

Pueblos mágicos en Puebla y su aportación al desarrollo regional

Magical towns in Puebla and its contribution to regional development

Cidades mágicas em Puebla e sua contribuição para o desenvolvimento regional

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Resumen

El Programa “Pueblos Mágicos” implementado en nuestro país por el Gobierno Federal a través de la Secretaría de Turismo (SECTUR, 2001), tiene como propósito impulsar el desarrollo económico en el sector turístico del país y elevar la calidad de vida de sus habitantes. El objetivo de este trabajo es analizar su incidencia en el desarrollo regional de los municipios acreditados en el estado de Puebla, así como su permanencia e impacto socio-económico y ambiental. El tipo de investigación es cualitativa, aplicando los métodos documental, descriptivo y analítico. Como conclusión, este programa ha contribuido a que las comunidades hayan incrementado el turismo, generado beneficios económicos, sociales y físicos, acrecentado el desarrollo regional y preservado la sustentabilidad en el medio ambiente de las localidades.

Palabras clave: pueblos mágicos, desarrollo regional, medio ambiente.

Abstract

The program "Magic towns" implemented in our country by the Federal Government through the Ministry of Tourism (SECTUR by its name in Spanish, 2001), It aims to boost economic development in the tourism sector of the country and improve the quality of life of its inhabitants. The objective of this work is to analyze its impact on the regional development of the municipalities in the State of Puebla, as well as his tenure and socio-economic and environmental impact. The type of research is qualitative, the documentary, descriptive and analytical methods. In conclusion, this program has helped communities have increased tourism, generated economic, social and physical benefits, increased regional development and preserved sustainability in the environment of the localities.

Key words: magical towns, regional development, environment.

Resumo

O programa "Cidades Mágicas" implementado em nosso país pelo Governo Federal através do Ministério do Turismo (SECTUR, 2001), tem o objetivo de impulsionar o desenvolvimento económico no sector do turismo no país e elevar a qualidade de vida dos seus habitantes. O objetivo deste artigo é analisar o seu impacto sobre o desenvolvimento regional da credenciado no estado de Puebla municípios, bem como sua permanência e impacto sócio-económico e ambiental. A pesquisa é qualitativa, usando métodos do documentário, descritivos e analíticos. Em conclusão, este programa tem ajudado as comunidades têm aumentado turismo gerado benefícios económicos, sociais e físicas, o aumento preservado o desenvolvimento regional e a sustentabilidade no meio das localidades.

Palavras-chave: Cidades mágicas, desenvolvimento regional, o ambiente.

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Introduction

Mexico is a nation based on its historical and cultural wealth, which manifests itself in the natural and architectural beauty of its villages and communities, as well as the diversity of its cultural offer tangible and intangible.

In our country there are villages and towns with a high tourist potential, so the Government of the Republic has the firm conviction to make tourism an activity that contributes to raising the levels of well-being of the receiving population, maintain and increase employment, promote and make profitable investment, as well as strengthen and optimize the rational use of resources and natural and cultural attractions with the help of all stakeholders in society.

In the year 2001 was born the "Magical Towns" programme, following the guidelines of the national tourism policy, aiming to promote Mexico as a tourist destination of world class. So we sought to promote inter-agency coordination with the States and municipalities, diversify and

improve the quality of the destinations and tourist services, stimulate and promote public private investment to generate income and employment, and promote the social development and economic benefit of the receiving community, in other words, contribute to regional development.

METHODOLOGY

The type of research is qualitative given the scenario where the phenomenon of research develops varies in each municipality, which have resources, potentials, media and even very peculiar gaps; the study was conducted from the descriptive approach in order to characterize and identify socio-economic and environmental impact of the 'Magical Town' programme, that has allowed to foster regional development.

LITERARY REVIEW

MAGICAL TOWN PROGRAMME

From the National Development Plan (2000-2006) Support Programme emerged Magical Towns -in force to date and includes the 31 states that make up the Mexican Republic, considered one of the ten strategic projects in the tourism sector . This program consists in carrying out improvement works in the centers of each of the magical towns, such as: underground wiring, restoration of landmark buildings, replacement of floors using original materials, tourist signs and rescue of green areas (Interior, 2014). The Ministry of Tourism of the Federal Government (SECTUR), since 2001 regulates this program in conjunction with various government agencies.

A magical town is a town that has symbolic attributes, legends, history, important events, everyday, in short, "magic" that emanates from each of its socio-cultural events and that means a great opportunity for tourism development. To do consider those localities with a population base of 20,000 inhabitants, located at a distance no greater than 200 km or the equivalent of two hours of travel by land with respect to a consolidated tourist destination (Interior, 2014).

General objectives of the program

- Exploiting the potential of the towns through improving the added value of its tourism.
- Ensure participation of host communities, the positive social impact and the preservation of cultural, natural and historical heritage of the magical towns.

