

Chapter 7 Cultural-natural heritage of Texmelucan towards sustainable tourism

Capítulo 7 Patrimonio cultural-natural de Texmelucan hacia el turismo sostenible

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Abstract

One of the challenges of national tourism development is the sustainable use of Mexico's natural and cultural heritage, undoubtedly through the efforts of businessmen and workers in this sector, combined with public policies at various levels, as well as places of destiny. Regarding the present document, in the theoretical framework the epistemology of tourism is addressed, which includes, in addition to the General Theory of Systems, the concept of system and authors with various theories regarding the subject in question. Regarding the conceptual framework, an outline of the concept of tourism from the World Tourism Organization and the same at the national level is made. Studies and figures infer that some of the benefits of tourism are economic investment, job creation, developing people's skills and competencies, mainly the inhabitants of the locality in question; economic income for the actors; gradual decline in poverty. The general objective of this work is to identify the cultural and natural heritage of San Martín Texmelucan and the surrounding area, as a means of promoting sustainable tourism. Research project proposed by REDAyN (2022) "Dynamism of Sustainable Tourism". The methodology was carried out through a qualitative approach using the descriptive method, the research technique was observation. In the results section, it is described that the Mexican Republic has susceptible populations, such as San Martín Texmelucan, which have cultural-natural wealth, to establish sustainable tourism, visualizing the benefits for the inhabitants, valuing environmental resources, care of the natural environment, equity and distribution of economic resources, presenting an alternative to programs such as: North Mexico, Mayan World, Route of the Gods, Colonial Treasures, Heart of Mexico, Beach Centers, Magical Towns.

General systems theory, Sustainable, Sightseeing development

Resumen

Uno de los retos del desarrollo nacional turístico, es el uso sostenible del patrimonio natural y cultural de México, ello a través indudablemente del esfuerzo de empresarios y trabajadores de dicho sector aunado tanto a políticas públicas en sus diversos niveles, así como de los lugares de destino. En lo referente al presente documento, en el marco teórico se aborda la epistemología del turismo la cual contempla además de la Teoría General de Sistemas, el concepto de sistema y autores con diversas teorías respecto al tema en comento. Relativo al marco conceptual, se hace un esbozo del concepto de turismo desde la Organización Mundial del Turismo y del mismo a nivel nacional. Estudios y cifras infieren que algunos de los beneficios del turismo son: inversión económica, generación de empleos, desarrollando habilidades y competencias de las personas, principalmente de los habitantes de la localidad en comento; ingresos económicos para con los actores; disminución paulatina de la pobreza. El objetivo general de este trabajo es identificar el patrimonio cultural y natural de San Martín Texmelucan y zona conurbada, como fomento al turismo sostenible. Proyecto de investigación propuesto por la RedAyN (2022) "Dinamismo del Turismo Sostenible". La metodología se llevó a cabo mediante un enfoque cualitativo utilizando el método descriptivo, la técnica de investigación fue la observación. En el apartado de resultados, se describe que la República Mexicana dispone de poblaciones susceptibles, como San Martín Texmelucan, que cuentan con riqueza cultural-natural, para instaurar el turismo sostenible visualizando los beneficios para los habitantes, valorizando los recursos medioambientales, el cuidado del entorno natural, equidad y distribución del recurso económico, presentando una alternativa a programas como: México Norte, Mundo Maya, Ruta de los Dioses, Tesoros Coloniales, Corazón de México, Centros de Playa, Pueblos Mágicos.

Teoría general de sistemas, Desarrollo sostenible, Turismo sostenible

7.1 Introduction

7.1.1 Tourism and pandemic

In 2019, Mexico ranked among the top ten tourist destinations, with the arrival of 45 million international visitors, generating an economic contribution of 24,562 MDD, as well as a significant contribution to the gross domestic product (GDP), with a share of 54.7% as a source of direct employment.

The arrival of COVID-19 caused a worldwide interruption of tourism activities, with the following figures: 1.6 MDP, a decrease of 3.7 points of GDP and 12.9% of jobs, a situation that affected the most representative seasons for tourism in Mexico: Easter, summer and end-of-year holidays. This has affected service providers. Therefore, Mexico, faced with the opportunity for positive changes, considers an inclusive, fair and responsible tourism that gives value to our culture and biodiversity.

In that year, even though Mexico is positioned as the fifth megadiverse country, it was ranked 108th in tourism sustainability. Therefore, in terms of sustainability, the challenges are in territories, particularly in indigenous peoples and local communities.

Derived from the United Nations Environment Programme (UNEP), together with the Ministry of Tourism (SECTUR), a strategy for conservation and social inclusion was determined: nature tourism.

It is mentioned that conservation areas are the instrument to carry out strategies for sustainable development, as they also consider the environmental and geographical aspects (Baral, Stern & Bhattarai, 2008; Bello, Carr & Lovelock, 2016; Platania & Rizzo, 2018), by enabling the economic growth of the receiving localities (Murphy, Campbell & Drew, 2018; Leung, Spenceley, Hvenegaard & Buckley, 2019; Platania & Rizzo, 2018). Thus, tourism is presented as both a social phenomenon, as well as, a promoter of economic development (Tanana & Mürello, 2020; Pulido et al., 2008).

