the ecosystems. Geo-ecotourism centers are most typically located in ecologically protected locations (Rebollo, 2012). Geo-ecotourism also differs from traditional tourism, which favors huge hotel chains, entertainment centers, restaurants, and the alteration of natural environments to meet these needs (Melo, 2013).

Landrace variety seed conservation, use, and development for small-scale farming are all part of an alternative productive agenda linked to Mexico's social environmental movements. Alternatives such as agroecology and community-based forestry, water management, and ecotourism aim to combine ecological, social, and cultural factors into sustainable production and distribution methods (Tetreault, 2018) (See page 26).

Attraction for Tourists

Zimmermann established one of the first definitions for "tourist attraction," which he defines as any tourism resource that meets the basic criteria to be visited and enjoyed by tourists. Tourist attractions, in essence, are outfitted with amenities, modes of transportation, complementing services, and basic infrastructure. Tourist attractions should be regarded resources because they produce economic activity and foreign currency in the economy of a country (Castellanos, 2015).

Tourist attractions, on the other hand, are the most significant component of the tourism offering, according to Acerenza, because they influence how tourists choose

their location. Furthermore, they promote tourism in their respective areas and are frequently the primary reason for travelers to travel to these regions. This demand must be met by tourist attractions (Navarro et al., 2015). Finally, a tourist attraction is defined as any object or event that can encourage a visitor to leave their home to witness or experience it, according to the dictionary of tourism, hospitality, and transportation (Wallingre & Toyos, 2010).

City Marketing or City Branding

The term "city marketing" is sometimes misconstrued and reduced to a simple activity of promoting a city to tourists. Brochures with images of the important monuments, regional costumes, local cuisine, and party schedules are a frequent way in which city marketing is presented. The concept of city marketing is far more powerful: it entails transferring the focus and fundamental marketing instruments that are used to create a company's or product's strategy and competitiveness to the city (Romero, 2009).

The city marketing allows for the development of information and communication relationships within a cluster and in the external environment, all of which are subordinated to the tasks of the innovative process, allowing for the reduction of innovative risk, the sale of innovative products, the attraction of venture capital, the provision of state support, and the creation of the cluster's necessary subject structure (Vasilev, 2016) (See page 3).

The city is viewed as a marketing product that competes with thousands of other municipalities and where millions of agents converge to ensure that the city's activity is aimed toward the municipality's people, visitors, and investors (Betancourt, 2008).

Certain cities can, of course, engage in marketing without focusing on commodities production if they have an appealing niche (tourism, unique vistas, ecologically friendly lodging arrangements, and a developed financial and corporate image) (Vasilev, 2016) (See page 4).

In the 1980s, the term "City Marketing" was first used in European literature. According to Kotler, Haider, and Rein, "City Marketing" refers to a city's development plan that is designed to meet the needs of current and prospective consumers of all of the city's services in

a more efficient manner than other competing cities (Herederó, 2015).

Globalization, the expansion of competition and local value creation, the quick evolution of communication methods, and the evolution of marketing, according to other authors, are major aspects that surely impact city marketing (Benko et al., 2000). City marketing is also characterized as an active programs of actions that discover and determine the needs of the city's various publics, both real and potential, and then build a series of products and services in the city to suit those needs, so creating and increasing demand (Rojano & Castilla, 2007).

We define city marketing as a collection of city community actions aimed at identifying and promoting community interests in order to achieve the city's specific social and economic development goals (Vasilev, 2016) (See page 2).

Theoretical Framework

Tourism

The tourism industry is a significant economic sector in the global economy today. This industry has provided significant income and services, but it has also had a beneficial and detrimental impact on regions by physically altering them (Ramirez, 2019) (See page 21).

Tourism, according to some sources, diversifies the economy and produces foreign exchange, both of which are required for economic progress. Proponents of tourism development claim that it helps to reduce unemployment and can eventually serve as a replacement for traditional exports that are more volatile than tourism. 2008 (Portugal). However, because tourist demand impacts the number of trips and visitors, we must always consider it. It's important to remember that this figure represents a diverse range of people with various personalities and social, economic, and recreational interests (Portugal, 2008). Within these demands, there is a subset of persons

known as "minority tourists," who travel alone, with their families, or in groups. They do not travel in groups or organizations, and they travel at any time of year, depending on their financial circumstances (Portugal, 2008).

While there are many other sorts of demand, this section of the study favors the consumer who is in need of this type of service since they may have a better grasp of the activities and products that the tourism business should provide. It's vital to note that there's a market segment for each activity and specialty, each with its unique set of features (Rogel, Rojas & Ortega, 2011). In other words, each sector has a unique profile tailored to its requirements. Although the need is critical, it is worth noting that geo-ecotourism trips are performed with the goal of participating in recreational activities that provide a firsthand experience with nature. Observation of stars and the night sky, observation of wildlife and flora, and observation of natural events and attractions are only a few of these activities. Hiking, attending environmental workshops and education, or participating in biological research are examples of such activities (Rogel, Rojas & Ortega, 2011).

