



Análisis del grado de satisfacción del turista del paraje cascadas de Micos, Ciudad Valles, S.L.P. [

2019

text (article)

Analítica

Tourism in the area Cascadas de Micos del Municipio de Ciudad Valles, S.L.P. It is an important activity, which can and should be promoted to become an economic trigger for the municipality, but it must be done in an orderly manner, that is, strategically planned with the purpose of reducing environmental damage and cultural heritage of the region, offering an infrastructure and services that meet the standards and requirements necessary to provide a quality service. This project was carried out during the summer of 2019, through the application of surveys that analyze some aspects of the visitor's profile, degree of satisfaction in the infrastructure and in the services currently offered by the site, with the validity of experts on the subject of the State Tourism Sub-Delegation in the Huasteca Zone and the Municipal Tourism Directorate of Ciudad Valles. Derived from the study carried out, a great niche of opportunity is identified in the areas of infrastructure and services, which will allow improving the operation in the socioeconomic, cultural and environmental field, with the purpose of contributing to its sustainable tourism development

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