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GENERATION OF TOURISM FROM THE DENOMINATION OF ORIGIN (D.O.) “RAICILLA CASE”

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Abstract: This research analyzes the perception of producers in municipalities with the Raicilla denomination of origin (DO). A qualitative, exploratory and descriptive methodology was used to identify its perspective from obtaining the Denomination of origin and its socio-territorial effects. It was found that consumer interest has increased, this has improved product visibility and recognition. The Master Raicilleros have adapted their marketing strategies, in addition the Denomination of origin has promoted changes in the local infrastructure, attracting tourists and strengthening cultural identity.

Keywords: Raicilla, Denomination of Origin, tourism, commercialization, perception

INTRODUCTION

According to the literature, the designation of origin arises with the aim of recognizing the production and marketing of emblematic products originating from a geographical area due to peculiarities such as the use of local materials, production methods or processes, as well as natural and human factors. who participate in the preparation (CEDRSSA, 2018). The purpose is to protect these products and provide global recognition and benefit to the community, such is the case of Raicilla (Montero 2019; Montenegro and Cabrera, 2018; SEGOB, 2019).

Currently Mexico has a great diversity of products with designation of origin, such as: Charanda, Olinalá, Bacanora, Café de Chiapas, Sotol, Café de Veracruz, Tequila, Vanilla de Papantla, Mezcal, Habanero Chile from Yucatán, Talavera, Mango Ataulfo from Chiapas, Ámbar and recently Raicilla (Agri-food and fishing information service, 2016).

Since the General Declaration of Protection of the Denomination of Origin for Raicilla, it has taken on greater relevance and is elevated from a local drink to a symbol of tradition that influences the social and economic fabric of

the regions involved, representing a profound change. in the perception, economy, culture and tourism of the producing communities (SEGOB, 2019; Montenegro and Cabrera, 2018).

For their part, producers agree with Yagüe and Jiménez (2002) on the fact that government programs have been generated to regulate and control actions and improvements in their income and benefits to the community. They also mention that marketing has increased consumers' interest in knowing and appreciating this drink, which has led to an increase in the visibility and recognition of the product, which is why they have been forced to adapt their marketing strategies, as Orozco explains (2018) and SEGOB (2019).

Given the above, with the objective of identifying the perception of the Raicilleros regarding obtaining the designation of origin and its socio-territorial effects, an analysis was carried out on the impression that has been generated in the producers of the 16 municipalities of the designation of origin located in the State of Jalisco and Nayarit.

It is important to mention that obtaining the designation of origin has played an important role in driving changes in the infrastructure of the taverns, in addition to exerting a significant influence on the activities of the producing communities. The experience with the brands has contributed to the formation of a tourist image, which has begun to generate an increase in the flow of visitors, confirming what was said by Zapata (2022) and Montero (2019).

Among the improvements can be seen the installation of signage on the access routes to places of interest, the implementation of basic services and conditioning of areas to offer options for recreation, food, accommodation and, in particular, the tourist route has been created. of the raicilla, which contributes sustainably to the economic development of communities by strengthening cultural identity.

BACKGROUND

APPELLATION OF ORIGIN

Economic development is affected when ideas, products or brands are falsified, and that is why creators, producers and companies consider it necessary to protect their rights against unfair competition (CDRSSA, 2018; Yagüe and Jiménez, 2002).

Intellectual property is the branch of law that focuses on protecting and regulating the products of intellect or human talent, providing domain powers to their creators. Among the distinctive signs of intellectual property is the Denomination of Origin, which symbolizes the culture, tradition and specialization of an industry or trade in a society (Zapata, 2022; Tolentino, 2015; Montenegro and Cabrera, 2018).

Particularly, this name emerged as a response to globalization in the 1950s to allow commercial borders to be eliminated by guaranteeing product quality (Tolentino, 2015). According to Orozco (2018), there are indicators that in 1887 the first designation of origin was granted to the Union of the Grand Marquises of Champagne, France; and in 1908 the same place was established as the first geographical delimitation, which established the precedent that any product that was not manufactured in the area was excluded from being able to use the brand.

The World Trade Organization (WTO), whose objective is to endorse and facilitate commercial exchanges between countries to safeguard intellectual property, supports, together with other international and national bodies, to certify the quality of products, safeguard reputation, processes and materials provided by the place or geographical area (Tolentino, 2015; Montenegro and Cabrera, 2018; Montero, 2019).

