DESIGN AND PROMOTION OF A PLAN OF GOOD PRACTICE OF SUSTAINABLE TOURISM IN THE TECHNOLOGICAL UNIVERSITY OF RIVIERA NAYARIT

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Abstract

This document presents a proposal for the University of Technology, Riviera Nayarit (UTRN) on the issue of sustainable tourism. The UTRN, is an educational institution whose vision is to specialize in the tourist industry. It seeks to be recognized internationally and to contribute to national development. It inquires to generate research lines and looking for their technological innovation through new proposals from the academic body.

In response to this demand to fulfill the vision, one must be competitive and stay updated on new trends generated by the tourism industry. The sustainability of tourism operations is the tendency that mitigates the impact caused by this activity in any of its related fields and areas. This document is a research on the actual situation of the institution’s sustainability, through a comparison with other elements related to sustainability. It concludes with the consultation of experts to guide the design of a plan of sustainable tourism best practices. We generate specific indicators in order to monitor the action of the institution and to seek international certification. Therefore, we will achieve sustainability at the UTRN.
Keywords

Sustainable, University, Tourism, Mexico, Nayarit.

Introduction

The tourist area of Bahia de Banderas enters the international level with the progress of the people of Puerto Vallarta, Jalisco. This name is in honor of Ignacio L. Vallarta, a former governor of this state. It is said that the first settlements of the bay dates back to 300 BC in the Middle Preclassic period.

A thousand years later came the inhabitants of Aztatlán, area north of the state of Nayarit, on the Isle of Mexcaltitlán in the Early Post Classic period. Finally it was inhabited by groups of Banderas culture in Late Post Classic. This culture was found by the Spanish to reach the valley and in 1525 they were the ones who gave this place the name of Banderas, still preserved.

The area’s growth has been steady over the past 500 years, more so in the past 50 years. Banderas Bay and Puerto Vallarta are two municipalities that share a continuous conurbation has a population of over 304,107 inhabitants, making it the 36th most populous metropolitan area of Mexico and the second most populous in the state of Jalisco and Nayarit, according to the Institute National Statistics and Geography (INEGI, 2005).

These characteristics of tourism development have created a growing and steady flow of sun and beach tourism in the area of Bahía de Banderas. The consolidation of the tourism industry in the area has created one of the most important sources of income for the Western Pacific of Mexico.

Currently, the top of the bay has experienced an increasing expansion of infrastructure, tourist services and products, in addition to its population. This industry has generated significant impacts on environmental, cultural and economic. Impacts must be mitigated for the conservation and protection of natural and cultural heritage, which is based the development of the area.
Any social organization, company or institution that seeks to stay and develop in the area, carries with it a responsibility not to create greater impact. Sustainable tourism is the operational tool that helps us to mitigate these impacts, a model should be adopted for the conservation of the tourist area of Bahia de Banderas. Educational institutions dedicated to tourism in the region, carry the responsibility to mitigate the impacts generated by this activity in any of its fields and areas.

The Technological University of Riviera Nayarit (UTRN), university of tourism is a leading institution, which is in the midst of the most important tourist activity of the Mexican Pacific. It is renowned for its prestige and quality in their curricula. Is committed to the protection and preservation of cultural and natural heritage of their area of influence.

Aware of this commitment, one of his goals is to become a sustainable institution, for it is necessary actions to ascertain the scope and limitations of the institution at this time regarding this issue, seeking a final product and help reduce negative impacts and maximize the benefits of tourism, achieving a harmonious development in the social-cultural environment, environmental, business and thereby achieving an integrated education service committed to the environment.

Justification

The Technological University of Riviera Nayarit, being institution responsible parties, seeks to conserve and preserve cultural and natural heritage of the region. To achieve this requires the creation of a plan of sustainable tourism best practices. Through this document, the institution will structure the responsibilities, tasks and commitments of each member of the university and thereby maintain the natural and cultural resources of the area, respecting the idiosyncrasies of the local population, philosophy management of the institution and government policies regarding the development of the area.

With the development of a sustainability study:

- Achieve a real diagnosis of the ecological impact, social-cultural and administrative management of the institution.
• There shall be a higher education institution and knowledgeable advocate to act for sustainability.
• The social-cultural impact on the environment will decrease by educating employees and, consequently, the students in their daily activities.
• Promote the culture of care for the natural and cultural heritage.
• Have the opportunity that the University treated, To Whom It May Concern, certification of sustainable physical facilities and operational activities that contribute to the conservation of natural resources.
• The effective use of existing human capital
• Guidelines to guide environmental management, avoiding deterioration due to lack of strategic planning.

Assumptions

With a plan of good practice will be achieved by establishing lines of work, actions, goals and scope. Which will be established are the tasks to be performed, which methodology to use and what the necessary inputs to generate indicators are? With this plan gives structure to the activities necessary to demonstrate progress is achieved in each of the tasks that comprise it. In addition to containing evidence of work, take a chronological order of quarterly reviews and annual work schedule through. This will have a comprehensive project to generate the indicators and form UTRN evidence of actions to ratify the care and protection of natural and cultural heritage of the area of action of the institution.

Restrictions

The plan of good practice will be designed for the operation of the University. It is not intended that this plan will make the students or curriculum leading to the curriculum. It is a unique share structure for those who work for the institution.

General objective

Design a plan of good practices of sustainable tourism in the UTRN, for the care of cultural and natural heritage of the institution.
Specific objectives

- Conduct a study of the social, economic and environmental to create a university diagnostic.
- Compare to the university with other institutions and authorities to identify sustainable opportunities for improvement.
- Consult experts on sustainable tourism best practices applicable in the university.
- Design a plan of good practices of sustainable tourism.

