
Rural tourism through a public policy in one mexican county.

Arturo Laure Vidriales

Abstract

In this document, a public policy is proposed in order that the tourist activity will become the device of development in the county of Teuchitlán, Jalisco, México based on the involvement of society and an analysis of the existing tourist attractions of the mentioned county. A mixed investigation was applied with statistical data, consultation of authors who have contributed to the subject or shared findings. Statistical data was consulted from government sites and also a correlational study was combined. The results found through the opinions of the members of the community share the idea that tourism is an essential part of their daily activity as a society and expressed that there is little investment in basic and tourist infrastructure in the county. As result, there is a great possibility that this public policy will become a reality since the community (endogenous development) has expressed that tourism would be the central axis of development and the county has two important attractions to become a complementary tourist pole besides Guadalajara is well-known as a busines tourist destination.

Copyright © 2023 International Journals of Multidisciplinary Research Academy. All rights reserved.

Keywords:

Public policy;

Tourism;

Local development;

Social capital;

Endogenous development.

Author correspondence:

Arturo Laure Vidriales

Tourism development

Guadalajara University, University Center for Economic and Managerial Sciences, Mexico.

Email: artlaure3@gmail.com

1. Introduction

The social and economic development of Mexico has been characterized by profound regional inequalities both before and after the adoption of the neoliberal system in the 1990s and the "global hydrocarbon crisis of the 1980s" (Gómez-Carreto, 2018). This approach has led to development marked by deep disparities, especially in rural areas, such as a lack of basic public services, limited employment, poor opportunities for young population, exclusion from educational opportunities, and low per capita income.

The rural population presents serious socioeconomic lag, which is summarized in their degree of marginalization. By the year 2020, it is estimated that 32.5 percent of rural localities had a very high level of marginalization and 46.5 percent a high level, with a population of 4.1 and 12.4 million inhabitants, respectively (see tables 3 and 4), which means that two out of three rural inhabitants reside in localities with high or very high marginalization (Hernández, 2003: 67). Moreover, this is evident when comparing the excessive economic and population concentration in large capitals; in a marked political and cultural centralism, with its inequality in the allocation of fiscal resources and the almost non-existent real exercise of municipal sovereignty, these are conditions that are maintained and deepened by the absence of a comprehensive municipal development plan that corrects the spatial consequences and income distribution, whose spontaneous tendency lies in generating and deepening inequalities. Traditionally, it has been considered that inequalities in the municipality should be measurable and represented thru socioeconomic and sustainability indicators. This is as a necessity to comprehensively understand all the issues generated within the county, and consequently, part of the purpose of a diagnosis is to demonstrate the existing inequalities.

It is important to highlight that the reality cannot be ignored that the county is part of a region as a fundamental condition of its plural diversity, but also of a particular recognition of a county and what it has in terms of natural and cultural resources.

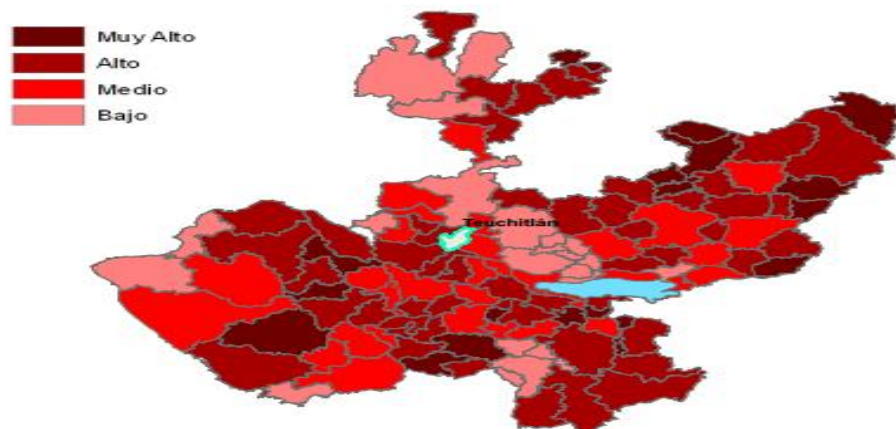
That is to say, in its most elemental aspect, tourism development makes sense based on its nature as a tertiary activity and its requirements for a supply of services and consumption (demand); prioritizing the economic benefits produced by its management, to the detriment of the rest of its variables that configure it as a cultural, social, and sustainable phenomenon.

