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Training in Skills and Local Economic Development: Impact on restaurants in Playa Las Glorias in Northwestern Mexico

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Abstract. The purpose of this work is to review an object of study: the restaurants of Playas Las Glorias, a tourist place located in the northwest of Mexico, in Guasave Sinaloa. To this end, a literature review on local economic development, skills training and tourism was carried out. The mixed design of the research allowed the collection of data through surveys and interviews with key informants and were processed through the R software. The data was collected from the total number of restaurants that exist in the said seashore. The results show the need to have better tools for the administration of the production units to continue attracting local, national and international tourism, coupled with the fact that it was evidenced that they impact the local economic development due to employment and wages generated for the population that lives close to this beautiful beach.

Keywords. Local Economic Development, Microenterprises, Training, Tourism

Introduction

The object of study in this work are the restaurants of Playa Las Glorias and, to address it, a theoretical framework was formed through references on skills training, local economic development and tourism. The material is made up of four chapters. The first presents the background and current context of this type of research; the second contains a review of the state of the art; the third contains the description of the mixed methodology that was used; the fourth contains the results of the study and the possible lines of investigation for microenterprises in this local economy sector.

Theoretical framework

The review of the literature begins with the DEMUCA Foundation (2009, p.3) who defines Local Economic Development (LED) as "a process promoted by local government, in alliance with other agents, to broaden the local economic base strengthening its economic networks for the development of businesses, local jobs and the fight against poverty". That is,

it seeks to exploit the endogenous resources that local economies have to generate jobs and income for the local population. For its part, Albuquerque (2004, p.160) indicates that “the origins of local economic development initiatives in Latin America do not respond to a single cause. A good part of these initiatives have arisen as a reaction to situations of local economic crisis and the lack of appropriate policies from the central level of the State to face the said situations”.

Louise and Van (2020) carry out a strong criticism in which they assure that local economic development is the primary determining element to improve the quality of local economic growth since it produces integration, as well as resilience and sustainability.

For his part, Gallicchio (2017, p.72) mentions that LED is located as "an instrument to attract new and creative organizations and investments to activate the local economy, the growth of income and work, the growth of productivity and the quality of work, the growth of municipal collection and, in a broader sense, a better quality of life”.

On the other hand, Pérez *et al.* (2019, p.11) maintains that local development "can be established as belonging to the most significant resources in the construction of networks that favor the quality of life of the inhabitants and the care and defense of resources, being the local space its axis of transformation”.

Now, regarding the tourism variable, for Galmarini (2018) it helps productive diversification as a complement to traditional activities with certain advantages that it produces in local economies. For his part, Toselli (2019, p.334) emphasizes that "currently it is increasingly recurrent to discuss local development based on tourism."

Moreno and Villarreal (2017, p.952) refer with importance to rural tourism as "the natural surfaces where residents make use of resources to produce tourist services through small cooperatives, associations or work groups, in this way they have the possibility of being carried out locally.

In regard to training for Rengifo (2018) "In every company it is essential to train staff in a constant and effective way so that they can project, know, and do their activities simultaneously with the other workers to make good decisions" (p.2. 3); while for Dessler (2015, p.188), "training means offering new or old employees the skills they need to do their job, in the same way as demonstrating to a new sales representative how to sell the product of your company”. This is how these three LED references, training and tourism serve as theoretical support for the development of this work of economic units of restaurant services on a beach in northwestern Mexico.

Methodology

To address the data collection, methodological instruments of a quantitative nature were used. In this regard, for Anderson (2013, p. 159), quantitative methods allow "generating data to establish major trends in the organization, while qualitative methods allow investigating the reasons and meanings that underlie these trends." For this, the question arises about the need for training that the restaurant sector has. Likewise, how can this have a favorable impact on tourism and LED?

Thus, the object of study was delimited, that is, the seven restaurants on Las Glorias beach, which has a great tourist potential which the State and Municipal governments have not visualized, who should lead the DEL in conjunction with the sector producers, investors, universities, civil society organizations and the same population that lives near the aforementioned beach. In this way, the object of study was made up of the restaurants: El Profe,

El Gabacho, Paolomas, Chente, Leyva Junior, Che Leyva and Las Glorias Nuevas. The field work was carried out from January 1, 2021 to December 2022. 57 surveys were applied.