Background of the Technological University of Riviera Nayarit

In 1989 the Secretariat of Public Education (SEP) implements the program evaluation and improvement of higher education, beginning with the study of new alternatives in education at this level.

We studied the lessons learned from the economically developed countries like the United States of America, France, Japan, Germany and Britain. It is found that the French model of higher education institutes of technology is the most suitable for application in Mexico.

Whereas essentially the situation of higher education in Mexico as well as socio-economic, employment and educational opportunities in several provinces, the application is determined, in the year 1991, a new educational model through technological universities, establishing its implementation in three states of Mexico: Aguascalientes, Mexico State, and Hidalgo.

For the April 29, 2004, through a coordination agreement concluded between the Federal Executive through the SEP, and the Government of Nayarit, and after completing the feasibility study for the creation of the then University of Technology Bay of Banderas (UTBB) will bring the realization of this, through financial support and set aside the 60th of its kind nationally and was the third of the technological university located in the state of Nayarit.

Thus, the UTBB, located in the tourist hub of the brand by market "Riviera Nayarit", according to the approach of identifying tourist areas of Nayarit, are assigned names that
may have strength so marketers. The name "Riviera Nayarit" applies in the municipality of Bahía de Banderas, in the tourist corridor and named above. Added to this, the support from the state government to position the brand "Riviera Nayarit" internationally, the UTBB decides to change its name: Riviera Nayarit Technological University (UTRN), university of tourism, to avail this cause and support from state institutions.

Figure 1: Entrance to the Technological University of Riviera Nayarit.

The location of the UTRN, is located in the area called Nuevo Vallarta, Nayarit. It is a young institution with two teaching buildings, an industrial maintenance shop and a food court, a hotel school student has an active community of 800 students, with expectations to double that figure over the next two years.
The following is the mission and vision of the UTRN.

**Mission**

"Being competent professionals, capable of responding to the needs of tourism development, allowing to raise their quality of life by imparting comprehensive education excellence in human capital and infrastructure technology; strengthened through the university extension and a permanent link with the sectors productive and social."

**Vision**

"Being an established and prestigious university specializing in tourism, recognized nationally and internationally for its quality standards, trainer of leaders with skills and capabilities to achieve participate in the development of the country, generating research, application and technological innovation through their academic bodies."

**Organizational Structure**

The structure of this university consists of the following areas: stewardship that is in charge of several departments: the Academic Board, the Directorate of Administration and Finance, the Office of Liaison, the Department of School Services, the Department of Planning and Evaluation The Press and Information Department, the Department of Business Incubator, the Department of Infrastructure and the Legal Department. The Academic Board which is responsible for the addresses of the following majors: Directorate of the Department of Engineering, the Directorate of the career of Tourism and the Culinary Career. The Area Management Engineering careers offer: Maintenance Engineering Industrial Engineering Information Technology and Communication, and Engineering in Renewable Energy. The Directorate of Administration and Finance is also responsible for two departments: the Department of Administrative Services Accounting and General Services Department.

Table 1: Hierarchical Organization of UTRN.

**SOURCE:** Private.
Products offered

Due to the importance of keeping the UTRN at the forefront in education and technology, with the main objective of providing quality educational services in the region, supports an educational model based on the following points:

• Curriculum with 70% of practical skills and only 30% of theory.
• Study programs relevant and flexible.
• Close links with the productive and social sectors in the region.
• Comprehensive training of the student activities area of culture, arts and sports along with a specialized technology education.
• The educational model that allows the continuation of undergraduate studies.
• Entrepreneurial skills necessary to start their own business.
• Duration and versatility of careers, facilitating the incorporation of the student to the productive sector.

To determine which races are the ones that should be offered, conducted a feasibility study based on business needs, determining which careers are most likely to succeed in the tourism sector are:

• Degree in Gastronomy.
• Engineering Information Technology and Communication.
• Degree in Management and Tourism Development.
• Industrial Maintenance Engineering for the tourism sector.

Besides working on the opening of two new programs: Renewable Energy Engineering and the degree of Technician Degree in SPA. Also building a hotel-school (Figure 2.3), where students will practice in a real, functioning and operation of the hosting service. Thus, the entire University focuses on priority activities in the tourism sector, which is considered by the University UTRN Tourism in the State of Nayarit.
Figure 2: Access to the Hotel School of the UTRN.

Source: Own.

Figure 3: Overview of the architectural project of the UTRN.
Certification Programs in Mexico

There are two certifications relating to sustainable tourism, which broadcasts government of Mexico, through the Secretary of Environment and Natural Resources (SEMARNAT) that are programs of the Mexican standard:

• Sustainability of Quality Certification Beach.
• Sustainability of Ecotourism Certification.

Scope:
This standard is voluntary compliance and applies to those interested in certification of sustainability of ecotourism that meet the requirements of this rule in the country.

Name of the organization that provides:
IMNC (Mexican Institute of Standardization and Certification AC)
http://www.imnc.org.mx/

Type of service that certifies regard to tourism sustainability are twofold:

1. Sustainability Certification Beaches quality according to Standard NMX-AA-120-SCFI-2006 requirements and specifications of beach nourishment

2. Sustainability of ecotourism certification according to Standard NMX-AA-120-SCFI-2006 specifications and requirements of sustainability of Ecotourism.

