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## Towards community management to improve pedestrian mobility of the elderly

### Hacia una gestión comunitaria para mejorar la movilidad peatonal de las personas de la tercera edad

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#### Abstract

The main theme of this article focuses on the study of the abandonment of neighborhoods or colonies that make up large cities in terms of the urban conditions that exist between its streets and avenues. In this case we refer to the América Norte neighborhood located in the east of the city belonging to the state of Puebla, Mexico. There are currently no adequate spaces for efficient pedestrian mobility, especially for the most vulnerable sectors such as the elderly, a sector that is the focus of this research. Therefore, the main objective is focused on carrying out a community management process that aims to offer strategies and actions to improve mobility conditions and pedestrian accessibility through citizen participation, all this with the collaboration of the board of directors, street representatives and institutions of the corresponding municipal government. The methodology used is developed from the complex systems from the action-research, in order to analyze and understand the problems from the social and urban environment that allows to broaden the perspective of the needs that reflects the social reality that exists in the neighborhood.

**Pedestrian mobility, Accessibility, Urban infrastructure, Community manage**

#### Resumen

El tema principal de este artículo se centra en el estudio del abandono de barrios o colonias que conforman las grandes ciudades en función de las condiciones urbanas que existen entre sus calles y avenidas. En este caso nos referimos a la colonia América Norte situada al oriente de la ciudad perteneciente al estado de Puebla, México. En donde actualmente no existen espacios adecuados para una movilidad peatonal eficiente, especialmente para los sectores más vulnerables como lo son las personas de la tercera edad, sector al que corresponde el interés de esta investigación. Por consiguiente, el objetivo principal se centra en realizar un proceso de gestión comunitaria que tiene como fin ofrecer estrategias y acciones para mejorar las condiciones de movilidad y accesibilidad peatonal a través de la participación ciudadana, todo ello con la colaboración de la mesa directiva, representantes de calle e instituciones del Gobierno municipal correspondientes. La metodología utilizada se desarrolla a partir de los sistemas complejos desde la investigación-acción, con el fin de analizar y comprender la problemática desde el ámbito social y urbano que permita ampliar la perspectiva de las necesidades que refleja la realidad social que existe en la colonia.

**Movilidad peatonal, Accesibilidad, Infraestructura urbana, Gestión comunitaria**

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## Introduction

Pedestrian mobility is the action that people take to move from one place to another. It is the preferred non-motorized means of transport in the urban mobility pyramid, it promotes the existence of a constant movement in space among those who do it. And due to the flow that emerges from social interactions, the public life of urban environments is generated, which makes the constitution of public space possible. As it is the most basic form of displacement, users are commonly made up of different social actors, including the most vulnerable sectors, such as children, the elderly and the disabled. According to the National Human Rights Commission (2016) "mobility has become one of the priority issues to be addressed and resolved, so that conditions of well-being and prosperity are created for the population in urban areas."

In terms of pedestrian mobility for the elderly, various urban development plans, programs and strategies have been carried out that aim to reinforce the importance of generating action strategies to make the mobility of pedestrians more accessible and inclusive. to a vulnerable sector. However, on many occasions they are not always carried out with the same rigor as in the spaces where they are located in the nuclei of large cities, since in certain social sectors such as neighborhoods or neighborhoods, they do not reflect an urban development of their communities. streets and avenues, which as a consequence manifest problem for the mobility of people due to poor quality, poor signage and a deterioration of its infrastructure. This represents a major disadvantage for the elderly, who due to their conditions require moving in adequate spaces to facilitate their trajectories, without endangering their health and integrity.

In the case of the city of Puebla, based on data from the INEGI population census, (2020) it is among the 10 states with the largest population corresponding to the elderly sector and it is estimated that in the next years this sector is increasing.

A notorious example is the America Norte colony, founded approximately in 1937, located to the east of the city, which is one of the many colonies that have not been intervened since its foundation and as a consequence, a problem has developed of pedestrian mobility that interferes with the safety and integrity of the neighboring inhabitants, mainly the elderly, who, due to their difficulties to move around, due to their natural condition must adapt to the poor quality of public space, which represents a problem of social, political and economic interest that must be addressed directly to prevent it from becoming an unsustainable reality. As a result, it is important to highlight that as there is an increase in the elderly population, it is convenient to carry out a renovation in the urban infrastructure that manages to meet the needs that this sector requires in its pedestrian mobility.

Consequently, in the face of the urban problems that the North America neighborhood presents and that generate inadequate mobility due to not having been intervened in recent decades, the causes, difficulties and situations that the neighborhood presents are shown and with this the articulation of the stakeholders to identify the reasons why the necessary interventions have not been carried out. Therefore, a community management process is proposed as an alternative solution that integrates the inhabitants, neighborhood authorities, municipal government and academia, with based on the legal and normative instruments that are the guidelines to provide solutions adapted to the needs that arise in order to improve mobility and pedestrian accessibility for the elderly and the educational sector in the neighborhood.

This article is made up of three sections; The first refers to the theoretical framework, where the theoretical discussions and proposals that make up the subject of pedestrian mobility in relation to the community management process for the elderly sector are addressed. The second section shows the context of the study area, as well as the urban conditions that currently make up the America Norte neighborhood, which are the result of the diagnosis that was made through an instrument that was developed to obtain said information.

In the third section, the characteristics of the neighborhood organization that exists in the America Norte neighborhood are shown, as well as the way in which the community management proposal is achieved that will help improve the conditions of mobility and pedestrian accessibility. Finally, the conclusions and bibliographic references are shown.

### Methodology

The approach in which this analysis is developed is around complex systems, based on action research through successive approximations. Based on this, the following stages were carried out. In the first stage, a conceptual search focused on pedestrian mobility was carried out to identify the background of the study, as well as the theoretical integration of various authors who mention the importance of thinking about cities from an urban approach in the inhabitants and territorial spaces so that they can have decent mobility and accessibility.

