



Title: Tourism Organization, Planning and Management of the Auxiliary Locality of San Baltazar Campeche, Puebla, Mexico

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Editorial label ECORFAN: 607-8695
BECORFAN Control Number: 2020-05
BECORFAN Classification (2020): 111220-0005

Pages: 30
RNA: 03-2010-032610115700-14

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Introduction

Starting from the fact that the territory is heterogeneous, the diverse actors and agents put forward a proposal to intervene in the auxiliary boards of Puebla to motivate tourist activity and let tourism be a pretext to guide public policies for integral development.

The objective is to carry out a tourism feasibility study to evaluate its potential.

Introduction

The project that is presented in the auxiliary locality of San Baltazar Campeche in the city of Puebla, Mexico has as its main objective "To lay the foundations to be able to generate an organization, planning of resources and attractions that may be susceptible to tourist use and this way through adequate political management to be able to incorporate them into the general dynamics of the city of Puebla, Mexico.

Justification

The Municipal Development Plan of the Municipality of Puebla, 2018 -2021 is made up of five thematic axes and 26 programs that structure its operation. In program 13 of said plan it states that:

“To be competitive with the different destinations in Mexico, constant innovation in the offer of tourist products is necessary, in order to position the values and attractions of the city above other travel options [...] For this reason, it was necessary the renewal of the promotion strategies of the capital with the intention of spreading activities, encouraging the use of the infrastructure of the capital and generating, consequently, the economic development of its citizens ”(Puebla City Council, 2019, p. . 259)

Justification

Aligned with the strategies outlined above, it is proposed to carry out a feasibility study for tourism in the auxiliary locality of San Baltazar Campeche, a territory that has been absorbed by the growth of the urban area of the city and is currently presented as if it were a spacious neighborhood, as it has been transformed by the dynamics of modernity.

In this auxiliary locality, according to the INEGI's 2010 Population and Housing Census, there is a population of 22.19%, which is equivalent to 341,640 inhabitants.

Justification

This project will make it possible to involve said auxiliary board in the dynamics of municipal tourism, to be included in the development and promotion plans that this agency has been carrying out, which may generate the strengthening of a sociocultural dynamic that allows its inhabitants and neighborhoods to they make up participating in the cross-cutting and unifying activities that tourism carries out and which by its very nature becomes a functional-structural activity.

Theoretical framework

There are two main reasons for the founding of the city of Puebla; the first had to do with the distribution of the assignments of the territory of New Spain among the first colonizers who participated in the company and thus found new cities.

Another reason was the reason that, since there was no city where travelers and merchants could rest and provide themselves with what they needed on their way from Veracruz to Mexico City or vice versa, it was thought to found an intermediate city.

