

Ética y vinculación, compromisos de la responsabilidad social en pymes del sector turístico. Champoton, Campeche

*Linking Ethics, Social Responsibility commitments in PYMES Tourism Industry.
Champoton, Campeche*

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RESUMEN

La investigación es de diseño no experimental, corte transeccional, explora la Ética y la Vinculación con la Sociedad, como parte del compromiso de las organizaciones con la Responsabilidad Social Empresarial, describiendo los rasgos de las pequeñas y medianas empresas del Sector Turístico del Municipio de Champotón, Campeche, concluyendo en base a la frecuencia de resultados, si existen acciones para mantener un negocio sostenible, que no solo suministre productos y servicios a satisfacción del cliente, sino lo haga sin poner en peligro su integridad ética y relaciones con los actores sociales con los que interactúa, funcionando de esta manera, en forma socialmente responsable. Se elabora un diagnóstico, de las pymes, que describe su capacidad potencial, y congruencia para maximizar sustentablemente el valor agregado (económico, social, cultural, etc.), en el contexto de la responsabilidad social empresarial (Cajiga.2010), para darles a conocer la

posibilidad de acreditar a su favor el trabajo hecho por las acciones externas realizadas, así como la mejora o adición de programas que las hagan denotar como socialmente responsables, e incorporarlo a su estrategia de negocio como elemento diferenciador y ventaja competitiva, que mejoren sus resultados financieros.

Palabras clave: Responsabilidad Social, Empresas, Pymes.

Abstract

The research is non-experimental design, cut transeccional explores Ethics and Linkage with the Company, as part of the organizations commitment to Corporate Social Responsibility, describing the characteristics of small and medium enterprises in the tourism sector Champotón Township , Campeche, concluding on the basis of the frequency of results, if there are actions to maintain a sustainable business that not only provide products and services to customer satisfaction, but do so without jeopardizing their relations with ethical integrity and social actors it interacts with, operating in this way, in a socially responsible. Diagnosis is made, of SMEs, which describes its potential capacity, and consistency to sustainably maximize the added value (economic, social, cultural, etc.), In the context of corporate social responsibility (Cajiga.2010), giving to know the possibility of credit in your favor the work done by the external actions performed, as well as the improvement or addition of programs that do denote as socially responsible, and incorporate it into their business strategy as a differentiator and competitive advantage, improve its financial results.

Key words: Social Responsibility, Corporate, SME.

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Introduction

The Mexican Center for Philanthropy (CEMEFI) invites Mexican business leaders: Business Coordinator (CCE), Confederation of Employers of the Mexican Republic (Coparmex), Confederation USEM (Social Union of Employers of Mexico) and Mexican

Business Development Council (DESEM) in May 2000, to participate actively and jointly in corporate social responsibility, marking the formal start in Mexico such work. Concamin add and AliaRSE (Alliance for Corporate Social Responsibility) is established, the first of its kind with a history of significant work in promoting the issue in our country, countless investigations interested add, to name a few: Saldaña (2009), (Mercado & García Hernández Salgado, 2007), (Lemon Suárez, 2006), (Porto Castromán Serantes & Diz, 2006), Mexican Center for Philanthropy (2009), (SME Research, 2007) and (Sulbarán , 1995) which requires us to develop this work, which describes its implementation in the economic and social dimensions, their internal and external contexts of SMEs in the tourism sector in the Municipality of Champotón, Campeche.

At its inception, the corporate social approach was as a result of compliance with the laws, to be highly attractive; however, only touched the outer aspect of the business, rather than being part of the business activities (Sulbarán, 1995).

From the 60`s, a clear awareness of the problem of environmental crisis can be felt, and is an alternative theory of sustainable development, and becomes relevant in the report of the World Commission on Environment and Development - Report Brundtland Commission - defined as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs", it is clear that today's society demands of companies and companies recognize their ability to cause negative impacts on the environment, in their social, natural and economic dimensions; must be responsible in managing the business (Alea García, 2007).

