

Factores de micro innovación en el ecoturismo indígena de México

Factors of micro innovation in indigenous ecotourism in Mexico

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Resumen

Debido a la falta de análisis de los factores de innovación en el ecoturismo indígena, con los elementos de micro innovación de Gómez García, Zavala Cortéz, y Marín (2015), se realizó un análisis de los elementos de micro innovación en las actividades de ecoturismo indígena en México. En esta investigación se analizaron los elementos de innovación en los servicios y actividades de ecoturismo en 10 comunidades indígenas de México. Para ello se entrevistó a profundidad a diez informantes clave del padrón de comunidades con ecoturismo indígena del padrón de la CDI (2014). La entrevista se estructuró a partir de palabras clave de los elementos de micro innovación propuestos por Gómez (2014). Los resultados mostraron la definición de los elementos de innovación: incorporación de nuevos ingredientes, incorporación de nuevas cosas, adecuación en la

organización para atender a visitantes, adecuar cosas, y adecuación de servicios. Asimismo, se diseñó y aplicó un cuestionario a 40 habitantes de comunidades indígenas con ecoturismo. Se observó que los elementos de innovación son considerados como adecuaciones en las actividades de ecoturismo en las diez comunidades indígenas observadas.

La adecuación de elementos de micro innovación a la sustentabilidad es un proceso de acercamiento de las comunidades indígenas con ecoturismo al desarrollo pero con un principio de conservación de tradiciones y principalmente de comunalidad.

Palabras clave: innovación, ecoturismo, adecuación, sustentabilidad, desarrollo.

Abstract

Due to the lack of analysis of the factors of innovation in indigenous ecotourism. With Micro Innovation elements of (Gómez García, Zavala Cortes, & Marin, 2015), an analysis of Micro Innovation elements in the activities of indigenous ecotourism in Mexico was developed. In this research the elements of innovation in ecotourism services in 10 indigenous communities in Mexico were analyzed. In-depth interviews were applied to ten key informants census of indigenous communities with ecotourism the standard of the CDI (2014). The interview was structured based on keywords of micro innovation elements proposed by Gomez (2014). The results showed the definition of the elements of innovation Incorporation of new ingredients, Incorporation of new things, Adequacy of the organization to meet visitors, adapted things, adequacy of services. It was designed and applied a questionnaire to 40 people in indigenous communities with ecotourism. It was noted that the elements of innovation are regarded as adjustments in ecotourism activities observed in the ten indigenous communities. The adequacy of elements of micro innovation to sustainability is a process of rapprochement of indigenous communities ecotourism development but with a principle of conservation of traditions and mainly of communality.

Key words: Innovation, Ecotourism, Adequacy, Sustainability, Development.

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Introduction

The theme of this research is the effect of the incorporation of elements of innovation in indigenous communities of Mexico eco-tourism activities. Ecotourism as an alternative to traditional tourism has as aggregates visit to natural means for their observation and coexistence with the inhabitants. However, the presence of ecotourism in the communities projects not always promotes the integration of the community and does not contemplate the effect in those very same communities. The impact in the form of community coexistence makes possible the adaptation of the inhabitants of the communities to development.

Velázquez et to the. (2015), mentioned that in the working paper *The Tourism in Mexico 2010* (SECTUR), estimated that tourist activity is 21.5 million tourists a year. According to the INEGI (2013), the contribution from national GDP of tourism was 3.7 points in the fourth semester of 2012. According to SECTUR (2012), 650 destinations represent ecotourism projects, which is bidding in growth. For the Commission for the Development of Indigenous Peoples (CDI, 2014), says 106 destinations that offer ecotourism found in indigenous communities and which are distributed in 29 of the 32 Mexican States. The development of ecotourism destinations represents income generation for the community and establishes the conservation of the natural environment and culture (CDI, 2014).

In studies that comprise the available literature on ecotourism in the TIES (2013) publication of the International Ecotourism Society, can be read on the potential ecotourism offers in the conservation of the natural areas and relief from poverty for local communities, however, the results do not allow to observe the changes in the mentioned communities. In Mexico the study carried out by CESTUR (2010), presents the SWOT

analysis of ecotourism and concludes that it is an activity with the potential for the development of the communities that have natural areas and share cultural activities.