7.1.2 Problem statement

Mexico has a wealth of cultural and natural resources that few other countries can surpass. Even so, there are localities whose heritage has not been valued, which threatens not only the preservation of the communities themselves but also the degradation of the environment. Thus, sustainability becomes a challenge whose objective to be achieved includes the identification and care of cultural and environmental heritage, as well as the planning of the diversification of the product and the quality of the offer.

7.1.3 Objective of the study

General:

To identify the cultural and natural heritage of the municipality of San Martín Texmelucan and the surrounding area.

Specific:

- Recognize the economic contribution of San Martín Texmelucan.
- Determine the main cultural and natural tourist attractions of San Martín Texmelucan Puebla.

7.1.4 Research questions

What makes it possible to enhance the cultural and natural heritage in San Martín Texmelucan?

7.1.5 Justification

This research results from the study proposed by the National Network of Administration and Business (RedAyN) whose objective is to characterise the level of contribution in the diverse economic activities related to tourism in the regions of our country, analysing the current situation of how sustainable tourism is experienced and represented by both businessmen and tourists in the municipality of San Martín Texmelucan and the surrounding area.

Therefore, the present research is justified in the valorisation of the cultural and natural heritage of the municipality of San Martín Texmelucan and the surrounding area, which leads to sustainable tourism.

7.1.6 Delimitation

It is reiterated that this research is the result of the study proposed by RedAyN-2022. The analysis was carried out in the municipality of San Martín Texmelucan, Puebla, so one of the limitations of the research is that it only considers the opinion of two populations: that of the entrepreneurs and that of the tourists.

In accordance with the selected approach, it is necessary to mention that the data obtained, presented in this research, correspond to a locality of the State of Puebla, second delimitation.

7.2 Theoretical review

7.2.1 Theoretical framework

In the 1990's, is that the epistemology of tourism is remarkable, because the interest was focused on practical aspects: public policies, planning and management (Panosso & Lohmann, 2012).

It is in the decade of the 60's that tourism is analysed from the General Systems Theory (hereinafter GST) (Bertalanffy 1968), the latter being based on three characteristics that systems share: each one is part of another, so these are open, present a process of unlimited variations in the environment and the functions are subject to its structure (Bertalanffy, 2009), summarizing: the systems are contemplated in any nature and the GST is contemplated interdisciplinary.. (Panosso & Lohmann, 2012, p. 13).

The elements that characterise a system: environment (where the system is located), components, link (between the components), qualities (considering those of the members as well as the system), input-output-feedback and finally a model (Panosso & Lohmann, 2012, p. 14).

The study of tourism has been going on since the 60's, so taking up Cuervo proposes: tourism is the activity that is generated from a temporary social movement, which involves links with establishments and services that generate effects in the destination place (p. 29), likewise, it contemplates subsets and subgroups: means of transport, types of accommodation, travel agencies, guides, food and beverage services and commerce focused on tourism. He mentions that tourism is a system whose task is communication (Cuervo, 1967, p. 33).

Leiper's tourism archetype consists of five components: tourist, region of origin, transit spatiality, destination and tourism sector. This system has effects on various environments: socio-cultural, economic, technological, political, environmental, etc. (Leiper, 1990; Lohmann, 2004; Costa and Souto, 2006).

Krippendorff (2009), exposes environmental and socio-cultural havoc resulting from the global increase in tourism in the 1980s. Providing strategies or recommendations, called "theses for the humanisation of travel", he is considered one of the precursors of sustainable tourism.

According to Jafari and Ritchie (1981), the study and meaning of the manifestation of tourism, suggest a multidisciplinary model, which involves 18 disciplines that address tourism: Sociology (1), Economics (2), Psychology (3), Anthropology (4), Political Science (5), Geography (6), Ecology (7), Agriculture (8), Parks and Recreation (9), Urban and Regional Planning (10), Marketing (11), Law (12), Management (13), Transportation (14), Hotel and Restaurant Management (15), Education (16), Religion (17) and History (18).

It has stated that from 1994 to 2005, tourism has gone through several platforms: the first one called defence, which dealt with foreign exchange, job creation, i.e. it focuses on positive aspects; the next one corresponds to warning, referring to counterproductive points of view of tourism, devastating cultures and natural resources, forgetting the locality; the third one, adaptation, as soon as the good and bad contributions of tourism were counted, it is chosen among tourism alternatives, appearing: agrotourism, adventure tourism, ecotourism, ecotourism, ecotourism, and the most important ones: agri-tourism, adventure tourism, ecotourism, ecotourism and the most important ones are the tourism alternatives.

The fourth is that of knowledge, which evokes studies on tourism, giving rise to the multidisciplinary approach; the fifth, recently incorporated, the public, is of interest not only to researchers, but also to the general public: from health issues (current example COVID 19) to political issues (terrorist attacks, September 11, 2001) (Jafari, 1994).