The purpose of this work encompasses a broad approach where it is considered important not only the range of tourist services but also the quality of the service, not overlooking what the depletion of natural (almost non-existent sustainable activity) and cultural resources means, vital elements for the generation of opportunities, as

well as the economic hardships of the community where the tourist services are produced and offered. In such a way that the proposal thru a public policy (PP) involves companies taking on leadership to reconnect business with society, where social issues are at the center, not on the periphery.

These characteristics are evident in most municipalities far from state capitals where federal support is minimal, covering only current expenses. This is a result of the development focus on the country's major urban areas, according to experts. "Almost three out of four Mexicans lived in the countryside in 1900, only one remained in 2020" (Warman, 2004).

Map 1. Percentage of socioeconomic margination in Jalisco State.



Source: CONAPO

Regional and local development is complex in Mexico, as it depends to a greater extent on the federal entity to have the tools for social development. There is a coincidence with Boisier's development principle.

Today development is understood as the achievement of a context, medium, momentum, situation, environment, or whatever you want to call it, that facilitates the empowerment of the human being to transform into a human person, in its dual dimension, biological and spiritual, capable, in this latter condition, of knowing and loving. This means relocating the concept of development within a constructivist, subjective, and intersubjective framework, evaluative or axiological, and, of course, endogenous, that is, directly dependent on collective self-confidence in the ability to 'invent' resources, mobilize those already existing, and act in a cooperative and supportive manner, from one's own territory... (Boisier, 2003).

In this context, it is possible to align these ideas with the concept of Social Capital, a principle that today guides the work of theorists and public officials. Social capital is defined in this work as the set of norms of trust, values, attitudes, and networks that exist between social actors and social organizations present in tourist destinations, which facilitate cooperation and the achievement of common goals (Vargas, 2002).

This association can have various dimensions of analysis, whether on an individual level, among different social agents, or between social organizations responsible for regulating the rules of the tourism activity (institutions). On the other hand, it is possible to construct an analysis from the perspective of a collective dimension; social capital in this sense is explained thru the assets and strength that a society possesses.

Development of the topic.

In this public policy proposal, the municipality of Teuchitlán, Jalisco is analyzed, which possesses natural and cultural attractions so that thru this initiative, it generates opportunities for local development under the endogenous framework. It is important to highlight that the reality cannot be ignored that the county is part of a region as a fundamental condition of its plural diversity, but also of a particular recognition of the municipality and what it has in terms of natural and cultural resources.

The central axis of this PP is society, which manifests itself, engages, in a real and integral manner within the territory, under the characteristics of rurality (Carpio, 2000)

consequently, rethinking a new Local Development for Rural Development is the challenge in these times of crossroads that demands a critical re-reading of theories, models, behaviors, scales, the conception and management of policies, and even of coexistence in rural spaces and in the world" (Carpio, 2000, p. 85).

1.2 An approach to the definition of public policy.

The implementation of public policies (PP) in Latin America has been ongoing since the 70s and 80s... "as a discipline of knowledge and as a tool to reduce the economic crises that manifested continuously, specifically in the 1980s, with the discourse of autonomy in governance" (Aguilar, 2007). For PP to occur, a shared value must be combined among three sectors: the public sector, private initiative, and local society.