Number of companies that are certified:
1200 companies registered in the last year between private and public registered with the Secretary of Tourism of Mexico. Number of auditors: Mexican Institute of Standardization and Certification AC, has five experts in the field. Type of audits carried out. Site audit and management. Evaluation of actions, results and transactions in relation to plans, programs, projects of a public entity, to report on the achievement of objectives, the use of public resources efficiently, and the fidelity with which those responsible meet the legal standards involved in each case. Cost structure: What is the amount paid by companies? Customer Support IMNC says: An approximate cost cannot give, as it depends on factors like the
number of staff, size of the region to be certified for that reason it makes a contribution based on a questionnaire Institute applies. The agency accredited auditor to issue the certificate is the IMNC (Mexican Institute of Standardization and Certification), the cost of the audit covers the SEMARNAT, as well as technical assistance is given to businesses. The cost of the improvement of tourist facilities and equipment necessary to meet the requirements of the standard borne by businesses. Once certified the circuit will have to maintain the conditions which are certified not to lose. Businesses can get federal support to this end, Deputy Director of Environmental Policy Implementation Tourism Ibarra, Armida E. IMNC 2010 (interview) Mexico, DF. Mexican Institute of Standardization and Certification. Membership or participation in international bodies such THE IMNC offers individual memberships and organizations. Some benefits:

- Loans of library materials acquit
- Free Talks on quality issues
- Taught by the International Training Center Learning (CIFA)
- Free Standards Project.
- Discounts on individual standards.

Relationship between the governing body of tourism in that country: SEMARNAT (Secretary of Environment and Natural Resources, ME) in conjunction with SECTUR (Secretary of Tourism, ME) or other institutions established in 2006 a standard based on the sustainability of ecotourism. Procedure for obtaining the certificate:

1. THE IMNC provides the application or questionnaire. Which should deliver the IMNC signed by fax, mail or in person?
2. The IMNC an analysis of the request and sends the offer. Once accepted 3 quotations, concluding the contract.
4. Assessment is planned by mutual agreement, at this stage the client can choose to perform the final audit or a pre-audit. (That is a diagnostic exercise with the particularity that the report and nonconformities found only delivered to the organization without being subject to dictamination.
5. An assessment is made on site.
6. Once the nonconformities have been met (if any) is presented the case to a dictamination Committee, which reviews it and analyzed it based on the provisions of the standard, and there's opinion.
7. In case of denial of the certificate, you are informed and make a follow-up evaluation which reviews the closure of the nonconformities encountered.

8. Delivery of certificate, should not have closed their non-conformity is conduct a follow-up visit in order to determine the closure of these non-conformities.

9. Depending on the type of certification, determine the assessment of vigilance, which are evaluations to ensure that during the surveillance period of the certificate is still maintaining the quality conditions in the company.

Steps have to do a company for the audit:

Conformity Assessment of this standard will be made ex parte, in accordance with the provisions of the Federal Law on Metrology and Standardization and Regulations, plus the following:

1. The conformity assessment of this rule shall be made by the verification unit accredited by an accreditation body and approved by SEMARNAT. SEMARNAT should publicize the lists of accredited verification units and approved by SEMARNAT.

2. For the effects seen in the preceding paragraph, interested parties may attend the PROFEPA, their federal delegations or consult the website (www.profepa.gob.mx)

3. Interested parties will determine the verification unit of your choice and request in writing to the same verification of compliance with this rule, indicating the manner in which certification is requested:

   a. Facilities
   b. Activities
   c. Facilities and Activities

3. The verification visit by the verification unit, must be made within 20 working days following written notification to the person concerned, unless otherwise agreed.
4. During the verification visit, the verification unit objectively verifies compliance with this standard through the implementation of the Schedule of Assessment Methodology, according to the provisions of the terms mentioned above.

5. The verification unit will issue an opinion with the results of the assessment of conformity of this standard.

Form of assessment:

The Institute certification processes like ISO 9000, but sustainable certifications, requirements Ecotourism facilities, audits are in place, assess the requirements of ecotourism activities and verify the results of the process. Marketing activities carried out: Tourism publishes a newsletter on its website, the site

http://www.imnc.org.mx/boletinturismointro_c_385.html

Overview of the main criteria to assess:

Ecotourism facilities.
- Water
- Wildlife
- Energy
- Visual impact
- Solid waste
- Buy products
- Ecotourism

Activities Interpretation
- Trails
- Education
- Wildlife
- Aquatic
- Ecosystems
- Initiatives
- Contribution to conservation
- Cultural impact
Analysis of legal framework

Among the policies and laws governing the tourist activity, it is necessary to understand and analyze which articles are tied to sustainable criteria, since it is essential to coordinate these efforts to the integral development of the area. Reference articles only 1st and 2nd as the Secretary of Environment, State of Nayarit, (2000) article 1, of this Act is of public interest and general observance throughout the republic, corresponding application and interpretation in the field administration, the Federal Executive through the Ministry of Tourism.

Article 2. This Act is: Schedule of tourism:

I. Raising the level of economic life, social and cultural life of the people in the
II. States and municipalities with the influx of tourists;
III. To coordinate with the states and municipalities for the implementation and achievement of the objectives of this Act;
IV. To determine the mechanisms for the creation, preservation,
V. Improvement, protection, promotion and exploitation of national tourism resources, preserving the ecological balance and social development of the sites concerned.
VI. To guide and assist local and foreign tourists;
VII. Optimizing the quality of tourism services;
VIII. Promote investment is the subject of domestic and foreign capital.
IX. Promote mechanisms for involving the private and social sector in meeting the objectives of this Act.
X. Promote social tourism and strengthen the heritage
XI. Culture of each region of the country.