The theory proposed by Beni, Sistur (system of tourism), proposes a holistic view due to the difficulty of tourism development, which involves links between tourism and various human activities and disciplines (Beni, 2001; Panosso and Lohmann, 2012, p. 29).

Finally, and having addressed various concepts from GST, system and theories, it is undeniable of the relationship of tourism from the system perspective in GST.

Conceptual frameworkIn addition to economic and social development, the environmental issue has been the subject of consideration, particularly in terms of theory and analysis of categories, variables and methods for quantifying the effects, in addition to: environmental awareness and contribution to the preservation of the environment by developing countries, both nationally and globally.

The origin of the concept of sustainable development comes from the Brundtland Commission, constituted in 1983 by the General Assembly, whose report "Our Common Future" (1987), states: that development which, while meeting present needs, does not compromise the needs of future generations with attention to the care of the environment (IUCN, UNEP, WWF, 1991, p. 4; ECLAC, n.d.). Thus requiring environmental policies, as well as development strategies (economic and social), making reference to the economic, social and environmental dimensions (Ibid.). Although the environmental issue was not contemplated by economists and other disciplines for the elaboration of economic policies.

Thus, sustainable development aims at permanence without generating negative externalities or dissipating them.

The 1992 Earth Summit in Janeiro motivated the analysis not only of the study of the effects but also strategies for the conservation of the environment, which considers prioritising the organisation of national accounts, observing environmental deterioration and the disbursement that its amendment entails, which is why it is taken up by economists: Porter and Linde, who agree that it is an opportunity for technological innovation and is in turn an opportunity for business competitiveness and the competitiveness of nations.

According to the UNWTO, it postulates: sustainable tourism is aware of the present and long-term environmental, economic and socio-cultural reactions (principles) that lead to the satisfaction of tourists, industry and destination, as well as the norms and practices of sustainable development have a place in all forms of tourism, presenting harmony in its principles and whose effect is lasting sustainability (unwto.org, 2022a). Sustainable t. should therefore:

Ideally employ environmental elements, through the conservation and maintenance of ecological processes and natural wealth.

Respect the socio-cultural identity of the host localities, which includes: material and immaterial elements (history, traditions - customs and traditions -, architecture, with intercultural understanding and permissiveness.

To strengthen long-term viable economic activities, whose distribution of the results will provide the actors with socio-economic benefits, job stability, monetary income and social services for the host localities, thereby reducing poverty.

Therefore, it is mentioned that sustainable tourism considers: social integration, economic equity, conservation of biocultural heritage.

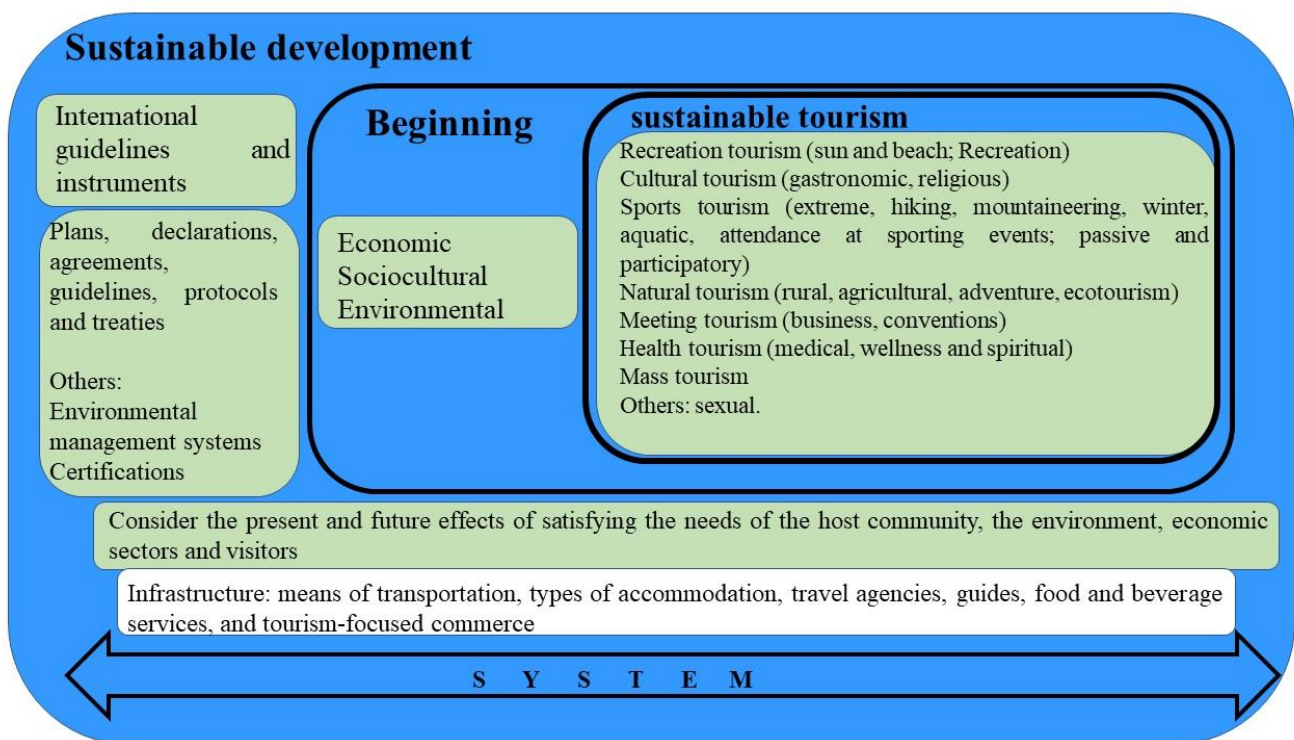
A phenomenon of a transversal nature represents tourism: from the dynamism, which has been a constant evolution, given its complexity, defining it and categorising it determinately would be out of functionality. (Escobedo, 2022), as well as, the diverse incorporation of products and services related to other economic sectors with benefits to the national economy, job creation and welfare of the population (SECTUR, 2018); so the heterogeneity that is presented to niche markets is given the use of the wealth of each locality (Meraz, Alvarez & Gonzalez, 2019).