Natural and cultural resources account for the environment, archaeological wealth, and historical representations of tradition, according to Tourism Secretary (SECTUR) in 2005. These are the foundations of the tourism product. Cities and towns must integrate infrastructure and equipment and provide the appropriate service to make these resources appealing to the tourism sector and increase their economic value (Portugal, 2008). In order to determine whether a location has the potential to attract tourists, the CICATUR-OEA (Inter-American Center for Tourism Training of the Organization of American States) proposed a scale of tourist resource valuation in 1974, which quickly spread throughout Latin America, as shown in Table 1. This is still the only time the scale is utilized (Navarro, 2015).

Table 1: Hierarchization of Tourist Resources

Hierarchy 5	Exceptional attraction of great significance for the international tourist market, capable on its own of motivating an important current of visitors (current or potential), quantified as a percentage of the total demand of the country, or of a specific market. Equivalent to the only resource in the world.
Hierarchy 4	Attractive with exceptional features in a country, capable of motivating current (or potential) visitors of the internal or external market, but in a lower percentage than those of hierarchy 5, either by itself or in conjunction with other attractions contiguous. Equivalent to a single resource in the country.

Hierarchy 3	Attractive with some striking feature, able to interest long distance visitors, whether from the internal or external market, who had come to your area for other tourism reasons; or to motivate local tourist currents (current and potential). Equivalent to a single resource in a subnational jurisdiction.
Hierarchy 2	Attractions with sufficient merits to be considered important for the domestic market, but without conditions for receptive tourism and that are part of the tourist heritage». Equivalent to a single resource in a locality.
Hierarchy 1	Attractiveness without sufficient merits to be considered in the previous hierarchies, but also part of the tourist heritage as elements that can complete others of higher hierarchy in the development and operation of any of the units that make up the tourism space. Equivalent to complementary resource.
Hierarchy 0	Attractions whose qualities do not allow them to be incorporated into hierarchy 1, which is the minimum hierarchical threshold. Equivalent to a resource without relevant characteristics (it is not a tourist resource).

Source: Navarro, 2015. Tourist resources and tourist attractions: Conceptualization, classification and valuation. Tourism notebooks. Retrieved from <http://www.redalyc.org/pdf/398/39838701014.pdf>

There are a number of different ways to classify a tourist attraction. Other authors argue that it is vital to look at both tangible and intangible resources that are conducive to tourism, as well as the potential for attraction, which could lead to a non-profit movement. The ease of access, signage with visitor guides, brochures, and city signs, level of affluence, volume of use, valuation considerations, and current or projected activities related to the local resource are all key factors to consider (Navarro, 2015).

Table 1 can also be valued using the following hierarchical criteria: first, those that do not have sufficient merit but can complement those in higher hierarchy; second, those that have at least one striking feature that can inspire those who arrive at this destination to discover other appealing features. Then there are those with remarkable features capable of inspiring national demand, either with or without other attractions; and finally, there are those with exceptional features and enormous worldwide significance capable of producing tourist displacement purely as a result of that demand (Wallingre, 2011).

Education is a key component to include in any conversation about ecotourism. Ecotourism researchers,

ecotourists, target communities, and other stakeholders all benefit from education. This is because it teaches how to interact with environment in a calm and responsible manner. Education plays a critical role in biodiversity conservation by articulating the underlying principles that govern the practice of ecotourism. Ecotourism has a lot of potential as a tool for environmental education and sustainability (Ramirez, 2019) (See page 13).

Geo-Ecotourism

The most successful commercial strategy for the development and marketing of a new tourist activity based on a region’s natural and cultural qualities is probably “geo-ecotourism.” As a result of its economic success, it has also been utilized indiscriminately, resulting in the emergence of new terminologies that allow the product to be differentiated and its quality assured. Báez and Acua are a couple of names that come to mind when you think of (1998). Table 2 below summarises some of the key events that have shaped the development of geo-ecotourism in Latin America.

Table 2: General Antecedents of Geocotourism in Latin America

<i>Date and Venue</i>	<i>Event</i>	<i>Agreements and Achievements</i>
December 1974 San José, Costa Rica	“First Central American Meeting on Management of Natural and Cultural Resources”	It proposed the creation of a system of parks and reserves in areas of great environmental and cultural diversity and with high tourism potential. It also proposed to set up a regional committee for the conservation of resources and adapt legislation for efficient management (CATIE, 1989).