Healthy natural environments, capable of renewal, human resources and better educated, healthy and motivated, are the foundation to ensure the continuity of production, and the success of the modern enterprise (Correa, 2004).

We see that the social responsibility not only claims the ethics of the people within the company, but they see it as an entity with responsibilities to fulfill: economic, social and environmental, while it must require behavior consistent with it.

Statement Of The Problem

We are in the process of transformation, re-evaluating the ends and means; a financial mission to the performance of the negotiation itself includes all players in the economic life of a country because they do or do not do significantly affect the environment (Garza Treviño, 2000). Referring to small and medium enterprises, the tourism sector in the city of Champotón Champotón Municipality, Campeche, the problem arises:

"Small and medium enterprises in the tourism sector in the city of Champotón Township Champotón, Campeche, are committed to ethics and community outreach as part of corporate social responsibility, reflected in daily decisions, that permeate all shares of the company, a lifestyle conviction, that meets and cares for the common good, in the goods and services offered, as well as commitments to suppliers and creditors, personnel policies and practices, compliance with the legislation regulating economic activity, and adequate participation in the community? "

Objectives

1 Determine if ethics and corporate governance is promoted, managing 1.1. The values and norms, 1.2. Communicating with third values, 1.3. Awareness of customers with the values and standards, 1.4. Awareness of employees with the values and norms, and 1.5. Instructional employees with the values and standards.

2 Determine the degree of involvement and commitment to the community and its development, learning 2.1. The existence of political honesty and quality, 2.2. Clear information on the products, 2.3. Opportunity in the payment of commitments 2.4. Policies to interact with users, 2.5. Admission and settling claims, 2.6. Collaboration with other companies, CSR, 2.7. Training opportunity for the community, 2.8. Open dialogue with the community, 2.9. Buying local products 2.10. The motivation for employees to interact with the community, and 2.11. Financial support for community projects.

3 Diagnose the current situation of ethics and community outreach, as factors of corporate social responsibility of SMEs, tourism sector Champotón City, Municipality Champotón, Campeche, proposing alternatives, to improve it and implement it.

RESEARCH QUESTION

In support of descriptive research, the research question that is going to help build understanding and way forward of the problem and stated objectives is:

What is the level of commitment and social responsibility that SMEs in the tourism sector in the city of Champotón Champotón Municipality, Campeche, have in their dimensions: economic internal, external economic, internal social, sociocultural and foreign policy, domestic ecological organic and external, associated with the strategic lines of ethics and corporate governance; attachment and commitment to the community and its development, identifying its impact on those?

THEORETICAL

Classification of SMEs

The firm size is determined from the number of workers. See Table 1.

Table 1:

Classification of Companies in Mexico

Tamaño	Estratificación	
	Sector	Rango de número de trabajadores
Micro	Todas	Hasta 10
Pequeña	Comercio	Desde 11 hasta 30
	Industria y Servicios	Desde 11 hasta 50
Mediana	Comercio	Desde 31 hasta 100
	Servicios	Desde 51 hasta 100
	Industria	Desde 51 hasta 250

Source: Official Gazette of México, June 30, 2009

About SME in Campeche

In Mexico there are 3 economic units 724.019, 392.242 of which (10.5%), corresponding to 72 "Temporary accommodation and food and beverage preparation" sector. In the State of

Campeche, is located 30,022 (0.806%) units, registered according to the latest economic census (INEGI.2010), micro, small and medium enterprises account for 99.78% of the total, the latter two contribute to employed persons , remuneration paid and gross production 29.4%, 18.25% and 2.73%, respectively. See Tables 2 and 3.