In the study of CESTUR (2010), you can check the importance that represents the development of alternative tourism in Mexico. The main natural landscapes for the development of alternative tourism are located on or near indigenous communities. From Rainforest Alliance (2013) report, you can see the importance of the sustainable destination and the care of the environment for frequent travellers from Mexico. An element that has not tested in studies on alternative tourism and in particular ecotourism in innovation and the way in which the inhabitants of the indigenous communities adapt elements of innovation to ecotourism activities. Not there are background that analyze them elements of innovation in the activities of ecotourism of the communities indigenous, by what is raised as *objective* the analyze them elements of micro innovation in the ecotourism indigenous in Mexico.

This study provides information on the importance of the participation of factors of innovation in the indigenous ecotourism, so that the results contribute to the existing literature with elements of innovation in ecotourism destinations. The results are important for developers of this alternative tourism and scholars on the importance of innovation as an element in ecotourism because they can help define adaptation development of indigenous communities.

The information in this document is organized as follows: section literature review of the concepts and studies on ecotourism and innovation, which includes analysis of indicators is presented; in the methodology section describing the population and the sample, the definition of variables, the structure of the questionnaire used and factor analysis are integrated; in the results tables were added to facilitate the summary data and the explanation thereof compared to the stated objective; limitations on conclusions and the results are compared with the literature reviewed and the scope and possible continuation of this research are mentioned.

Theoretical framework

Ecotourism, according to the Ministry of Environment and Natural Resources (SEMARNAT, 2009), is the alternative tourism is characterized by the development of recreational activities in natural environments with the necessary vigilance to protect the environment and respect cultural expressions of the people of the host communities. For the Secretary of Tourism of Mexico (SECTUR, 2010), ecotourism is defined as an alternative to traditional tourism with the addition of offer visitors an appreciation of the natural environment and coexistence with the community to observe the culture of the same. SECTUR defines the elements of the natural environment which must consider ecotourism destinations.

From the perspective of the community, Martinez (2003), development and community are seen as two concepts impossibility of coincidence, however, defines the strategy of adaptation of communities to remain as such, despite the changes that causes the development. In this regard, Coca-Perez (2007) mentions that to study ecotourism and sustainability is important to consider the analysis of community, so any study must take into account the historical determination, changes in the specific territorial context and situation current communities to understand their worldview.

According to CESTUR (2010), the rich biodiversity and service throughout the year are advantages that have enabled the growth of ecotourism segment in Mexico. The activities with the greatest potential for growth are observing ecosystems, hiking and mountain biking, and visitors to 127 of the observed destinations expressed prefer being close to rural settlements, which practices environmental conservation and coexistence are made with locals (CESTUR, 2010).

According to Martinez-Luna (Commonality and Development, 2003), indigenous communities in the process of resistance to the ravages of development have established mechanisms of adaptation to accept the elements of change, with care to preserve the essence of its existence around the community and bring items such as radio to

communicate but in their mother tongue. The process of adaptation in indigenous communities Ecotourism is a special change, specific, care and perhaps unique for their care. Such changes can be explained as micro-innovations.

Gómez, Zavala y Marín (2015), raised an analysis of the variables that determine innovation sustainable basis, with a view to establishing a useful tool to guide companies in raising capital methodology, but in consideration of the replacement of the natural wealth without compromising the material heritage and cultural development of future generations, and biodiversity in the region (Gómez García, Zavala CORTEZ, and Marin, 2015).

Gomez, Zavala and Marin (2015), also discussed innovation at the microeconomic level and called micro innovation, seen from the individual economic agents, and incorporated sustainability component. In its proposal intends to seek tools for small and medium enterprises direct their activities towards sustainability through environmental innovation with a look that allows entrepreneurs to develop new ideas, new products and processes is observed.

The proposal by these authors is encouraging to guide the analysis of innovation with a particular measure for small and medium enterprises, plus it is very important its intention to include aspects of sustainability with environmental care. It emphasizes the orientation of the innovation actions of micro and medium enterprises towards a philosophy of sustainability, but only include the care of the environment and forget the cultural aspects. His work is valuable because it proposes a particular process to observe innovation in small businesses, being the closest to look at the elements of innovation in the adaptation of ecotourism activities in the sustainability of indigenous communities.