In the second stage, those legal and normative instruments were investigated from an international, national, state, municipal and neighborhood scope, with urban and mobility approaches, as well as pedestrian accessibility, in order to obtain legal contributions for this investigation. Moving to the third stage, field trips were made and from this, a photographic survey was obtained to be able to know and evidence the current conditions of the North America colony. An evaluation instrument based on the technical standard for urban design and image of the municipality of Puebla was also carried out to diagnose the primary, secondary and tertiary roads of the same neighborhood.

Finally, population data were investigated based on the Population Censuses. 2010, 2020 and the INEGI Intercensal Survey to detect population estimates. After that, interviews and surveys were carried out with the inhabitants of the colony, as well as meetings with the board of directors, in order to know their opinion towards the urban conditions of the North America colony and based on the results obtained previously, A community management proposal was created, where social and institutional actors are involved to improve urban conditions of mobility and accessibility of the most vulnerable people, through strategies and actions.

### Theoretical approach

#### Pedestrians and their mobility in public spaces

The relationships between the inhabitants of a city occur within a public space, which is defined as "the representation in which society becomes visible" (Borja and Muxí, 2000). Thus, the spaces, where the human being interacts, travels and carries out activities of different kinds, transforms the public space into a multifunctional space within the city, because it is not only occupied to move from one place to another, but also exist other concrete elements that promote the economic and social development of the localities, since a structure made up of shops, work and schools is generated that keep public life in constant change.

On the other hand, "the public spaces of a city are the essence of community life, and constitute a habitat that every citizen has the right to occupy and use" (Longás, 2017). In this way, public spaces are the representation that users express in their way of life and the way they appropriate them. For this reason, spaces must be created thinking about the needs of the inhabitants to generate effective mobility and accessibility, which in turn allows them to carry out activities without jeopardizing their road safety. In the same way, every inhabitant carries out his condition of pedestrian when he makes use of public spaces, based on the Pedestrian League within the illustrated charter of the rights of the pedestrian defines it as "the walker of the urban public space, classifying to them in the following way: people with disabilities, children, the elderly, women and men" (Pedestrian League, 2006). Consequently, the pedestrian is located in the highest part of the mobility pyramid, being the most desirable means of transport in the hierarchy of urban mobility.

That said, it is important to note that all the inhabitants of a city, at some point, become part of, or become members of, those groups of pedestrians, which is why all these groups require the same quality when traveling between public spaces, therefore, the importance of designing the roads and public spaces of cities arises in order to benefit everyone in the same way.

Meanwhile, as mentioned above, in an urban environment of recurrent road traffic and constant social interactions, it represents, to a certain extent, a space of uncertainty for the elderly, who, due to their natural physical conditions, move at a slow pace. more cautious. In addition, they require adequate areas that allow them to move with dignity. And although numerous spontaneous accidents frequently occur on public roads, such as: collisions, run-ins or falls, this sector of the population, together with disabled people, becomes susceptible, as they are exposed to a latent risk; on the one hand, from those who make up the public thoroughfare every day, and on the other, from the physical units that make it up, such as streets, signage, infrastructure and urban furniture. Although from that perspective, vulnerability is presented to all users in their pedestrian condition.

However, older adults perceive to a greater extent the impact that emerges from the poor conditions of the urban environment and that indefinitely reduces the safety of their movement, combining the daily repercussions that become problems of pedestrian mobility. Even more so when they belong to conurbation areas of large cities or areas of precarious road conditions. This means that the design and urban infrastructure plans have a certain temporality, which to a certain extent excludes the needs and conditions of the vulnerable sectors that cross all social classes. In this way, the application strategies and urban development plans are technically only intended to reconfigure the urban infrastructure, mostly for a population that is capable of adapting to the dizzying public life of cities, which explains the social segregation for adults. greater. Therefore, it is suggested to find tools, methods, strategies and / or mechanisms of action to help generate alternatives to improve the safety and integrity of elderly pedestrians. Above all, promote a sense of social inclusion in the urban infrastructure from the locality, through citizen participation, neighborhood organizations and relevant authorities.

### **Accessibility in the public space environment**

Another element that is also currently affected in public space is accessibility, which aims to improve the conditions of the urban environment so that all members of society can make full use of it (Universal Accessibility Manual, 2010).

It is a concept that coincides with the interests applied within pedestrian mobility and that together seek to find improvement alternatives for the benefit of pedestrians. Since, in recent years, cities with their accelerated and disorderly expansion are increasingly moving away from the objectives of these proposals, since the needs of the people do not fully correspond, due to the change in urban morphology, which as a consequence, causes the problem to be diluted in an irregular transformation in the infrastructure of the streets and avenues, where, as mentioned, the most vulnerable population sectors are the most affected when facing a real problem of urban accessibility that interrupts their integrity.

In the same way, accessibility has acquired a relevant importance within society, a proof of this is that, in the same evolution of cities, it is an essential element for those development plans, as well as for public works or infrastructure urban. However, in the reality of Mexico, the situation is not as it would be desired, since the most benefited in those interventions within the cities, is the motorized transport system, which, in the matter of accessibility, the pedestrian sector ends for being in the background.

On the other hand, according to Peralta (2006), accessibility is the right to use the city and its services without any restriction for all its inhabitants, regardless of their height, weight, age, gender, culture, or disability. According to Reyes (2007), it is the possibility of entering, staying and mobilizing independently throughout the city and enjoying its spaces and elements in adequate conditions of security and autonomy. In other words, accessibility must provide in a city that equity in pedestrian mobility for all sectors of the population and conditions of equality, comfort and safety are provided.

Regarding the above and in a more general way, we find universal accessibility where the concept of Universal Design or Design for All arises:

It "seeks to stimulate the development of attractive and commercial products that are usable by any type of person and is aimed at the design of solutions linked to construction and objects that respond to the needs of a wide range of users" (Mace, 2010, p. 8).