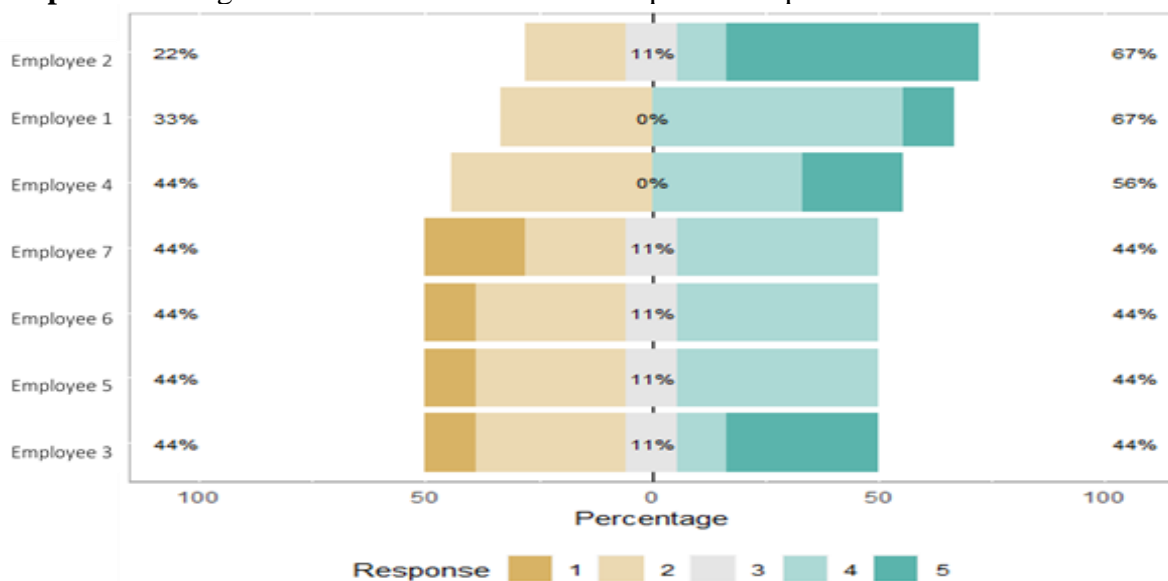
The survey consisted of 9 questions with categorization of the Likert Type Scale, which for Malave (2007, p.32) "is a form of evaluation or data collection tool used to evaluate attitudes in social research. It consists of a series of items in the form of statements or judgments to which respondents are asked to respond. The quantitative data was processed through the software, which according to Figuero (2017) R is an extremely powerful computer tool (specifically, a computational language) to perform different scientific, numerical, and statistical calculations, as well as to create high-quality graphs and figures. The aforementioned software is highly demanded by researchers and also by professionals who work in different sectors of the economy. The scale used was the following:

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Totally agree

Empirical evidence

Now it is time to report on the results which it was possible to obtain through the use of methodological instruments and the R software. So, the majority of employees responded as follows, 5 of the 7, that is 71%, responded in disagreement. Three parts consider that the company does not have an adequate training plan. They have the perception that it is necessary to take training courses since they only receive instructions and indications from the Federal Commission for the Protection against Sanitary Risks (COFEPRIS) due to the COVID health crisis. They must comply with certain protocols for food handling, as the said institution constantly corroborates through surprise reviews.

Graph 1 Training indices of El Profe Restaurant operational personnel.