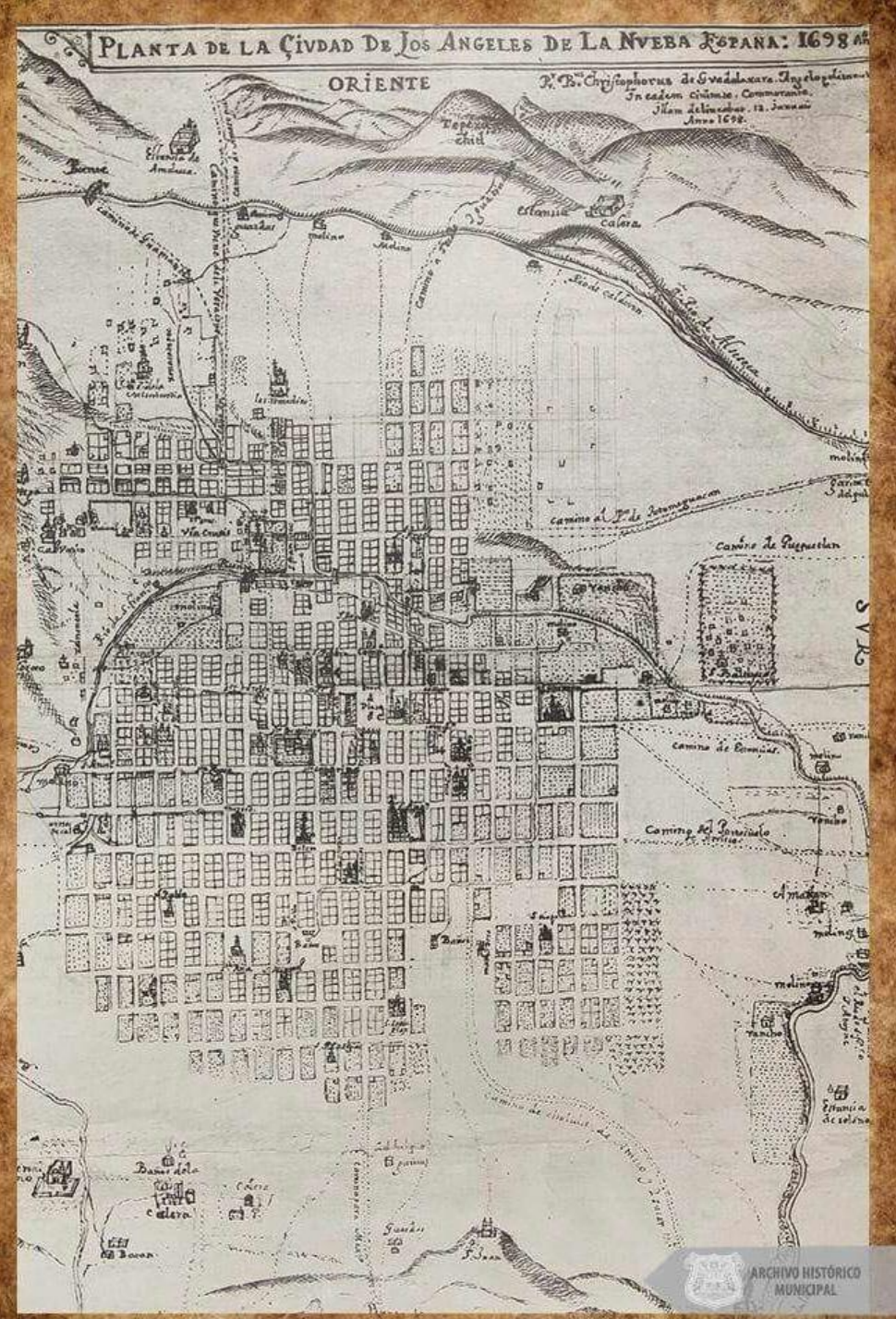
Theoretical framework

For its construction, indigenous labor was used from nearby towns such as Tlaxcala, Huejotzingo, Tepeaca and San Francisco Totimihuacan, among others; These builders settled in spaces designated for them according to their place of belonging on the outskirts of the original layout, giving rise to the neighborhoods of nearby Indians and towns.



Theoretical framework

San Baltazar Campeche was a settlement that was provided to a group of Tlaxcalans on the banks of the hill called Xilotzingo (place of tender corn) which was adjacent to a place called Huexotitla, place of Huexotles or willows, which belonged to Don Martin Perez who founded in 1537 a wheat mill that he called "San Baltazar Huexotitla" in honor of one of the kings, for being a great believer in that devotion.