These authors understand by innovation any improvement in factor productivity in a broad process from finding opportunities in the markets for final or intermediate goods, the emergence of new inputs, outputs, application of technical and organization factors, mainly human, except for the monetary factor productive capital for capturing financial income.

While product innovation refers to the generation of goods or services, new or modified reaching the final consumer and settle in the market, because they meet needs

In the literature for this study we found that there are no studies examining the suitability as an element of innovation in ecotourism. In particular in this investigation they were identified and analyzed the elements of micro innovation in ecotourism as an adaptation to the economic development of indigenous communities. There is evidence to hypothesize that the elements of micro innovation in ecotourism are adapting to the economic development of indigenous communities.

Materials and methods

In this research the elements of adequacy micro-innovation in ecotourism 10 indigenous communities in Mexico included in the register of the CDI (2014) were analyzed. Interviews were conducted with depth and a qualitative analysis was performed based on phenomenology, ten people recognized as key by community members. The interview was based on the elements of micro innovation posed by Gómez García, Zavala Córtez, y Marín (2015).

With data from in-depth interviews of key informants ten categories in Table 1, showing the five categories with indicators of innovation micro variable identified. As can be seen in the categories for micro innovation adjustments caused by the worldview (interpretation and explanation) of concepts, which proved to be the following were observed: addition of new ingredients (appearance of new inputs), incorporation of new things (emergence of new products), adapting the organization to serve visitors (organization of the human factor), adequacy of things (real change), and adaptation of services (modification services).

With the results of qualitative analysis indicators of each of the five categories they were structured and a table of indicators to be considered as operating variables and thus

structured questionnaire was integrated quantitative analysis. The data are shown in the following table:

Table 1. Operationalizing variables micro innovation in ecotourism indigenous communities in Mexico.

VARIABLE	CATEGORÍAS	INDICADORES
Micro innovación	<ul style="list-style-type: none"> Incorporación de nuevos ingredientes 	Incorporación de nueva presentación e ingredientes a la comida y medicina tradicional
	<ul style="list-style-type: none"> Incorporación de nuevos servicios 	Incorporación de tirolesa, cabañas, bicicletas de montaña, casas para acampar, ropa para acampar
	<ul style="list-style-type: none"> Adecuación en la organización para atender a visitantes 	Comités para actividades de atención, limpieza y vigilancia
	<ul style="list-style-type: none"> Adecuación de cosas 	Muebles, ropa, baños, comedor
	<ul style="list-style-type: none"> Adecuación de servicios 	Guías, preparación de alimentos, renta de bicicletas, caballos y linternas.

Source: Made by myself.

Table 1 shows the operationalization of varying micro innovation, where the categories considered the proposal included Gomez et al. (2015) and were the result of qualitative analysis: incorporation of new ingredients, adding new services, adapt the organization to meet visitors, things adequacy and appropriateness of services.

The categories and indicators resulting from qualitative analysis, a questionnaire with 15 items was applied to 40 members of the ten indigenous communities with ecotourism included in this study, the sample was a convenience because of the arrangement of each inhabitant was structured to answer the questionnaire and availability of time.

Table 2 shows the data of the sample of 40 participants from ten indigenous communities with ecotourism of the 106 that make up the standard of the CDI (2014)

are observed. The ten states of the Mexican Republic selected were: Campeche, Chiapas, State of Mexico, Hidalgo, Michoacan, Morelos, Nayarit, Oaxaca, Quintana Roo and Veracruz. As shown in Table 2, states with more eco-tourist destinations were 6 Veracruz and Chiapas and the State of Mexico 5.

Table 2. Sample design inhabitants of the communities with ecotourism in Mexico.

ESTADO	DESTINOS DE ECOTURISMO	PORCENTAJE
Campeche	3	7.5 %
Chiapas	6	15 %
Estado de México	5	12.5 %
Hidalgo	3	7 %
Michoacán	3	7 %
Morelos	4	10.00 %
Nayarit	3	7 %
Oaxaca	4	10.00 %
Quintana Roo	3	7 %
Veracruz	6	15 %
Total	40	100.00 %

Source: Made by myself.

This table 2 shows the distribution of providers of ecotourism services included in the survey to analyze the elements of micro innovation in the sustainability of indigenous communities in the states that supported the development of indigenous ecotourism the Commission for the Development of Indigenous Peoples in Mexico. the percentage representing the total of the population included in this study and that allows us to observe the distribution in the country is noted.