Table 2:

Economic Integration Units in Mexico by Sector

		UNIDADES ECONOMICAS	
MEXICO	DESCRIPCION	N°	%
TOTAL		3,724,019	100.00
SECTOR 72	Servicios De Alojamiento Temporal Y De Preparación De Alimentos Y Bebidas	392,242	10.533
DEMÁS SECTORES		3,331,777	89.467

Source: Prepared by the 2009 economic census (INEGI.2010)

Table 3:

Economic Integration Units in Campeche

ENTIDAD	UNIDADES ECONOMICAS	
FEDERATIVA	N°	%
TOTAL	3,724,019	100.00
CAMPECHE	30,022	0.806
DEMÁS ENTIDADES	3,693,997	99.194

Source: Prepared by the 2009 economic census (INEGI.2010)

About Corporate Social Responsibility

Corporate social responsibility (Moreno Izquierdo, 2004), it will not bound by legal requirement, good practices should exceed the requirements of the state; providing the same benefits to all related stakeholders and the company. Attitude that includes all dimensions of activity of the organization, such as: financial, production, trade, human, and social environment. We note covering the important aspects of the performance that organizations must meet to be socially responsible.

The company targets production, utilities and harmonize relations between the individuals who compose it, means that its members form a community with its own identity and culture. The present company is not limited to managing and maintaining economic, technical and human resources, creates and develops new resources and requirements are imposed as for economic survival. A key to perform this challenge is the quality of the social structure of human relations. Also, the assumption that the organization is a social system dimensions that transcend the economic, socialized and socializing space simultaneously, constantly interacting with society (Kirschner, 2005) is confirmed. As we see, the concepts and prevailing trends of social responsibility is confirmed.

Of the Third Inter-American Conference on Corporate Social Responsibility (IDB, 2005) promoted by the IDB in Santiago de Chile, is that:

The stream of thought which has predominated in the strategic management of companies, is based on the doctrine of Milton Frydman:

"The business of the businesses, is just to create economic value" (the business of business is to create economic value only).

This trend has changed in recent decades, a new business philosophy based on the above:

Porto Castromán Serantes and Diaz (2006) conclude that, still not defined social responsibility, nor is there consensus on objectives and elements; however, recognize a breakthrough in Mexico and Spain, plus there is a rapid global evolution of the concept.

For Lemon Suárez (2006), several questions are answered in the concern of the social responsibility of business is reflected in Mexico in the Global Compact promoted by the UN, creating ALIARSE (Alliance for Corporate Social Responsibility) and CEMEFI (Mexican Center for Philanthropy). The Global Compact CSR located beyond a philanthropic concern, a voluntary commitment, based on business principles and aimed to contribute to solving social challenges that go beyond the boundaries of organizations; aims to be the link between private sector - government - civil society to promote a sustainable, inclusive and humane global economy, in other words, a new business culture. This

confirms our purpose targeting research to see how quickly the world has changed, especially in business, from the economic to the social vision.

The Center for Action CSR in Guatemala (Central RSE, 2006) states that it is: "Doing business based on ethical principles, and law-abiding."

The social responsibility of business, should be studied to determine their essence and not be used for other purposes (Mercado and Garcia Salgado Hernández.2007), plus you have to set the balance between the economic and the social, the individual interest and the common welfare.

(Saldañas Rosas, 2009) states that Mexico is in an early stage of development in the field of social responsibility, referring to 3-fold: 1 Number of enterprises. 2 type firms that perform actions to this end, and 3 The guidance encourages them.