To lead the institution towards sustainability, it is suggested as a minimum implement the following policies, another important finding of the research:

Service Policy:
Sets the company's commitment to meet the needs, requirements and desires of customers.
Environmental Policy:

Determines the actions, behaviors and commitment of the company and its employees, through the protection of the environment.

Social Policy:
They are rules and norms of behavior of the company and its employees, society and the community where it is.

Human Management Policy:
Determine how to manage workers; the development will have on the company and the objectives that the company expects of them.

Security Policy:

The company proposes concrete actions for safety and health, personal care, equipment, tools, resources, security of service management, among others.

This suggestion is marked on the official website of Alliance for Forest Rainforest Alliance (2008).

**Analysis SWOT of the region.**

How important is this region?, What are your areas of opportunity and disadvantages could be the area?. Remember that the tourist area of Banderas Bay, is shared by two different states, the state of Jalisco, home of the tourist development of Puerto Vallarta and Nayarit, which occupies the other half of this large bay. Puerto Vallarta is a tourist destination will have to look mature, innovation in their industry on their part. In another sense, Nayarit, is young in the development of tourism services. For the area where the activity of UTRN'll need to perform a SWOT analysis to identify endogenous reasons and analyze the institution of reasons beyond the benefits and dangers that can be generated from tourism in general. In this way, we can identify the axes and direction of the decision-making.
Once you identify these reasons, it will cause a general conclusion of the findings. According to the Ministry of Economy in the diagnostics framework for Business Clusters in the Call of the Technological Innovation Fund Ministry of Economy, CONACYT 8.1. Specific diagnosis. Retrieved on November 27, 2009, identifies the following components of the area, starting with the strengths and weaknesses are internal to the organization:

Strengths
- More weight is the variety of tourist attractions
- Natural wealth, which allow tourism to be successful performance,
- It has many areas that could be initiated to tourism.
- The position itself as a premier destination.
- Tilt the exercise of traditional tourism
- Access to the strata occupied by destination most active ingredient of tourism, nature, adventure, etc.,
- Proximity strategic tourist products in the rest of the state.
- Responsibility for conservation and environmental protection.

Weaknesses
- The vulnerability of the tourism system determined by the excessive concentration of sun and sand business.
- Insufficient use of generic potential.
- Dependence of the flow of Puerto Vallarta.
- Low level of cohesion.
- Lack of coordination between public and private sectors.

Continuing with the opportunities and threats are external character of the institution:

Opportunities
- Increasing demand for nature-related activities sports and adventure
- Increased flow of the European market.
- Excessive focus of Puerto Vallarta.
- Depletion of the land for tourist development near Puerto Vallarta, Jalisco, open the opportunity for development in the state, in the Riviera Nayarit.
- Access to American markets and Mexico.
• Success Nuevo Vallarta resort, well-managed can support the development of alternative tourism in the rest of the state.
• Ability to strengthen the aspect of supply taking into account certain products generated by the state of Nayarit.

Threats

• Stagnation of demand for the traditional sun and sand product.
• Retraction of public investment to promote tourism investment.
• Loss of dynamism in the real estate business.
• Growth of demand in the quality of tourism services.
• Difficulties to finance travel.
• Lack of territorial systems, environmental and tourism can devalue and even kill certain travel.
• Difficulty in coordinating between the ejido and the ownership of Fibber, leading to problems in generic uses of the soil.
• Reduction in average stay in international demand.
• trans-culturation in the region.
• Low level of knowledge and understanding tourist resort of this region by domestic and foreign demand.
• Growing demand for non-degraded environments and not crowded.
CONCLUSION OF THE SWOT ANALYSIS OF THE REGION.

The diversity of the natural attractions of the Riviera Nayarit, are characteristic of value, to position itself as a premier destination where you can access market niches and positioned by means of an active tourism, increased activities related to nature and adventure sports, this opens the possibility of strengthening the supply side of tourism in the region and improves the performance of the link between public and private sectors. The UTRN as an educational institution is committed to the preservation of cultural and natural heritage of the area, since that depends on its development in the future and is seeking a business model that mitigates the impacts that degrade the area's major attractions Desk. The increase in the flow of European market and the excessive concentration of Puerto Vallarta, demand a new form of tourism, create these features outside the institution. The low level of cohesion, and lack of coordination between public and private sectors generate slower growth, compared to the requirement on the quality of tourism services. This area is fertile ground for more specialized to attract tourists, create better alternatives, design products and services with a profile of sustainability, to reverse these threats and opportunities that arise.
Analysis of the diagnosis of UTRN.

This is the result of the diagnosis of Sustainability at the Technical University of Riviera Nayarit. 230 criteria of the tool, scoring 15 criteria with "satisfactorily", which are 6.5% of the total. Were rated with a "partially meets" 25 criteria that are 10.8% of the total. Finally, we scored 190 criteria with a "not satisfied" that are 82.6% of the total. Table 4 shows the result, which analyzed the criteria of sustainability tool applied to the institution.

Table 4: Result of diagnosis.

- The Technological University of Riviera Nayarit, is located in a low percentage with respect to sustainable tourism (as it has more than 80% criterion with a "not satisfied"). Is a priority as a whole meet these criteria if it is to transform this institution sustainable.
- There are criteria that practice eventually. This is that once were made, for there is no monitoring, or monitoring for the development of indicators to help decision making.
- Although the result is bad, it's good to know at what point is located UTRN about sustainability.
- In addition to initiating a phase of sustainable competitiveness among institutions of education.