Data analysis

With the data resulting from in-depth interviews, we proceeded to integrate a database. First they coded data to identify categories protruding through qualitative analysis, and subsequently proceeded to construct indicators for each of the nine categories. To

identify indicators tool was used filters and to verify the information concerning the categories expressed in relation to the theoretical concepts of micro innovation and sustainability in ecotourism destinations.

With the data resulting from the survey of 40 inhabitants of indigenous communities with ecotourism, we proceeded to make the integration of a database in SPSS view factor analysis 20. also performed and after debugging scales validity was observed categories determined by the qualitative analysis: 5 categories for the micro innovation variable. After analyzing items validated reliability, with a Cronbach's alpha reliability of 8.0 it was performed.

Results and discussion

Table 3 presents the data of factor analysis. As can be seen, for micro innovation variable, the results showed the grouping factors incorporating new ingredients with four elements (incorporating new presentation in traditional foods, incorporating new presentation in traditional medicine, incorporating new ingredients traditional food, and incorporating new ingredients in traditional medicine); incorporation of new services with five elements (ziplining, cabins, mountain biking, camping holiday, camping clothing); adapting the organization to serve visitors with three elements (committee activities, cleaning committee and monitoring committee); adequacy of things with four elements (furniture, clothing, bathrooms and dining room), and adequacy of services 5 elements (guides, food, equipment rentals, horse rental and sale of flashlights).

As the results, proposed by Gómez García, Zavala CORTEZ, and Marin (2015), elements possible to identify through qualitative analysis, categories and indicators to design an instrument that collects qualitative data and to analyze quantitative indicators of micro innovation in a sector such as Ecotourism in indigenous communities. The elements of micro innovation proposed by these authors allow

design based on its proposal for micro innovation and develop a methodology for integrating indicators of micro innovation in concept to identify and conceptually define the elements and the process of innovation indicators micro and small businesses.

Table 3. Elements of micro innovation manifestos by people in indigenous communities in Mexico ecotourism.

Micro innovación	<ul style="list-style-type: none"> Incorporación de nuevos ingredientes 	Presentación de comida tradicional Presentación de medicina tradicional Ingredientes en la comida tradicional Ingredientes en la medicina tradicional
	<ul style="list-style-type: none"> Incorporación de nuevas actividades 	Tirolesa Cabañas Canoas Bicicletas de montaña Casas para acampar Ropa para acampar
	<ul style="list-style-type: none"> Adecuación en la organización para atender a visitantes 	Comité para actividades Comité para limpieza Comité para vigilancia
	<ul style="list-style-type: none"> Adecuación de cosas 	Muebles Ropa Baños Comedor
	<ul style="list-style-type: none"> Adecuación de servicios 	Guías Alimentos Renta de Equipo Renta de caballos Venta de linternas

Source: Made by myself.

Table 3 shows the micro innovation variable, with factors of factor analysis result data practiced forty interviews with residents of ecotourism destinations located in ten states of the Mexican Republic. Factor analysis resulted in five factors for micro Variable

innovation, a result that differs from those proposed by Gómez García, Zavala CORTEZ, and Marin (2015) elements.

With regard to the categories of micro innovation it is important to note that no difference was observed among the ten states participating in this study because they stated the categories and indicators of incorporating new ingredients with four elements (incorporating new presentation in traditional foods, incorporating new presentation in traditional medicine, incorporating new ingredients in traditional food and incorporation of new ingredients in traditional medicine); incorporation of new things with five elements (ziplining, cabins, mountain biking, camping holiday, camping clothes).

There are also the categories of adaptation in the organization to assist visitors with three elements (committee activities, cleaning committee and monitoring committee); adequacy of things with four elements (furniture, clothing, bathrooms and dining room) and adequacy of services with 5 elements (guides, food, equipment rentals, horse rental and sale of flashlights); (New inputs, new products, new forms of organization for work and modification of goods or services) as ways of adapting elements development aspects of community sustainability.

Table 4. Indicators of micro innovation observed in providing ecotourism services in 10 states of the Mexican Republic.