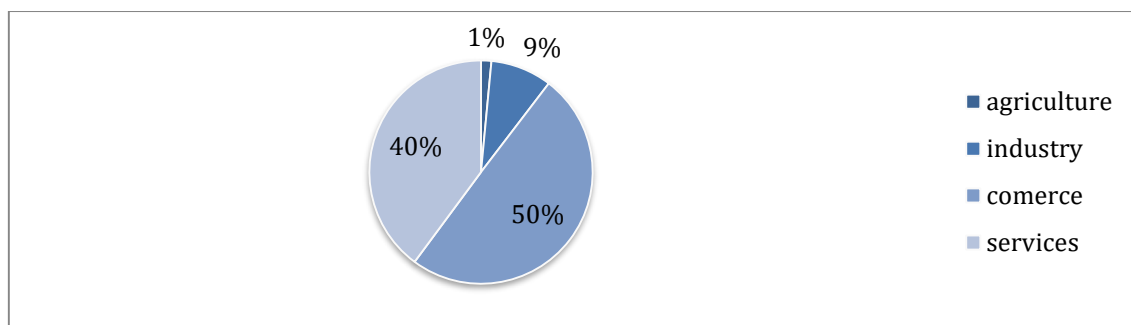
The current discourse on PP traces it back to epistemic communities, according to this approach it refers to... "a group of people or entities that share a certain perception of public problems and try to promote a set of analyzes and proposals to drive a policy or regulatory change (Subirats, 1989)," this approach refers to causing innovation in political decisions where society plays an important role in their implementation and, above all, where actors for their review are currently emerging.

1.3 Background.

Starting from the perspective of economic development, in which most authors who study local performance based on economic behavior and leave social development in the background, distancing themselves from the analysis of the social dimension where it is possible to study the roles of local agents capable of envisioning an economic and social model in which communities develop their own development proposals, this is endogenous development. The theory of local development establishes as a condition for integral development that decisions arise from the community's own agents; that is, leadership is born within the community and decisions originate from within the community itself. In this sense, this model seeks to satisfy basic needs, community participation, and environmental conservation: a sustainable development, that is, real opportunities where community members are the central axis of public policy.

From this perspective, endogenous development aims at the community in such a way that development transcends upwards, toward the municipality's economy, benefiting the members of the Teuchitlán community. Under this perspective, it is possible to reduce the negative indicators observed in the community, such as a change in the decrease of emigration to large urban areas and, above all, to the United States of America.

Graph 1. Share economic units in Teuchitlan county, march 2024



Source: SEIJAL

According to the migration intensity index calculated by the National Population Council (CONAPO) using data from the 2020 population census by INEGI, Jalisco has a high degree of migration intensity and ranks thirteenth among the country's federal entities with the highest migration intensity.

Over the years, under the neoliberal economic model, entrepreneurs aim to obtain greater profits regardless of the negative impact on the human resources settled in a specific locality, with long working hours, often with no social security benefits and perks due to being hired thru the phenomenon of "outsourcing," trying to change the mindset of the business sector toward a new mentality focused on shared development.

Methodology In order to adopt a comprehensive approach that allows for a better understanding of the study, it is important to observe the multiplicity of variables at play and their diverse nature (economic, technological, demographic, social, cultural, legal, etc.). Therefore, it is necessary to identify all the determining factors of the PP dynamics, both internal and external, and to enable:

- The availability of a series of representation tools to identify key factors and determine the relevant indicators or variables according to the available information.
- Establish the existing interdependencies, distinguishing direct and indirect causal links.
- Define the factors that may pose risks or opportunities in the short, medium, and long term.

2. Research Method:

This analysis is based on exploratory research, as the content will allow us to familiarize ourselves with the integration of the main actors. • Type of study: Mixed: as it is necessary to make comparisons between past and current aspects, to understand the economic and demographic advances that are present, as well as to take into account the society that may become involved to avoid causing additional harm to the change. A correlational study will also be applied, measuring two or more variables (Tourism-endogenous development-social capital) to verify whether they are related or not in the same subject (society), and then the correlation will be analyzed (public policy). It is important to note that in most cases, the measurements of the variables to be correlated come from the same subjects. (Campos/ Sosa 2011).

Table 1. Type of Research

Research Design	Non-experimental
Scope of Study	Correlational Study
Type of Study by Time	Cross-sectional
Approach	Mixed Methods

Source: Own elaboration

Subjects and Objects of Study

The rethinking of public administration and private initiatives to generate projects that benefit the community, in this case, tourism as a generator of opportunities.

