

INFLUENCE OF SYSTEMIC THINKING IN THE DEVELOPMENT OF THE MYPES OF THE TOURIST SECTOR OF TRUJILLO PERU.

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ABSTRACT

Systemic thinking represents a new approach to organizations, it is necessary to consider two aspects: internal and external; with respect to the internal, it refers to how the company is constituted, both the workers, the machinery, the resources it has and the resources. When it refers to the external, it refers to the competition, the opportunities it may have in the market and the threats it faces and how it will face them, it is necessary to take into account the factors that influence so much direct, such as company policy, suppliers, financial resources, in turn take into account the factors that influence indirectly such as technology, economic policies, new approaches to laws. For this, the objective of the investigation was formulated. Determine the influence of systemic thinking in the development of MYPES in the tourism sector of Trujillo Peru. On the other hand, the methodology used was; the type of investigation; applied, the explanatory level, the non-experimental cross-sectional design. Through the survey technique, an instrument called a questionnaire was applied. The study sample consisted of 120 collaborators of the MYPES of the tourism sector. In the analysis of results, it was determined that systemic thinking significantly influences the development of the MYPES of the tourism sector. For which the Chi square statistical test was used to test the Hypothesis.

Keywords: Systemic thinking, tourism business, organizational approach.

1. INTRODUCTION

In the national context, companies that do not have a detailed study of what systemic thinking is regarding the organization of MYPES, are at a disadvantage compared to others, since systemic thinking is based on taking into account the relationships between the people and all the factors that influence their behavior, since this represents a new way of interpreting an organization and its operation, likewise it will be possible to achieve a strategy against the objectives already set.

When you want to propose a strategic intervention you must take into account all the factors that involve, taking into account from the smallest detail to the external factors of the company that in some way affect the strategic planning, with this it is not intended to change reality what is sought is not to leave aside any analysis that can intervene in strategic planning, in this way very good results are usually obtained with systemic interventions that can appear minimal but highly relevant details in the strategies proposed. This indicates that a mechanical planning where the laws of the human system are fulfilled is where the smallest of interventions produces the greatest changes within the system, generating a great destabilization in the aforementioned process.

[1], refers:

Systems theory tells us that every system seeks its own internal balance, so any imbalance produced by an

external action of the system will generate an activity or energy within the system itself that will seek to restore the lost balance. (p.98)

In this current context, foreign companies begin to apply with greater security what systemic thinking is, taking as a fundamental step for their annual strategic planning, being a reference of the behavior of the market since there are various factors that are related to each other, achieving a Common objective this can be favorable or unfavorable. What systems thinking seeks is to predict market behavior, thus reducing the risk that exists between related factors.

In organizations, there is usually a production process, this process follows various guidelines imposed or directed by the company in question, when these processes have a failure or interruption, a break occurs in the production process generating a delay, which causes an obstacle to compliance with the main objective. In that sense, national companies can implement systemic thinking, it is necessary that they begin to manage organizations in a strategic way, changing behavior since strategies are evaluated and implemented to allow them to achieve their objectives, this may refer to the finances of the company, marketing, production among other aspects involved. It can be said that the planning of a company is the game plan of the same, since it identifies the steps to follow in this way it will be possible to compete successfully against others, in general the MYPES represent a profit margin compared to others MYPES, so an error in the

strategic plan would represent a serious error in the planning of said company, in essence a strategic planning is looking for competitive advantage, which basically in the differentiation it uses compared to the others, but this does not it must mean maintaining a competitive advantage only for a certain time, this must be a permanent characteristic of the companies and even more so of the MYPES, which are set to development and market fluctuations for what they seek to stand out within the commercial market. Currently in the country there are very few companies that choose to apply a systemic thinking program in their planning, since they do not know the bases of this system because this implies a variety of methods, tools and principles aimed at analyzing the elements that are part of this common force between the organization and the factors that make it up. In some cases, there are companies that choose to follow a planning model, but it is necessary to take into account that each company refers to a different process, which is why it is necessary to take into account the guidelines of systemic planning that is based on taking into account all the factors that somehow influence the organization of the company and even more so if it is a MYPE that is more sensitive to variations in its environment due to the situation in which it is in this way allows the organization to influence the activities and have control of their own destiny, since it represents a learning process, it is not only a planning of the management but the entire company as a single integrated system that works interrelated taking into account all the factors that intervene in the organization and in the operation of it. [2]

According to the author, companies that carry out strategic planning use systemic thinking as preparation for future fluctuations in both their external and internal environments, it is best to make decisions with as much information as possible, taking into account the consequences in the short, medium and long term. Often companies make the same mistake that they only worry about covering minor problems of less proportionality, thus solving the problem only for a short period and in the long term the problem reappears with new problems in the system. In this context, the MYPES will grow and stand out in the tourism sector.