This concept comes from an urban approach that aims to think about the environment, roads and public spaces of a city in an urban sense, so that, in the movement of people in relation to their space, an accessible pedestrian mobility is generated and universal, where there are no physical barriers that prevent everyone from living an autonomous life. Therefore, within the public space, criteria that offer physical-spatial conditions must be retaken, which provide the user with elements of accessibility, road safety, pedestrian safety, connectivity, legibility, comfort and aesthetics, which makes the analysis of all these essential concepts that are related to each other.

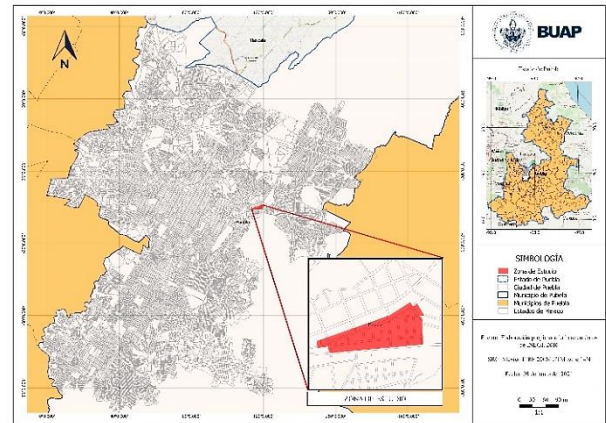
**Colonia América Norte, poor pedestrian mobility in urban conditions**

The city of Puebla is the capital of the state of Puebla, which is located in the center-east of the Mexican territory. It has a population of 6 million 583 thousand 278 inhabitants according to the results of the population and housing census, INEGI (2020). In addition to this, the América Norte neighborhood is located in the context that connects the north and northeast areas of the city, as shown in figure 1. Historically, this place was considered as the periphery of the eastern side of the city of Puebla and was founded in approximately 1937, administered at that time by Governor Dr. Gonzalo Bautista Castillo, who at the time was the one who acquired land in that place to found what is now known as the North America colony.

The neighborhood has a total area of 95,313.62 m<sup>2</sup> and a perimeter of 1,752.23 meters, having a reticular layout made up of 19 blocks and 396 homes. Within the neighborhood, private ones predominate with an average width of 7.5 meters in their sidewalks and two roads that cross the neighborhood: Avenidas México and Washington that measure around 9.5 meters with sidewalks of 2.25 meters.

Therefore, since it is a neighborhood established decades ago, it is common that some parts of the infrastructure of its streets and avenues are still preserved without some type of innovation or urban maintenance, which makes the deterioration conditions that can generate more noticeable problems for the mobility of the inhabitants and as a pedestrian.

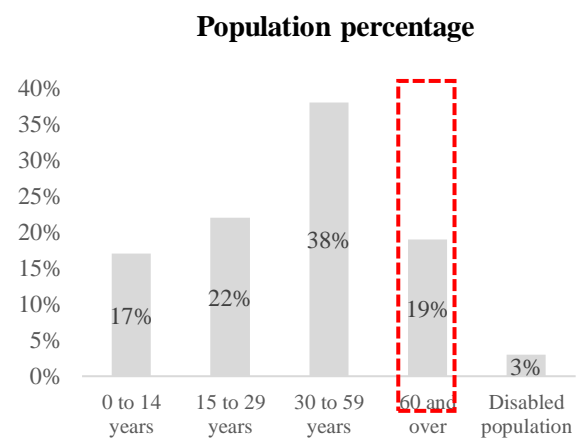
According to the spatial analysis of the colony, there is a large number of elderly inhabitants who travel daily, who expose their safety in their daily journeys.



**Figure 1** Location of the America Norte neighborhood in the city of Puebla

Source: Own elaboration based on SCINCE by INEGI, 2016

The colony has 1,017 inhabitants, of which 17% correspond to the population from 0 to 14 years old, 22% to the population from 15 to 29 years old, 38% to the population from 30 to 59 years old, 19% correspond to to the population aged 60 years and over and 3% to the population that has a disability, as can be seen in figure 1, the population aged 30 to 59 is the highest percentage, which in a few years will be the population of the The elderly and by not improving mobility conditions within the colony, they will be vulnerable to this situation.



**Graphic 1** Population graph of the inhabitants of the North America colony

Source: Own elaboration based on the INEGI Intercensal Survey, 2015

The neighborhood has main roads and high traffic flow that are; Av. 14 Oriente, 36, 38, 40 Norte, 12 Oriente and Xonaca Boulevard, as well as the secondary and primary roads most traveled by settlers, such as Calle 16 and 18 Norte. The roads and equipment of the neighborhood are not the most favorable for its inhabitants, since they do not have the conditions that the Technical Standard for Urban Design and Image for the Municipality of Puebla determines. Next, Figure 2 shows a series of photos that show the aforementioned within the colony.



**Figure 2** Urban conditions of the North America colony  
Source: Martínez A., 2019

As mentioned above, the pedestrian becomes a fundamental actor when we talk about mobility, which leads us in this study to delve into the sector of the elderly in the North America neighborhood, as they are the most vulnerable to the problem that presents the study area. In this way, one of the inhabitants of the colony, offered to this investigation her point of view as an older adult regarding the experience of walking in the context of the study area, where she related the following:

Testimony 1 "For me and with my years on top, even though I can still take care of myself, it is difficult for me to travel through the neighborhood to do my errands or go for a walk, because the streets are fractured, incomplete and in a state that They do not allow me to walk safely and the truth is that I am afraid of having an accident. " (Ana Claudia, May 26, 2019).

Indeed, this testimony allowed knowing and understanding the problem from the perspective of an inhabitant of the North America neighborhood, observing that the problem of having the poor conditions of the sidewalks, urban obstacles in the streets, unevenness, really make it difficult to move on the streets. people specifically, that of the elderly.