The subjects or elements to be investigated are the members of the community.

Instruments

Ad hoc Instruments:

- Survey of community members using a Likert-type scale

Data Collection.

This study collects information from a cross-sectional study. According to Hernández (2010), "cross-sectional research designs collect data at a single point in time." Its purpose is to describe variables and analyze their incidence and interrelation at a given moment. It is like taking a photograph of something that is happening.

3. Results and analysis.

The United Nations Development Programme (UNDP, 2001) considers human development to be a process through which citizens expand their capabilities in such a way as to extend their lifespan, improve their knowledge, and have the necessary economic resources to lead a dignified life. This concept, therefore, views the human being as a fundamental element in the development of countries and has launched proposals to address challenges based on this approach.

Given this, the importance of local community participation in decision-making is considered, especially when tourism becomes an opportunity to be analyzed from various perspectives: tourism-related, social, economic, and environmental. However, after this study, conducted for academic purposes—assuming the importance of implementing this public-private partnership in the Municipality of Teuchitlán, Jalisco—it is noteworthy that one of the main aspects to highlight is the attitude of the majority of the population toward the tourism sector, which they perceive as an opportunity to generate primary or complementary economic benefits to the primary sector activities carried out in the community.

It is crucial to consider the local community as an agent of change (endogenous development), since in these rural areas, their culture, traditions, and customs are deeply rooted. The intention of this study is for the community members themselves to take ownership of this tourism project (empowerment) as a way to improve their economic activity, whether primary or complementary, and thus improve their overall living conditions.

Development, creativity, and entrepreneurial capacity, therefore, go hand in hand to achieve any established goal. The free exercise of these capabilities by citizens is what allows for the constant transformation of both

society and the economy. Consequently, it is understood that humankind is the center around which the economy moves and transforms, and the activities undertaken will always be seen as a means to achieve its objectives, never as an end in themselves.

In this case, considering endogenous development, Teuchitlán can incorporate three types of development. Firstly, it can generate and/or appropriately utilize an inventory of all its attractions, whether natural or cultural, that generate identity, especially through the involvement of its population, fostering a participatory, proactive, and initiative-generating attitude; in conjunction with academic specialists in the field and the municipal government, through sustainable resource management.

The creative process will therefore be applied based on the resources, potential, and factors inherent to the territory, such as its culture, natural attractions, and cultural heritage. However, if this approach is intended to be a sustainable vision, it will only be implemented through a welfare-based approach, thus preventing citizens from collaborating in its development.

At this point, and based on the territorial analysis and the survey conducted, Teuchitlán has great potential, as it possesses diverse attractions, both natural, such as the La Vega Dam, the Teuchitlán River, the Tequila Volcano, and the La Saucedá forested area, and cultural, such as Los Guachimontones, the House of Culture Museum, its main square, the Church of the Lord of the Ascension, and the Labor de Rivera Hacienda, to name a few. It should be noted that not all of these are utilized or promoted for recreational activities. However, on the other hand, the majority of the economically active population is engaged in commerce or labor, and only thirty percent of these individuals derive economic benefit from tourism. Therefore, the population does possess an entrepreneurial spirit, as the town boasts numerous commercial establishments across various sectors. The challenge, then, lies in securing funding and government support to generate employment through tourism. It is crucial, therefore, to analyze which businesses would need to be developed to revitalize the sector.

The intention is to continue this project with a focus on sustainable development, as this framework proved invaluable and provides a guide for developing strategies related to the project's objectives, prioritizing endogenous development, shared value, and heritage conservation.

3.1 Discussion.

Given the fact that most counties in Mexico are partially neglected due to the neoliberal economic policies implemented in the early 1990s, which prioritize wealth creation regardless of the negative impact on society and profound environmental damage, the municipality of Teuchitlán, Jalisco, finds itself in the same situation. This means limited job opportunities (mainly in agriculture and commerce), zero investment in basic infrastructure, and even less in tourism infrastructure, despite the municipality's cultural (Guachimontones) and natural attractions. Government support (state and federal) is only for current expenses; there is no surplus to invest in other areas. This forces young people living in this municipality to seek opportunities in nearby cities, or most choose to emigrate to the United States due to a lack of opportunities. As the residents commonly say, "it's becoming a ghost town." Therefore, this tourism development proposal also aims to reduce the flow of migration—though eliminating it is impossible—and provide residents with development opportunities in their own community.