It is mentioned that tourism has presented a continuous growth and with it diversification (Meraz, Alvarez & González, 2019), immersed in sustainable tourism as shown in Figure 7.1.

Sustainable tourism is inferred as a development model whose relevance in the economy, and at the same time, justified in the cultural-natural heritage, with the participation of inhabitants, entrepreneurs, public administration and visitors, who jointly benefit the work of the tourism activity (Cardoso, 2007), likewise, there is growing interest on the part of academia in the subject of sustainability in the tourism sector (Castillo & Cruz, 2022).

The sustainability of tourism is not only for the environmental aspect, but also for the historical heritage, culture and traditions (Castillo & Cruz, 2022). The following is a proposal for a sustainable model, which is a summary of the paragraphs presented in Figure 7.1.

Figure 7.1 Proposal for a sustainable tourism model



Note: Sosa with information from UICN, PNUMA, WWF, 1991, p. 4; CEPAL, s/f unwto.org, 2022b.

Globally, tourism figures prominently as an economic activity: it contributed 9.17 trillion dollars, expenditure, (WB, 2022); with respect to world GDP the contribution of tourism to GDP was 10.4 %. (Eleconomist, 2021), data from 2019; even with this result, doubts about Brexit, socio-political and commercial pressures, contraction of world economic activity and COVID-19 weighed on growth. In the same vein, this activity represents the third largest export category (travel and transport) in the world, ahead of fuels and chemicals, and ahead of automotive products and food. It contributes to foreign exchange earnings; direct (one in ten) and indirect job creation, 54 % of whose workforce is female; promotion of entrepreneurship, as nearly 80 % of tourism enterprises are micro, small and medium-sized enterprises (MSMEs); and development of local economies. It contributes significantly to the gross domestic product in various countries (UNWTO-UNWTO, 2019).

On national territory, tourism as an economic activity contributes significantly to GDP, attracting investment, job creation, generating foreign exchange, balance in the balance of payments and development of the country, development and investment in infrastructure, indirect export of local products, raising the quality of life of residents (promotion of jobs, infrastructure and services), enhancing the natural and cultural wealth of the destination, creation of protected natural areas and areas of interest that add value to the area. (Ruiz & Rivero, 2019; cesae.es, 2020).

In 2019, the share of tourism represented 8.5 %, while in 2020 it was 6.5 % (1.8 less percentage) (es.statista, 2022), the main cause detected was COVID-19.

Figures and importance of tourism at national level (Mexico)

According to economic censuses carried out by the National Institute of Statistics and Geography [INEGI], an autonomous constitutional body of Mexico with its own management, legal personality and assets, responsible for regulating and coordinating the National System of Statistical Information and Geography (inegi.org, 2022), in 2019, 786,540 economic units were registered, representing 16.4 % of the national total; out of 100 pesos 8.7 are contributed to the national economy by tourism and likewise for every 100 pesos of consumption, 82.1 come from national tourism and the rest (17.9) from international. (inegi.org, 2021).

The diversity of tourist aspects: abundant nature and cultural heritage, together with climates, ecosystems and traditions, reaffirm Puebla as a tourist destination in the Mexican Republic.

According to the Secretary of Tourism of the State of Puebla, it is considered that, in the year 2019, there was an affluence of 180,382 visitors to the region, with an economic revenue of 128,122 MDP figure that represents the 0.8 % of the state total. According to the DENU, the region had a little more than 795 lodging options and in SMT there were 54.5 % of the total number of units, as well as 190 establishments related to food and beverage services. (Ibid.)

San Martin Texmelucan

The town is made up of two parts: San Martín, in honour of the Patron Saint Bishop of Tours, whose commemorative date is November 11th; and "Texmelucan", a word of Nahuatl origin, which is originally "Tetzmollocan" and means "place of oaks" or "the oak grove". The official name of the municipal seat is San Martín Texmelucan de Labastida; it borders the municipality of San Matías Tlalancaleca and the State of Tlaxcala (north), Huejotzingo (south), State of Tlaxcala (east), San Salvador el Verde (west), as well as the foothills of the Sierra Nevada, Iztaccíhuatl and the well-known Valley of Texmelucan; and an altitude of 2,265 metres above sea level (ASE, n/d).