As a result of this, the need arises to analyze in greater depth the mobility and accessibility problems that the North America colony presents.

### Urban conditions of a forgotten neighborhood

In this section, an instrument was designed in order to assess the urban conditions within the America Norte neighborhood as shown in Table 1. Carried out based on the technical standard for urban design and image of the municipality of Puebla (2017), which mentions that: "the pedestrian infrastructure must be tailored to all people as walkers in the urban space, regardless of their age, gender, physical or intellectual condition." In other words, that infrastructure must be designed and created for all the inhabitants who share a common space, where their physical characteristics are not an impediment.

In the first instance, the identification of the urban elements of the streets was carried out to create a classification that would allow obtaining a broader panorama of what are the conditions that the inhabitants face on their journeys, especially the elderly, who are the most vulnerable sector within the colony. As part of the instrument, the elements that were retaken were divided as follows, where to qualify as good they had to correspond to the following characteristics:

**Street:** for the analysis of this element, it was observed if the sidewalk was in good condition, also if these streets are continuous, with the existence of ramps for garages and disabled people, as well as speed bumps.

**Road intersection:** pedestrian crossings, ramps for the disabled, traffic lights and transport stops were examined to identify the number of existing units within the neighborhood, as well as their conditions.

Element	Category 1 (good)	Category 2 (regular)	Category 3 (bad)	Outcome	Total	Percentage	
Street	Sidewalk			0	0	97%	
	Continuous bench			0	0		
	Ramps in garages (good location)			0	0		
	Speed reducers (stops)			0	0		
	Fractured bench			1	3		
	Continuous sidewalk, but with fractured sections			1	3		
	Poorly established ramps in garages			0	0		
	Incomplete or fractured speed bumps			1	3		
	Road without sidewalk			0	1		25%
	Road service without continuity			0	0		
Sidewalk with obstacles			1	1			
Total				4	4	100%	

**Table 1** Example of the result of the evaluation instrument  
Source: Own elaboration based on the technical standard for urban design and image of the municipality of Puebla, 2017

**Urban furniture:** the urban equipment that is installed within the neighborhood was analyzed to determine the quality and existence of garbage cans, benches, telephone booth and public lighting.

**Signs:** preventive and restrictive signs, school zone, nomenclature and the sense of movement existing in the neighborhood were observed.

The aforementioned urban elements were retaken because together they make them respond and adapt to urban spaces, in this case if these elements are in a deterioration they will damage the mobility and accessibility of the inhabitants, but especially that of the people of the elderly, therefore, their classification would no longer be good if not, fair or bad, as can be seen in table 2, an example of what corresponds to the general result of the diagnosis made on one of the streets of the colony.

Element	Good	Regular	Bad	Final score
Street	0%	80%	20%	Regular
Road Intersection	0%	25%	75%	Bad
Urban furniture	25%	25%	50%	Bad
Signage	0%	60%	40%	Regular

**Table 2** Result of the diagnosis applied in the North America colony

Source: Own elaboration based on the results obtained from the diagnosis, 2020

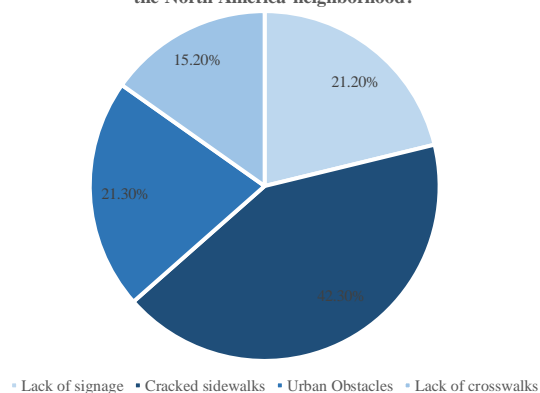
### The situation and perception of the inhabitants regarding the conditions of pedestrian mobility

The perception and opinion of the inhabitants is important because they are the ones who live the reality and problems of pedestrian mobility in said neighborhood.

Likewise, Carmona (1996) argues that participation and democracy have a close relationship, since participating means exercising rights and fulfilling duties as citizens. In other words, participation is intended for citizens to influence and act jointly with the relevant public institutions to provide solutions to common problems. Starting from the generation of a citizen consultation, to locate the main needs that arise from the community, which opens the approach to proposals or strategies that they can jointly carry out in order to achieve that the community execute a unified work and in common agreement to assert their social participation in these activities that will improve their environment and context, in addition to reinforcing communication between neighbors and the board of directors.

Therefore, a series of interviews were applied to 33 people who live on Panama Street in the neighborhood. These interviews were applied in an analogous and digital way, where it was observed that the social perception of the neighborhood is directed to common problems, linked to the mobility and accessibility of pedestrian areas within the neighborhood. As can be seen in graph 2, where the inhabitants mentioned that they have the difficulty of making their journeys through the streets of the neighborhood, due to the fact that the sidewalks are in poor condition (42.30%) or they encounter urban obstacles in their road (21.30%), as well as the lack of signage (21.20%) and non-existent pedestrian crossings (15.20%), which generate problems in their daily movements, violating their integrity and safety.

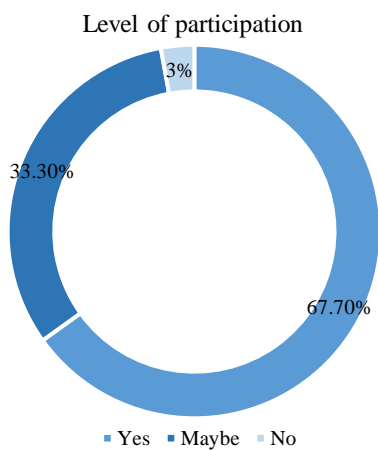
What do you find most difficult when traveling within the North America neighborhood?