As previously mentioned, the majority of the population agrees that tourism should play an important role in their economy. Therefore, community development is proposed through a public policy that addresses the needs of the community. As previously noted, public policies are implemented to solve problems, but the local community must not be forgotten and should be involved in this proposal through endogenous development.

This document aims to explain tourism as a complex activity capable of generating the necessary conditions to facilitate economic growth and, at the same time, the development of tourism-receiving communities. This study seeks to contribute to the paradigm that currently guides a large number of academics and researchers: the possibility of reconciling economic growth with harmonious and comprehensive development in regions where there is an opportunity to implement tourism, as is the case in Teuchitlán, Jalisco.

With this public policy, the goal is also to reduce migration to the country's major cities and to the United States, especially among the community's youth. As shown in Figure 1, the Municipality of Teuchitlán experiences a high rate of migration due to limited or nonexistent employment opportunities or the lack of decent work as defined by the Mexican Constitution.

4. Conclusions.

This public policy project has a high probability of being implemented as such, since the survey administered to residents indicates their interest in creating new development opportunities through community participation in decision-making. This is fundamental, as the document previously stated that an effective public

policy requires the involvement of three central stakeholders: government, private sector, and society. This participation of the community fully justifies the project's positive impact.

The public policy is intended to be implemented in the municipality of Teuchitlán in the state of Jalisco. This project was then subjected to a correlation study. According to Hernández Sampieri, "its purpose is to understand the relationship or degree of association that exists between two or more concepts, categories, or variables in a particular context" (Sampieri, 2010). In this case, the aim is to determine the degree of association within the community of Teuchitlán, Jalisco, for the application of this public policy.

The purpose of this public-private partnership (PP) encompasses a broad approach that considers not only the range of tourist services, agricultural activity, or commerce, but also the quality of service, without overlooking the depletion of natural and cultural resources, vital elements for generating economic activity. Therefore, the proposal implies that businesses must assume a leadership role in reconnecting business with society.

According to the collected data, the community of the municipality of Teuchitlán states that its rules, traditions, values, and attitudes govern the community with a social focus; that is, "acting cooperatively and in solidarity, from within the territory itself..." (Boisier; 2003).

Finally, it is important to clarify that every intervention in the territory of Teuchitlán must be considered in terms of harmonious, equitable, and just development, with the participation of the social actors involved, under the principles of local development. The participation of the local community in the diagnosis and planning of tourism, giving it relevance and direction, allows Teuchitlán to rediscover its present potential and define its future with a broad commitment to future generations. In this context, it is important to note that in each intervention, in addition to conducting traditional analyses of supply and demand, the technical aspects of each business unit, the current state of promotion, and assessments of its heritage and tourism organizational structure, the level of institutionalization will be reviewed in terms of communication, trust, collaboration, and cooperation among business owners, tourists, public officials, social organizations, and the community at large.