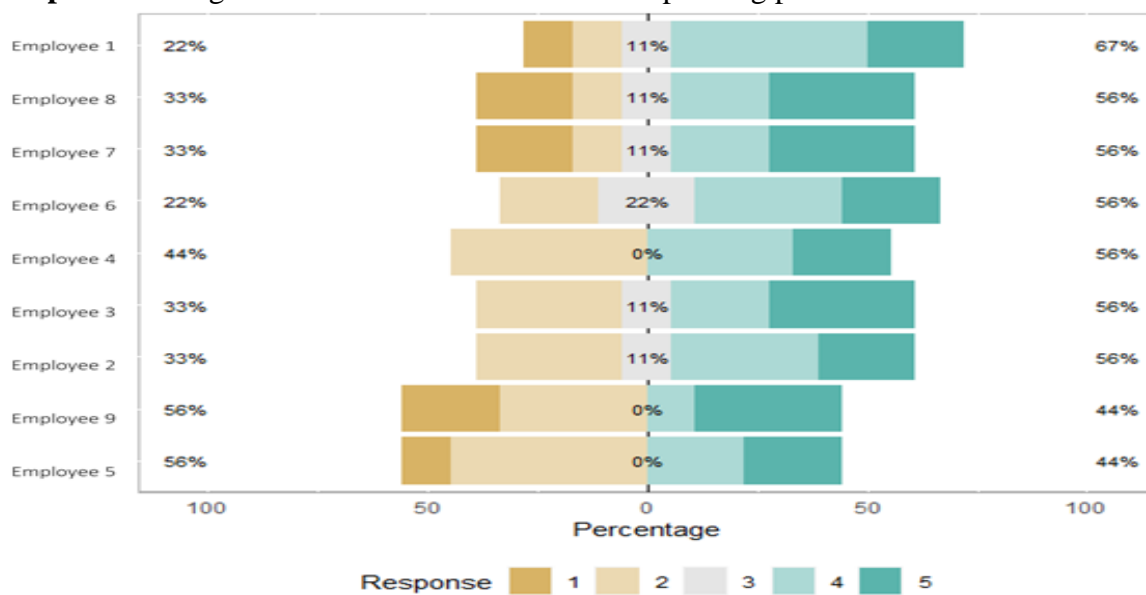


Despite the fact that El Profe Restaurant has been in the market for approximately 25 years and has 7 permanent employees, there is also a widespread belief that training can play

an essential role in improving service. Four out of seven employees, that is 57%, fully agree since they consider that the training courses are interesting and necessary for their job development. In addition, they think that the objective of training is to improve the performance of the collaborators of the entire restaurant, which could be an element that helps to integrate all the personnel and all the areas. (See graph 1).

For their part, the 9 employees of the Restaurant el Chente, that is 66%, confirm the sustained absence of training programs. From their perspective, the employees of that company (see graph 2) would be the most motivated to receive training, given that the possibility of better performance and more recognition from diners would be achieved.

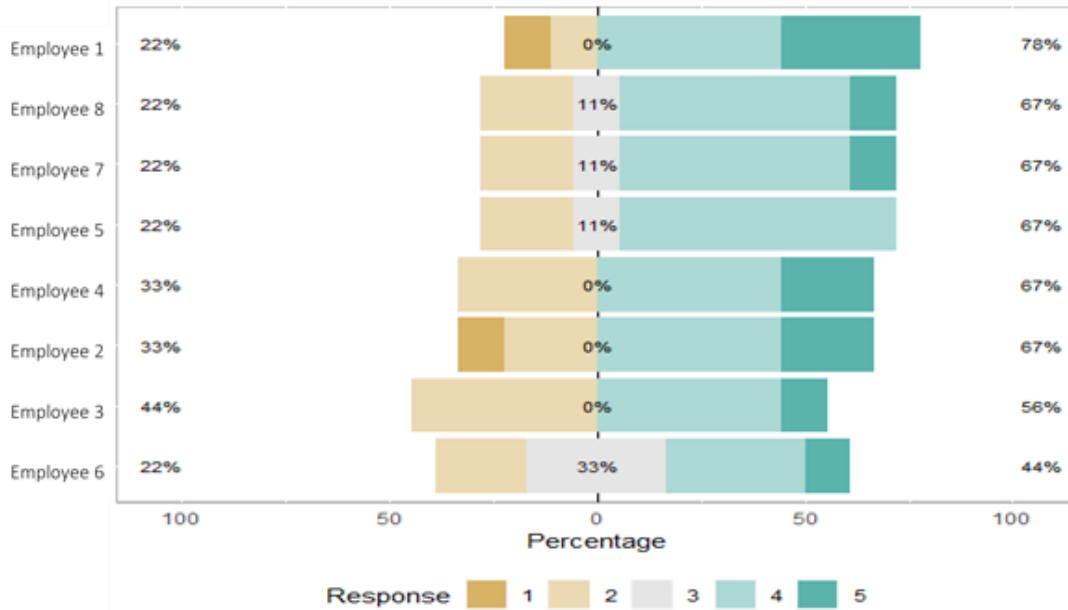
Graph 2 Training indices of El Chente Restaurant operating personnel.



