

La sustentabilidad comunitaria en un proyecto de turismo alternativo en san mateo del mar, Oaxaca

Community sustainability in a project of alternative tourism in San Mateo del Mar, Oaxaca

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Resumen

El concepto de sustentabilidad establecido en 1983 por la Comisión Mundial para el Medio Ambiente y el Desarrollo, se define como "el hecho de satisfacer las necesidades del presente sin comprometer las capacidades que tienen las futuras generaciones para satisfacer sus propias necesidades". Por tanto, en la actividad turística es necesaria la preservación del patrimonio para que las futuras generaciones puedan conocerlo y disfrutarlo. Por otra parte, existe un sinnúmero de atractivos turísticos con un potencial increíble pero sin la promoción, ni el desarrollo

necesarios para dinamizarse; tal es el caso de San Mateo del Mar, una localidad costera en la angostura de México entre el centro y la península. Dicho lugar es una pequeña comunidad con una singular geografía en una barra entre la Laguna Superior y el Océano Pacífico donde domina la cultura Huave, única en el mundo; sin embargo, aunque tiene el museo de La Casa Huave, la actividad turística no está encaminada a la barra, laguna ni playas. La presente investigación tiene como objetivo analizar las oportunidades de un proyecto de turismo alternativo con visión de desarrollo local, pero manteniendo la comunalidad, con base en la cosmovisión indígena Huave y con elementos para la integración de la comunalidad y el desarrollo. Se emplearon los elementos del turismo alternativo y los elementos de comunalidad propuestos por Díaz (1999), categorizados por Martínez (2003) y operacionalizados por Velázquez-Sánchez y Solana (2013), desde un enfoque analítico y generando conocimiento empírico. También se tomaron como base los estudios que anteceden el análisis de la comunidad en el ecoturismo indígena (Velázquez et al, 2013). La relevancia estriba en el conocimiento de la participación de los pueblos en el desarrollo de turismo alternativo.

Palabras Clave: Sustentabilidad, turismo alternativo, comunitario

Abstract

The concept of sustainability, established in 1983 by the World Commission on Environment and Development, it is defined as "the fact of the needs of the present without compromising the capabilities that have future generations to meet their own needs". In the tourist activity is therefore required the preservation of the heritage so that future generations may know and enjoy it. On the other hand, there is a number of tourist attractions with an incredible potential but without promotion, nor needed to boost it development; such is the case of San Mateo del Mar, a coastal town in the narrowness of Mexico between the Center and the peninsula. This place is a small community with a unique geography in a bar between the upper lake and the Pacific Ocean where it dominates the Huave culture, unique in the world; however, although it has the Museum of La Casa Huave, tourist activity is not intended to bar, lagoon or beaches. This research aims to analyze the opportunities of an alternative tourism with vision of local development project, but keeping the commonality, with base in the indigenous worldview Huave and elements for the integration of the commonality and the development. Used the elements of alternative tourism

and the elements of commonality proposed by Diaz (1999), categorized by Martínez (2003) and operated by Velazquez-Sanchez and Solana (2013), from an analytical approach and generating empirical knowledge. Also took as a basis the studies that precede the analysis of indigenous ecotourism community (Velázquez et al, 2013). The significance lies in the knowledge of the participation of peoples in the development of alternative tourism.

Key words: sustainability, alternative tourism, community

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Introduction

According to SECTUR (2012), 650 destinations represent ecotourism projects in Mexico, bid on growth. According to the Commission for the Development of Indigenous Peoples (CDI, 2012), 106 destinations that offer ecotourism are found in indigenous communities distributed in 29 of the 32 Mexican States. The development of ecotourism destinations represents an important income-generation for the community and establishes the conservation of the natural environment and culture (CDI, 2012). In the "Tourism in Mexico" working paper SECTUR (2010), it is estimated that tourism represents 21.5 million tourists a year and according to the INEGI (2013), the contribution to the GDP from tourism-related activities was 3.7 points in the 4th semester of 2012.