**Graphic 2** Digital questionnaire results

Source: Own elaboration based on the results obtained from the applied questionnaire, 2021

That said, within the perception of the inhabitants, it was possible to identify that, for them, the conditions of the streets limit and make it difficult for them to travel, which is why the majority described them as fair due to the deterioration in urban infrastructure. On the other hand, the older people who were interviewed mentioned that it is even more difficult for them to move safely because they face great mobility and pedestrian accessibility problems, which make their movements within the neighborhood more unsafe. Likewise, there is a considerable percentage that is willing to participate to improve this problem that does not allow and limit daily or daily transfers within the neighborhood and the immediate context, as can be seen in graph 3, where the highest percentage mentions that if you are willing to work towards a change that improves your mobility and pedestrian accessibility.



**Graphic 3** Digital questionnaire results  
 Source: Own elaboration based on the results obtained from the applied questionnaire, 2021

Otherwise, the inhabitants of the North America colony have common objectives that were identified through the diagnosis and based on the mobility conditions within the colony, it was possible to identify that the neighbors are aware of the bad conditions found in the neighborhoods. streets of the colony. However, although the majority acknowledged not participating in any improvement strategy, they showed willingness to collaborate in neighborhood participation projects in their neighborhood.

**A legal framework in terms of pedestrian mobility that forgets the neighborhood scale**

In this area, an analysis was made of the legal and normative instruments found in the territorial scales; international, national, state and municipal, as shown in Figure 3, with the aim of providing a frame of reference that is inserted in pedestrian mobility issues, which served as legal support for this research. These instruments are important to be able to generate changes in the different territorial scales, from large cities to small neighborhoods, because they are the legal support to work and improve the problems that affect, in this sense, the pedestrian mobility of people.

	Nueva Agenda Urbana 2030 ONU Hábitat	Carta Mundial por el Derecho a la ciudad	INTERNACIONAL
	Programa Nacional de Infraestructura 2014-2018	Manual de Calles SEDATU	NACIONAL
	Constitución Política del Estado Libre y Soberano de Puebla	Plan Estatal de Desarrollo 2019-2024	ESTATAL
	Ley Orgánica Municipal del Estado de Puebla	Programa Municipal de Desarrollo Urbano Sustentable de Puebla IMPLAN	MUNICIPAL

**Figure 3** Table of legal and regulatory instruments on mobility and pedestrian accessibility issues  
 Source: Own elaboration, 2020

This analysis allowed us to know the scope of these instruments, likewise, to know to what level of the territorial scales they are inserted to improve the conditions of mobility and pedestrian accessibility, where it was possible to verify that said legal and regulatory instruments when they go down to a neighborhood scale They are not applied, because they are being repealed and these are not designed for a neighborhood scale, revealing urban deterioration that little by little is making more difficult the mobility and pedestrian accessibility of the inhabitants of certain neighborhoods, as is currently the case in the North America neighborhood.

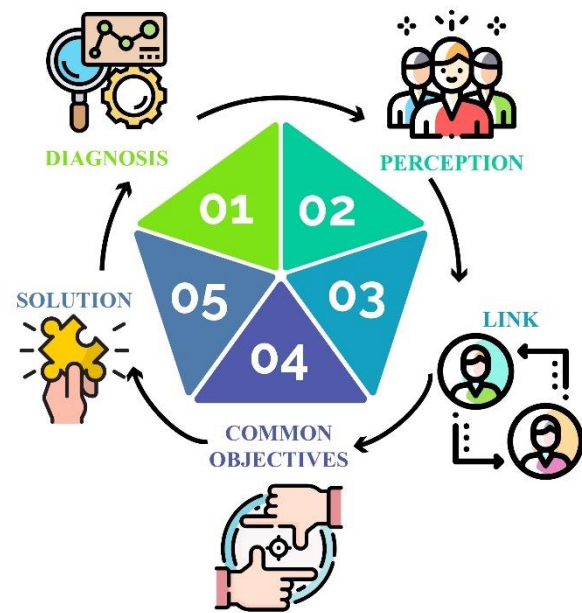


### Community management to improve pedestrian mobility conditions

Community management can be defined as an interdependent set of individual or collective, natural and institutional actors that seek a solution where they can contribute to the elaboration of the solutions that will be given to these problems (Friedberg, Erhard, 1993). That is to say, part of the collaborative work between the inhabitants, since it is essential to have citizen participation to be able to carry out actions and strategies that allow the and generation of alternatives for the improvement of their environment, as happens in the North America colony.

The Institute of Policies for Transportation and Development mentions that participation as a community process is defined as the process in which citizens organize, establish their objectives and work together through non-governmental community organizations to influence the decision-making process. decision-making (as mentioned in Gilbreath and Zakharchenko, 2002). This community participation can be fundamental in those neighborhoods to give way to those actions that allow the improvement of public spaces or simply solve the problems that are faced in their environment, and as Dascal and Segovia (2000) mentioned, said participation Citizenship can be carried out from non-governmental organizations, an example could be, those directive boards or citizen councils, which are currently operational bodies recognized by COREMUN.

Likewise, and based on the aforementioned, some elements were taken up to show a community management proposal, as shown in Figure 4.



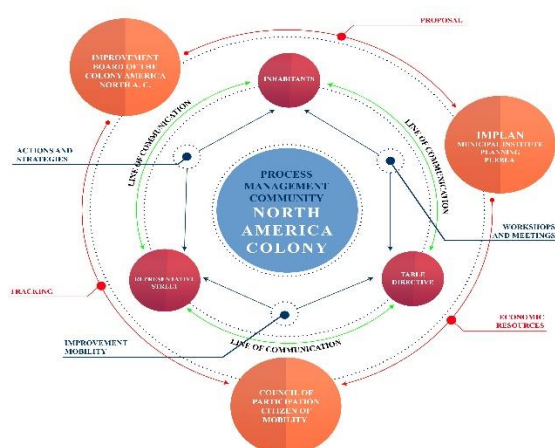
**Figure 4** Diagram of elements to follow for a community management proposal

Source: Own elaboration, 2021

In accordance with the previous representation, it is intended to generate a proposal for community management to solve various problems in an urban setting. In this case and under this research, these elements are developed in order to make alternative solutions to the problem of mobility and accessibility that the inhabitants of the North America colony face.