Specific objectives of the program

- Take advantage of the uniqueness of the locations for the generation and innovation of tourism products.
- Create and / or modernize local tourism businesses.
- To generate higher spending to benefit the host community.
- To achieve quality and excellence internationally.

For a city to be incorporated into the program, municipal and state authorities must make a request, and SECTUR officials will visit initial assessment to evaluate their potential; if the opinion is favorable, the integration of the file with the involvement of the society and local authorities will start forming the Tourism Committee Magic Town (Tourism, 2014).

After the Interagency Committee on Evaluation and Selection (CIES) evaluates the record, if it determines that if the town meets the criteria to join the program, will be pre-feasibility to be recognized as magical town and you will get the appointment a period not exceeding three years, during which must be consolidated as a tourist destination through investments, infrastructure, tourism infrastructure and improving urban image. To keep the appointment, you must obtain its renewal each year. On the other hand, permanently there will be a review of compliance Indicators Performance Assessment and Certification Criteria Program, which are divided into three areas: planning (10% value), competitiveness (40% value) and strengthening (50% value). Failure to comply with a minimum value of 90%, the CIES will issue a warning and the town has a period of 90 calendar days to submit documentation and actions that guarantee full compliance with the criteria; otherwise, the committee revoked the appointment of magical town. In this case, you will have a period of one year to correct the problem and begin the process of reintegration into the program. It is noteworthy that a locality can re-enter the program only once.

REGIONAL DEVELOPMENT

Blakely (1995) considers the regional development from an economic point of view, as a process by which the local government and community-based groups manage existing resources and enter into new schemes of partnership with the private sector or among themselves to create new jobs and stimulate economic activity in a well defined area.

With a focus on territory and welfare, the process provides and distributes economic, social and cultural benefit, into and out of a socio-territorially defined space, moving towards a state of individual, family and common welfare in a locality or region (Lorenzo, 2009).

From the perspective of sustainability and innovation, this process involves structural changes in the political, economic, social, cultural and environmental dimensions, which according to their characteristics and degree, depend on the specific territory to consider. A regional development process is sustainable in the aforementioned dimensions and incorporates innovation recovering traditions (Miranda, 2014).

MAGICAL TOWNS OF PUEBLA

The United Mexican States are located in the southern part of North America and its capital is Mexico City. Politically it is a democratic, representative and federal republic composed of 32 states, one of which Puebla, located in the eastern part of Mexican territory center. Puebla borders to the east with the state of Veracruz, to the west with the states of Hidalgo, Mexico, Tlaxcala and Morelos and the south with the states of Oaxaca and Guerrero. Its area is 34,251 km², and its population amounts to more than five million people. It is one of the oldest cities in the country, having been founded in 1532. Its good climate and strategic location turned it soon into the second most important colonial Mexico, a period in which he assimilated some artistic expressions of the East, as precious vases city , talavera dishes, tiles adorning facades of churches, mansions, fountains, patios and kitchens (Turismo, 2015).

Its historic center has colonial buildings of great beauty and great cultural value; UNESCO awarded the title of cultural heritage site in 1987, and which houses 2,619 buildings, making it one of the largest and most artistic and cultural wealth of the world historical centers. Likewise, its cuisine was declared intangible cultural heritage in 2010.

Puebla Cathedral is considered one of the most beautiful in the world due to its architecture and Renaissance facade. The interior keeps novohispano an important art collection with paintings, sculptures, metalwork and joinery.

The Palafox Library, founded in 1646, was named by UNESCO as "Memory of the World", being the only ancient library in the Americas that retains its building, shelving, furniture and original heritage, with 45 000 86 books, including 9 incunabula .

The Capilla del Rosario is considered the eighth wonder of the world, its construction dates from the second half of the seventeenth century and is the highest baroque jewel of this century in Mexico.

The Shrine of Our Lady of Remedios is at the top of the Pyramid of Cholula, which has the world's largest pyramidal base.

For business tourism has Exhibitor Center and the Convention Center; to promote art and culture, the Autonomous University of Puebla created the University Cultural Complex, integrated into a single space scientific and technological knowledge of the university community.

Currently there are 111 magical towns throughout the country. Puebla has nine nominations, which are described below:

Cuetzalan del Progreso

The meaning of his name in Nahuatl is "place where beautiful feathers abound." It is located in the Sierra Madre Oriental, 900 meters above the sea level. Its main attractions are the archaeological site of Yohualichan, waterfalls of the river catchment area of Tecolutla, Fair huipil and coffee, the church of the jarritos and caves. He acquired his appointment as magical town in 2002.

Zacatlán APPLES

Its name in Nahuatl means "place where the grasses abound", it is located in the northern mountains of Puebla. Its main attractions are the typical monumental area, the monastery complex "Franciscan Temple XVI century", the parish of San Pedro and San Pablo, factory and museum of watchmaking, the Encimadas stones, San Pedro and Tulimán waterfall, pyrotechnics, the typical bread and handicrafts. On 27 April 2011 he was appointed magical town.