The problem is the situation of ecotourism in the indigenous communities of the region of the isthmus of Oaxaca State. The situation of ecotourism is located between tourism development and the sustainability of the community. The majority of ecotourism projects are embedded in indigenous communities, which are characterized by beautiful landscapes and unique cultural elements. However, there is a contradiction between development and the commonality, so it was raised as a research question: What are the points of commonality that must integrate a project of alternative tourism services and how are expressed in terms of development for the community of San Mateo del Mar in Tehuantepec, Oaxaca?

In the available studies on alterantivo tourism, it is published by TIES (2013) of the International Ecotourism Society, which mentioned the potential of alternative tourism for the conservation of natural areas and poverty alleviation for local communities. However, the results shows changes in the communities mentioned. In Mexico, the study by CESTUR-ITAM (2010), through the SWOT analysis of ecotourism and adventure tourism, ecotourism is determined that an activity with potential for the development of communities that have natural areas and share cultural activities . In this regard, Velazquez-Sanchez and Solana (2013), based on Moon (2003) analyzed aspects of sustainability in indigenous communities and identified four categories corresponding indicators.

This research is presented in the following order: section of the literature review on the study results available alternative tourism in Mexico, the analysis of the concept, and the indicators used are shown to certify alternative tourism services. In the methodology section of the sample characteristics, operational definition of the variables, the procedure for design and application interviews, and data analysis are included.

In the results section tables are used to facilitate the submission of data and its summary explanation. The findings allow us to compare the results with the stated objective and show the relevance of this study to understand the factors of commonality as elements in the development of alternative tourism projects in the region of the Oaxacan Isthmus.

Literature review

IUCN (World Conservation Union) defines ecotourism as "environmentally responsible form of tourism that consists of traveling or visiting relatively undisturbed natural areas, in order to enjoy, appreciate and study the natural attractions (landscape, flora and fauna) of such areas, as well as any cultural event (present and past) that can be found there, through a process that promotes conservation. Ecotourism has a low environmental and cultural impact, and promotes active involvement and charitable socioeconómicante of local populations "(Ceballos-Lascuráin, 1993b). To the Ministry of Tourism of Mexico SECTUR

(2001), ecotourism is an alternative to traditional tourism; is a type of tourism that difference by engaging in contemplation of the natural environment and share the culture of the host communities. As noted, both definitions are as contradictory as IUCN highlights tourism as environmentally responsible activity. SECTUR includes the culture of the communities where the natural attractions.

Martinez (2003), mentions that development and community are two diametrically opposite concepts, however, indigenous communities have learned to integrate their culture aspects of development. Martinez asserts that matching is a form of resistance to preserve their culture and adapt to development. In this regard, Diaz (2004) coined the concept of commonality as a form of manifestation of the sustainability of indigenous communities.

The commonality has to do with the worldview, the relationship with nature conceived as an integral part of man and not as an alien and available for use element. Ecotourism as a form of development involves changes in the ways of the communities, mainly related to their world and, gradually, with cultural events, but provides infrastructure and means to keep and mediate with the resulting changes.

To analyze a profound way alternative tourism, it would have to take into account what Coca-Pérez (2007) states: "The analysis of the Community shall be carried out taking into account its historical determination, its evolution in the specific territorial context and Current their situation. " This allows us to understand their worldview. According to the concept of Daltabuit-Godás and Valenzuela-Valdivieso (2010), the alternative tourism is "an option raised to achieve sustainable development with the direct participation of organized rural community", allowing rational and properly exploit the natural heritage and cultural.

With regard to development, the Mexican Association of Studies for Regional Development AC, AMECIDER (1993) conceptualized it as "natural economic, cultural, social, and achieves the welfare of the people" and is merely wedged quality life. So far there is not empirical studies devoted to studying ecotourism from the perspective of the community and even less with the criteria of commonality coined by Díaz (2004), categorized by Martinez (2003) and operationalized by Velázquez and Solana (2013) ,

same that have been used to analyze projects seeking development.