For this research, the diagnosis was made that helped to obtain the results of the mobility and accessibility conditions that the neighborhood currently presents for its inhabitants. After that, the inhabitants' perception of the problem presented by the colony was analyzed as mentioned throughout this article. Within the element of linkage, and with the previous results, it was possible to identify that the neighborhood, as it presents great weaknesses in urban areas, its linkage presents various deficiencies, since as it could be observed, that although it has a well-formed board of directors and that has tried to have communication with its inhabitants, becomes fragmented at the time of dealing with a specific problem, since it goes beyond what they can solve, since it requires a management and request to more consolidated authorities, and As a consequence, an indefinite abandonment arises in the colony, which today has prevailed in the same way in recent years, since its sidewalks, streets and avenues are seen with great deterioration, thus producing a great mobility and accessibility problem.

Therefore, it is important to identify the common objectives, which will be the basis to give way to the actions and strategies that will be a possible solution, in this case, to the problems of accessibility and pedestrian mobility for the inhabitants of the neighborhood. Therefore, a scheme is proposed, which can be seen in Figure 5, which shows how the community management process could be in neighborhoods, such as the America Norte neighborhood, so that there is communication that helps to strengthen the relationships between the identified actors and the common good can be obtained for all that are part of a given urban space. In this scheme, two levels of communication are shown; The first proposes to strengthen the relationship between the inhabitants, the street representatives and the board of directors to be able to work and generate strategies and actions that give way to urban improvement as a possible solution to the problems identified in the study area, such as the implementation of workshops and meetings between neighbors to unify the neighborhood and thus contribute collectively.



**Figure 5** Diagram of a management process

Source: Own elaboration, 2021

The next level that is shown in the scheme of the community management proposal is the communication that must exist between those actors that make up the neighborhood organization, towards those institutions and councils of citizen participation. In this sense, the one that corresponds to the area of mobility of the city of Puebla, where through this communication, the board of directors that is called the North America Neighborhood Improvement Board, can deliver a proposal for urban improvement to the citizen council and together with the education sector to provide adequate follow-up to obtain favorable results for the inhabitants of the colony.

This proposed outline of a community management model, which involves neighborhood organization and the necessary communication, can be of great help to solve mobility problems and pedestrian accessibility, both for this neighborhood and for others that are identified with deficiencies. In its urban structure for the most vulnerable people, in this case, for the elderly, which they can carry out through strategies and actions, from cleaning brigades among the inhabitants to achieving a job through urban planning tactical, which allows settlers to carry out first-hand actions that benefit their mobility and pedestrian accessibility within those neighborhoods or neighborhoods and get the inhabitants of said area to participate and empower themselves in their public space and in this way they can change and improve those conditions that hinder your daily transfer.

### Acknowledgments

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### Conclusions

In the first instance, the importance of resuming the issue of public space within large cities should be highlighted, of which, historically determined, define and manifest the most representative features of communities endowed with a great identity load and architectural legacy, which reflect through its structure, all the elements that are involved in the social construction of space. Public space as a site of constant social, economic and political interactions must be designed for all social sectors that make use of it, in such a way that, regardless of physical or socioeconomic condition, in its constant use, security, inclusion and integrity are fundamentally essential aspects to ensure the social equity of citizens in their condition as pedestrians.

With respect to the neighborhoods and neighborhoods that are in the surroundings of the nuclei of the cities, they present to a greater extent urban infrastructure problem that affect their mobility and favor a precarious accessibility for the most vulnerable pedestrians, as is the case. of the North America colony, in which urban conditions show a significant deterioration that has increased over time, leaving great consequences for the inhabitants.

Therefore, to dignify public space and improve urban conditions, it is important to have a base of various legal instruments that help improve said conditions in neighborhoods such as North America. Derived from the above, the legal and regulatory instruments that seek to generate improvement strategies in terms of mobility and universal accessibility were analyzed, which seek to develop improvement alternatives for mobility and accessibility at all social scales, ranging from international to international. neighborhood. In the population sector made up of neighborhoods or neighborhoods, these policies and development plans turn out to be ineffective depending on their application, because they do not correspond to the true needs of vulnerable groups, who turn out to be the most affected.

### Acronyms

**COREMUN** - Regulatory Code for the Municipality of Puebla

**INEGI** - National Institute of Statistics and Geography

**ITDP** - Institute for Transportation and Development Policies

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## Cuba: characterization of two provinces with tourism potential for regional economic development. Case. Cienfuegos and Las Tunas

## Cuba: caracterización de dos provincias con potencial turístico para el desarrollo económico regional. Caso. Cienfuegos y Las Tunas

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### Abstract

In different territories of the world, especially in emerging countries, it has been considered that, taking advantage of the fact that they still conserve their natural attractions, make tourism a strategy to increase the economic activity of a certain region; It is not that the authors consider monoproduktivity as a viable equation, but coupled with other economic dynamics, tourism can help to generate more income. This publication is located on the island of Cuba, in which the objective is to propose that two provinces become involved or increase their participation in activities oriented towards tourism, in consideration of their geographical location. A hypothetical approach has been used. Regarding tourism; Incorporating the province of Las Turnas and increasing activities in the province of Cienfuegos will generate the integration of a greater person to obtain an economic income. It has a descriptive scope. With an orientation on Regional Development.