As an industrial strategy, the designation of origin raises the collective will of producers and distributors to regularize and control the actions that allow the consumer to guarantee the acquisition of a high-quality product (Zapata, 2022; Yagüe and Jiménez, 2002; Jiménez, 2002).

TERRITORY OF ORIGIN

Geographically, the regions have particular qualities in agriculture, in the climate and in the techniques and methods of intervention and production of artisanal products, this combination is called "territory of origin" (Zapata, 2022; Jiménez, 2002).

For its part, the designation of origin grants protection to the producers of these territories to safeguard the products, thus respecting the natural conditions and traditions of the community (Tolentino, 2015). Given the above, for the designation of origin to be granted, it is necessary to fully identify a qualitative link between the product and the place of origin, that is, it certifies that the products come from a specific territory, that local raw materials were used, and that the preparation followed customs and popular influence (CDRSSA, 2018; Jiménez, 2002; Montero, 2019).

As has been shown in countries such as Austria, Japan, Canada, Mexico, among others, it is considered that the designation of origin generates the development and economic growth of the territory of origin since, based on the experience with the brands, consumers create a image and value judgment of the place attracting tourists and tourist activity (Zapata, 2022; Yagüe and Jiménez, 2002; Montero, 2019).

DENOMINATION OF ORIGIN AND THE PERCEPTION OF ITS CONTRIBUTIONS

As mentioned above, the purpose of the designation of origin is to protect products through norms and regulations of various instances, which has derived various contributions and whose perception of these is presented below.

PERCEPTION TOWARDS THE TERRITORY OF ORIGIN

Regarding the effect that the designation of origin has in association with the place, it is mentioned that, if there is a relationship between the territory and the product, which depending on acceptance can be favorable or unfavorable; That is, the place can be rejected due to the products that derive from it or the product because of the place where it comes from (Yagüe and Jiménez, 2002; Orozco, 2018).

The named region or area usually favors a greater number of local producers by being able to market their product under the support and value of the denomination, leaving brands free to create their own system of communication and commitments. It is important to consider that marketing differs depending on the notoriety of the designation of origin and the capacity and market orientation of the company (Montenegro and Cabrera, 2018; Jiménez, 2002; Yagüe and Jiménez, 2002).

PERCEPTION IN PRODUCTION

The producers perceive that, as a result of the designation of origin, changes and modifications have occurred in the companies, in the territories and in the community, since after the designation they focused more on the market and placed greater emphasis on satisfying the requirements of the consumer and to improve the quality of the products

which have improvements in the presentation of the packaging, the label and the brand considering the tastes and preferences of consumers (Orozco, 2018).

They also comment that the designation of origin led to a modernization of the companies regarding ideology, values, indicators, marketing process, and involved making new investments in facilities and infrastructure. It also had an impact on the alteration of cultivation processes, requiring research and the incorporation of new varieties of raw material (Tolentino, 2015; Yagüe and Jiménez, 2002).

In general, producers mention that the designation of origin, acting as a public brand, has mainly benefited companies with low resources because by guaranteeing the quality of the products it produces competitive advantages in the short and long term in the markets. However, they also consider that they may be affected if low-quality products are included at a low cost, leading to the search for a specific brand or price and not the name (Yagüe and Jiménez, 2002; Montero, 2019).

They allude that an important factor is the fact that when there are too many brands, the benefits provided by the name are somewhat lost, since when the number of participants is small it is easier to consolidate and maintain the image, production control, marketing, and homogeneity in preparation. But when there are several participants, contradictions sometimes occur and therefore negative effects on the perception generated (Jiménez, 2002; Montero, 2019)

PERCEPTION IN MARKETING AND DISTRIBUTION

Among the contributions of the designation of origin is fair and equitable marketing and privileged positioning in the target markets. That is, a fair price so that the producer has resources to advance to organic farming and

to promote the development of his family and the community (SEGOB, 2019; Montenegro and Cabrera, 2018).

On the other hand, it is considered important that the named region focuses on jointly and coordinated creation of a solid and coherent image to promote memory and recognition by defined segments. It is also essential to make use of digital communication to promote promotion and advertising in conjunction with public relations (CDRSSA, 2018; Yagüe and Jiménez, 2002; Jiménez, 2002).