<i>Date and Venue</i>	<i>Event</i>	<i>Agreements and Achievements</i>
1974 Coyo- coc, (Cocoyoc) Mexico	“Seminar on Models of Utilization of Natural Resources, Environment and Development Strategies”	In this seminar, alternative models of socio-economic development were determined to contemplate the environmental and cultural characteristics of each region to reduce the inequity generated by current modes of consumption and production (González, 2001).
October 1975 El Salvador	“IV Meeting of Ministers of Agriculture of Central America”	Based on this meeting, the conservation, restoration, and treatment of natural resources was established as a priority and as the basis for welfare and local development (CATIE, 1978).
1986 Caracas, Venezuela	“Workshop on planning of national systems of protected wild areas in Latin America”	It came to the agreement that in Latin America, there should be a system of legally recognized protected areas to ensure the efficient operation of activities. (Cracco, 2006).
1987 Guate- mala	Second “Central American Meeting on Management of Natural and Cultural Resources”	The objective was to establish strategies to strengthen the system of protected natural areas and promote conservation for local development (CATIE, 1989).
1988 Chile	“International Workshop on Interpretation in Wild Protected Areas”	General aspects on the management of protected areas in Latin America were addressed (FAO, 1988).
1991 México	“International Workshop on management of biosphere reserves”	This workshop recommended the inclusion of evaluation and monitoring components in the management of conservation areas (Cracco, 2006).
1992 Guada- lajara, México	“Ibero-American Congress of Environmental Education”	Programs were implemented to train environmental specialists and to promote communication with the organization environmental educators. (Ruvalcaba, 2010).
1992 Caracas, Venezuela	“Tourism in Protected Areas” and “IV World Congress of National Parks”	It recognized the contribution of tourism to the conservation and development of local communities (United Nations, 2001), as well as the importance of monitoring and monitoring in environmental conservation (Cracco, 2006).
Octubre 1995 Quito, Ecu- ador	“Meeting for Latin America on the management of national education and training programs for the environment and development”	After this meeting, the Environmental Education Network of the International Union for the Conservation of Nature was implemented (IUCN) -Sur (Ruvalcaba, 2010).
2009 Caracas, Venezuela	“First Central American Congress of Geocotourism”	The congress proposed the following recommendations: creation of national councils of geo-ecotourism, education programs in geo-ecotourism, reinvestment for conservation, cooperation between tourism organizations and policies for the development of geo-ecotourism, mainly (United Nations, 2001).

Source: Aragón, M. (2014), Geocotourism analysis as a development alternative Sustainable in Latin America (Mexico, Costa Rica, and Ecuador). The College of the Southern Border. University of Sherbrooke.

The following ideals, which must be respected by both tourists and locals, must guide the creation of geo-ecotourism:

- In charge of tourism attraction operation and management. Concerned about the communities where the activities are carried out.
- Be truthful about the product when presenting it to tourists in order to retain it in its original state.
- Educational, in the sense that the visitor learns something new about the site.
- It's interactive because it gives you direct access to natural and cultural resources.
- Democratic, in the sense that the gains are dispersed equally (Romero, 2008).

Ecotourist Profile (Báez, A. 1996)

- Do you want to be in close proximity to nature?
- Curious about other people's perspectives on life and how to live it (seeks a cultural exchange).
- Always upbeat and active, willing to learn.
- Well-educated, having some prior knowledge of the destination, its resources, and the kind of activities available.
- Aware of their physical and emotional health.
- Prefers a personalised service that is backed by a quality guarantee • Prefers direct contact with others and makes an effort to build friendships.
- Is willing to collaborate on projects targeted at bettering waste management, conserving water and energy, and mitigating negative consequences in any other way.

There has been a strong emphasis on indirect conservation methods, such as visitor education and community-based efforts, with few research assessing direct impacts on wildlife populations or other natural biophysical environment components (Wardley, 2018).

For all geo-ecotourism activities at the national, regional, and local levels, inventories of geo-ecotourism attractions, both real and potential, must be developed to ensure that the national sum of the various regional geo-ecotourism attractions is up to date. Lascuráin (Lascuráin, 1998); Lascuráin (Las The inventory should include lakes, rivers, beaches, mountains, valleys, and meadows. They are valued not only for their ability to extract food and raw materials, but also for their natural beauty; as a result, these natural resources are also considered tourist inventory (Rebollo, 2012).

Because they are the key motivation for travellers when choosing a place, areas and natural attractions can be the most important component of a tourist system. They offer one-of-a-kind tourism experiences that leave an indelible mark. Lakes, lagoons, mountains, valleys, deserts, jungles, plains, beaches, estuaries, hills, mountains, ravines, and snowy mountains are examples of natural attractions that represent the area's ecosystem and natural resources. Any destination is defined by its ecosystem, which includes things like the nature and appearance of its terrain, temperature, and common conditions (cold, heat,

humidity, wind, height, and other distinctive qualities), all of which are influenced by its altitude and geographical location. A year ago (Rebollo). There are three types of geo-ecotourism attractions in a region:

- *Focal Attractions:* These alludes to the area's unique natural and/or cultural history when applied to a specific site or region. They are the specific and inherent characteristics that best identify a site or region, as well as the major reason why eco-tourists travel there. Some protected areas arise as a result of a unique or significant resource that acts as their main lure.
- *Complementary Attractions:* These are natural and/or cultural heritage characteristics that are present in a certain region but do not have the same level of importance or uniqueness as the primary attractions in terms of tourist attractiveness. That is, they may not be appealing enough to convince an ecotourist to come on their own to the place. They are, nevertheless, driven by a greater feeling of wonder and provide value to geo-ecotourism by enriching and diversifying visitor experiences. They may attempt to entice visitors to stay longer and partake in more activities. Complementary geo-ecotourism attractions can help to avoid overpopulation in a single destination while also encouraging visitors to visit multiple sites in the surrounding area.
- *Supportive Attractions:* They are the man-made features already existent in facilities or services that give visitors with a variety of pleasurable experiences. Accommodations, restaurants, interpretation centres, trails and vistas, horseback riding and boating activities, and so on are all included. Support attractions are always added after the focal and complementary attractions that already exist in any given geo-ecotourism location have been established (Lascuráin, 1998).
- For the average tourist, simply looking at a massive waterfall in a protected location is a high-level appeal. Even if you don't know the names of the many species of birds, simply seeing them in great numbers and experiencing their unique forms and colours may leave a lasting impact and a deep sense of awe in any visitor with even a passing interest in the natural world. True eco-tourists, whether from the United States or elsewhere, will want to learn

more about the places they visit. They will want to learn about the structure of their ecosystems, their geological origins and evolution, the main ecological interrelationships that occur in these regions, their cultural elements, their environmental geography, and the names of the most distinctive or striking plants and animals native to these regions (focal species) (Lascuráin, 1998).

Ceballos-Lascuráin produced one of the first comprehensive assessments on Mexico's geo-ecotourism scenario in 1994. The "National Geo-ecotourism Strategy" is what it's named. It offers a comprehensive analysis of the Mexican state's role in maintaining this activity as well as its competitive advantages. In addition, it was suggested that more research into the economic effects of this activity be conducted. The study also included an action plan that included strategies such as the development of inter-institutional cooperation mechanisms, the creation of a geo-ecotourism product inventory, the development of an inclusive strategic plan, the design of manuals for the management of environmental and cultural impacts, carrying capacity, training, promotion, and the establishment of self-financing mechanisms aimed primarily at environmental conservation. More often than conservation outcomes, conservation actions have been studied (Wardley, 2018).

Despite the fact that international migration makes collective management of ecotourism projects more difficult, some indigenous communities in the Mezquital Valley have been able to build ecotourism projects from the ground up in such a way that the benefits are shared among community members, including those who live in the United States (Tetreault, 2018) (See page 222).

In this way, what was being forged in Tlacotalpilco was a type of indigenous ecotourism, rather than a type of "ethno-tourism" as envisaged from above. Ethno-tourism stresses activities or benefits for users or visitors, whereas indigenous tourism "focuses on ethnic communities' active building of services for the provision of housing, food, specialist guides, and traditional practises," according to (Morales, 2008) (See page 134); (Tetreault, 2018) (See page 233-234).

According to Lascuráin, geo-ecotourism was still in its early phases in Mexico, and that adopting an action plan would assure a well-organized and targeted development

(Guerrero, 2010). However, Rodriguez closes his piece in 2010 by stating that geo-ecotourism is simply a promise in Mexico. Geo-ecotourism has the potential to be a great development tool at any latitude. However, evidence suggests that this is still not the case in Mexico, and the prospects for this condition to improve are not promising. Mexico's governmental goal must include the creation of the essential conditions to combat the aforementioned, allowing activities like geo-ecotourism to expand and develop in a favorable way.

Geo-ecotourism encourages tourists to become more involved in the local community by leading them on guided excursions through fragile ecosystems like rainforests or protected natural areas. This guarantees that any potential environmental impact is monitored, avoided or minimized. Geo-ecotourism also helps cities to make amends for earlier environmental damage (Rebollo, 2012).

Ecotourism has been done in ecologically pristine and protected regions that are regarded distinctive due to their ecological appeal and cultural significance (Ramirez, 2019) (See page 15). Though ecotourism provides a sustainable means of collecting resources, it should also serve to educate the public in order to promote environmental preservation (Ramirez, 2019) (Section 24).

The City Marketing

A city's image is a synthesis of its identity. It is characterized by the collection of permanent characteristics that make up its essence and distinguish it from other cities. As a result, the city's identity has two dimensions: practical and cultural. The functional component is defined by its strategic purpose, often known as its *raison d'être*, and is articulated through its city model, which is essentially its strategy for achieving its principal goal in the medium and long term, commencing with a set of functional and formal policies. The corporate culture of a city is made up of the values that all people share, as well as their assumptions about their city, the environment, and everything that may have an impact on it (Betancourt, 2008).