### Resumen

En diferentes territorios del mundo, sobre todo en los países emergentes, se ha considerando que, aprovechando que aún conservan sus atractivos naturales, hacer del turismo una estrategia para incrementar la actividad económica de una determinada región; no es que los autores consideren la mono productividad como una ecuación viable, pero aunado a otras dinámicas económicas, el turismo puede coadyuvar a generar mayor derrama. La presente publicación se sitúa en la isla de Cuba, en la misma se tiene como objetivo proponer que dos provincias se involucren o incrementen su participación en actividades orientadas hacia el turismo, en consideración a su ubicación geográfica. Se ha utilizado un enfoque hipotético. Con respecto al turismo; el incorporar la provincia de Las Turnas e incrementar las actividades en la provincia de Cienfuegos, va a generar la integración de mayor persona a la obtención de un ingreso económico. Cuenta con un alcance descriptivo. Con una orientación sobre el Desarrollo Regional.

### Economic activity, Region, Tourism

### Actividad económica, Región, Turismo

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## Introduction

Tourism as a process has gone from being seen as a leisure activity and, in the case of monarchies, from traveling to see the world and cultivate, to an activity in which countries implement it as a way to attract investment and generate jobs. In their diversity of types of tourist activity, the less developed countries have a competitive advantage by still conserving a large part of their natural attractions, be it beach, hiking, cultural, among others.

The Caribbean island of Cuba, being in the Caribbean, has a number of tourist attractions, both sun and beach as well as hiking and cultural, since it is unknown to no one that they jealously conserve their cultural heritage and that it is a society with a high level of studies, in the total population. It is of these very particular characteristics that this document carries out an exploratory and descriptive study to consider that there are two territories that have a geo-strategic location, as well as tourist attractions, as well as to propose that their tourist detonation would generate a distribution of said activity and With this, generate regional enclaves points that in turn would increase the economic activity of the region, thereby helping an economic spill, attracting more resources to the State to act as a redistributor of the same, or integrating the population to said activity.

The document is divided into a first section entitled -Theoretical background- in which a brief, but substantial, debate of the concepts and categories that the document uses in its research is exposed. A following item has been named -Contextualization- in it a description is made of the geographical conditions that the island keeps in its distribution of tourist enclaves, as the main ones; A third section is called -Findings and discussion- which makes the proposal of two regional points that are considered with tourist potential and in turn a descriptive study of each of them is made. Finally, some conclusions are made.

## Theoretical Support

The conceptualization of the economy has a complexity as so many definitions has said science.

For Marx (2010 [1867]) the economy is defined as "The economic structure of society is the real base on which the legal and political superstructure stands and to which certain forms of social consciousness correspond" (p.46), which is based on the production of the capitalist commodity and the social relation of production. For other authors such as Samuelson (1983), economics corresponds to the way in which "people and societies end up choosing, using money or not, the use of scarce productive resources that could have alternative uses to produce different goods and distribute them for their consumption, present or future, between different people and social groups." (p. 2).

But what is agreed on, regardless of the economic-philosophical current that is embraced, is that there is a production process, and it is in that bosom, where a set of relationships are generated from it, be through the satisfaction of social needs or through supply and demand, without going into detail about whether it is labor-value or utility-value that defines prices or the same economic logic. The truth is that there is production and, in turn, there is the appropriation of nature and the accumulation of capital.

The Regional Economic Development approach has a period of time in debate and construction in which the different schools of economics seek to contribute; Of this, there is no single definition, although all of them address the economic part, they do so from their own concepts, categories and philosophy. When it comes to Economic Development, it must be differentiated from economic growth, they are not synonymous, although many authors imply the second as an element to achieve the first; In other words, for there to be economic development, there must be growth, but growth by itself does not imply development. "Economic growth is a sustained process over time in which levels of economic activity constantly increase [...] when an economy grows it becomes better quantitatively, when an economy develops it becomes better qualitatively" (Labruné, 2018. P. 2.12).

The region, from this perspective, it is not possible to observe it as a set of polygons, since "the region is a historical expression, a socio-economic construction, which is molded according to the contextual conditions of the historical moment of study of the region as a historical construction product of social, political and economic forces" (González and Villa, 2002. P.89), is the concrete expression of the social relations of production, of the conditions of production, of the quantity necessary for the social production. Seen this way, the region is not in itself, but rather it is a function of the social and economic group that is gestated in a larger dimension, which involves the target region, and in turn, determines the construction of the contiguous region, which It must be, quantitatively or qualitatively, different, that is, heterogeneity as an element of the conceptual construction of the regional limit "the region thus appears, from this perspective, as the spatial expression of capitalist production relations through which it is transformed the geographical environment through the production process and where, at the same time, the transformation of the social classes themselves is generated" (Op. Cit. P. 92).

In this sense, economic regions have moments of expansion and others of contraction, depending on the economic historical moment, deviation either increasing or decreasing from its equilibrium level [...] the capitalist economy not only experiences fluctuating, undulating processes. This, at the same time, evolves, changes. In this evolutionary process his own level of equilibrium also changes. " (Sandoval, 2008, p. 157-158); that is, that, in accordance with what has been written in previous paragraphs, the region is dynamic, and its dynamism emanates from the economic behavior experienced in the sector or branch of the economy with which the productive orientation of the region in question is identified. "There are many processes that are considered in the rise and fall of economic activity that constitute economic cycles" (Heiler, 1969. p.79), in the same sense Sandoval (2008) writes "this does not mean that I think that development processes go on the one hand and fluctuations on the other, that both occur separately and independently in reality. My conception is different. The actual dynamics process is one. But this is not straight, nor does it appear as a simple ascending line." P (108).