It is necessary to define and design a plan of good practices of sustainable tourism, to help us meet these fundamental criteria. A plan which is assigned an official to suggest workshops or create blogs, establish a considerable time to accomplish these goals, establish a system for measuring and evaluating indicators, to be more efficient decision making and create a record of commitment for all elements of this institution, who are committed to meet these criteria.

When analyzing the result, the environmental aspect, it requires more effort because not meet any criteria. Socially, there is also a challenge to meet, and also only meet minimal
criteria and economically, the majority of criteria are met in this part. But they are more criteria in this area.

Expert advice on the subject, through the experience they have is important because it would help, more efficiently achieve these points within this leads to the second collection of evidence to formulate.

It suggested creating two committees, the Safety and hygiene and the sustainability management system for tracking and monitoring to the criteria established. In addition the university has other needs, the creation of lines of investigation, for full-time faculty. Are these criteria the best excuse to make these issues, specialists in the investigation of their solution.

Analysis of the diagnosis of UTRN.

Application of the technique of comparative research.

The following technique was used for comparison, between institutions and organizations that are or seek sustainability and the Technological University of Riviera Nayarit. Once identified candidates for this comparison, through the characteristics of their projects, conduct a comparative table of these bodies in order to identify differences and similarities, to complement and leverage the management experience of other sustainability efforts. In this way we can have a room for the benefit of the Technological University of Riviera Nayarit.

Comparison with other universities

When investigating universities that have or seek a certification of sustainability on their campuses, we find it difficult to identify these institutions for the individual. Where information is required in networks of Universities, which reports on the intentions of other educational institutions in improving their operations through sustainable model. Through this network, you can identify universities that seek innovation in their operations. The Global University Network for Innovation (GUNI) consists of the chairs of UNESCO on higher education, research and innovation-related networks and social commitment of higher education. 179 institutions from 68 countries are members of GUNI. GUNI was created by UNESCO, the United Nations University (UNU) and the Polytechnic University of Catalunya (UPC), following the World Conference on Higher Education of UNESCO in 1998 to ensure
continuity in its major decisions and facilitate the implementation of them. GUNI's mission is to strengthen the role of higher education in society through reform and innovation in higher education policies around the world from a perspective of public service, relevance and social responsibility.

Total: 54 Members in 15 countries in Latin America and the Caribbean. GUNI 15 members of Mexico:

2. Studies Centre at the Autonomous University of Mexico. México.
3. Technical Secretary of the Mexican Association of Distance and Continuing Education (AMECYD). Autonomous University of México State, México.
4. Universidad Autonoma de Baja California, México.
5. Network of Macro Universities of Latin America and the Caribbean, Mexico.
6. Latin American Faculty of Social Sciences (FLACSO - MEXICO), Mexico.
7. Autonomous University of Ciudad Juarez, Mexico
8. National Bar Association of Public Institutions of Higher Education, BC, Mexico
9. University of Guadalajara, México
10. Autonomous University of Aguascalientes, México
11. Universidad Autónoma de Yucatán (UADY), México
12. National Association of Universities and Institutions of Higher Education of the Republic of Mexico, AC (ANUIES), Mexico
13. National Polytechnic Institute, Mexico
14. Union of Universities of Latin America and the Caribbean (UDUAL), Mexico
15. Escuela Normal Miguel F. México

Of these 15 universities, only two seek sustainability on their campuses:

Important research findings: There are no universities specializing in tourism to seek a sustainable operation on their campuses, in Mexico or in the State of Nayarit. Nor are there records of technological universities or institutions specialized in tourism to seek a sustainable operation. If they exist, must register to this network, as is the GUNI, to tell the world their purpose on this topic.

They are the University Of Sonora (USON) and the Technological Institute of Superior Studies of Monterrey (TEC) who introduces himself as candidate for comparison with the UTRN, as it presents a draft sustainability since 1994 and the other institution since 2006. According to the authors. It should be noted that one of these universities are public in nature (USON) and the other is completely private.

Analysis of the comparison.

Then we analyze the results of the comparative technique, where they generate some recommendations for Riviera Nayarit Technological University:

The UTRN should strengthen the opening of a responsible leadership, as does the University of Sonora. Having a defined structure with respect to sustainability and to seek links with other universities which are engaged in sustainability research for the sharing of information, as suggested by the Earth Charter in paragraph 8, to promote the study of ecological sustainability and promote the open exchange and wide application of knowledge acquired, between sustainable institutions.

University, necessarily based on results, unlike the Instituto Tecnologico de Estudios Superiores de Monterrey, a private institution.

Working closely with Rainforest Alliance, for its worldwide reputation. Seek certification under its parameters, to position the Riviera Nayarit Tech University as an institution committed to the protection and conservation of natural and cultural heritage of the Bay of Banderas. Thus, one of the largest educational institutions in Mexico, for its privileged geographical position and its commitment to sustainability.

Always keep in mind the image to be projected, as an institution smart, clean, advanced and clear. Establish sustainability management system will help meet the continuity of this
project. Creating more and better opportunities to people who are residents of the university. To be leaders in sustainable tourism development, always open to continuous improvement. Make available the services offered by the university to the local people. To diversify tourism products, to be promoters of new tourism products, related to conservation, improving conditions of an institution of public investment.

The delay in the implementation of sustainability management system in UTRN is critical, since there are other institutions interested in seeking leadership on this issue of sustainability. Working at the same height as local agencies, state and federal for a common good beyond individual benefit. Participate in decisions of employers when we have a natural good.