Pahuatlán Valley

Its name in Nahuatl means "place of large avocados called pahuas" and is part of the Sierra Norte de Puebla. Its main attractions are the caves of Tamborillo, Eagle Cave, the hill cereus, the pool of the bell, the remains and ruins of the Atla and Xolotla, San Pablito, handicrafts and traditional dishes. On March 23, 2012 he was named magical town.

CHIGNAHUAPAN

Its name in Nahuatl means "about nine water", its main attractions are the hot springs, production of Christmas spheres, the Basilica of the Virgin of the Immaculate Conception hand-carved wood, waterfalls hop Quetzalapan, the Chignahuapan lagoon, the national fair of the tree and sphere, and the festival of light and life. On 30 October 2012 he was appointed magical town.

CHOLULA

It was the first magical village of the country that brought together collaboration and joint work of two municipalities of great significance in the state: San Andrés and San Pedro Cholula. Its main attractions are the monumental pyramid, as well as its cultural, culinary and artisan wealth. On 30 October 2012 both places were named magical towns.

TLATLAUQUITEPEC

It is a municipality located in the Sierra Norte state, named Magic Town on 27 November 2012. Within its cultural offerings are the typical dances. Its main attractions are the Cabezón hill, the former Franciscan convent, the church of Our Lady of Assumption, and the sanctuary of the Lord of Huaxtla.

XICOTEPEC

located in the Sierra Norte de Puebla, township was named magical town on 30 November 2012. Among its main attractions are the monumental Virgin of Guadalupe, the parish of San Juan Bautista, the ceremonial center the Xochipila and Casa Carranza Museum .

ATLIXCO

The meaning of his name in Nahuatl is "Place Water Valley," also known as "Atlixco of Flowers". The last Sunday of September in the esplanade of the hill of San Miguel, Atlixco becomes the venue of a festival which brings together representatives of the eleven cultural regions of the state, called "Huey Atlixcáyotl" is cultural heritage of Puebla. Among its main attractions are the parish of St. Mary of the Nativity, the municipal palace, the former Carmelite convent, Columbus Park and the art gallery, among others.

HUAUCHINANGO

The word "Huauchinango" in Nahuatl means "place surrounded by trees." With mountains, rivers and waterfalls, it is the ideal place for nature tourism and extreme adventure. Its main attractions are the municipal palace, the convent complex, the home of General Rafael Cravioto and the House of Culture, among others.

ENVIRONMENT

The Federal Attorney for Environmental Protection (PROFEPA) granted the certificate of environmental quality tourist to the magical towns in order to promote sustainable development in tourism activities, protect the environment and generate a competitive mechanism. The aspects evaluated are: efficiency, quality and quantity of water and download, efficient use of electricity and fuels, proper handling of chemicals such as disinfectants, insecticides, chlorine, level of compliance with legal instruments such as the manifestation of environmental impact, use of authorizations Federal Maritime Terrestrial Zone and responsible use of natural resources to be distinguished as "clean municipalities" caring and preserve the environment and natural wealth, ensuring sustainable development (Perez, 2015) management.

RESULTS

As shown in Table 1, with the implementation of the program Magical Towns significantly increased the number of visitors, as well as the economic impact generated by tourism activity for the benefit of communities.

Table I. Socioeconomic impact of the Magic Towns program in Puebla (comparative 2010-2015)

TURISMO	Afluencia de visitantes		
Municipio	2010	2015	Incremento
Chignahuapan	38 386.00	73 317.26	191 %
Zacatlán	97 092.00	143 696.16	148 %
Cholulas	221 000.00	183 430.00	83 %
Cuetzalan	83 000.00	62 250.00	75 %
Xicotepec	54 000.00	37 800.00	70 %
ECONOMÍA	Derrama económica (millones de pesos)		
Municipio	2010	2015	Incremento
Chignahuapan	20.2	53.6007	265.35 %
Zacatlán	55.6	103.4994	186.15 %
Cuetzalan	46.1	59.99915	130.15 %
Cholulas	134.4	146.40192	108.93 %
Xicotepec	31.4	31.50048	.32 %

Source: SECTUR Puebla.

Conclusions

The benefits that the Magic Towns program has provided certified communities are:

ECONOMIC. It has managed to reconvert the economic activity of the community and its areas of influence; also it has increased maintenance, job creation, the added value of land and houses, and has increased the number of tourists, raising the economic benefit and the percentage of hotel occupancy.

SOCIAL. This program has contributed to the unity of the communities, providing its inhabitants a sense of pride and ownership by the distinction obtained from your local reassessing their cultural heritage and tourist sites.

PHYSICAL. It has improved the image, infrastructure, services and tourism facilities, through participation in federal programs.

Regarding environmental sustainability, PROFEPA deliver certificates of environmental quality and clean to local authorities to comply with the above regulations industry. Among the actions

that have been carried out is combating illegal logging, creating committees of forest monitoring and the invitation for companies to voluntarily join to become green industries for environmental preservation. The intention is that the nine magical towns have this certification.

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