In that same restaurant, the lack of training is evident because there is no procedure for detecting training needs. Do you consider that the company offers the necessary training to adequately carry out your work? 5 of the 9 workers, that is 55%, disagree that the company trains them. Likewise, 78% of them believe that they should give it to new employees who start working in the restaurant.

At the Las Glorias Nuevas restaurant, there is an agreement among the workers who point out areas of opportunity to improve the service offered to diners and that a training plan would be the most viable for the company. 67 percent agree with training because it would help to implement new methods which allow to save time and may have more areas for improvement.

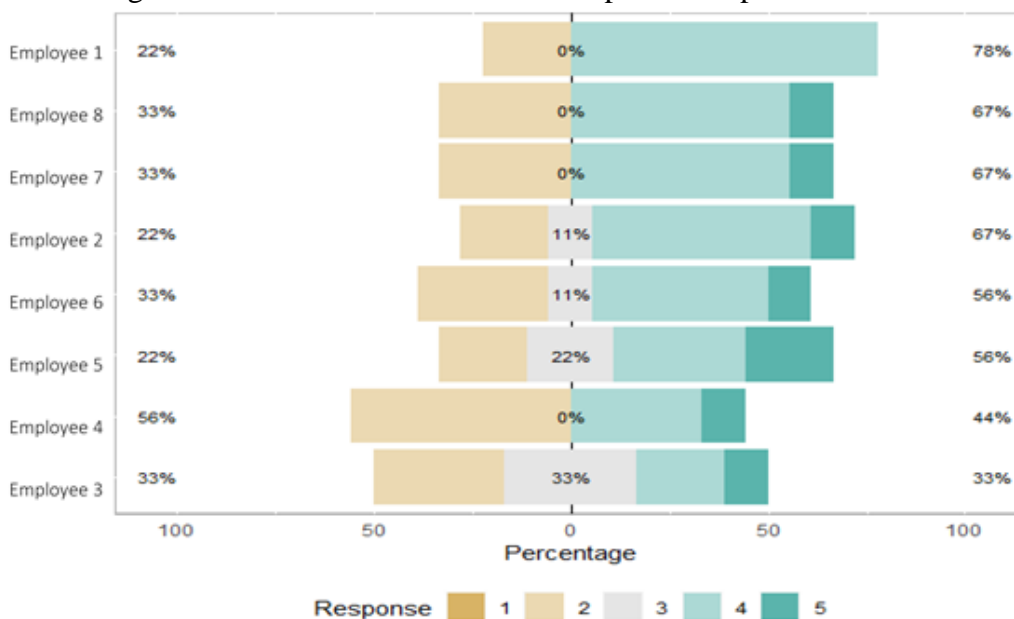
Graph 3 Training indices for Las Glorias Nuevas Restaurant operating personnel.



Although the employees of this economic unit are interested in taking a training course, problems related to the lack of economic resources and lack of support from government institutions are identified. In addition to the above, 78% of the employees indicate that there is no process, objectives, or training strategies.

In reference to El Gabacho Restaurant, it has also years of experience in the field of seafood preparation. As a result of the COVID-19 pandemic, they were forced to improve health policy, administrative aspects, such as improving teamwork and customer service. The restaurant does not have an established training plan, but shares the idea that training actions can be an important factor to improve the performance and organization of the areas.