7.3 Methodology

Given the nature of this research, the study was descriptive, with the aim of not altering the information but rather a descriptive explanation (Mejía, 2020), following a qualitative methodology with respect to a general vision of people's behaviour. The study variables were the cultural and environmental heritage of San Martín Texmelucan and the surrounding area.

It is worth mentioning that this work was derived from the research carried out by the Business and Administration Network RedAyN (2022) "Dynamism of Sustainable Tourism", through a survey with 5 constructs of 36 items, 140 surveys were applied, to give way to the capture and debugging of these instruments in the database of the network; For the analysis and review of the information obtained in the field, the data were processed using the Statistical Package for the Social Sciences (SPSS) programme, applying the descriptive correlational method for the analysis of the variables, and the database was validated and the data that did not meet the requirements that showed deviations were eliminated.

7.4 Discussion

Based on the research questions:

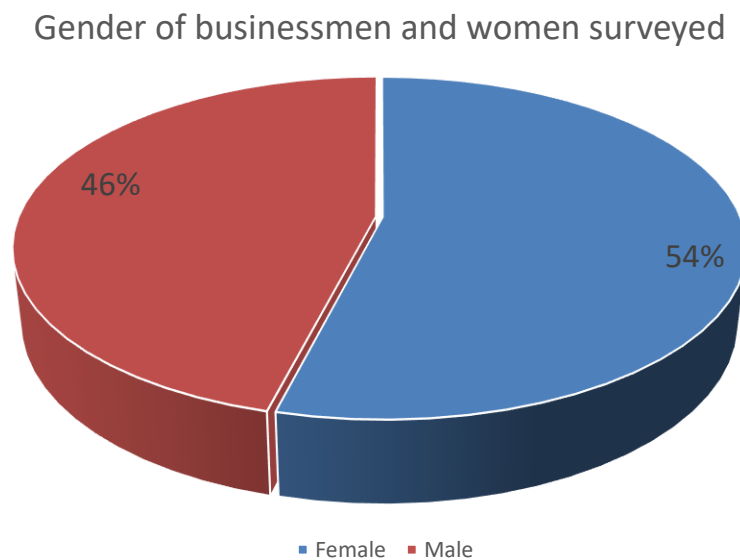
What makes it possible to valorise the cultural and natural heritage in San Martín Texmelucan?

Below, representative figures are presented, as well as some representative elements of the cultural and natural heritage of San Martín Texmelucan and the surrounding area.

According to the Regional Program, the figures reported in 2019 were: regarding the population was 394,506 inhabitants (51% women and 48.25% men); gross census value added (millions of pesos, MDP) \$ 8,574.39 of which \$ 4,460.47 correspond to the tertiary sector, \$ 4,113.39 to the industrial and 0.53 to the primary, these figures endorse that the SMT the main sector is commercial: Texmelucan tianguis. Therefore it is the municipality with the highest number of economic units 251,318 distributed in 97.9 % in microenterprises, 2.3 % small, .6 % medium and .3 % large. Municipality with the highest Gross Censal Added Value 5,483.8 MDP. Employed population: 139,423 (31.4 % women and 68.6 % men) distributed in 22.4 % primary, 30.4 % secondary and 47.1 % tertiary. Total Gross Production (MDP) 24,379.6. (GOB.PUE, 2019-2024)

At the tourism level: 180,382 visitors and an economic revenue from tourism activities of 128,122.142 (MDP). A population of 278,850 affiliated to the health sector. It has 636 schools: preschool 239, primary 173, secondary 98, upper secondary 84, 10 at higher level, others with 32 institutions; while the terminal efficiency is in the primary with 99 %, the school dropout rate is in the higher level with 15.4 %. Educational backwardness 17.3 %. Regarding cultural aspects: cultural houses 4, chroniclers 11, libraries 34, artisans 48, artisan branches 4: textile, vegetable fibres, volcanic stone and pottery; a reading room. Environment, protected natural areas: 90,597,934.4 m² (GOB.PUE, 2019-2024). As shown in Figure 4, San Martín Texmelucan is divided into eleven auxiliary boards: San Baltazar Temascalac, San Buenaventura Tecaltzingo, Santa Catarina Hueyatzacoalco, San Cristóbal Tepatlaxco, San Francisco Tepeyac, San Jerónimo Tianguismanalco, San Juan Tuxco, San Lucas Atoyatenco, Santa María Moyotzingo, San Rafael Tlanalapan, El Moral.