Theoretical framework

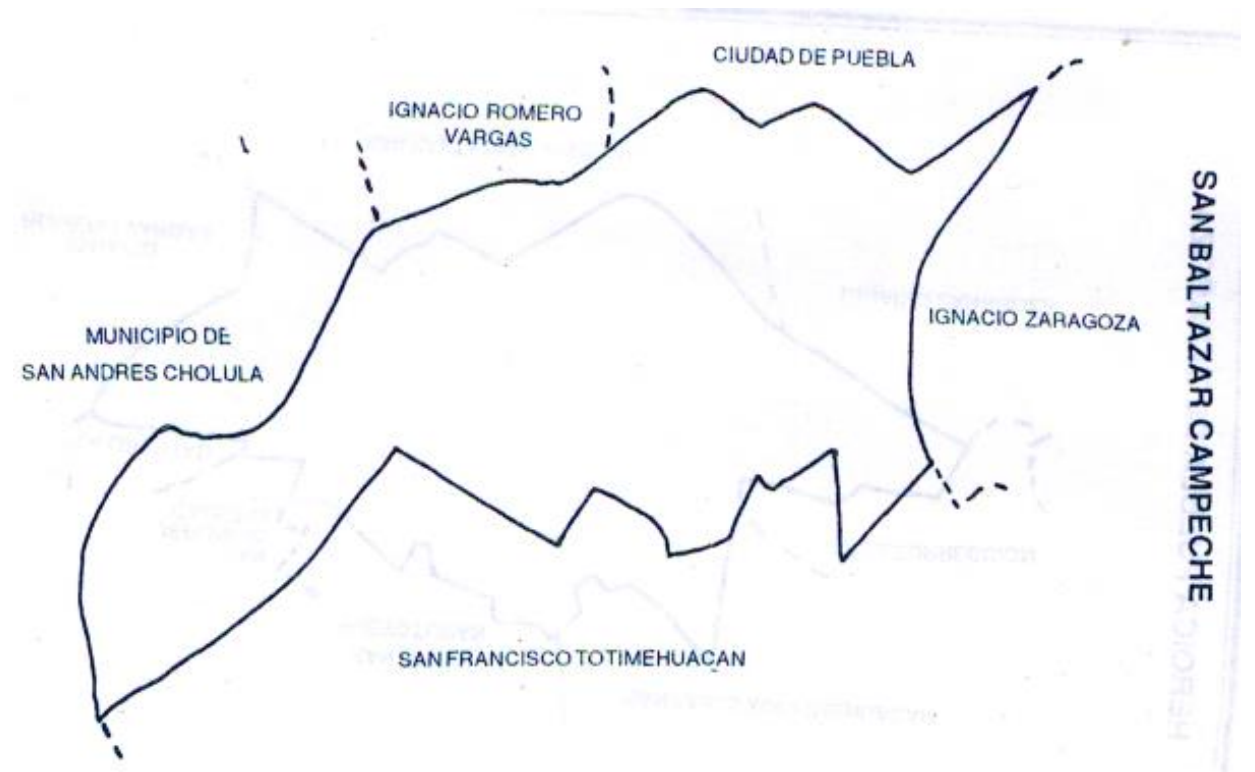
In the plan of the city of the year 1698, the territorial jurisdiction of San Baltazar Campeche appears very delimited, said town was isolated for a long time since it had as its limits the San Francisco river

Theoretical framework

El 6 de septiembre de 1962 la legislatura XLI del H. Congreso del Estado de Puebla decretó que la jurisdicción territorial del pueblo de San Baltazar Campeche pasará a formar parte del municipio de Puebla con la denominación de Junta auxiliar, teniendo como límite la ciudad de Puebla, el municipio de San Andrés Cholula y las juntas auxiliares de Ignacio Romero Vargas, Ignacio Zaragoza, San Francisco Totimehuacan.

Theoretical framework

In 1964, one of the most important hydraulic works in the city in tubing of the San Francisco River was concluded, this work allowed to amalgamate the territories of the city with that of San Baltazar Campeche, eliminating the natural limit that the river created, This allowed it to be rapidly populated and divided, absorbing the urban area to said auxiliary locality.