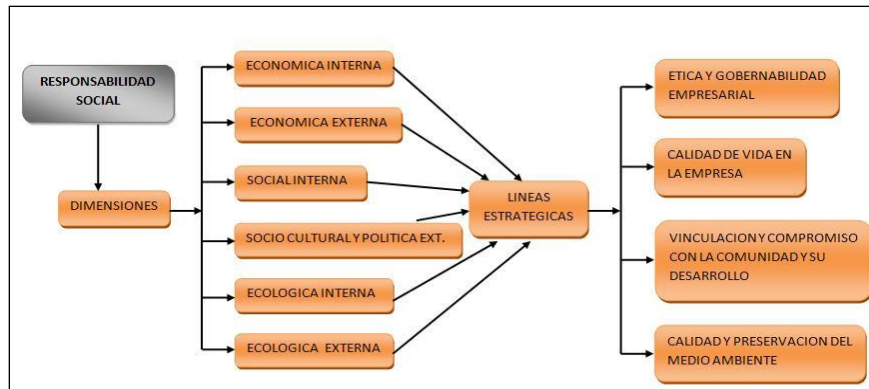
The National Committee for Productivity and Technological Innovation. AC (RACING) reports that in 2008 only 534 firms and 873 individuals received in this matter, consulting and guidance. More details are available from the Business Foundation in Mexico, AC (FUNDEMEX), who points out that since 2004 more than fifty thousand companies have provided resources for poverty reduction in Mexico.

Pérez Chavarria (2009), the guiding light of the four dimensions of the model CEMEFI concludes: Linking Business and Society: have not sustained long-term strategies, gives the impression of disjointed initiatives that follow a pattern of asymmetrical relationship the organization appears as the main protagonist. Care and protection of the environment: the more companies need their programs to comply with environmental standards and, therefore, do not go beyond what is prescribed by law; in fact, they do not qualify as programs although they so entered. Quality of life in the company organizations seem to show more interest in emphasizing the generation of value, not only economic but also social and as a promoter of development in general. Code of ethics: in the majority of companies are lacking a code of ethics, although it is presumed that they have it, do not show it in writing, and only adhere to the limits set by law.

According to (Cajiga Calderón, 2010), which is based on the concepts of CEMEFI, Mexico consensus of major business organizations and social responsibility, spoke about a concept and a common ideological framework on the topic: "Corporate Social Responsibility is conscious and consistent commitment to fully meet the purpose of the company, both internally and externally, considering the social economic and environmental expectations of all participants, demonstrating respect for people, ethical values, community and environment, thus contributing to the construction of the common good." See Figure 2

Figure 2.

Overview of Corporate Social Responsibility



Looking back at the evolution of the concept, consider correct and in accordance with the requirements of society, pronounced by the Mexican Center for Philanthropy (CEMEFI), which incorporates Cajiga (2010), focused on four strategic lines. See Figure 2.

CONCEPTUAL DEFINITION OF VARIABLES

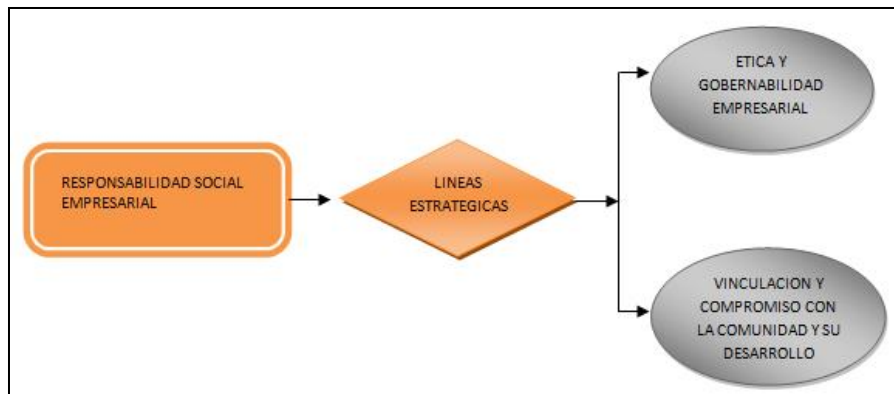
Corporate social responsibility: "It is the conscious and consistent commitment, to fully meet the purpose of the company, both internally and externally, considering the social and environmental economic expectations of all participants, demonstrating respect for people, ethical values, community and the environment, thus contributing to the construction of the common good." (Cajiga.2010)

SMEs: See Table 1 Classification of companies in Mexico (DOF.2009)

OPERATIONAL DEFINITION OF VARIABLES

Corporate social responsibility means operationally, for this research, as follows:

Figure 3.
Operational Definition of CSR



Type and research design

This research is not experimental type of transactional court observed phenomena such as occur in the small and medium enterprises, the tourism sector in the city of Champotón Municipality, Campeche, start exploring this subject continues describing the events, the results are analyzed and conclude. As there is plenty of information, we initiated an exploratory research related to the object of study, followed by the description of the particular characteristics and arriving at the above conclusion.