For distribution and in order to maintain a fair price in relation to production costs and acceptance by consumers, it is necessary to locate intensive coverage channels with a greater reach of markets and retail points of sale, (Zapata, 2022; Yagüe and Jiménez, 2002).

CONSTITUTION OF THE DO IN MEXICO

In order to prevent unfair competition and avoid consumer deception, the Mexican State is responsible for the protection of products with a designation of origin in accordance with the provisions of article 2.1 of the Lisbon Agreement (CDRSSA, 2018; Yagüe and Jiménez, 2002). According to the regulations, the designation of origin is a product of the organization between various territorial actors and can be requested by people who are directly dedicated to the extraction or preparation of the product, by chambers or associations of producers or by federal government entities (CDRSSA, 2018;).

To receive the protection of Mexican legislation through the designation of origin, three conditions must be met: a) it is constituted by the name of a geographical area, b) the product contains the name of the area and has a reputation. due to the origin c) that the product has special qualities and characteristics due to the geographical

environment including the human and natural factor. The customs and traditions of a craft or art that requires special processes are considered a human factor, and the territory, climatic conditions and altitude above sea level are considered a natural factor (CDRSSA, 2018; SEGOB, 2019 and Zapata, 2022).

In 1974 and 1997 respectively, through the General Directorate of Standards (DGN) registered with the Mexican Institute of Industrial Property (IMPI), tequila and mezcal received the first designations of origin in Mexico. Currently, products with a designation of origin must respond to several official Mexican standards, being ratified by a regulatory council that evaluates conformity through approved criteria that refer to the characteristics that must be met (SEGOB, 2019; Orozco, 2018).

RAICILLA AND DESIGNATION OF ORIGIN

According to SEGOB (2019), raicilla is a colorless liquid that is derived from a certain species of maguey, its flavor and aroma is determined according to the geographical and climatological conditions of the place, as well as the artisanal production process by a Master Raicillero.

These types of cultural processes were recognized by the United Nations Educational, Scientific and Cultural Organization (UNESCO) in 2021 in the Declaration of Diversity of Cultures that promotes the appreciation of the heritage of a locality (Zapata, 2022). It can be said that the Raicilla production region is distinguished by its notable diversity of natural resources, among which extensive forested areas, mineral deposits and water sources stand out (DOF, 2019).

There is evidence that the Raicilla has been manufactured since the second half of the 16th century in the year 1577 in the state

of Jalisco, where Don Francisco De Agüero, mayor of the Province of Amula, was already talking about a “tree” called Mexcatl. which the Spanish called Maguey and from which wine, vinegar and honey were made, among other products (Franco, Sánchez, Goyas, Trujillo, Navarro, Zamudio, Nuño, Zurita, Tulet and Carreón (2015).

In the Municipal archive of San Sebastián del Oeste, Jalisco, there are testimonies that come from the 19th century, specifically from the years 1894 and 1897, which evidence the authority’s knowledge of the sale of locally produced wine. Recognizing the situation raised above and due to the development of Raicilla, the Government of the State of Jalisco, by decree of December 14, 2000, established “Cimarrón” as the official name of one of the towns of the Sierra Occidental within the Municipality of Mascota. Raicilla Boy”. (Senate Citizen Movement Parliamentary Group, 2019). This information is useful when trying to understand how community work and free association was sought since then, first with the formation of a Civil Association and then with the registration of a Collective Trademark through the designation of origin, which would allow different actors within the productive chain to be included and shape this industry in order to improve and consolidate recognition and own identity.

RAICILLA DESIGNATION OF ORIGIN PROCESS

In the year 2000, with the support of the Government of Jalisco, Engineer Jorge A. Dueñas, Dr. Alfredo Cachua, Engineer Adrián Ramírez serving as an official of the Ministry of Economy, a winemaker, and other producers and distributors in the region,

They united and formed the Mexican Raicilla Promoter Council (CMPR), which was the first body with the mission of publicizing and regulating the production,

distribution and marketing of this drink to bring it out of hiding.

With the help of the first board of directors of the CMPR, we sought to integrate producers, processors and marketers of raicilla to capitalize on the activity under certain quality standards (Cachua, 2023). Once formally organized, the links in the production chain were identified and the CMPR managed the collective brand “Raicilla Jalisco” before the Mexican Institute of Industrial Property for the use of its members, in search of greater recognition. After this, the CMPR worked to obtain the declaration of protected designation of origin, designation of origin, for this, the proposal was presented to the IMPI on May 9, 2000 (IMPI, 2019), achieving the concession on June 14, 2019 (SEGOB, 2019).

