Economic spillover for the patron saint festivities and events of the GTO brand

Derrama económica por las fiestas patronales y eventos de la marca GTO

GÓMEZ-BRAVO, María De La Luz†*, GOMEZ-BRAVO, Jessica Margarita, ANDRADE-
OSEGUERA, Miguel Ángel and BARCENAS-PUENTE, José Luis

Universidad Tecnológica del Suroeste de Guanajuato. Carretera Valle de Santiago - Huamimaro Km. 1.2, 20 de Noviembre,
38400 Valle de Santiago, Gto.

ID 1st Author: *María de la Luz, Gómez-Bravo*
ID 1st Coauthor: *Jessica Mmargarita, Gomez-Bravo*
ID 2nd Coauthor: *Miguel Ángel, Andrade-Oseguera*
ID 3rd Coauthor: *José Luis, Barcenas-Puente*

DOI: 10.35429/JGE.2019.4.3.1.4

Received February 10, 2019; Accepted June 28, 2019

Abstract	Resumen
The research is based on the fact that so much economic spill leave the patron celebrations or events of the GTO brand, in the state of Guanajuato and in its different municipalities where these events are held, to which a wide publicity is carried out by different means, evoking to that the society consumes local and handmade products, to mention an example in the municipality of Valle de Santiago, the chubby festival was held last June “8 thousand people gathered at the chubby festival , about 20 thousand chubby were consumed, had an economic spill of about 4.5 MDP in a single day ”, this published on the page gourmetaro.com.	La investigación está basada en que tanta derrama económica dejan las fiestas patronales o eventos de marca GTO, en el estado de Guanajuato y en sus diferentes municipios donde se llevan a cabo estos eventos, a los cuales se realiza una amplia publicidad por diferentes medios, evocando a que la sociedad consuma productos locales y artesanales, por mencionar un ejemplo en el municipio de valle de Santiago, se llevó a cabo el festival de la gordita en el pasado mes de junio “8 mil personas se dieron cita en el festival de la gordita, se consumieron cerca de 20 mil gorditas , tuvo una derrama económica de alrededor de 4.5 MDP en un solo día”, esto publicado en la página gourmetaro.com.
Economic spill, Parties, GTO	Derrama económica, Fiestas, GTO

Citation: GÓMEZ-BRAVO, María De La Luz, GOMEZ-BRAVO, Jessica Margarita, ANDRADE-OSEGUERA, Miguel Ángel and BARCENAS-PUENTE, José Luis. Economic spillover for the patron saint festivities and events of the GTO brand. RINOE Journal- General Economics. 2019. 3-4: 1-4.

* Correspondence to Author (email: mlgomezbra@utsoe.edu.mx)
† Researcher contributing first author.

Introduction

For the country something important is the recognition of its uses, customs and traditions that are lived in every corner of the Mexican population, this is how the state of Guanajuato is made up of many traditions and patron celebrations that celebrate in each of the municipalities that they surround it as a state, this helps and contributes to the cultural part of society starting from the most usual to the most contemporary, passing from generation to generation.

In the small municipality of Valle de Santiago located in the southwest of the state of Guanajuato, some events related to the GTO trademark are carried out, as well as well-known employer parties around it for its colorful and decorated festivities, as well as in the municipality begin the festivities of Mr. Santiago from the months of April before Holy Week where every Friday of Lent believers or parishioners give food making it called "relic", which is blessed in a Mass that is given in advance to the people who take it to consumers, these events are well done throughout the remaining months.

In the period of those months, veils are being carried out in private homes, which they so request and in the same way give food to the attendees, all night they pray, bring music, and pyrotechnics this in appreciation of their visit to the house of the people who requested it.

This is also how during these months the freighters or santiagueros are carrying out the program of the activities to be carried out on the occasion of celebrating their saint's day, so that the municipal authorities also support with the road and police for the celebration of the events of celebration, later the allegorical cars, dances, mañanitas and the very famous Rosazos, in all these activities the main actors are the freighters and the Santiago, making promotion in all the spaces of the municipality of the dates, activities and schedules of each of the activities. Which is attended by the entire population of the municipal capital, as well as their communities and nearby municipalities, which allows a large economic spill within the municipality, this because of the great assistance of the population which gives traders a chance fixed and informal to have a higher income on these dates.

Likewise, the municipality has hosted several events related to the dissemination of artisanal products, such as the gordita festival and the craft beer festival, which has also left a great economic spill in the municipality, which This allows the economy to increase a bit with these festivities and entrepreneurial projects of those producers.

One of the events called "festival de la chordita" takes place in an esplanade of a former hacienda located in one of the most emblematic communities of our municipality in San Nicolás parangueo, due to its proximity to the tunnel of the corner of parangueo which It is a wonder for those spectators of nature, this has been taking place for several years in this last year exceeded expectations of attendance.

Framework

For the state of Guanajuato, the economic spill thanks to the patron celebrations and the GTO brand is very strong

One of the main festivities that leave a strong economic spill in the state is the city of Santiago Valley where in July they hold one of the patron saint festivities and then in the month of August of each year.

Valle de Santiago, is a municipality known since time immemorial for its geological conformation so peculiar that few cities in the state have, since there are few regions with so many volcanic craters together and of different sizes, some skeptics believe that some time meteor showers hit the earth and formed the region known as "the Seven Luminaries", but it is proven by studies that are volcanic craters.

The festivities are in honor of the patron saint of the Santiago valley city where a large parade of floats is reorganized with the images of the Patron Saint, accompanied by Dance groups and Music Bands and fireworks are burned and continues on August 15 which is when the Saint changes his house.