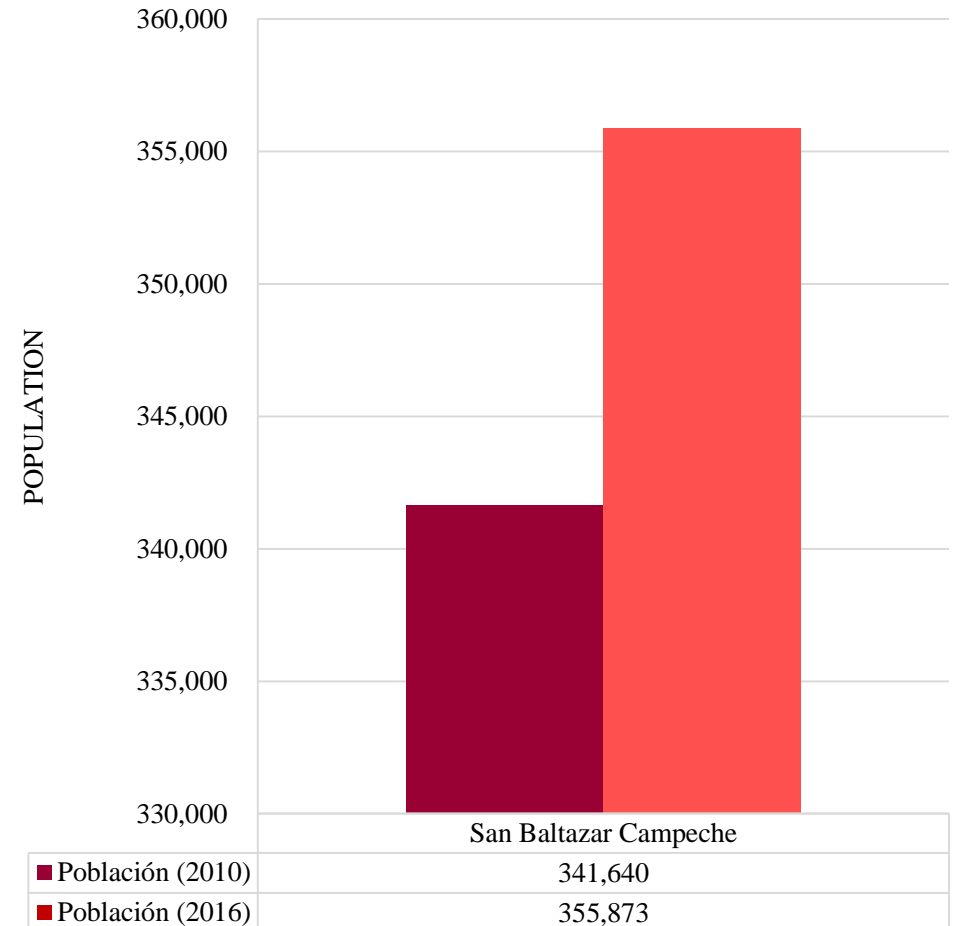


Population

According to the data provided by the National Institute of Statistics and Geography (INEGI) in the Population and Housing census (2010) and in the National Housing Inventory (2016) provided by the Municipal Planning Institute (IMPLAN), the population of the Auxiliary Board of San Baltazar Campeche (JASBC) has shown a constant demographic growth in recent years, increasing in 2016 by 0.92% (14,233 inhabitants) compared to 2010.

Currently the auxiliary locality of San Baltazar Campeche has 145 neighborhoods and five neighborhoods: El Reloj, Tepalcatillo, San Francisco, La barranca, La Coyotera and La Cruz.

**POPULATION GROWTH OF THE
AUXILIARY BOARD OF SAN BALTAZAR
CAMPECHE, 2010-2016**



Ordination

Tourism has been conceptualized almost from its beginnings as an element of territorial displacement for leisure purposes, this is motivated by the existence of natural and cultural resources and services in order to carry out recreational activities.

Said resources are anchored to a land or territory and are usually put in value to motivate tourist activity, as well as use and enjoyment of the local population.

In this way, the attractions become attributes of the places, giving the territory its own identity; In this way, an interesting link is established between tourism and development, since to a large extent the existence of attractions is a generator of strategies for territorial development.

Tourist resources

Natural heritage

Considering the conurbation process of the San Baltazar Campeche Auxiliary Locality, it is necessary to mention that the environment in the first instance is characterized by being urban, natural spaces such as the Laguna de San Baltazar Campeche, the Juárez Park, the Botanical Garden and Herbarium of the Benemérita Autonomous University of Puebla (BUAP) and the Laguna de Chapulco Centennial Park are the natural spaces that this territory has.



San Baltazar Lagoon, Puebla



Parque Juárez, Puebla

Jardín Botánico, BUAP



Tourist resources

Cultural heritage

The cultural identity of the auxiliary locality of San Baltazar Campeche materializes through the celebration on January 6 dedicated to the Patron Saint "San Baltazar", the Huehues Carnival and its local gastronomy; It should be noted that national celebrations are also held, such as the September 16, on November 20, the day of the dead, to name a few examples.





Tourist resources

Cultural heritage

Markets are a fundamental piece in the transmission of cultural knowledge, gastronomy concentrates a large part of the symbolic contents of a human group, it is through this that worldviews, narratives and communion with the geographical environment that frames the community materialize. population. Man materializes his environment through his dishes and tastes popular knowledge and the land.



Tourist resources

Travel services

The supply of services that make it possible for resources to be consumed and commercialized by tourist demand can be grouped into accommodation, food and beverage establishments, shops, transportation, and leisure and recreation equipment.