According to the Official Gazette of the Federation (2019), the production places authorized for the production of Raicilla by the designation of origin in the Mexican Republic are shown in Figure 1, and Figure 2 shows the territories of origin which are the following: a) Regions of the state of Jalisco: Municipalities of Atengo, Chiquilistlán, Juchitlán, Tecolotlán, Tenamaxtlán, Puerto Vallarta, Cabo Corrientes, Tomatlán, Atenguillo, Ayutla, Cuautla, Guachinango, Mascota, Mixtlán, San Sebastián del Oeste and Talpa de Allende. b) Regions of the state of Nayarit: Municipality of Bahía de Banderas (See Figures 1 and 2).



Figure 1: Map of the location of the Zone in the Mexican Republic

Source: Map Prepared from DOF: 06/28/2019

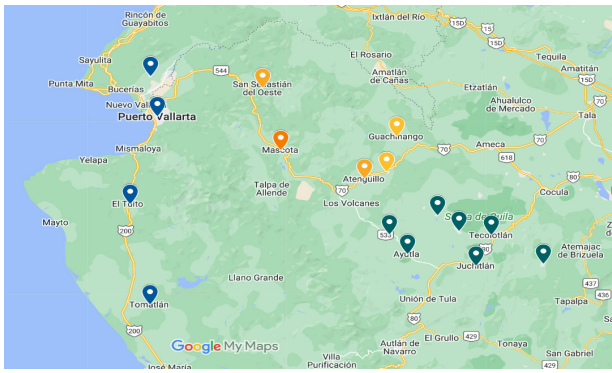


Figure 2: Map of Raicilla producing territories

Source: from Google Maps prepared from
DOF: 06/28/2019

METHODOLOGY

This article was carried out using the methodology for a qualitative approach research with an exploratory and descriptive scope.

The research focuses on obtaining a deep understanding of the phenomena related to the designation of origin of the raicilla and is based on the analysis of cross-sectional data. To achieve this objective, two focus groups and seven in-depth interviews were carried out, using semi-structured questionnaires as a guide that considers six topics addressed in the following areas:

- 1.- CROPS, where producers are asked if, based on the Denomination of Origin:
 - Specific cultivation practices have had to be implemented
 - The benefits regarding the cultivation and reproduction of agaves
 - The adaptation of infrastructure, resources and tradition is cultivation
- 2.- MARKETING, aimed at investigating whether after the Denomination of Origin:
 - Changes have been promoted in the marketing of root crops
 - What have been the main challenges in commercialization

- Impact of the appointment on the brands marketed
- 3.- PROCESSES, focuses on asking if, based on the Denomination of Origin:
 - There are implications or modifications in the processes and their perception
 - Recognize the vision in production processes in the next 5 years
 - 4.- INFRASTRUCTURE, the aim is to identify from the Designation of Origin:
 - Identify the need to modify the infrastructure of your taverns
 - If there is awareness among producers about the importance of having adequate infrastructure to ensure the quality and authenticity of the rootstock
 - How to promote tourism through productive activity
 - 5.- QUALITY OF LIFE, the aim is to recognize if after the Designation of Origin:
 - Changes in the quality of life of producers, families and the community
 - Challenges that producers face to improve their quality of life
 - The long-term impact on the quality of life, as well as that of future generations of raicilla producers
 - 6.- VALUE AND RECOGNITION, aimed at asking producers:
 - If there is awareness about the potential offered by the Designation of Origin
 - If there is greater appreciation and recognition of your work and products by the community and consumers after the appointment
 - If the unity and cultural identity of your community has been strengthened

This interview was validated by 4 experts in the area of study, two Doctors from the academic area related to Tourism and Education, a Doctor and Master academic producers of Raicilla. The sample was selected by convenience, and the sample size was determined through a non-probability sampling approach due to the exploratory nature of the research (Hernández Sampieri, 2018).

RESULTS

The intersection between agriculture and alcoholic beverage production has been an integral part of many cultures throughout history. This analysis examines the specific case of the cultivation and production of raicilleros agaves, focusing on the perceptions of the actors involved in relation to the implementation of specific agricultural practices to comply with the requirements established by the Denomination of Origin. This research also delves into the specific benefits that producers have obtained thanks to the designation of origin in the field of cultivation and reproduction of agaves, in addition to analyzing the adaptations of infrastructure, resources and traditions that have been made to comply with these requirements.