Architectural monuments that are regarded "physical" referents for both residents and visitors form the basis of a city's projected image. In addition, a variety of cultural elements have a role in the formation of "intangible"

referents, which have a substantial impact on how products, services, and tourist locations are perceived and chosen. This is developed, according to Mea Della's perspective, by a complicated series of effects including various components of varying degrees of importance:

- The Natural: Climate, geological features, and soil.
- Economic development, activities, products and local brands, services, corporations, and technology
- Politicians: government structure, institutional development
- Geopolitics: historical relationships between cities and departments.
- Sociocultural factors include population, educational attainment, cultural expressions, and overall quality of life (Mancilla, Morales & Lugo, 2012).

Three main characteristics of city marketing are addressed:

- For Investors: It is the one that attempts to attract investors and foreign corporations for the formation and/or expansion of new businesses, with the goal of providing economic development, as evidenced by an increase in capital and employment sources.
- For Residents: This is aimed at attracting new residents to cities in order to boost productivity by offering attractive programs for obtaining permanent resident permits.
- For Tourists: It aims to attract temporary visitors in order to promote tourism while also attracting significant funds to support various tourist sectors.

City marketing, in particular, provides four basic functions:

- Achieve the best possible combination of city characteristics and services from the perspectives of residents, visitors, and investors.
- Develop a package of incentives that will make the city more appealing to existing and prospective users of its services.
- Ensure the city's access to key markets is quick and efficient.
- Communicate the city's image and comparative advantages to the target audience.

Without a doubt, brand management has become a top priority for governments, businesses, and non-profits in cities and countries. Natural: climate, geographical attractions, and soil; economic: level of development, activities, products and local brands, services, corporations, and technology; political: system of government and institutional development; geopolitical: historical links with cities and departments; and sociocultural: population, educational level, cultural expressions, and quality of life are the four key factors to consider. The management front becomes highly essential once more; owing to its planning, significant results can be recognised in terms of enhancing cities' and countries' competitiveness and image (Martinez, 2007).

According to Daniel Ivoskus, the brand is not a product. This concept is well-known in some areas, and we believe it should be preserved while developing a city identity. Many authors have attempted to categorize the city using quantitative characteristics such as specialty, safety, and financial flow, as well as population, geography, and maturity. The work on the Barcelona brand, the iconic I love NY, Milan or the Armani city, the Argentine Patagonia, and Los Angeles and Hollywood are just a few examples of city brands offered by Marn (2010) and Pablo Lezama. They also name specific areas such as New York's Tribeca and Harlem, as well as Buenos Aires' Palermo Soho, Barracas Dulce, and San Telmo Gay. These are examples of how cities and communities choose to distinguish themselves from other cities throughout the world by positioning themselves as distinct (Marn, 2010).

Hypothesis

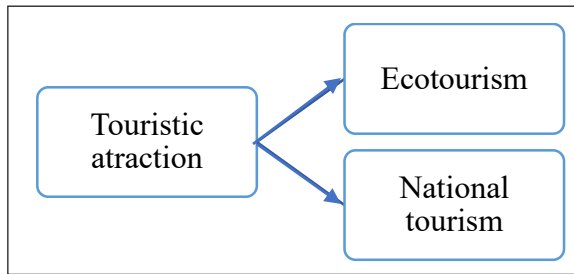
General Hypothesis

Is it possible for the Santiago River canyon to become a tourist and geo-ecotourist attraction for the Guadalajara brand while still prioritizing national tourism?

Specific Hypothesis

- Demonstrate how Guadalajara's Barranca del Rio Santiago could be a tourism and geo-ecotourist destination.
- Is geo-ecotourism viable for the national tourism industry?

- Does the geo-ecotourism sector have enough trained personnel?



Source: Own elaboration.

Fig. 1: Research Model

Contextual Framework: The Guadalajara Brand

Former City Major of Guadalajara, Enrique Alfaro, said during the introduction of the Guadalajara brand by the government of Zapopan that the city brand assures that the city of Guadalajara keeps its identity. As previously said, a city's brand carries a piece of its identity. It's a marketing and positioning tool that Guadalajara has long needed and that the private sector has desired. According to the Government of Zapopan, it exists now as a result of a desire to develop an agreement-based policy (2016). The names of the cities are trademarks; they are references to the brand's identity, according to Aristóteles Sandoval, the Governor of the state of Jalisco, who also attended the presentation.

Brands in cities have evolved into strategic assets. Having a strong city brand allows citizens to be identified, united, and reused. Its purpose is to promote the city on a global scale in order to attract projects and investors. "Pablo Lemus also made some remarks, saying, "We are one voice, and now we express that our identity is to be one Guadalajara." It is a source of pride to call our city home, and its branding will benefit everyone. This is a historical reality that gives #GuadalajaraGuadalajara its own voice. Congratulations to everyone who is associated with our brand" (Valenzuela, 2016).