Although systemic thinking represents a new approach to organizations, it is necessary to consider two aspects: internal and external; with respect to the internal, it refers to how the company is constituted, both the workers, the machinery, the resources it has and the resources that it uses, when it refers to the external, it refers to the competition, the opportunities it may have in the market and the threats it faces and how it will

face them, it is necessary to take into account the factors that influence both Directly, such as company policy, suppliers, financial resources, in turn take into account the factors that influence indirectly such as technology, economic policies, new approaches to laws. [3],

For MYPES to apply systemic thinking, the participation of all the organization's staff is necessary, since it is necessary that each one contribute a different perspective of the problem in order to achieve a greater number of possible solutions in turn have a vision of the whole that encompasses the problem when the members of an organization are able to see the interactions of the organizational system, it will be possible to go back in time and identify the origin of the problems that hinder the development of the organization, since with this perspective the Changes generated in one part of the system will manifest themselves in all the elements, allowing to find the breaking points for the improvement of the entire organization. In the case of dissatisfied customers, the next time they want to place a new order, they will make a comparison with the competition, for this it is necessary to comply with all the requirements and the marketing dedicated to the acquisition of new customers should not be neglected. that for the MYPES is fundamental in their development process, in addition, current customers must be kept satisfied, in some cases and depending on the situation of the company, this should be one of the highest priorities. [4],

In this case it is necessary to apply true personal attention, which is considered a standard of excellence that will make the company differentiate itself from the others and apply loyalty with its customers, improving the quality of customer service as a personalized service, for this It is necessary to pay attention to their needs and demands, based on knowledge in the area that the system performs, so emphasis should be placed on developing and maintaining personal relationships with the client for the success of the company and favoring its development of both the company and the item.

2. MATERIAL AND METHODS

After obtaining the statistical data from a sample of 120 collaborators of the tourism companies, who were given a questionnaire that answered about the systemic thinking influences the development of the MYPES of the tourism sector, they were delivered to the administrators of the same.

The methods used in the research were:

- a) Descriptive method

- b) Analytical method
- c) Inductive method
- d) Deductive method
- e) Inductive method

The technique used for the research was the survey and the instrument for the data collection was a questionnaire with 12 questions, whose answers will be processed with the chi-square statistic.

The results that were developed in the investigation were:

3. RESULTS

The reliability of the instrument was performed, obtaining the following result:

It was carried out through the test of two halves: On the one hand, when carrying out the analysis of a Cronbach's alpha, a reliability of 0.922 was obtained, the Spearman Brown coefficient was 0.842 and the two-half test was 0.892. Concluding that the instrument is reliable for its application in the research carried out.

While the hypothesis tests that were obtained were:

Table N ° 1: General hypothesis test

H₀G: Systemic thinking influences the development of MYPES in the tourism industry of Trujillo, Peru

	Value	gl	Asymptotic sig. (2-sided)
Pearson's Chi-square	83,307	90	,002
Likelihood ratio	17,360	90	,005
Linear by linear association	26,404	1	,001
N of valid cases	120		

Source: questionnaire

After carrying out the processing to test the hypotheses, it was obtained that the Pearson chi-square is 83.307 greater than the chi table. The sig. asymptotic, 002. The linear association by linear value 26,404 sig. bilateral,

001, so the bilateral sig is less than .05 it is concluded that scientific thinking influences the development of MYPES in the tourism sector of Trujillo, Peru

Table N ° 2 Specific hypothesis N ° 1

H₁: Systemic thinking influences the systematic activities of MYPES in the tourism sector of Trujillo, Peru

	Value	gl	Asymptotic sig. (2-sided)
Pearson's Chi-square	91,057	90	,001
Likelihood ratio	39,160	90	,050
Linear by linear association	45,345	1	,001
N of valid cases	120		

Source: questionnaire

After performing the processing to test the hypotheses, it was obtained that the Pearson chi-square is 91.057 greater than the chi table. The sig. asymptotic, 001. The linear association by linear value 45.344 bilateral sig, 001. Therefore, the bilateral sig is less than, 05, it is concluded that Scientific thinking influences the systematic activities of the MYPES in the tourism

sector of Trujillo, Peru.