References

- [1] Aguilar, Luis F. (2007). *El aporte de la Política Pública y de la Nueva Gestión Pública a la gobernanza. Revista del CLAD Reforma y Democracia*, (Vol. 3). [pp5-32]. ISSN: 1315-2378. Available in: <https://www.redalyc.org/articulo.oa?id=3575/357533693001>
- [2] Baptista, P. Hernández, R. Fernández, C. (2010). *Metodología de la investigación. México*. Editorial McGraw Hill.
- [3] Lazcano, R. (2004). *Reseña de El desarrollo en su lugar (El territorio en la sociedad del conocimiento)* de Sergio Boisier. Journal: *Geografía Norte Grande*, vol. (13), [pp.129-133]. Available in: <https://www.redalyc.org/articulo.oa?id=300/30003112>
- [4] Campos, G. (2011). *Estrategias metodológicas para la elaboración de tesis de posgrado. México*: Miguel Ángel Porrúa.
- [5] Carpio, J. (2000). *Desarrollo local para un nuevo desarrollo rural. Anals of Geografía de la Universidad Complutense*, vol. (20), p.85-100. Available in: <http://revistas.ucm.es/index.php/AGUC/article/view/AGUC0000110085A/31291>
- [6] Castro, P. (2010). *Políticas Públicas para la potenciación de los valores y el Capital Humano en el marco del Plan Estratégico de Vitoria-Gasteiz. Plan Estratégico de Vitoria-Gasteiz*. Vitoria-Gasteiz. Available in: https://www.vitoria-gasteiz.org/wb021/was/contenidoAction.do?idioma=es&uid=692fa657_1215c41d136_7ff4.
- [7] Gómez-Carreto (2018), Thillalcapatl et al. *Innovación social, turismo rural y empresas sociales. Evidencias desde el Sur-Sureste de México*. El Periplo Sustentable, vol. (34), [pp.], n. 34, p. 44 - 81, ene. 2018. ISSN 1870-9036. Available in: <https://rperiplo.uaemex.mx/article/view/9032>.
- [8] *H. Ayuntamiento Constitucional de Teuchitlan, Jalisco. (2022). Plan Municipal de Desarrollo de Teuchitlán, Jalisco 2010-2012*. Available in: file:///Users/arturo/Downloads/095_PMD_Teuchitlan.pdf. Consultado en <09/10/2019>
- [9] Hernández, J. (2003), *La distribución territorial de la población rural, La situación demográfica de México, 2003*. México, CONAPO. Available in: http://www.conapo.gob.mx/es/CONAPO/La_Situacion_Demografica_de_Mexico_2003. <10/03/2019>.
- [10] Hernández, R. (2014). *Metodología de la investigación. México*. Editorial McGraw Hill.
- [11] SEIJAL (2020). Sistema de Información Geográfica. Disponible en: <http://sig.jalisco.gob.mx/cedulas/iter2000/index.php>.
- [12] Subirats J. (1994). *Análisis de políticas públicas y eficacia de la administración. Madrid. Ministerio para la Administración Pública*. Available in: <https://www.fundacionhenrydunant.org/images/stories/biblioteca/Politic-As-Publicas/QL-J7mu211L.pdf>
- [13] UN-Habitat (2001), *The Habitat Agenda, Istanbul Declaration on Human Settlements*. Istanbul. Available in: <https://www.un.org/en/development/devagenda/habitat.shtml> Consultado el: 25/03/2020
- [14] Vargas, G. (2002). *Hacia una teoría del capital social. Revista de Economía Institucional*, Vol pp.71-108. ISSN: 0124-5996. Available in: <https://www.redalyc.org/articulo.oa?id=419/41900604>

- [15] Vázquez, A. (2007), *Desarrollo endógeno. Teorías y políticas de desarrollo territorial. Investigaciones Regionales* (11). p.183 - 210.
- [16] Warman, A. (2004), *El campo mexicano en el siglo XX. México, Fondo de Cultura Económica*
- [17] Arya, K.S. (2011), Analysis and Simplification of Three-Dimensional Space Vector PWM for Three-Phase Four-Leg Inverters, *IEEE Transactions on Industrial Electronics*, vol. 58, pp. 450-464.
- [18] Berto, M.C. and Vruce K. (2010) "Implementation of a Fuzzy PI Controller for Speed Control of Induction Motors Using FPGA," *Journal of Power Electronics*, vol. 10, pp. 65-71,.
- [19] Newmark, P. (2009) Common Mode Circulating Current Control of Interleaved Three-Phase Two-Level Voltage-Source Converters with Discontinuous Space-Vector Modulation, *IEEE Energy Conversion Congress and Exposition, Vols 1-6*, pp. 3906-3912, 2009.
- [20] Zed, Yin Hai. (2009). A Novel SVPWM Modulation Scheme," in *Applied Power Electronics Conference and Exposition, 2009. APEC 2009. Twenty-Fourth Annual IEEE*.