In the background of this analysis is the designation of origin as a legal framework and recognition that safeguards the authenticity and quality of products rooted in specific regions. In the case of Raicilla, this designation of origin has proven to be a transformative element that has had a significant impact on the industry.

Perspectives gathered from interviewees shed light on the various nuances surrounding the cultivation and production of raicilleros agaves under this framework.

Regarding the first issue related to the scope of cultivation practices, the responses

of those interviewed have revealed an interesting panorama since although at the present time the implementation of specific agricultural practices is not required within the considerations of the designation of origin, Some interviewees suggest that future changes could be on the horizon. This will, to a large extent, depend on regulatory decisions or new guidance issued by relevant authorities.

The current flexibility in cultivation practices is notable, although there is a predisposition towards the adoption of more sustainable and environmentally friendly approaches related to the transition towards organic practices that some producers have initiated. This transition is not only driven by the preservation of forest ecosystems and pollution mitigation, but also by the growing demand from environmentally conscious consumers. As the market leans towards sustainability, this transition towards organic practices reflects an evolution in the mindset of producers and their commitment to responsible production.

In addition to agricultural practices, the role of the Mexican Raicilla Regulatory Council is evident in the development of a technological package in line with those existing for other beverages with designation of origin, as it has the potential to standardize and optimize cultivation practices. and agave production. Its implementation could be a source of continuous improvement, guaranteeing quality and long-term sustainability in Raicilla production.

It is relevant to note that some adaptations and changes in cultivation practices are not solely in response to the designation of origin, as some producers had made adjustments before the implementation of this regulation. However, there are some that could have been catalyzed by the designation of origin, such as the intensive management of plantations and practices aimed at addressing health and

agronomic problems, favoring a movement towards more professional and higher quality production.

Demand has also caused an expansion in the scale of cultivation, which has led to modifications in infrastructure to maintain a constant supply. The transition towards more controlled cultivation has generated changes in traditional harvesting and planting practices, leading towards more planned and efficient management of resources.

The natural environment also plays a crucial role in this panorama since the coexistence of the agave with the trees and the surrounding ecosystem has become an important focus. Producers have sought to balance the agave's need for sun with the importance of conserving the environment, underscoring concern for sustainability and harmony with nature.

Within the scope of the tangible benefits that have emanated from the designation of origin, key areas can be identified that have influenced the cultivation and reproduction of raicilleros agaves. Credibility in marketing has been substantially strengthened, providing greater credibility permeated by consumer trust, which has generated an increasing demand for Raicilla. This increase in turn has put pressure on agave agricultural production, driving the need for adaptation and expansion on the part of producers.

Government support has also been a driving force in this panorama since some producers have received aid from entities such as the Ministry of Agriculture and Rural Development (SADER) Jalisco. These supports can take the form of financial incentives or technical advice, which not only facilitate the implementation of necessary changes, but also promote the continued growth of the industry.

Regarding the second issue related to marketing, obtaining the designation of origin

for raicilla has had a major influence on the way this drink is marketed. According to those interviewed before obtaining the designation of origin, raicilla occupied a very limited place in the market, with few brands marketed mostly locally. However, since the designation of origin was obtained, the commercial landscape experienced a transformation of considerable proportions, manifesting itself in an increase in supply, which currently exceeds 200 brands of raicilla.

It must be considered that this transformation in the commercial field does not arise due to a single factor, but rather a series of elements that are interrelated, since in the first instance, the designation of origin has provided tangible advantages to both producers and merchants regarding exponential growth in sales, with an approximate estimate of 300%. There is a belief among producers that the protection and government recognition inherent to the designation of origin received in 2019 have captured considerable interest from the market in this product, which, in turn, is generating a boom in the commercialization.

Secondly, the recognition of the designation of origin, in his opinion, has also encouraged a formalization in the presentation of the product, since before the raicilla was sold in generic and bulk bottles, however, with the acquisition of the designation of origin, it has produced a considerable increase in the number of producers registering their brands and implementing unique labels on their packaging. This formalization not only contributes to improving the image of the product in the market, but also generates a perception of quality and authenticity that captivates consumers.

Thirdly, obtaining the designation of origin entails more rigorous regulation and standardization of raicilla production practices, so producers must adapt to the

requirements of the Official Mexican Standard to be able to market their products in formal markets., which implies a higher level of responsibility and a professionalization and legalization of the industry.