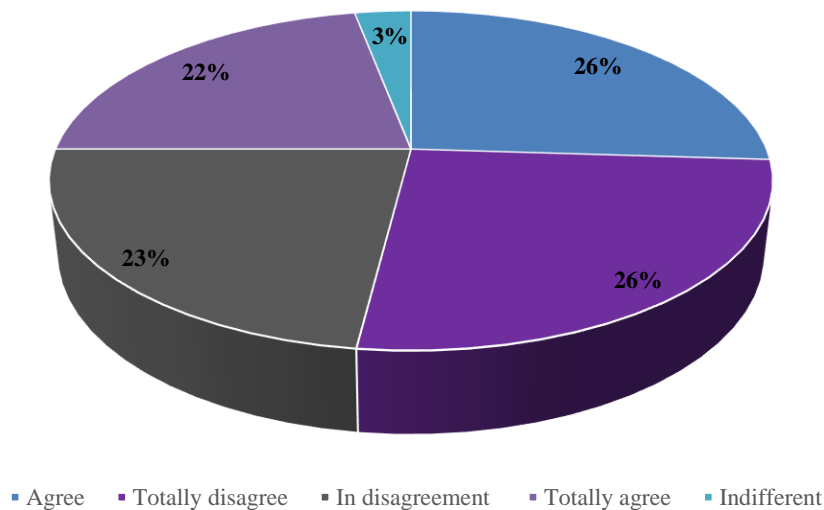
Figure 7.2 Gender of surveyed male and female entrepreneurs



Note: Own research REDAYN-2022, 2022.

The gender of the 140 entrepreneurs interviewed: 46% were female and 54% were male as shown in Figure 7.2, which shows the importance of the role of women in business.

Figure 7.3 Implementation of actions to care for and conserve the environment and natural resources



Note: Own research REDAYN-2022, 2022.

According to the data from the surveys, 49% of the businessmen and businesswomen have established actions for the care and conservation of the environment and natural resources in the municipality of San Martin Texmelucan: 49% expressed that they totally disagree and disagree, while 48% said that they totally agree and agree.

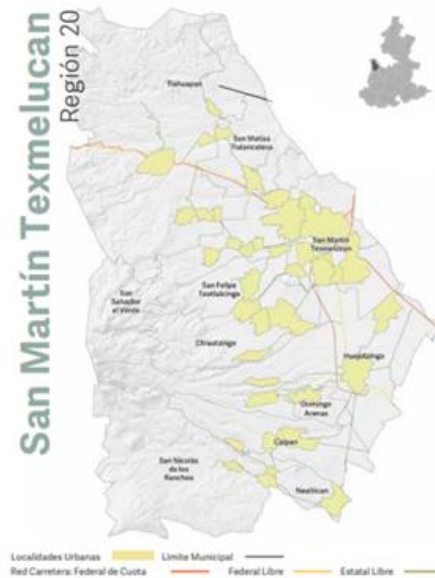
According to the above, it is shown that a significant percentage of businessmen and businesswomen in the municipality of San Martin Texmelucan, regarding the care and conservation of the environment and natural resources, are implementing actions, which are linked to the Municipal Development Plan (PMD) (2021-2024) in MLA 4: Safe, sustainable and resilient territory: which entails a vision of a city with quality services and equipped with public infrastructure, which meets the needs of the population by improving their environment with respect and care for the environment. (SEGOB.PUE, 2022, p. 4). The bases of the PMD are based on the alignment with the following planning instruments: National Development Plan, State Development Plan, Agenda 2030 (Ibid., p. 5).

The objective of the stated axis is: to contribute to the development of territorial planning in the municipality that is sustainable and respectful of the environment and in turn triggers progress and better conditions for the population (Ibid., p. 18).

Among the lines of action, the one at the top of the list is: "...environmental conservation; involving the different levels of government, the citizenry, academia, the productive sector and other organisations with expertise in the subject". (Idem, p. 20), which is directly related to Goal 13 of the Sustainable Development Goals (SDGs): Climate action (un.org, n.d.).

Therefore, efforts must be redoubled by the productive (business) sector in actions to benefit the natural heritage, mainly in the municipality and the surrounding area.

Figure 7.4 Map of Region 20 San Martin Texmelucan



Note: figure obtained from the Programme-Regional 2019-2024, planeador.puebla.gob, 2022.

The representative presence at the national level is the SMT flea market, where fruit, vegetables, food, vehicles and mainly textile products, among others, are sold. In its beginnings, it was located in the central square of the municipality and due to its growth, it was relocated to the locality of San Lucas Atoyatenco in the 90s. It has an extension of just over 35 hectares.

It can be included, the elaboration and commercialization of pottery; pots, casseroles, jugs, sahumeros, flowerpots, traditional pots (clay), etc., which is in danger due to the lack of profitability, price increases in inputs, economic crisis, competition with Chinese products, lack of support from authorities to allocate spaces for the sale of earthenware, decrease of artisans who are dedicated to this activity, which report until 2019, at least 7 families, among others. (Benítez, 2019)

Sites of interest:

- Vivero Municipal Profr. Miguel Ángel Martínez Loyola. Generations of students of basic, secondary level, compulsorily led through the leadership of Prof. Martínez Loyola, carried out the reforestation of the Cerro Totolquemec, as well as, the cleaning of the Atoyac and Acotzala rivers. An example of tenacity in the rescue and conservation of federal zones is the "Ilihiyucan" nursery, founded by Martínez Loyola. In 1984 he received the National Forestry Award from the hands of the President of Mexico, Miguel de la Madrid, recognising him as the representative of the only national educational institution with reforestation work (Labastida, 2015).
- Ex- Hacienda de Chautla. This property is housed within 60 hectares, which in addition to the architecture has large English-style gardens, wooded trails, history among which stands out: the first power plant in the Americas, legends, which invite you to visit it with family or friends.