METHODOLOGY

In this study, based on phenomenology, which in turn is based on the texts of Martínez (2003) and (Robles Hernandez & Cardoso Jiménez, 2009), the characteristics that define the sustainability of communities were reviewed and designed an interview depth five community residents defined as key informants. Other semi-structured interview to fifty indigenous inhabitants of San Mateo del Mar in Tehuantepec, Oaxaca was made. Commonality and elements for the development of alternative tourism and the study was conducted in the community of San Mateo del Mar in Tehuantepec, Oaxaca: variables are included. To do this, we interviewed 50 people and 5 key informants. The data obtained allowed to make an initial identification and definition of indicators and development of alternative tourism commonality showing the feasibility of the project in the Oaxacan community.

Operational definition of variables

Elements for the Development of Alternative Tourism. It was defined by the attractions and sites possibility of developing activities and provide alternative tourism services and was regarded as a numerical variable. It was measured based on the attractions and sites located in the community. Commonality. It was considered as a numerical variable, based on the indicators developed by Velázquez and Solana (2013), and was measured based on the answers of the interviewees.

Description of Procedure

From the information obtained by SECTUR (2010) and SEMARNAT (2009), the community of San Mateo del Mar, located in the Isthmus of Tehuantepec was selected to be analyzed under the headings of Commonality and Development of Alternative Tourism, and the categories and indicators developed by Velazquez-Sanchez and Solana (2013) were included. For varying commonality and included four categories for the variable

development of alternative tourism two categories: a total of 14 indicators for commonality and areas for development of alternative tourism were categorized.

Table 1: Definition of operational commonality variable elements of the development of alternative tourism.

VARIABLES	CATEGORÍAS/ELEMENTOS	INDICADORES
Comunalidad	Cultura propia	Tecnología Conocimiento Producción Normatividad social
	Adecuación	Originalidad Valores Armonía
	Cultura	Medicina Comida Creatividad Cosmovisión
	Tecnología propia	Materiales Herramientas Relación hombre-tierra
Desarrollo del turismo alternativo	Atractivos	Número
	Servicios	Número

Table 1: shows the categories and indicators of commonality variable and variable elements of development of alternative tourism. The commonality variable is numeric and included in the analysis of the elements of development of alternative tourism in the community of San Mateo del Mar. In this table you can see the four categories with the 14 indicators of varying commonality highlighted by Martinez (2003) and developed by Velázquez-Sanchez and Solana (2013) and the two elements to be categorized for variable development of alternative tourism. Source: Authors.

According to the offer of alternative tourism destinations reflected in the promotion of ecotourism in Oaxaca, are 57 major destinations in the regions of this state. In the region of the Sierra Norte the highest number with 22 destinations are located; in the region of central Valles six destinations are reported; in the Mixteca, 5; in the southern Sierra, 11; and Costa, 13. However, this report does not contemplate projects and the opportunities it represents the Isthmus are not included.

Data analysis

With data obtained from in-depth interviews and based on the procedure for establishing categories for development of alternative tourism in the community, explanations and reflections of the five key people interviewed were analyzed. With the analysis of each of the interviews, the main elements were organized table analysis was built and proceeded to the description of the highlighted categories.

With respect to numerical data, factor data from the interview fifty people in the community analysis. The results showed the formation of three factors in the commonality variable. Own culture, Adaptation and proprietary technology. That is, the elements that distinguish and are important for the inhabitants are grouped into three categories proposed by Martinez (2003) for the commonality variable. With the results of the factor analysis, a comparison was made with respect to the results found by Gómez-Velázquez (et al, 2013) in nine ecotourism projects in the coastal region (see Table 2).

RESULTS

Below are presented in Table 2, the results show the commonality factor identification in ecotourism projects including Gomez-Velazquez in the Coast region, and in the community of San Mateo del Mar.

As noted, indicators of community sustainability are still very important for the people, so any development project, such as alternative tourism, must be considered to ensure the participation of the native inhabitants; the tourist can live with the people and they participate directly in the provision of tourism services.

Table 2: Comparative analysis of the aspects of communality that identify the inhabitants of indigenous communities with potential to develop alternative tourism in the regions of the Coast and the Isthmus of Oaxaca.