Find international certification, and be part of the pioneers in Mexico in the implementation of this new way of doing things in the Technological Universities system. Commit to the institution meets the criteria of sustainability and change its operational activity, for the conservation and protection of the planet. One aspect is to consider:

• While significant institutional support, student participation is essential.
• It is also important to optimize resources through technology, but the project should be promoted among the directors of the university to ensure the long-term impact.

The main points to consider implementing a project of this nature are:

• Establish a committee of full-time to the project of SGS.
• This project should have a strong dynamism and continuous work, as the student community is renewed annually, and therefore it should perform regular awareness campaigns.
• The prospect of the project should be the integration of the basic functions of education, research and liaison to the logic of sustainability.
• The link with society: with a view to provide practical knowledge and disseminate the principles of sustainability.
• Participate in campus networks of innovation.
• Disseminate as a means marketers, the intention of the UTRN, in seeking a sustainable operation.
Analysis of responses from the experts.

The benefits of sustainability are the care and attitudes towards the environment we have in this help maintain higher levels of quality of life in the future. Highlights:

- Provide tangible benefits and measurable benefits
- Improved corporate image and credibility (or institutional)
- Advertising unpaid
- Acknowledgements
- Acceptance in markets with responsible social and environmental requirements.
- Fair Trade Raid• Commitment to fighting poverty
- Improving education and increasing the quality of life
- It complies with environmental regulations
- It drives the local economy
- The buildings are more efficient and reduces the amount of waste generated during construction
- Reduced life cycle cost
- Minimizes footprint / environmental
- Incremental sponsored by shareholders or stakeholders such as community, state and federal agencies.
- Natural resources are protected for future generations
- It preserves the sources of food and recreational areas
- People are happy to participate in sustainability programs

It can be considered that the implementation of sustainable actions to help the institution in several ways from different areas. The environmental benefit because it provides a useful tool in the care of the environment. In the social, economic development assistance community, raises the level of understanding in society about the care of the environment. And the economic factor, the results are tangible, as it may see a savings of monetary resources and human energy. Sustainability becomes the indispensable guide to a new copy operation.
Analysis of the challenges of social-cultural sustainability.

The Challenges of Socio-cultural sustainability are:

• Requires more effort and belief
• The social guarantees and meet the basic rights of workers,
• Corrects the inequality of opportunities
• Improved working conditions for local low level of schooling, to illegal aliens and women.
• Dealing with the behavior of individuals to accept change.
• To implement sustainability programs in a community
• Achieve the interest of people to implement a system of rewards and stimuli that gradually change the behavior of the individual during this process of change.

A common factor that can identify all the results of previous research, is the problem that exists in the social area, which increases in the resistance of people over 30 years to accept the change of operations. One element that identifies attributes this resistance is not knowing, not knowing how this new model which is sustainability. Challenge that must be overcome through educating everyone involved in the project.

Analysis of the challenges of environmental sustainability.

The challenges of environmental sustainability are:

• Discontinuation of actions by the political dimension in environmental management
• The contradictions in the actions of government that often generate negative impacts
• Spatial competition of degrading or polluting production activities
• Development of sustainable activities such as ecotourism
• Raise awareness of existing legislation on environmental
• Reduce noise pollution, air and water.
• Find an incentive “tangible” they "rewarded" for their efforts to conserve or even "not destruction."
• Improve the means and conditions appropriate for the responsible management of solid waste
• Establish strategies and economic policies to reduce environmental impact.
• Prevent the destruction of ecosystems
• Over-exploitation of species, forest degradation, forest, oceans and rivers.
• Policies implemented are realistic and can be upheld.

Shares in the environmental area, not only are limited in taking care of green areas or natural heritage only. In the area corresponding to the environment, will need to know, implement, and manage local, state and federal regulations regarding natural areas in the area. Is to take greater responsibility and actor by the laws, which already consider the care and protection of the environment.

Analysis of the challenges of economic sustainability.

The challenges of economic sustainability are:
• Improve business practices even basic necessities such as nonpayment of wages (especially in the case of family businesses), tax evasion.
• Seek public and private investment that allows the competitiveness and development of tourism as an economic sector.
• Have capital available to implement some of the changes requires a sustainability program.
• Promote educational and informational programs on sustainability, humanitarian organizations, non-profit that provide technical and educational support to communities and organizations to carry out the concept of sustainability.

The multiplier effect should be reflected in the economy of all. They must be tangible benefits for both the institution and for the employees. Economic incentives can be offered in various ways, such as support payments education, economic support for development of renewable technologies and improved wages.

Analysis of professional accomplishments.

Professional achievements achieved:

• Assist in developing awareness of sustainability either to municipalities, students, researchers.
• Move more and more consciousness.
• More supporters for Sustainability.
• Continual improvement
• Help low-income families in Sunland Park, New Mexico to understand the concept of sustainability.
• Construction of these homes using sustainable materials and designs that I have implemented as well as being more economical in its construction have the benefit of being more efficient in energy consumption through passive solar design and use of straw bales for insulation.
• The energy cost decreased and were gradually assimilating the benefits that sustainable development offers the community.

Applying sustainability, as well as all known factors such as socio-cultural benefits, economic and environmental, also generates a personal benefit. Knowing that the activity taking place, has a benefit in the short term and scope, as this is transmitted to our person, family, and thus contributes to the development of the community and society itself. The benefit of sustainability is mostly personal.