The analysis of the interviews also highlights that the change in the marketing of raicilla is accompanied by a communication and product promotion campaign by the state government to change the negative perception that some people had regarding raicilla, presenting it as what is: a quality drink, adequately regulated and safe for consumption. Promotion and dissemination of information related to raicilla play a fundamental role in attracting new consumers and increasing demand for the product.

Despite the positive advances in the commercialization of raicilla, those interviewed also point out challenges that are on the horizon since one of the primary challenges is maintaining legality and formality in the market, particularly for small producers who are not familiar with the requirements of the designation of origin and the Official Mexican Standard that accompanies it and the associated regulations. Training and support for these producers is crucial so that they can adapt to changes and take advantage of the benefits of the designation of origin without losing their identity and tradition.

Another major challenge is the competition in the market between producers and merchants, so they must differentiate themselves by high quality and authenticity to position raicilla as a unique and special drink, with a protected origin, they are essential to maintain its attractiveness. for consumers and to continue its growth in both the national and international markets.

In relation to the third topic on Raicilla production processes, adjustments have been made to the methods to comply with the quality and sustainability standards

required by the designation of origin, such as modifications in materials and techniques, replacing plastic with stainless steel in stills and fermentation drums, and adjustments to the distillation process to achieve a more refined product. The Raiciller Masters highlight that the exclusive use of organic raw materials has become a hallmark for the production of the drink and yet, despite all the changes made, the product continues to maintain its artisanal and organic process.

As a consequence of the designation of origin, a standardization has been observed in the processes and practices and continuous improvement in the quality of the final products has made it possible to market the product abroad. However, one of the problems found lies in the lack of standardization of the production process, which indicates the need to include chemical engineers to ensure quality consistency in production batches.

Regarding the fourth issue regarding the terms of infrastructure for the production of Raicilla, despite the fact that what regulates this issue is the Official Mexican Standard and the designation of origin does not require specific changes in the infrastructure, due to the increase in demand. that the designation of origin has caused many producers to invest in improvements for their taverns. These improvements include the expansion of spaces, the installation of bathrooms, installation of cement floors, optimization of production facilities and adaptation of areas for the reception of visitors.

In fact, motivated by acceptance, some Master Raicilleros have chosen to adapt their taverns to receive groups of tourists interested in learning about the processes and becoming more familiar with the drinks, and thanks to the training provided by the CMPR they have acquired knowledge in mixology and have of a bar and terrace space where during visits they offer elaborate drinks.

There are also taverns that have developed accommodation spaces and recreational spaces to receive visitors. This initiative has been supported by travel agencies and local tour guides and spaces dedicated to accommodation and food and drink offerings have also been created in the community.

Regarding the fifth topic on quality of life, by consensus the participants agree that there has been improvement based on the designation of origin since there has been greater economic benefit and the acceptance of a fair price, attracting more producers and marketers and promoting the training and even the formality of various businesses before the Tax Administration Secretariat (SAT).

Also, by having more job opportunities, greater involvement and labor participation of family members is seen. Now the children are preparing themselves academically and are implementing technological issues to make their brands known, to profit from a commercial chain and to support the continuity and history of the activity in future generations. Some have even already presented their products worldwide, so they feel proud to be Master Raicilleros.

As for the community, other commercial activities have been developed to serve visitors and provide both basic and tourist services. Also, the sale of regional products has been promoted, the consideration of the care of ecology, sustainability and even the municipalities are working to enable communication routes and provide access to producers and visitors.

However, the participants mention that there are still points that need to be worked on, such as dissemination and signage to attract more tourism, technicalization and control of the producers' operations, as well as training to publicize the product since the raicilla is still unknown for many.

In relation to point six regarding the

perception of value, recognition and potential caused by the designation of origin, the participants mention that they have identified an improvement in acceptance and respect for their role as entrepreneurs, their products and the activities themselves. by agencies, consumers and the community itself. In fact, they comment that by improving the presentation and packaging it has positioned the raicilla as a reliable and quality product, and that thanks to the help of the government the positioning has been improved as well as the financial aid for production.

Besides, it is mentioned that the designation of origin has favored the identity and visibility of the raicilla, increasing demand, the standardization of materials, the quality of the products, as well as the organization and union of the participants.