COMUNIDADES DE LA REGIÓN DE LA COSTA	ELEMENTOS DE COMUNALIDAD
La escobilla Río humedales Mazunte Ventanilla	<i>Cultura propia</i> en la organización comunitaria. <i>Adecuación</i> incorporando servicios a la infraestructura del ecoturismo. <i>Tecnología propia</i> en la preparación de los alimentos.
COMUNIDAD DE SAN MATEO DEL MAR	<i>Cultura propia</i> en la organización comunitaria. <i>Adecuación</i> incorporando servicios a la infraestructura del ecoturismo. <i>Tecnología propia</i> en la preparación de los alimentos.

Table 2 shows the results obtained from the analysis of data from interviews with residents of indigenous communities located in the regions of Costa and San Mateo del Mar in Oaxaca. Highlights the commonality factor identification and the importance this has in the worldview and participation in development projects by the inhabitants. Indicators of commonality developed by Velázquez-Sánchez and Solana (2013) and have been analyzed by Gómez-Velázquez (2013), is the consistency in both regions, so the results show the importance of the variable in alternative tourism projects.

Organization, collaboration and community ceremonial used in the preparation of traditional foods, and the use of local materials for food and lodging places: after analyzing the data elements corresponding to a culture distinguished itself.

For its part, on factors of commonality concerning the appropriateness of technology in recreational activities, is mainly used boats. In own culture factors are the organization and participation of the inhabitants of the community in the project activities.

Table 3: Analysis of commonality indicators and elements for the development of alternative tourism in the community of San Mateo del Mar in Tehuantepec, Oaxaca.

VARIABLES	CATEGORÍAS/ELEMENTOS	INDICADORES
Comunalidad	Cultura propia	Tecnología Conocimiento Producción Normatividad social
	Adecuación	Originalidad Valores Armonía
	Cultura	Medicina Comida Creatividad Cosmovisión
	Tecnología propia	Materiales Herramientas Relación hombre-tierra
Desarrollo del turismo alternativo	Atractivos	Laguna Río Selva baja Observación de fauna silvestre Playa
	Servicios	Hospedaje comunitario Comida local Paseos

Table 3 shows the results obtained from the analysis of the data, which concentrate sustainability indicators expressed by the people and prove the distinction made thereof, compared with the inhabitants of the Coast region. With respect to the elements for the development of alternative tourism mentioned key informants, stand related to the natural attractions and services they have already handled. However, they have seen the development of new services or the exploitation of natural attractions including ecotourism activities for visitors interested in adventure or extreme activities, so the diagnosis provides an alternative for the development of alternative tourism .

CONCLUSIONS

After reviewing the results of the community of San Mateo del Mar in Tehuantepec, Oaxaca, it is concluded that this does meet the conditions to be considered a target for the development of alternative tourism. The people of the community shows interest in sharing with visitors their natural environment, living with them, as mentioned Ceballos-Lascuráin (1993). It is noted potential to develop alternative tourism, as confirmed by the results of CESTUR-ITAM (2010); however, work is needed to develop communication and collaboration with other nearby communities in order to create a tourist route or maximize range that could, for example, integrating all communities that match the largest lagoon, with differing results presented by Coca and Ruiz (2007).

The people of the community show interest in the project, in preserving their language and traditions (Diaz, 2004), and organize to be an alternative tourism destination adapting to development. Therefore, commonality can be seen. The inclusion of alternative tourism boost external factors in harmony with members of the community, for example, working with people outside the community to improve the fate and establish conservation action.



Alternative tourism can be a source of employment for the inhabitants of the community, and promote commonality through the direct involvement of its inhabitants. San Mateo del Mar is a tourist destination with indigenous roots is promoted by its natural attractions.

The results obtained by this investigation possible to respond to this question was raised at the beginning. Including elements of commonality in the services they offer destinations with feasibility for development of alternative tourism in the community of San Mateo del Mar in the Isthmus region of Oaxaca state, may allow the adaptation of communities in their development.

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