ESTADO	MICRO INNOVACIÓN
	CATEGORÍA/ELEMENTO
Campeche	<p>Incorporación de nuevos ingredientes (presentación de comida tradicional, presentación de medicina tradicional, ingredientes en la comida tradicional, ingredientes en la medicina tradicional).</p> <p>Incorporación de nuevos servicios (tirollesa, canoas, cabañas, bicicletas de montaña, casas para acampar, ropa para acampar).</p> <p>Adecuación en la organización para atender a visitantes (comité para actividades, comité para limpieza, comité para vigilancia).</p> <p>Adecuación de cosas (muebles, ropa, baños, comedor).</p> <p>Adecuación de servicios (guías, alimentos, renta de equipo, renta de caballos y venta de linternas)</p>
Chiapas	<p>Incorporación de nuevos ingredientes (presentación de comida tradicional, presentación de medicina tradicional, ingredientes en la comida tradicional, ingredientes en la medicina tradicional).</p> <p>Incorporación de nuevos servicios (tirollesa, canoas, cabañas, bicicletas de montaña, casas para acampar, ropa para acampar).</p> <p>Adecuación en la organización para atender a visitantes (comité para actividades, comité para limpieza, comité para vigilancia).</p> <p>Adecuación de cosas (muebles, ropa, baños, comedor).</p> <p>Adecuación de servicios (guías, alimentos, renta de equipo, renta de caballos y venta de linternas).</p>
Estado de México	<p>Incorporación de nuevos ingredientes (presentación de comida tradicional, presentación de medicina tradicional, ingredientes en la comida tradicional, ingredientes en la medicina tradicional).</p> <p>Incorporación de nuevos servicios (tirollesa, canoas, cabañas, bicicletas de montaña, casas para acampar, ropa para acampar).</p> <p>Adecuación en la organización para atender a visitantes (comité para actividades, comité para limpieza, comité para vigilancia).</p> <p>Adecuación de cosas (muebles, ropa, baños, comedor).</p> <p>Adecuación de servicios (guías, alimentos, renta de equipo, renta de caballos y venta de linternas).</p>
	<p>Incorporación de nuevos ingredientes (presentación de comida tradicional, presentación de medicina tradicional, ingredientes en la comida tradicional, ingredientes en la medicina tradicional).</p> <p>Incorporación de nuevos servicios (tirollesa, canoas, cabañas, bicicletas de montaña,</p>

Hidalgo	<p>casas para acampar, ropa para acampar).</p> <p>Adecuación en la organización para atender a visitantes (comité para actividades, comité para limpieza, comité para vigilancia).</p> <p>Adecuación de cosas (muebles, ropa, baños, comedor).</p> <p>Adecuación de servicios (guías, alimentos, renta de equipo, renta de caballos y venta de linternas).</p>
Michoacán	<p>Incorporación de nuevos ingredientes (presentación de comida tradicional, presentación de medicina tradicional, ingredientes en la comida tradicional, ingredientes en la medicina tradicional).</p> <p>Incorporación de nuevos servicios (tirollesa, canoas, cabañas, bicicletas de montaña, casas para acampar, ropa para acampar).</p> <p>Adecuación en la organización para atender a visitantes (comité para actividades, comité para limpieza, comité para vigilancia).</p> <p>Adecuación de cosas (muebles, ropa, baños, comedor).</p> <p>Adecuación de servicios (guías, alimentos, renta de equipo, renta de caballos y venta de linternas).</p>
Morelos	<p>Incorporación de nuevos ingredientes (presentación de comida tradicional, presentación de medicina tradicional, ingredientes en la comida tradicional, ingredientes en la medicina tradicional).</p> <p>Incorporación de nuevos servicios (tirollesa, canoas, cabañas, bicicletas de montaña, casas para acampar, ropa para acampar).</p> <p>Adecuación en la organización para atender a visitantes (comité para actividades, comité para limpieza, comité para vigilancia).</p> <p>Adecuación de cosas (muebles, ropa, baños, comedor).</p> <p>Adecuación de servicios (guías, alimentos, renta de equipo, renta de caballos y venta de linternas).</p>
Nayarit	<p>Incorporación de nuevos ingredientes (presentación de comida tradicional, presentación de medicina tradicional, ingredientes en la comida tradicional, ingredientes en la medicina tradicional).</p> <p>Incorporación de nuevos servicios (tirollesa, canoas, cabañas, bicicletas de montaña, casas para acampar, ropa para acampar).</p> <p>Adecuación en la organización para atender a visitantes (comité para actividades, comité para limpieza, comité para vigilancia).</p> <p>Adecuación de cosas (muebles, ropa, baños, comedor).</p> <p>Adecuación de servicios (guías, alimentos, renta de equipo, renta de caballos y venta de linternas).</p>
	<p>Incorporación de nuevos ingredientes (presentación de comida tradicional, presentación de medicina tradicional, ingredientes en la comida tradicional, ingredientes en la medicina tradicional).</p>