Guadalajara, behind Mexico Metropolis, is the country's second most populous city. The goal of this exercise in identity is to promote and position the metropolis worldwide, increase visitor influx, and continue attracting foreign investment (Garca, 2016). Because the Guadalajara,

Guadalajara brand was inspired by a song produced by Pepe Guzar, a famous person for the city, the developers claim that they took use of this amazing opportunity to build the first sound mark in the world. His music generates a sense of belonging and emotional recollections that are already part of Guadalajara's culture. The song's rhythms are typical of mariachi music, and the lyrics condense important aspects of the city's identity into a single phrase: "Guadalajara Guadalajara," which is read in a singing voice (the melody is recognizable to (Valenzuela, 2016).

Following that, an expressive logo with varying-size typographies was produced as a nod to comic-book codes. The logo evokes the melody of the aforementioned renowned chorus. The font utilized for the typography is "Chinese Rocks Regular," which gives the logo a rustic feel and honors the city's pre-industrial background, when store advertisements and posters had a more standardized and handcrafted style. Magenta, orange, and cyan are the three major and alternating hues of the brand, which underline the vibrant nature of Mexican folklore (Garca, 2016).

The song was reimagined and combined with mariachi music, as well as rock, electronic, and jazz components. Venado Azul, a wixarika group of regional music; Telefunka, an electro-acoustic music group; Cuca, a heavy and disruptive rock group; Paco Padilla or the Mariachi Viva Xalisco, who make traditional Mexican music; Sara Valenzuela and Abigail Vázquez, outstanding jazz musicians; Mike Laure Jr. with his popular music; and many other artists such as Cecilia Toussaint, Celso Pi (Valenzuela, 2016).

According to the goals of competitiveness of tourist locations in Mexico, the country has not been able to fully use the benefits of tourism. The city of Guadalajara, which is one of Mexico's most emblematic cities, is a good example. This city is known for its rich cultural legacy, traditions, and historic buildings, but it has yet to capitalize on its natural resources, which might be used for recreational purposes or tourism, a sector in which it has enormous potential to develop. The Santiago River Canyon, one of Guadalajara's natural wonders, comes into play here (SECTUR, 2014).

The Canyon of the Santiago River

The Santiago River Canyon is a very valuable natural feature because of its level of landscaping. Despite the

fact that it contains a range of resources that may make it a tourist attraction, it has yet to be used for tourism or recreation (SECTUR, 2014). This canyon is a vital natural resource for the region, and legislative safeguards have been put in place to ensure its preservation. The region was designated as an Area Subject to Ecological Conservation by the municipality of Guadalajara, and it was designated as a Municipal Area of Hydrological Protection by the municipality of Zapopan.

There is a proposal at the federal level to designate the Barranca del Ro Santiago, which runs parallel to the Barranca del Ro Verde, as a Protected Natural Area (ANP), without formalizing its legal execution (SECTUR, 2014). However, it is vital to draw attention to the ravine's existing environmental issues; it is one of Mexico's most polluted rivers due to untreated home and industrial emissions. This condition limits the potential of the Santiago River, which may be exploited for recreational purposes in its natural state. Despite the river's current state, the canyon still offers a lot of tourism and recreational potential. However, the city must establish thorough cleanliness policies as well as productive tourist projects that will ignite the area's local development (SECTUR, 2014).

According to a statement provided by INEGI in 2010, the Santiago River is positioned over the Barranca of the same name, which gives birth to a depression of immense geographical extent that exceeds 500 meters in depth at its most degraded point (SECTUR, 2014). This geological outcrop is home to a gallery forest with a diverse range of wildlife and, more critically, a diverse range of plants, some of which are endemic. In terms of tourism, biological research, and conservation, this circumstance makes the Santiago River Canyon even more appealing. The contamination of the Santiago River, which carries all domestic and industrial trash from the Lerma-Chapala-Santiago Basin, is still an issue in this geographical location. The underlying issue, however, is a lack of acknowledgment and gratitude by local residents (SECTUR, 2014). The Barranca del Ro Santiago is a beautiful natural setting with a lot of tourism potential.

Traditional agriculture has perished as a result of changes in water allocations, particularly the transfer (export) of water from the basin, which has resulted in the growth of high-value agricultural exports, an increase in the number of firms that subcontract to US industry (maquiladoras), the

growth of export-oriented industries, and the acceleration of urban sprawl (Peniche, 2017) (See page 3).

A tourist complex was planned for the Barranca del Ro Santiago, which is located in the municipality of Zapopan, in the 1970s. One or more cable cars, a botanical garden, a café, and bungalows were all proposed as part of the project. The project also recommended that facilities be built around Mirador Dr. Atl Park. The initiative, however, never materialized. Guadalajara won the headquarters vote in 2005 to house the Guggenheim Museum, which would be erected on the grounds of the Santiago River Canyon's Mirador Independencies Park. The project was discontinued in 2009 due to a lack of funding. The proposal "Barranca Museo de Arte Moderno," which subsequently superseded the original plan to host the Guggenheim Museum, was revealed in December 2009.