Population and Sample

In the State of Campeche, there are 30,522 economic units, of which 335 are for the 72 sector temporary accommodation and food and beverage preparation, of these, 77 are in the Municipality of Champotón, and 8 in the city of Champotón being small businesses. They were taken to research, 8 (100%), corresponding to this area.

INSTRUMENT

The instrument used was the questionnaire developed and validated by CEMEFI mentioned by Cajiga (2010), has 6 areas: quality of life of the enterprise, business ethics, communication and promotion of responsible consumption, community outreach, with the average environment and value chain SMEs. Consistent with the objective and operational definition, were grouped in 4 dimensions, 2 of which were made subject to study, yielding a total of 16 ITEMS, with scale: much, little, some, nothing.

RELIABILITY INSTRUMENT IN THE CONTEXT

Before applying the instrument, and give them to all selected entrepreneurs, a pilot test was carried out to check its replication in the context of tourism SMEs city Champotón Champotón Municipality, Campeche, in terms of understanding the structured questions, and to limit any deviation of the target of the investigation, and, if necessary, adapt it to the study population. 2 were selected (25% of the population) companies, and the instrument was administered, resulting in a Cronbach's alpha of 0.88, considering reliable. Already applied the instrument was determined this new account, earning 0.87 what is considered acceptable (Hernandez Fernandez and Baptista., 2006).

PROCEDURE

Questionnaires were applied for 30 minutes, the executives of SMEs in three different levels: senior management, middle and operational controls, as applicable to the type of question, which comes to cover the qualitative part of the research, selecting for each of the variables appropriate to their perceptions scale, according to the criteria: long, short, regular and nothing. In the quantitative part, repetitive cases totaled for each, the frequencies obtained here describe each of the 16 variables comprising 2 dimensions analyzed, and identifies trends.

RESULTS

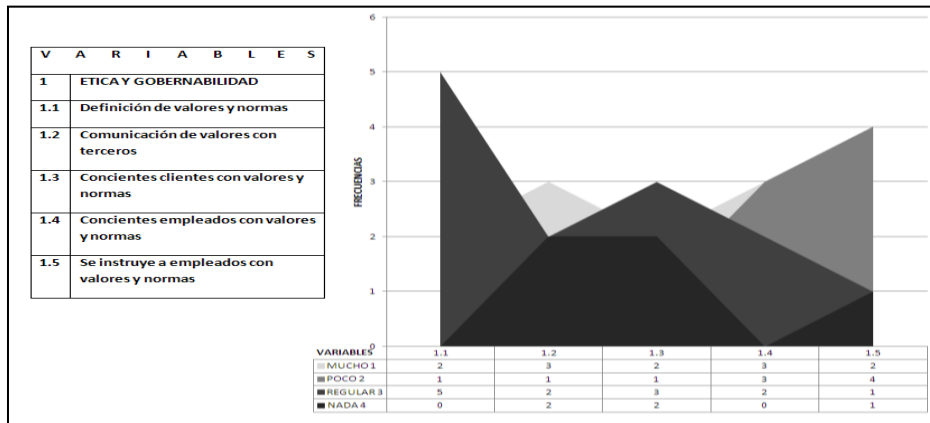
Objective 1

It marked the scant attention has to instruct employees to standards and corporate values, to answer in 4 (50%) cases is small, and if we add the 2 cases regular and nothing, totaling six

(75%), which is shocking. It is similar in the aspects of the definition of the norms and values, as well as customer awareness by having a regular focus with results of 5 (62.5%) and 3 (37.5%), respectively. Only with regard to the communication of company values with others, and raise awareness with employees being initiated actions, but very early, to be 3 responses (37.5%) in both cases. See Figure 4.