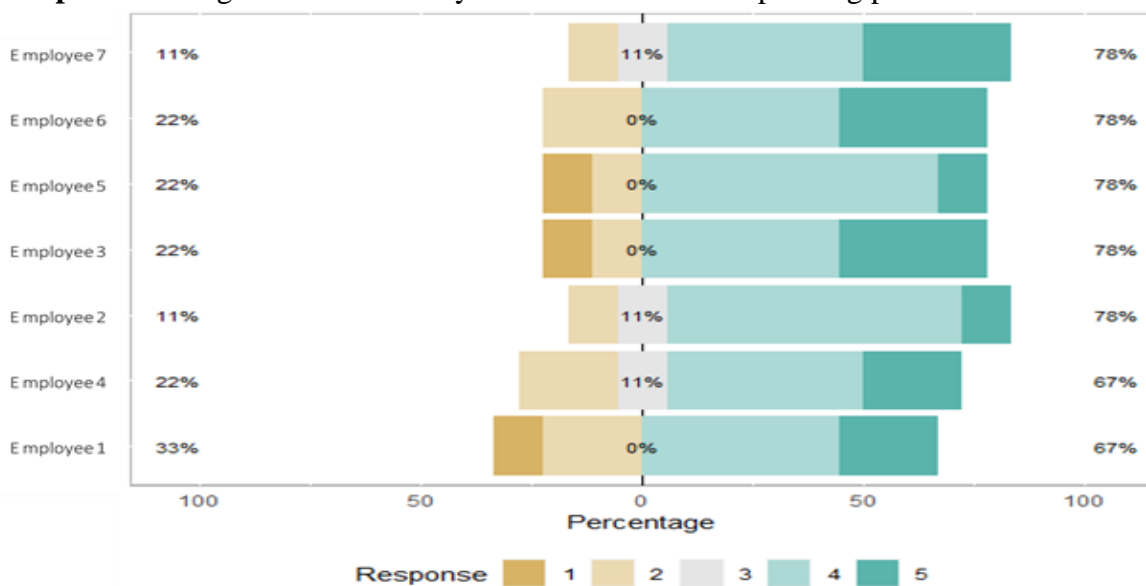
Graph 4 Training indices of El Gabacho Restaurant operational personnel.



The restaurant has 9 employees and 67% consider it important to carry out training courses to improve service times. It is also added that 78% of the employees are interested in applying new work methods and that these in turn help save time and serve diners in a better way, particularly during the Easter holiday period (see graph 4).

Giving continuity to the analysis, the problems faced at the El Leyva Junior restaurant with respect to the rest of the restaurants are very similar. Regarding the situation of the other restaurants, they have the perception that the restaurant seems to be little interested in the training processes, the respondents argue that a training course has never been promoted.

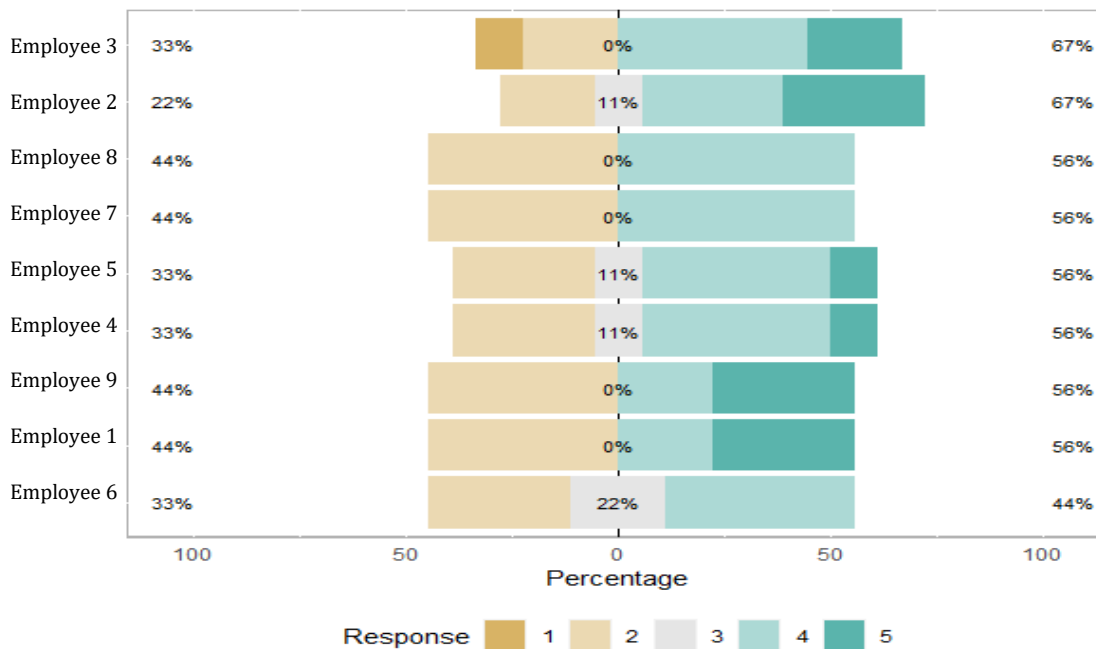
Graph 5 Training indices for El Leyva Junior Restaurant operating personnel.



Most believe that this is because the owner (despite having a bachelor's degree) considers that training is associated with an expense that is not profitable and that the processes and procedures have remained the same for years. Here, 86% of the employees consider that training courses are interesting and necessary for their job development (see graph 5).