The offer of tourist services identified by the Municipal Planning Institute (2019) is mainly concentrated by food and beverage establishments with 88.2%, lodging establishments with 9.1%, recreation spaces with 1.6% and others (Plaza Dorada and Crystal) 1.1%.

Type of service	Total economic units
Food and drinks	164
Lodging establishments	17
Recreation	3
Others	2
Total	186

Planning

The planning of the territory is an important tool to be able to guarantee the integral functioning of the space and that in its practice it becomes the vehicle for the optimization of the benefits that its implementation generates economic dynamics.

When the territorial and urban planning of a tourist space is carried out in the tourist activity, it is materialized through management actions in order to be able to apply rationality criteria and principles of sustainability in the territorial context in which the tourist dynamics are immersed.

Management

The management of tourist activity in these spaces and territories must be an active part of the strategies for the protection and conservation of resources and must respect the regulations of tourist use and the rules that will be developed in the development plans.

The enhancement of resources and their structuring in order to create tourist products, allows their valorisation and ensures in a rational way their contribution to tourist activity, generating a socioeconomic development in these spaces and their areas of influence, having a special care in the quality, conservation and criteria to be considered in the proposal of future tourist activities.

Proposal

Based on the territorial analysis of the auxiliary board of San Baltazar Campeche, it is proposed to integrate the natural and cultural resources and services of the space, in order to be able to articulate them to the existing tourism system in the municipality through the following proposals:

1.- Natural resources:

San Baltazar Lagoon

In collaboration with the Faculty of Biology of the Benemérita Universidad Autónoma de Puebla (BUAP) to generate a program for the rehabilitation and maintenance of the ecosystem of the lagoon in order to favor the reception of species of birds (regional and migratory) throughout the year, encouraging nature tourism in space.

BUAP Herbarium and Botanical Garden

In coordination with the Ministry of Tourism of the Municipality, guided visits will be promoted on weekends considering the load capacity of the space, likewise, it will seek to generate collaboration ties with other public agencies to promote environmental education in the local population.

Proposal

Laguna de Chapulco Centennial Park

In this space, the programs offered by the Environmental Education Center (CEA) and Community Center (CU) will be promoted in the local population, as well as outdoor sports activities.

Juarez Park

In collaboration with the students of the BA in Biology at BUAP, a phytological and dendrological intervention program will be proposed, favoring regional species.

Considering the above, it is proposed to integrate a route of natural spaces.

Proposal

2.- Cultural resources::

In coordination with the ecclesiastical authorities, social and religious associations, the Municipal Institute of Cultural Arts of the municipality and the Municipal Tourism Secretariat, it is intended to formulate a program of cultural activities highlighting the patronal feast of January 6 dedicated to San Baltazar seeking ordination market vendors of stalls and rides to ensure safety for local people and visitors.