Figure 4.

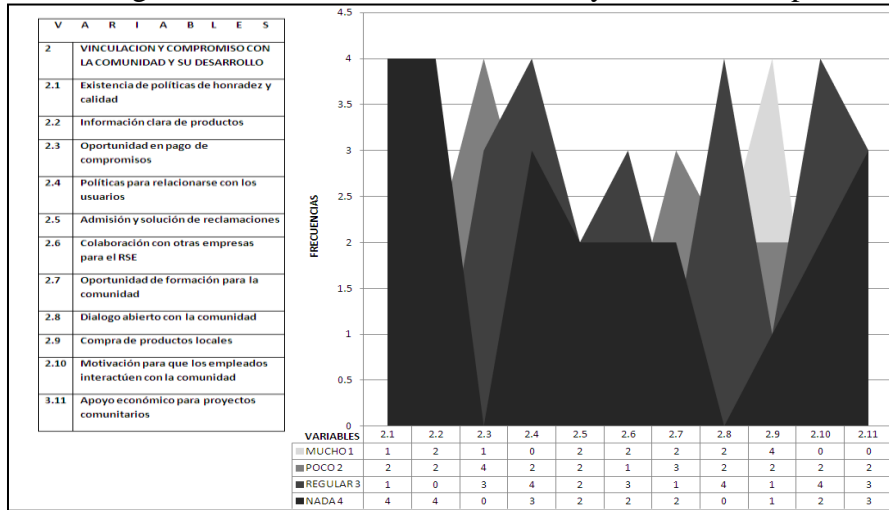
Ethics and governance



Objective 2

Regarding bonding and commitment to the community, the results show: 1 Lack of action regarding: policies of honesty and quality, clarity of information of the products offered, policies that allow the relationship with service users, dialogues with the community, the employee motivation to interact with the community and financial support for community projects. 2. care programs are launched in: opportunity payments commitments, some training opportunities to the community and the purchase of products locales. Véase Figure 5

Figure 5.
Bonding and commitment to the community and its development



CONCLUSIONS AND RECOMMENDATIONS

Conclusions:

We agree that best defines the issue of corporate social responsibility is CEMEFI approached by Cajiga (2010), contextualizing this research. Although very specific, to appreciate its importance and what is being done and to be done in SMEs in the tourism sector in the city of Champotón Champotón Municipality, Campeche, which has to do with what the present generation must run to leave a healthy world to the next, is what society requires minimum. We now turn to each dimension of study:

Objective 1

The results are not encouraging, we can detect the incipient actions promoting ethics and governance, having no well-defined values and standards of business conduct, consequently there is no projection to employees and the community, which reduces support for market position. Reflects that society still considers irrelevant products and services offered by the companies, not being fully known.

Objective 2

Problems and commit to bond with society have, the results show very few such actions. The company still does not perceive and implements the commitment and responsibility to the environment, nor has noticed public expectations that the community has about her.

Recommendations:

Objective 3

We know the great effort that SMEs face, to adhere to the dimensions of compliance, and be seen as socially responsible, the case before us still do not understand its importance, lacking a tall, reflection, pave errors and breaches committed, always thinking that businesses today must not only generate economic value, but also social value. For this purpose, it is convenient:

Define the mission and vision of the organization, control procedures and internal and external, to meet ethics and governance diffusion.

Potentiate the added value, considering the interests of all stakeholders, taking public presence, via civil and political organizations.

These actions must be included in the business strategies to create differentiation and competitive advantages generate them, to make them profitable both financially and socially.

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