The project is estimated to have cost \$30 million in total, with 80 percent of the structure completed by 2013. A cable car is currently being planned, which will be made possible thanks to the engagement of Mexican technology, such as the Personalized Elevated Urban Transportation firm (TUEP). The Dina Consortium supported this component of the project, which was proposed in Mexico City. The proposal also calls for the preservation of existing infrastructure and the construction of a funicular that will run from Huentitán to the Barranca's bottom at Las Juntas, a town in the municipality of Guadalajara. The funicular is expected to cost 320 million pesos in total and would be built over a three-year period (SECTUR, 2014).

The Barranca, according to Martnez in 1984, is an amazing broken wall divided into pieces.

The North slope's holes have opened several channels, permitting the flow of the waters that eventually reach to the Ro Santiago. From the viewpoint of someone standing in front of Huentitán, La Experiencia, or San Cristóbal, the panoramic vista shows a vast granite curtain with horizontal folds made millions of years ago by heat and water. Passers-by, visitors, analysts, and geologists may find the Santiago, also known as the "tireless sapper of the Barranca," extravagant. The construction of railroads, bridges, winches, and roadways in the Santiago is fraught with difficulties (SECTUR, 2014). Many of its resources, as shown in Table 3, have the potential to be recreational and tourism attractions, however they still need to be improved.

Table 3: Resources with Tourism Potential in the Santiago River Canyon (ZMG)

<i>Resources</i>	<i>Sites</i>	<i>Location</i>	<i>Observations</i>
Waterfalls	Las siete cascadas Cola de caballo La soledad San Lorenzo	Tonalá Zapopan Zapopan Zapopan	Only in rainy season Inside Parque Mirador Dr. Atl On the channel of the stream La Soledad On the channel of the stream Milpillas
Viewpoints	Huentitán Parque mirador independencia Dr. Atl Parque Dr. Atl	Guadalajara Guadalajara Guadalajara	Canyon of Huentitán Construction site for the Modern and Contemporary Art Museum of Guadalajara (Canyon Museum) It is quite deteriorated without attention of Municipal Government
Water bodies	Arroyo la soledad Arroyo milpillas Geiserés de la Soledad	Zapopan Zapopan Zapopan	Cleanest tributary of the Santiago River Located on the channel of Arroyo la Soledad
Canyon	Cañón Azul Turqueza Cañón del Río Santiago	Guadalajara Tonalá, Guadalajara and Zapopan	It is the canyon formed by La Soledad, one of the river's streams. Geographical accident of high landscape and environmental value for the GMZ
Elevations	Peñón de Los Camachos	Zapopan	From there it is possible to observe a panoramic view of the Barranca
Caverns	Grutas de los Camachos	Zapopan	
Spas	Los Camachos San José Huaxtla	Zapopan Zapopan Zapopan	First spa of Guadalajara Community business
Routes (Hike, trekking, hiking)	Huentitán Oblatos Ixtacán-La Soledad-Huaxtla	Guadalajara Guadalajara Zapopan Zapopan	Canyon of Huentitán Canyon of Oblatos Also, as a bicycle route
Cultural and historical manifestations	Puente de Arcediano Fiesta de los Tastoanes Templo de Ixcacán Templo de San Esteban	Guadalajara Zapopan Zapopan Zapopan	First suspension bridge in Mexico In the locality of Ixtacán Franciscan construction dating from 1580. Franciscan construction which started in 1691 and ended in 1726.

Source: SECTUR (2014). Agendas de competitividad de los destinos turísticos de México Sectorjal. Recuperado de https://sectorjal.jalisco.gob.mx/sites/sectorjal.jalisco.gob.mx/files/u16/agenda_guadalajara.pdf

The websites listed in Table 3 are from huaxtla.org, a non-profit website whose mission is to enlighten visitors about the magnificent natural trails (“adventures”) that Jalisco has to offer, especially in

the municipality of Zapopan. The Huixtla Canyon, the Spring Forest, and El Cerro del Diente are just a few of the natural wonders and “adventures” in and near Zapopan.

Methodology

The investigation was conducted using a quantitative methodology. The resolution of contributions was based on statistical data from a database provided by the state government of Jalisco with the goal of providing annual results for the year 2016. The motivating factors that led the tourist to their destination, the means by which they discovered their destination (internet, word of mouth, etc.), what they liked best about their experience, general opinions about the services they received, how they viewed and engaged with the natural attraction, the means by which they arrived at their destination, and finally, the average total cost of their trip were all given special consideration. These characteristics will assist assess if tourism and geo-ecotourist attractions and services will appeal to national (or domestic) travelers.