Oaxaca	<p>Incorporación de nuevos servicios (tirollesa, canoas, cabañas, bicicletas de montaña, casas para acampar, ropa para acampar)</p> <p>Adecuación en la organización para atender a visitantes (comité para actividades, comité para limpieza, comité para vigilancia).</p> <p>Adecuación de cosas (muebles, ropa, baños, comedor).</p> <p>Adecuación de servicios (guías, alimentos, renta de equipo, renta de caballos y venta de linternas).</p>
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Quintana Roo	<p>Incorporación de nuevos ingredientes (presentación de comida tradicional, presentación de medicina tradicional, ingredientes en la comida tradicional, ingredientes en la medicina tradicional).</p> <p>Incorporación de nuevos servicios (tirollesa, canoas, cabañas, bicicletas de montaña, casas para acampar, ropa para acampar)</p> <p>Adecuación en la organización para atender a visitantes (comité para actividades, comité para limpieza, comité para vigilancia).</p> <p>Adecuación de cosas (muebles, ropa, baños, comedor).</p> <p>Adecuación de servicios (guías, alimentos, renta de equipo, renta de caballos y venta de linternas).</p>
Veracruz	<p>Incorporación de nuevos ingredientes (presentación de comida tradicional, presentación de medicina tradicional, ingredientes en la comida tradicional, ingredientes en la medicina tradicional).</p> <p>Incorporación de nuevos servicios (tirollesa, canoas, cabañas, bicicletas de montaña, casas para acampar, ropa para acampar).</p> <p>Adecuación en la organización para atender a visitantes (comité para actividades, comité para limpieza, comité para vigilancia).</p> <p>Adecuación de cosas (muebles, ropa, baños, comedor).</p> <p>Adecuación de servicios (guías, alimentos, renta de equipo, renta de caballos y venta de linternas).</p>

Fuente: elaboración propia.

Table 4 shows the results of the analysis of the services they provide communities with ecotourism in ten states of the Mexican Republic. Here all states report that their services integrate elements of micro innovation as an adaptation. The frequency of the indicators is seen more in different states tourism-oriented with large indigenous population. The results indicate that ecotourism sites in indigenous communities do include micro aspects of innovation as a way of adapting development communality, mentioned by Martínez Luna.

Conclusion

The results allow us to observe that unlike traditional tourist services, eco-tourism in indigenous communities has integrated micro aspects of innovation and responsiveness to development in the services offered. Ecotourism sites evaluated in this research to conclude that micro innovation in indigenous ecotourism is a way to bring communities develop and test the resistance strategy called adaptation.

In the results it was also observed that there is the presence of elements of micro innovation in the adaptation of indigenous ecotourism activities, evaluated and included in this study. For micro innovation in the sample of ten revised state elements as a trial proposed Gómez García, Zavala CORTEZ, and Marin (2015) as "new inputs, new products, new forms of organization for work and modification of goods identified or services ". by respondents inhabitants, but the results will not recognize categories (process of finding opportunities in the markets for final or intermediate goods improved factor productivity) was observed.

Ultimately it met the objective of the proposed research, as analyzed qualitatively and quantitatively the elements of micro innovation of ecotourism in indigenous communities in Mexico. Also, categories were obtained and indicators that will enable future researchers to have an empirical basis for analyzing innovation and particularly micro innovation in micro and medium enterprises were designed.

Identifying indicators of micro innovation from the proposal Gómez García, Zavala CORTEZ, and Marin (2015), allowed to see which are elements of adequacy that indigenous communities established as resistance strategy to be sustainable with an approach to economic development , testing the hypothesis established in this research.

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