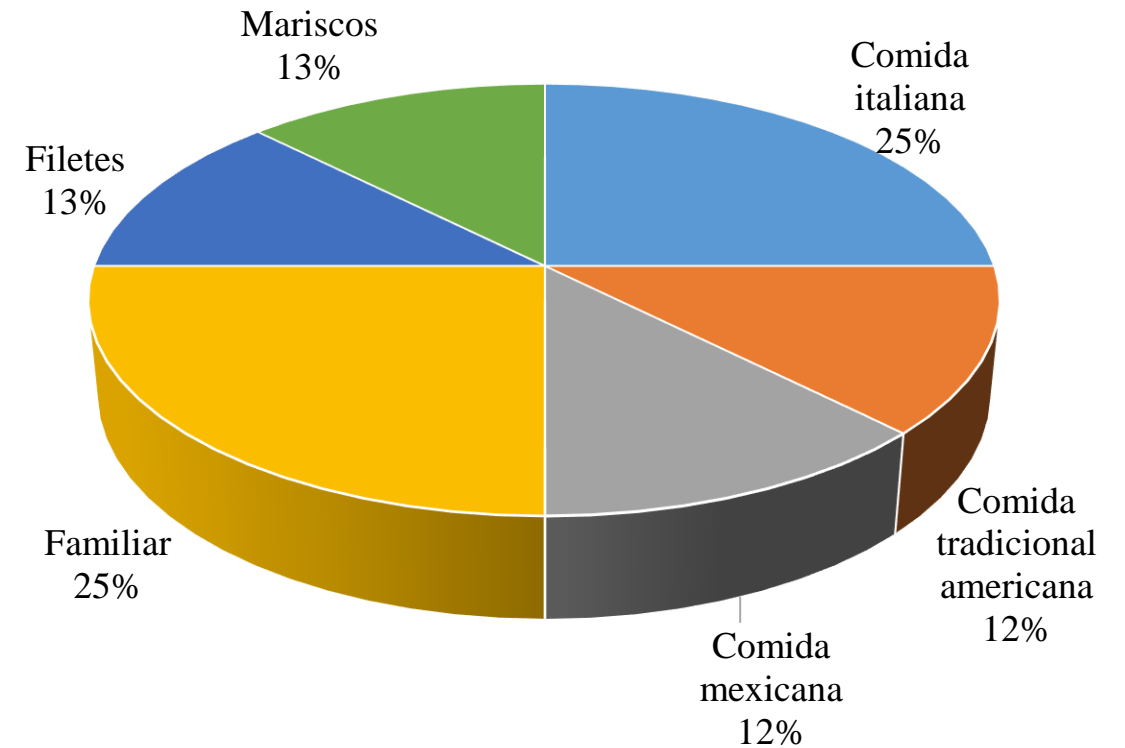
Likewise, in the celebrations of the Carnival festivities, it is proposed to consolidate the presence of the Huehues gangs, seeking support for traditional clothing, its insertion and promotion in the Huehues Festival organized by the Municipality of Puebla City Council.

Proposal

Gastronomy

It is proposed to be able to consolidate this avenue as a gastronomic path so that the local population and visitors can taste the gastronomic offer throughout the year, also promoting tourist menus and seasonal dishes; in collaboration with the students of the Bachelor's Degree in Gastronomy and the Bachelor's Degree in Tourism Administration from Benemérita Autonomous University of Puebla, a gastronomic festival will be held in May with the theme "Wheat: ancestral food."

Gastronomic offer in Av. 43 poniente.



Proposal

Sport centers

There are 2 centers mainly highlighting the BUAP infrastructure with the following spaces: High Performance Center, the Arena, Convention Center, Los Lobos Stadium and the Benito Juárez High School Sports Center; and the Alpha 2 Club.

With the support of the Municipal Institute of Sports of the Municipality, the students of the degree of Physical Culture of the BUAP plan to take advantage of the recreational infrastructure in order to generate high-impact sporting events that promote physical activity in the local population and the displacement of visitors in sports seasons.

Proposal

Malls

Taking into account that there are two shopping malls: Plaza Cristal and Plaza Dorada, it is proposed in coordination with the National Chamber of Commerce (CONACO) and the Secretary of Tourism of the Municipality to implement a discount portfolio that is distributed in the hotels of the city, mainly among visitors who come to the city for the purpose of attending a congress or convention.

Conclusions

One of the preferences of tourism is the visit to easily recognizable spaces in the cities, created specifically to satisfy the needs and consumption of the populations, constituted as places of dynamic activity because they have infrastructure, buildings and recreational and sports equipment and cultures of different densities and qualities; These places can be considered as the result of a characteristic urbanization structure of the place, which is socially and symbolically distinctive from the population.

The growing diversity and plurality of contemporary culture has meant that conventional tourist centers are not necessarily the only places of significant symbolic creation of the local population and therefore, a place for tourism recreation.

From this new perspective, it can be affirmed that the inclusion of neighboring territories to traditional tourist centers with due planning and comprehensive management may be incorporated into new tourist dynamics.

Conclusions

Such is the case of the Auxiliary locality of San Baltazar Campeche that as it has been analyzed, having been a labor provider town, it has now been established as an important commercial area within the urban area of the city of Puebla, with important tourist elements that can be detonators of a new way of doing tourism, which can also be used by the local population to enjoy their free time and leisure.

This territorial demarcation must have adequate tourism management, led by the local tourism authorities and dynamically incorporating the different actors of the place through a participatory and inclusive governance scheme aimed at achieving equal opportunities and social promotion. that seeks to ensure conditions of well-being for all.

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