It is worth mentioning as an important finding that the Raiciller Masters are recognized for their sense of hospitality, favoring the reception of tourists because they seek to make visitors feel at home and become part of the community. However, it is seen that there is still a lot of potential for the regions and the community, since it requires general improvements to the taverns to receive visitors and be able to get involved in the processes, the culture of the place and also provide tourist activities and quality facilities.

CONCLUSIONS

In conclusion, the comprehensive analysis of the interviewees' perceptions about the cultivation and production of raicilleros agaves reveals an industry in the process of change and adaptation. While the designation of origin does not currently impose strict requirements for growing practices, producers are taking the initiative to adopt more sustainable practices, in line with increased environmental awareness and evolving market demand. The transition

towards organic practices, the development of technological packages and the adaptation of infrastructure and traditions reflect a desire to raise standards and guarantee the authenticity and quality of Raicilla.

On the other hand, obtaining the designation of origin has proven to be a catalyst for change in the Raicilla industry. Collaboration between producers, institutions and government agencies has been essential to promote innovation and development in the agave cultivation and production sector. As the industry moves towards a more sustainable and higher quality future, the designation of origin continues to be a beacon that guides producers towards excellence in the production of this valuable Mexican tradition.

It can be said that the marketing of raicilla has experienced significant changes since obtaining the designation of origin, among them it can be indicated that the interest of consumers in knowing and appreciating this drink has increased, leading to an increase in visibility and recognition of the product. Producers have been forced to adapt their marketing strategies, developing brands, attractive labels and improving the image of packaging, corroborating what was stated by Orozco (2018) and SEGOB (2019). Currently, the presence of multiple brands is observed on social networks and in large chains selling alcoholic beverages, even in the towns of the denomination of origin.

In relation to production processes, obtaining the designation of origin has driven improvements with the aim of meeting quality standards. Although important changes have been generated in the infrastructure materials and production tools, the essence of the production process continues, resulting in an artisanal and organic product.

These changes have also highlighted the need to include experts, such as

chemical engineers, to help optimize processes and ensure better product quality. These adaptations and improvements in infrastructure have contributed to the standardization of processes and practices, which has facilitated the marketing of the product abroad.

After the implementation of the designation of origin, production techniques have been professionalized and standardized, taking care of the artisanal essence of the drink and traceability of the product, while the increase in demand confirms what was expressed by Tolentino (2015) and Yagüe and Jiménez (2002), that the designation of origin has promoted the implementation of domestic plants and new techniques to optimize production.

The producers consider, like Zapata (2022), Yagüe and Jiménez (2002) and Jiménez, (2002), that the designation of origin has encouraged the generation of government programs and has raised the collective will to regulate and control actions. They have also experienced a certain improvement in their income, work opportunities and growth as they perceive greater appreciation and recognition of work and products, benefiting the development of families and the community (SEGOB, 2019; Montenegro and Cabrera, 2018).

On the other hand, producers, like CDRSSA (2018), Yagüe and Jiménez (2002) and Jiménez (2002), reflect that they have faced significant challenges in marketing due to the lack of advice and the complexity of the bureaucratic procedures required to The production and sale of alcoholic beverages have been a significant barrier. Furthermore, the high taxes associated with these types of products have represented a considerable economic burden.

Another of the changes observed is related to the infrastructure of the taverns, the most relevant being the creation of spaces for the

reception of visitors, bathrooms, terraces, coexistence areas and even accommodation spaces. This makes it easier for visitors who want to get to know the territory with a designation of origin to enjoy their visit.

In addition to this, the training provided by the CMPR has allowed the Master Raicilleros to become familiar with mixology knowledge, which has encouraged the creation of bar and terrace spaces where visitors can taste raicilla-based drinks. In summary, the designation of origin has been a catalyst for the development and evolution of raicilla production, promoting quality, authenticity and tourist attraction in the region.

Finally, obtaining the designation of origin has generated the need to make changes

to the infrastructure of the taverns and the community, since due to the experience with the brands an image of the place has been created, beginning to attract visitors and confirming what was said. by Zapata (2022), Yagüe and Jiménez (2002) and Montero (2019). Among the improvements can be seen the emergence of joint initiatives for the installation of signage on access routes to places of interest, the implementation of basic services and conditioning of areas to offer options for recreation and accommodation, and in particular The creation of a sustainable raicilla tourist route has begun, which contributes to the economic development of the communities and strengthens their cultural identity.

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