**Analysis of a Sustainable University.**

A *Sustainable University* Evokes:

• A commitment to the highest conceivable future
• A *university* where sustainability is lived day
• A perfect way to learn by doing, by example, by daily practice.
• Sustainability should be a crosscutting on the teaching and practice of any and all current profession.
• *Sustainable University* should be an example to follow, should become a model, should serve as a tool for everyone (students, faculty, staff, maintenance staff, security, visitors, anyone) receive a lesson in sustainability at every moment
• Be an institution that promotes and applies the concepts of sustainable development and be part of the educational curriculum at that institution.
• *University* implements the concepts of sustainability to engage students to understand and investigate strategies that promote waste minimization and pollution.
• The *sustainable university* also frequently seek to incorporate practices that generate more efficient daily operations and minimize environmental impacts.
It is essential that if the institution is dedicated to generating human capital related to the tourism industry, sustainability is applied as a form that the institution operates. It lead to terms of action, all these theories about sustainability, and living those benefits that both are marked. In an educational institution, the example should be the best teaching. To many, this is the trend, not the first educational institution to accomplish this, but if the first institution that takes place sustainability as a tool for enhancing their primary function: to provide the tourism sector quality human material.

Analysis for UTRN recommendations.

Recommendations for UTRN:
• It is an opportunity to generate a transverse axis to the whole college life.
• You can combine the experience, knowledge of the older generation with the energy of students and young researchers and officials.
• Make sustainability a paradigm gives coherence to overcoming and transforming vision of college life.
• an educational institution that claims to be true trainer, you should see the issue of sustainability as an obligation, a necessity and a responsibility, in the same way that he could not shirk its responsibility and commitment to combating drug trafficking, to disrespect freedom, etc. education could be taught as part of the basic development of society.
• Provide the necessary tools for the preparation of the social life of individuals.
• Educational institutions must then adopt practices aimed at sustainable development of the institution.

The University has an opportunity to give a makeover, operation and relating to the implementation of sustainability. In addition to truly contribute to the education of individuals through a concrete example of functionality and application. It is an opportunity of great value and the ability to provide solutions, creative proposals. The fact is to take a decisive decision in applying this process of change.
Design of good practice plan.

How to prove effective and genuine commitment, the care of cultural and natural heritage of the area of influence of the university? With the result of research techniques, the design plan for sustainable tourism best practices for UTRN (Riviera Nayarit Technology University) to help to occupy a leading position in tourism. Where priority is to minimize negative impacts and maximize the benefits of tourism, achieving a harmonious development in their socio-cultural, environmental and business, achieving a comprehensive education service can commit to preserving natural resources for future generations. Here’s the plan of action:

TECHNOLOGICAL UNIVERSITY OF RIVIERA NAYARIT
PRACTICE PLAN FOR SUSTAINABLE TOURISM

Phase No 1. Basic information of the plan:
Title or name of the project:
TECHNOLOGICAL UNIVERSITY OF SUSTAINABLE RIVIERA NAYARIT
Project location:
Avenida Nuevo Vallarta No. 65 PTE. C.P. 63 735. Nuevo Vallarta, Riviera Nayarit.
Start date
October 1, 2010.
Completion:
October 1, 2011.
The Plan:
Summary of the plan.
"The Guide to Good Practice for Sustainable Tourism seeks to be a tool that makes it easier for EU companies and small and medium businesses, take concrete actions to enable them to guide their management to the practice of sustainable tourism."
-Rainforest Alliance.

This is a plan for implementing the good practice guide sustainable tourism, designed for the Technological University of Bahia de Banderas, the university of tourism. It intends to carry out these criteria for at least a year, with periodic reviews every semester and a presentation of indicators at the end of the year. Here are a numbered list of criteria, description of the criteria, necessary inputs and responsible approach. There are some criteria that should generate specific indicators, which are also listed under the same criteria.
General objective of the plan: Achieving the design and widespread use of sustainable tourism best practice guide suggested by the Rainforest Alliance. Establish a solid foundation of compliance with basic sustainability criteria and in the future, seek to reach a sustainable certification. Well addressed their need for a position in the market as an institution dedicated to sustainable tourism, while minimizing the ecological impact, supporting social causes and maximizing economic benefits for the locality. Through a plan that will address the basic criteria of the comprehensive practice of sustainable tourism.

Specific objectives
With this plan seeks to minimize environmental damage:

- Know, record and monitor energy consumption
- Streamline and reduce energy consumption
- Use mechanisms and systems for energy efficiency
- Educate customers and employees about the importance of energy conservation and how to use it responsibly.
- Develop a preventive maintenance program
- Whenever possible, encourage the use of renewable energies
- Keep written records on policies, objectives, goals, records relating to the efficient use of energy.
- Use native plants in the decoration of green areas, gardens, etc.
- Avoid the use of agrochemicals to the maintenance of green areas.
- Participate or assist in the conservation and management of a natural area private or public, within its area of influence.
- Encourage and participate in programs of cleaning, maintenance or similar natural areas, beaches.
- Properly manage their own protected area or nature reserve.
- Under no circumstances will consume, sell, traffic or display products or endangered species or from unsustainable practices.
- Adopt measures to ensure that noise and lighting of the company do not affect wildlife.
- Prevent the introduction of pests and exotic species.
- Where there are exotic plants or animals within the institution, appropriate measures are taken to prevent its spread.
- Have a program to minimize the purchase of inputs that produce waste, reuse paper and containers.
• Avoid using non-reusable packaging and utensils.
• Ensure proper disposal of wastes generated by the operation, including construction waste.
• Adopting the practice of making compost whenever possible.
• Support and participate in recycling programs where they exist.
• Manage both fecal waste water and soap so as not to pollute or otherwise affect public health.
• Use cosmetics and cleaning products biodegradable.