This place has been the scene of Mexican soap operas as well as social and sporting activities. Place with wide English style gardens, wooded paths, it also has a chapel, typical Puebla cuisine: made of talavera, a museum, a fountain called Tres Coronas (Three Crowns), which allude to travel to other times.

Los Cerritos de San Cristobal Tepatlaxco. Located two kilometres from San Martin Texmelucan, at the foot of the Totolqueme hill. The name has two exceptions: one, from the nearby town, which derives from the Náhuatl words tecpan- palace, tlachtli- ball game and co-place, Tecpantlaxco: "in the ball game of the palace", likewise, the other interpretation of the word Tepatlaxco which means "plain where there is an abundance of rocky areas" or "stone enclosures". Even though we do not know the origin of the inhabitants who had a commercial relationship in the Puebla-Tlaxcala valley, they were influenced by the Olmec culture. (INAH, n.d.)

- Hacienda de San Cristóbal Polaxtla Museum. The Hacienda de San Cristóbal Polaxtla Museum belongs to a group of three house-museums belonging to the cultural heritage of the Hagenbeck Foundation: Museo Casa de la Bola (CDMX); Hacienda Santa Monica (Edo Mex) and Hacienda San Cristobal Polaxtla (Puebla), which house one of the most important collections of decorative art in Latin America, the pieces that stand out for quantity and quality: various 18th century cabinets, friar armchairs, colonial paintings, engravings, clocks, among others.

There are 34,870 m² of green area, in which an ash tree forest, a beautiful pond and an area of cultivated land stand out. It is listed as a historical monument by the INAH (National Institute of Anthropology and History). Social events or filming can be carried out here. Located in Col. El Chamizal (museoshagenbeck.mx, 2018).

- Last but not least, the song "Yo soy de San Martín" Author: Don Luis Manuel Dueñas Nava.

Gastronomy of the región

It is mentioned that Puebla contributes a significant variety to Mexican gastronomy: mole poblano, mushrooms, mole de caderas, Arab tacos, chalupas, molotes, bread stuffed with cheese, besides Tehuacán (Pue.) is the cradle of corn. Additionally, there are typical sweets, which during the XVI and XVII centuries were created in the convents of that state: tortitas de santa clara, borrachitos, camotes, cocadas, jamoncillo, etc., and without a doubt the representative dish (besides the mole itself): the chiles en nogada (chiles in walnut sauce). It is considered that San Martín Texmelucan is one of the main producing areas of chile poblano in the state, due to its smell, flavour and colour, characteristics that stand out even though production has been affected by the entry of products not only from other states, but also from imports, such as China (Juárez, 20): (Juárez, 2021).

The main dishes of San Martín Texmelucan and the surrounding area are: mole poblano, caldo de oso (menudo), tlapique de carpa or charal (asado), barbacoa de borrego; pork carnitas, chileatole and esquites, different stews with chilli from the region, highlighting the chiles rellenos and chiles en nogada. The latter are the most representative, as the basic raw material for their preparation, chile poblano, is sown in Texmelucan and neighbouring localities, but their origin is external to the municipality. Also mentioned is the tasting of typical sweets of the region, among others: muéganos, made of wheat, milk and egg, forming four squares in the middle of two wafers of different colours; preserved sweets: peaches, tejocotes, pears.

SMT customs and traditions:

- Patron saint festival: 11 November, which is celebrated in honour of San Martín Obispo de Tours, patron saint of traders, with a fair, fireworks, masses, etc.

In addition, there is the fair, which even though it has changed location: in its beginnings in the city's zocalo, it moved to the Centro Deportivo Ángeles Blancos and recently to the San Damián sports field. This is an event in which Texmeluquenses and visitors not only have fun in the mechanical games, but also enjoy food and drinks, buy clothes, textiles, handicrafts, entertainment and musical events. Although it has fallen into disuse, mole is traditionally prepared and shared with family and visitors, accompanied by itacate, which is the gift of food to enjoy at home. This is not the case in the juntas auxiliares, whose tradition in the festivities of the patron saints is still in force today: in which this dish is the invitation to receive family, friends and work colleagues.

Day of the Dead: the ofrendas have two moments of consideration: the first, which consists of placing typical sweets for the occasion; sugar skulls and coloured dough figures of pepita (cockerels), cempaxúctil and velvet flowers, pan de muerto (seasonal), food, fruit, water, salt, and a photograph of the deceased; and second, on 2 November the ofrenda is "raised", so that visitors, relatives and acquaintances are shared with the ofrenda: bread and fruit mainly, besides that in the course of 28 October to 2 November bread is shared to those who visit the ofrenda.

Holy Week: Holy Thursday. Traditionally, the seven houses are visited, and in the atriums of the churches, stalls are set up which, in exchange for a voluntary economic contribution, offer: salt bread (small), palm crosses, chamomile, and blessed threads.