At the El Che Leyva restaurant, employees have never been trained and, therefore, have not been provided with the essential information and skills for their performance. 78% indicate that training would be useful to respond to the demands of diners. In the same tenor, because it would improve the administrative quality of the areas that make up the restaurant.

Graph 6 Training indices of El Cheleyva Restaurant operating personnel.

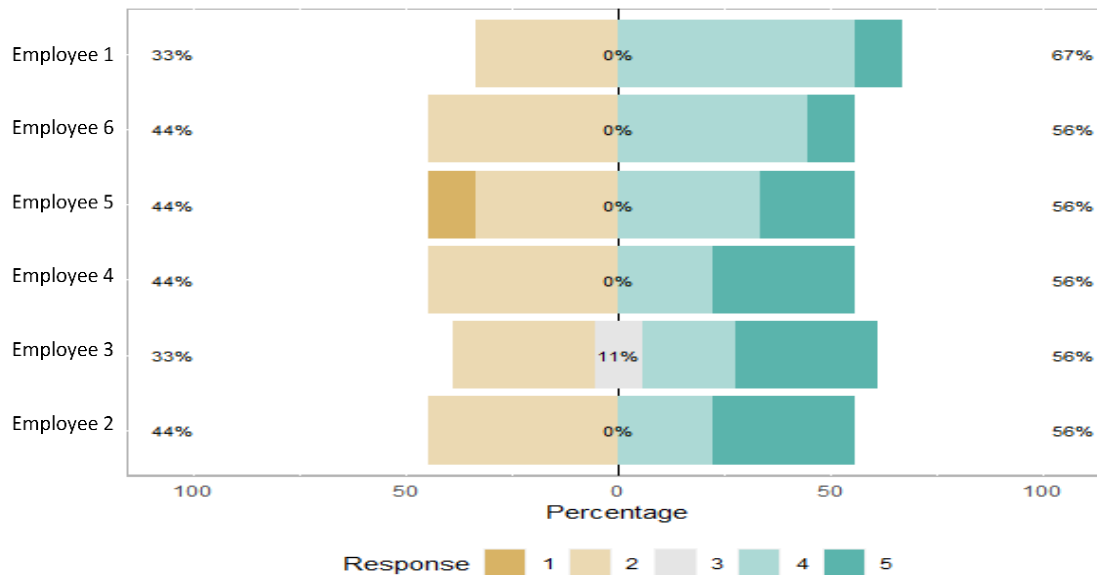


On the other hand, 67% of those surveyed agree that training courses are interesting and necessary for job development; while 89% consider that the training hours are related to the terms to achieve the objectives that the restaurant has in the short and medium term (see graph 6).

At the Palomas restaurant, 83% of the employees affirm that they have not received a training course for more than two years. The learning they have is from the experience of their peers, which were transmitted to them. 67% of them (see graph 7) consider that new collaborators do not receive the necessary training to carry out their work.

In this last restaurant, studies are not carried out or the customer's requirements are measured, nor do they have training programs that cover topics such as the introduction of new employees, as well as the hygiene that they must have in the restaurant, rules established by the health law and the language that must be handled towards customers.

Graph 7 Training indices of the Palomas Restaurant operational personnel.



Another important aspect that was detected within the company is that the training was carried out by the institutions in charge of giving the conferences on the importance of training and that the programs are those that the government of the State of Sinaloa implements. This is done with certified institutions such as the National Chamber of the Transformation Industry, the Sinaloa Technical Training Institute and Sinaloa Emprende. All of them have the purpose of promoting the local economic development of Las Glorias beach.

Conclusions

Evidence generated with this field work indicates that these economic units do not receive training. They are only provided with an induction of the activities that a new employee must carry out, but these cannot be considered as training courses. Indications are given by the business owners. It is also evident that they are not trained because the company considers it as an expense and not as an investment. They require investing in human resources because in that way they can generate good expectations for tourism, the latter being a good strategy for LED

Playa Las Glorias has become an area with great tourist potential since it is very crowded every weekend. It is recognized for the typical dishes that local and national tourists taste. Field research allowed to observe a strong need to assign tools that promote a better service from the restaurateurs and, of course, that this helps to develop the other potentialities of this beautiful tourist corner of northwestern Mexico.

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