With this plan seeks to minimize the social harm:

• Encourage the training and recruitment of local staff.
• Participate and support development initiatives in the surrounding community.
• Using the services of micro, small and medium local enterprises, especially those of sustainability.
• Promote the production and purchase of handicrafts and other local products.
• Adopt and implement specific policies for the protection of cultural heritage sites visited.
• Do not participate in the sale, trafficking or exhibition of archaeological artifacts, unless you are with the respective permits for the specific case of the exhibition.

With this plan seeks to maximize the economic benefit:

• Having a policy covering environmental sustainability, cultural and service quality.
• Publicize the policy of sustainability of the company to both customers and employees.
• Develop programs and mechanisms that promote participatory processes in the management and operation of the company.
• Have mechanisms and procedures, clearly established for accounting, marketing and administration.
• Encourage permanent hires rather than temporary.
• Give workers fair wages.

Effective management and quality in their operations is achieved by:

• Comply with labor law (national and international) and social guarantees.
• Comply with all laws, rules, regulations, etc. for the protection of flora, fauna, air quality, etc.
• Comply with all laws, rules, regulations, etc. for the protection of cultural and historical heritage.
• Take the necessary steps to ensure the quality of products and services offered to clients and intermediaries.
• Have a preventive maintenance program for all facilities, vehicles and equipment.

http://micro.utbb.edu.mx/utsostenible/
CONCLUSIONS

The UTRN (University of Technology, Riviera Nayarit) with respect to sustainability does not meet the criteria most calls to the operating agreement of RA (Rainforest Alliance). Although the outcome is poor, it is necessary to know the real situation of the institution, if you want to take actions with respect to this new operational change. According to the comparison of institutions, there are a number of opportunities, which would develop the field of sustainable tourism stable. Like other institutions, they have traveled some actions, but are no longer constant and this is a serious problem in any institution. It is important that continuity, indicators are generated and maintained. Also the views of the experts indicate that the direction we intend to take the university is viable, if implemented this plan of good practice, which consists of 230 small tasks that together make a comprehensive effort to move in this direction. Sustainability is an example applicable and easy to operate an institution. Besides being a triple profitability as we help the environment, society and directly in the economy of the organization, providing tangible direct benefits resulting in actions that benefit our well being. In the research process, we identified some important findings, as the success of the UTRN to offer Renewable Energy Engineering. Thus, the institution ensures a useful future, by providing tools for sustainable development. Another finding that was identified was generated at the time was an opinion of an author he discusses the lack of international standards sustainable. Today, in the tourist area, and sustainability criteria are defined globally. Another finding is the identification of common factors that define the basic criteria of sustainability. As is the planning and evaluation of social, cultural, ecological and economic. In the socio-cultural concern measures to protect the integrity of the social structure of local communities and mechanisms to ensure recognition of the rights and aspirations of local communities or indigenous. As is common Ecological conservation of biodiversity and ecosystem integrity, reducing energy use, water use reduction. Treatment and disposal of solid waste, wastewater, recyclable and recycled materials. Economically identifies ethical business practices. Mechanisms to ensure that employment practices and industrial relations are fair. Another finding is, as the Alliance for Forest (Rainforest Alliance) is a non-governmental organization in the field of sustainable tourism, to technically support the development and design of tourist global benchmarks. Another finding is, if you want to carry any organization towards sustainability, it is suggested as a minimum implement the following policies: Service Policy, Environmental Policy, Social Policy, Human Management Policy and to establish a Security Policy. Another research finding is that there are no
universities specializing in tourism, seeking a sustainable operation in their facilities, there are no records of technological universities or institutions specialized in tourism to seek a sustainable operation in Mexico or in the State of Nayarit. Another important finding of this study was to clarify the process of ISO 1400. This is an environmental management standard only, which is due to apply to companies that create impact on the environment. Sustainability includes three areas, as a whole. Social, environmental and economic. Not only the environmental impact. This research determines the sense of direction that operates the Sustainability Management System for UTRN project, which seeks certification. Thanks to these findings, we draw a final product available, listed and indicators that must be met, actions to be undertaken, goods and responsible for each of the criteria. Plan is Best Practices for Sustainable Tourism in the Technological University of Riviera Nayarit, a useful tool to achieve sustainability in the long yearned for the institution.

RECOMMENDATIONS

To implement this plan of sustainable tourism best practices for the care of cultural and natural heritage, in order to protect and conserve materials, natural and social institution, to the enjoyment of future generations and create a solid foundation for in the future, be possible to seek external certification attesting to the UTRN (Riviera Nayarit Technology University) as a sustainable organization. For this, we need to take these things for at least a year, to generate indicators that help us visualize the ups and downs that are generated in each of the points to improve, plan and take concrete evidence for decision making. The plan is divided into action is by area, environmental, social-cultural and economic development. For responsibilities and supplies needed area. It is also recommended to consider the following points:

• Convert the ongoing process of implementation, monitoring, feedback and adaptive management, to a sustainable system of flexible measurement and assessment.
• Consultation with experts in tourism sustainability of best practices applicable to the university, are serious recommendations to follow in detail the suggestions of experts.
• The creation of sustainability management system for tracking and monitoring to the criteria established.
• Assign tasks from the high command, rewarding activities between the directors of the various tasks, and the same, assign responsibility for activities to other members of the institution.

• The criteria for applicants distribute and condense activities among several officials with records of commitment, where employees are committed to keep track of their tasks.

• Use this plan as the main structure of any sustainable activity in the institution.
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