- Good Friday. In San Martin Texmelucan and some nearby localities, traditionally sawdust carpets are placed, on which the representation of the Stations of the Cross will pass.
- Saturday of Glory. It used to be a tradition to get wet on this day, due to the awareness of taking care of water, a vital liquid, authorities have prohibited the use of buckets, so it was decided to move to nearby places where there are streams, water springs, public pools, etc., turning the periphery of these places into a popular festival.

Mexican Independence Day: 15 September. The municipal president gives the traditional shout of independence and in the zócalo food and drink stalls are set up, as well as stalls selling various articles and musical events.

- 16 September. A civic parade is held, in which the following participate: municipal authorities; schools from San Martin Texmelucan and its auxiliary boards: from basic, middle and high school levels; Red Cross; Firemen; Charros Association, among others.

Mexican Revolution: 20th November. To commemorate this date, a sports parade is held, in which, unlike 16 September, the number of schools and participants decreases.

- Sports activities, mainly basketball with the team: White Angels, as well as baseball, a sport that brings together families in the communities.

7.5 Discussions

Although the 2023 agenda addresses sustainable tourism as contemplated in objectives 6, 7, 13, 14 and 15, the lack of dissemination of agreements, plans, declarations, protocols and global treaties does not permeate the local actors, such as the case of "Sustainable Mexico, Tourism Strategy 2030", to mention just one, which involves an exercise in innovation and collaboration that emanates from the agreement of International Organisations between the Government, Civil Organisations, Companies, Investors, Academia and Local Communities: Government, Civil Organisations, Companies, Investors, Academia and Local Communities.

The proposal for a Sustainable Tourism Model observed in the previous Figure 1 of the project "Relevance of the cultural-natural heritage of Texmelucan as a promotion of sustainable tourism", derives from the appropriation of the locality, since it does not appear in the programmes that various governments of the republic have developed Beach Centres, In the Heart of Mexico, Sea of Cortés-Barrancas del Cobre, Route of the Gods, Colonial Treasures, Mayan World and Frontiers; This proposal states that sustainable tourism contemplates any form of tourism, with the premise of considering present and future effects, its principles: social, economic and environmental, in the satisfaction of the needs of the host community, the environment, the economic sectors and the visitors.

7.6 Conclusions

After analysing the information from this research, the following conclusions can be drawn:

Statistics and figures demonstrate the importance of San Martin Texmelucan in the economic field both regionally and nationally, given the retail trade through 5 166 units is that 51.1 % of retail trade is generated (datamexico.org, s/f). Because of the above and the cultural and natural heritage, but also tourists and visitors, through the dissemination of programmes that promote the locality and the surrounding area, it is not only the inhabitants who should value the aforementioned resources, but also visitors and tourists through the dissemination of programmes designed for the area in question. Thus, an orderly growth, derived from federal, state and municipal public policies, must consider not only the civilian population but also the business sector from which investments come. The latter are directly related to the creation of jobs, which is, among other things, one of the benefits of sustainable tourism.

The design of a sustainable tourism model is required, which prudently determines operational plans, goals, objectives and strategies that give direction to sustainable tourism in the region; with new proposals in tastes and preferences of tourism, because although there are regional programmes such as: México Norte, Mundo Maya, Tesoros Coloniales, Corazón de México, Centros de Playa and Pueblos Mágicos, they do not fit in with the municipality in which the research was carried out (sectur.gob.mx, 2014).

It is necessary to adequately integrate the population and entrepreneurs, so that they are the ones who offer tourism products and benefit from the proposal that the municipality of San Martín Texmelucan and the surrounding area be considered as Sustainable Tourism.

Given the 2030 agenda from which the SDGs emanate, at a national level the aim is to develop and implement policies focused on promoting sustainable tourism that will create jobs, promoting the preservation of cultural and natural heritage, as well as local products.

San Martín Texmelucan has a privileged location: a little less than 40 km from the city of Puebla and 97 km from the CDMX, suggesting to take the federal highway to enjoy some of the following attractions to be considered as sustainable tourism: Santa Rita Tlahuapan, place that counts with church architecture whose construction dates from the XVI century, exhacienda Guadalupe las Dalias and trout farms; Río Frío de Juárez, place that counts with valleys that among diverse flora and fauna counts with coniferous forests, waterfall El Salto, ecotourism park: Villa de Victoria, place where you can camp, do sport fishing, trekking, among others. There are also different zones considered sanctuaries of fireflies. For this and other reasons, it is proposed the Valorisation of the cultural-natural heritage of Texmelucan: opening the way to sustainable tourism.

Emphasising that the cultural and natural heritage is not only the responsibility of the tourists but also of the local inhabitants, an invitation is made to reflect on the history, use and economic flow generated by tourism and the economic activity of the commercialisation of the municipality of San Martín, and to contemplate through the vision, a model of sustainable tourism. For this, the collegial work of entrepreneurs, government, society and higher education institutions is essential (Sosa, Biviano, García, & Avelino, 2022), i.e. the triple helix. This, in addition to developing integrated tourism products through interest and involvement in receiving localities, as well as the dissemination of research, is a key element of the triple helix.

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