Type of Study

The research is exploratory in nature. Exploratory studies are typically conducted when the goal is to analyze a research topic or problem that has not been thoroughly investigated or addressed in any previous research. In other words, it is conducted out when a survey of the literature reveals that there are just untested guidelines and that concepts about the problem are still hazy. Exploratory investigations aid in gaining a better understanding of relatively unexplored events. In the case of the Santiago River Canyon, study has revealed that there is very little information and nearly no research on the subject.

A descriptive method is also used in the study. A descriptive study is one in which a set of questions is chosen and measured independently in order to describe the subject in issue. Tourist attractions, geo-ecotourism, and city marketing are the subject of this study. One thing to keep in mind is that this is a documentary dissertation that is based on data and does not involve samples, population input, or surveys.

Data Analysis

Based on a study conducted by the government of the State of Jalisco, the following indicators were taken:

- The means of information by which tourists discover a destination are detailed as follows:

- 53.1% by recommendation,
- 17.2% from the Internet,
- 12.5 were already aware of the place,
- 5.8% through a travel agency,
- 3% from mass media
- 8.5 % by other means.
- Their favorite services and experiences are detailed as follows:
 - 28.8% tourist attractions,
 - 25% hospitality,
 - 13.12% destination,
 - 8% recreational activities,
 - 6.3% commerce,
 - 5% tourist services,
 - 4.1% gastronomy,
 - 3.1% climate,
 - 2.5% temples.
- The general opinion on the services provided are detailed as follows:
 - personal treatment: 89.9% said excellent and 10.1% said that regular,
 - the price quality ratio: 78% said excellent, 17% said regular and 5% said bad,
 - cleanliness: 88.3% said excellent, 10.4% said regular and 1.2% said bad,
 - Different aspects as natural attractiveness: 88.1% said excellent, 8.9% said regular and 3% said bad,
 - Leisure activities: 90.1% said excellent, 9.7 said regular and 0.2% said bad,
 - The means of transport used to reach the destination: 46.1% automobile, 53.1% bus.

Results and Conclusion

As a result of our study, we've concluded that the Guadalajara According to the tourism secretary, the Guadalajara brand is mostly focused on cultural and historical features, leaving geo-ecotourism, which has a lot of promise, behind. The Santiago River Canyon, as previously indicated in the competitiveness objectives,

has made a significant contribution. Guadalajara has a strong national presence, thanks to the fact that it was named after a well-known Pepe Guzar song that most Mexicans are familiar with. Guadalajara is viewed in a broader perspective, including architectural, cultural, and religious aspects, which might expand its impact to other areas.

We found that the Guadalajara city brand might be further extended to address this industry from the perspective of national tourism and geo-ecotourism. As a result, it will be able to increase tourism in its natural conservation sites, create jobs in the hotel and hospitality industries, and engage in recreational activities that adhere to the regulations of the relevant institutions in order to avoid further contamination of the area and, on the contrary, to obtain the necessary support to clean it up. The neo-extractivist model must be reversed, and a new national initiative aimed at protecting and developing scarce natural resources must be launched (Peniche, 2017).

Ecotourism is frequently promoted as a conservation mechanism, with the potential to mobilize political, financial, and social support for conservation, raise environmental awareness, protect sensitive ecosystems and threatened species, and provide an alternative source of income to land-intensive or consumptive practices (Wardley, 2018).

Nonetheless, because the project must be given to the secretary of tourism, and the tactics are altered every time a new governor is elected, there have been certain constraints to any improvement in the presentation of the proposal. Long-term planning becomes impossible as a result of this. Furthermore, the idea produces friction because the Guadalajara City brand is owned by the government and receives no backing from the private sector.

Some proposals to be considered are:

- The creation of a map that shows the many access points and paths to the Barranca's various destinations. These locations are difficult to access, unmarked, and lack structured paths due to a lack of awareness that they exist.
- The construction of zip lines, which appeal to a wide range of audiences and tourists of varied ages. (Take, for example, a link between Huentitán and the Boards).
- Contamination control: better treatment of wastewater from operations and effective solid and liquid waste management. It also proposes that tourism be increased while the environment and natural resources are preserved.

To assist tourist firms in preparing suitable advertising; they would be encouraged to take short visits to the Barranca del Ro Santiago's various attractions. Finally, in order to fully exploit this site's natural beauty and produce tourism-related jobs, more employee training is needed to ensure that residents of the Guadalajara Metropolitan Zone receive high-quality services and enjoyable experiences.

The project concept has already been hampered by pre-existing constraints. For example, there isn't a lot of information regarding the activities that can be done in the Santiago River Canyon. Some places may not be acceptable for use as tourist attractions due to contamination and deterioration. As a result, it is highly advised that money be invested in repairing these regions so that they might someday become viable tourism attractions for GMZ residents. These programs would also create jobs in the area. Finally, further study topics should be proposed to address all aspects of natural development restructuring and business plans for the geo-ecotourism sector.

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