Table N ° 3 Specific hypothesis N ° 2

H₂: Systemic thinking influences the commitment of the workers in the tourism sector of Trujillo, Peru

	Value	gl	Asymptotic sig. (2-sided)
Pearson's Chi-square	81,157	90	,002
Likelihood ratio	19,160	90	,050
Linear by linear association	25,345	1	,003
N of valid cases	120		

Source: questionnaire

commitment of the workers of the MYPES of the tourism sector of Trujillo. Peru

After carrying out the processing to test the hypotheses, it was obtained that the Pearson chi-square is 81.057 greater than the chi table. The asymptotic sig, 002. The linear association by linear value 25,345 bilateral sig, 003. Therefore, the bilateral sig is less than .05 it is concluded that scientific thinking influences the

Table N ° 4 Specific hypothesis N ° 2

H3: The systemic thinking influences the improvement of the sector of Trujillo. Peru

	Value	gl	Asymptotic sig. (2-sided)
Pearson's Chi-square	61,057	90	,001
Likelihood ratio	39,160	90	,050
Linear by linear association	15,345	1	,002
N of valid cases	120		

Source: questionnaire

After performing the processing to test the hypotheses, it was obtained that the Pearson chi-square is 61.057 greater than the chi table. The asymptotic sig, 001. The linear association by linear value 15,345 bilateral sig, 002. Therefore, the bilateral sig is less than .05 it is concluded that scientific thinking influences the commitment of the workers of the MYPES of the tourism sector of Trujillo, Peru

4. DISCUSSION OF RESULTS

After collecting the data of the 120 prospective tourists who come to walk to Trujillo that has to show the tourist places, such as Chan Chan, the Huacas del Sol and the Moon the District of Huanchaco, the Brujo where the lady of Cao is located, s verifies the general hypothesis: Systemic thinking influences the development of MYPES in the Trujillo tourism sector. Peru. What has been tested has epistemic consistency since systemic thinking represents a new approach to organizations, it is necessary to consider two aspects:

internal and external; With regard to the internal, we refer to how the company is constituted both the workers [1]. Likewise, the specific hypothesis No. 1 was tested. Systemic thinking influences the systematic activities of MYPES in the Trujillo tourism sector. Peru, fundamentally. It indicates that every system seeks its own internal balance, so that any imbalance produced by an external action of the system, will generate within the system itself, an activity or energy that will seek to restore the lost balance. As stated, [5]. On the other hand, the specific hypothesis N ° 2 was tested. Systemic thinking influences the commitment of the workers of the MYPES of the tourism sector of Trujillo. Peru, from what was tested in the hypothesis, it is deduced that the production process cannot generate a delay so that it does not cause an obstacle to compliance with the main objective. Since the worker is committed to his work under the application of systems thinking [2]. In this sense, national companies

can implement systemic thinking, it is necessary that they begin to manage organizations. Finally, the specific hypothesis No. 3 was tested. Systemic thinking influences the improvement of the organization of the MYPES of the Trujillo tourism sector. Peru. Corroborated with what is manifested, the improvement in organizations is based on the culture of people and organizations associated with systemic thinking that comes from the attitude of the human being in the perception of reality. [3].

Concluding that systemic thinking is inclusive and from there proposing adequate and solid strategic solutions for all types of organizations.

5. CONCLUSION

Systemic thinking influences the development of MYPES in the tourism sector in Trujillo Peru, since it represents a new approach to organizations. It is also necessary to consider the internal and external aspects; Regarding the internal, it refers to how the company is constituted, both the workers, the machinery, the resources it has and the resources it uses when it refers to the external it refers to the competition, the opportunities it may have in the market and the threats that it faces and how it will face them, it is necessary to take into account the factors that influence both directly, such as company policy, suppliers, financial resources, in turn take into account the factors that influence indirectly such as technology, economic policies.

Likewise, for the MYPES to apply systemic thinking, the participation of all the organization's staff is necessary, since it is necessary that each one contribute a different perspective of the problem in order to achieve a greater number of possible solutions and in turn have a vision of all that encompasses the problem when the members of an organization are able to see the interactions of the organizational system, it will be possible to go back in time and identify the origin of the problems that hinder the development of the organization, since with this perspective The changes generated in one part of the system will manifest themselves in all the elements, allowing to find the breaking points for the improvement of the entire organization.

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