It is a tradition every year in the municipality of Valle de Santiago, the inhabitants of the city and communities, await the night of July 24 to begin the religious celebration to Santiago Apostle, or as they call him in the municipality Al Señor Santiago or Santiaguito, in which, accompanied by dance groups, wind band and general public, they present the four traditional santiaguitos more to the original Santiago in the Parish of Santiago Apóstol. The inhabitants of the city of Valle de Santiago are prepared to carry out this traditional celebration, in which, in addition to celebrating the Patron Saint of Valle de Santiago, families tend to eat for their relatives and visitors who come to the religious celebration.

As part of the festivities, wind bands and the burning of pyrotechnics are also carried out along the route until arriving at the Parish of Santiago Apóstol, where each of the santiaguitos are presented.

Other of the events is the Gordita Festival that obtained an economic spill of around 4.5 million pesos only on the day, and was organized by the Government of the State of Guanajuato, through the Ministry of Tourism, in coordination with the Municipal Administration of Valle de Santiago.

Around 8 thousand people gathered at the traditional Festival de la Gordita, in its 4th. edition, celebrated this day at the Ex Hacienda de San Nicolás de Parangueo in Valle de Santiago, where more than 20 thousand chubby were consumed. This year 8 municipalities participated: Celaya, with its traditional black land fatties; Salamanca, represented by Valtierra and his chubby with nopal mass and in prickly pear cactus; Cortázar and the chubby kid; Apaseo el Grande and the chubby cheese 3nchilada; San Felipe with the chubby tantarrias and escamoles; Comfort with the great Consuelito Venancio and his Otomí tradition of the ceremonial tortilla; Salvatierra and Guanajuato Capital.

Development

The economic spill of the festivities and events held by the GTO brand is very strong for some municipalities.

In May the municipality of Valle de Santiago, the Festival gordita 'Festival was held, in which more than 30 traditional cooks with chubby corn, wheat and chickpea participated. There was an attendance of 4 thousand people and an economic spill of 700 thousand pesos for Valle de Santiago with 12% more than the previous year.

Leaving so that the municipality can have an economic entrance through gastronomic activities and patron celebrations, this festival of the chubby was satisfactory from the first year that it was carried out within the municipality encouraging the participants to be part of this project in which a contest would be held to be able to grant recognition to the best chubby of the entire festival, it was like other merchants, and new entrepreneurs began to contribute, this is how this year was a great success leaving an economic spill in the municipality 700 thousand pesos In a single day, it is worth mentioning that the visitors we have are from other nearby municipalities of the Santiago Valley or even from other nearby states, and during these events the promotion of the next events to be held within the municipality on upcoming dates such as "The beer festival".

Which took place on July 28 in the municipality of Valle de Santiago, this being carried out in the heart of the city, having a good response from society there was a good response, a visit of more than 10 thousand people was obtained leaving an economic spill of more than 100 thousand pesos, this exceeding the expectations of the organizers of the event, in which new entrepreneurs were given the opportunity to promote their product covering the characteristics of the craft, including beer and other products of food intake preserving this part of traditional and artisanal.

Mentioning in this way the lawyer Teresa Matamoros, that visitors could enjoy the harvest festivities held during the month of July.

Methodology

It will be Qualitative since data collection without numerical measurement is used to discover or refine research questions in the interpretation process, Qualitative studies can develop questions and hypotheses before, during or after data collection and analysis.

Qualitative data make detailed descriptions of situations, events, people, interactions, observed behaviors and their manifestations. The qualitative approach mainly seeks "dispersion or expansion" of data and information, reflection is the bridge that links the researcher. The qualitative approach studies the various subjective realities constructed in the investigation, which vary in their form and content among individuals, groups and cultures, the reality if it changes by observations and data collection, describes and interprets the phenomena through perceptions and meanings produced by the experience of the participants.

The qualitative approach provides depth to the data contextualization of the environment or environment and unique experiences, as well as provides a "fresh, natural and holistic" view of the phenomena, as well as flexibility.

The orientation towards the description prediction and explanation is directed towards measurable or observable data.

The goal of mixed research is not to replace quantitative and qualitative research, but to use the strengths of both types of inquiry by combining them and trying to minimize their potential weaknesses.

The mixed methods represent a set of systematic, empirical and critical research processes and involves the collection and analysis of qualitative and quantitative data, as well as their integration and joint discussion to make inferences as a result of all information collected and achieve their greater understanding. of the phenomenon under study.

They are the systematic integration of qualitative and quantitative methods in a single study to obtain a more complete picture of the phenomenon, these can be combined in such a way that qualitative and quantitative approaches retain their original structure and procedures.

Conclusion

The Festival had an economic spill of around 4.5 million pesos, and was organized by the Government of the State of Guanajuato, through the Ministry of Tourism, in coordination with the Municipal Administration of Valle de Santiago.

The Ministry of Tourism of the state of Guanajuato informed that on June 2 the Fourth Festival of the Gordita 2019 will be held in the municipality of Valle de Santiago. This festival will be based in the Exhacienda of San Nicolás Parangueo of this municipality.

The municipality has an economic entrance through gastronomic activities and festivities, this festival of the chubby was the best since the first year that took place within the municipality. There were more people interested in being part of this project in which it would be carried out as a contest to be able to grant recognition to the best chubby of the entire festival. The Patron Saint Festivities leave a strong economic spill within the municipality since many people come from other cities and from the communities of the municipality which make their purchases of the day, for the merchants it is a very good time of the year since their economic situation is very Good for the sale. There are people who come from abroad for the feast of Mr. Santiago, so they spend in dollars and for the local trade again makes a very strong economic spill.

References

- <https://ieeg.mx> > valle-desantiagovalledesantiago.org.mx
- <https://informes.guanajuato.gob.mx>
- [el financiero.com.mx](https://el-financiero.com.mx)