Thus, there are moments of integration in moments of expansion, attracting their regional integration to the surrounding areas, integrating them into the productive orientation of the region in question. In another dimension, regional integration can be conceived from its local-global insertion, thus integrating itself into the international circuits of the circulation of social production. carry out the production of merchandise and agglomerate the labor force, in the form of city-regions, to satisfy the merchandise needs of society; It is the way in which from a dimension less than the national or supranational, social and capitalist relations are established for the production that aims at the social satisfaction of goods, be it for the social satisfaction of the region itself that produces the merchandise, or for other regions. These other regions can be integrated at the national or supranational level" (Camelo, 2017. P. 52)

From the perspective of the authors of the present, it is considered that nothing that has been written so far would have a meaning if it does not have as its objective the permeation of Social Benefit of the inhabitants of the region; It is external that the authors differ from leaving a priori that the benefit accumulates in a few people or firms, according to the dept. of legal file of the National Autonomous University of Mexico (UNAM, s / f) the Social Benefit is conceived as:

"Those benefits granted voluntarily by the employer, that is, that are not ordered by the legislation or by collective bargaining agreements or that improve those established by them [...] social benefits meet different types of human requirements, for this reason the We classify according to the need they satisfy. Thus we group them according to their content into 11 different categories: food, health, education, recreation and free time, transportation, additional remuneration or bonuses, insurance, tax debts, expected retirements and pensions, personal care "(s / n) in general The conjunction of better rates of the variables indicated, result in a better nutrition of the body and makes it more suitable to develop its potentialities; better options to have a social insertion with educational benefit; as well as improvement of time to enjoy non-work activities such as: exercising, family or social living, practicing arts, etc.

Chiavenato (1999), for his part, has also presented his Social Benefit approach “which cannot be expressed -only- in monetary units, but in better working conditions, increased education or culture, reduction of pollution, etc.” Although in another publication he refines it in a more holistic way, according to the same author (2009) social benefits are certain perks and benefits that organizations grant, to all or part of their workers, in the form of additional payment for their work.

As can be seen, the social benefit approach goes in two directions: in which the organizations directly grant their workers as an extra condition to what is legally established; and, in the sense of that which is not represented in monetary units, but rather that which enhances people's abilities. But, in addition, from the perspective of the authors of this writing, it has to do with a regional dimension, not only business or organizational, in that the regional economic dynamics brings benefits to the region itself; that is, a Regional Social Benefit.

### Contextualization

The Caribbean island of Cuba, has outstanding natural attractions to develop tourist activities, but at the same time, it has a historical-cultural legacy to make some localities join this dynamic. Of the above, known are tourist destinations such as: Havana, Old or colonial Havana, Vadadero beach, Holguín, Santiago de Cuba, Jardines del Rey, Trinidad, Cienfuegos, Baracoa, Viñales Valley, among others.



**Figure 1** Main tourist enclaves of the Republic of Cuba  
Source: Own elaboration with data from: HiCuba and GoogleMaps

This geographical conformation of tourist enclaves of the Republic of Cuba, are distributed throughout the Island. But the two main ones, it is considered, are La Habanas and Playa Vadadero, with 10,000 and 14,000 rooms respectively (HiCuba, Op.Cit), of a total of 67,000 rooms available to all previously mentioned destinations. (Cuba Now, 2017); the total inhabitants of the island are estimated at 11.3 million (Expansion data, 2021. P s / n)

The general characteristics, on tourism, of the mentioned destinations are:

**Havana, Old or colonial Havana.** - “Havana is the capital of the country and almost since its foundation in 1519 it became the main commercial, economic and communications center due to its favored location in front of the Straits of Florida and a magnificent bay. Today the city is the main tourism plaza on the island based on its centennial history, the existence of magnificent quality beaches, an incredible cultural wealth in which the colonial center of Old Havana and its mixture of architectural styles stand out.” (HiCuba, s / f).

**Vadadero beach.** - “It is the main and most beautiful Cuban spa, and also the best equipped on the island. It is located on the Hicacos peninsula on the north coast of the Matanzas province and 140 km (87.5 mi) east of the City of Havana with which it communicates by a highway of great visual beauty. It also has an international airport linked to several cities in North America and Europe”. (Op. Cit)

**Holguin.** - “The province of Holguín is currently considered the third most important Cuban tourist destination, with more than 4800 rooms in the hotel plant distributed mainly on Guardalavaca, Playa Esmeralda and El Pesquero beaches, all located on the North Coast of Holguín. Guardalavaca beach is the main tourist enclave of the destination known as North Coast of Holguín, in the eastern region of Cuba. Guardalavaca, surrounded by other small but idyllic beaches (Pesquero, Esmeralda, Turquesa and Don Lino), where there are several of the best and most luxurious hotels in Cuba”. (Op. Cit.)



**Santiago de Cuba.** - “Santiago de Cuba is the second city of Cuba and also the capital of the province of the same name, characterized by the interrelation of the main mountain range of the island, the Sierra Maestra and the Caribbean Sea. Santiago de Cuba is mountain and sea, the Caribbean Sea. The city, built in a hilly area next to the bay of the same name and with the Sierra Maestra as a backdrop, is very picturesque and full of beautiful physical settings and has an important historical and cultural heritage, to which interesting museums and colonial-era fortresses, squares and buildings, ruins of French coffee plantations and other attractions of all kinds, including beaches and semi-submerged remains of Almirante Cervera's fleet, living monuments reminiscent of the Spanish-Cuban-American War of 1898" (Op. Cit.).

**King's gardens.** - “Los Jardines del Rey is an extensive hunt that extends to the north of the country off the coasts of the provinces of Ciego de Ávila and Camagüey. Cayo Coco and Cayo Guillermo are located here, two keys that have become strongholds for Cuban tourism by virtue of the excellent quality of their beaches of coral origin and their almost intact nature.” (Op. Cit.)

**Trinity.** - “The city of Trinidad is located in the center of the island, in the province of Sancti Spiritus. Trinidad is one of the first towns founded in Cuba (in 1514), declared by UNESCO as Cultural Heritage of Humanity and where the architecture and the colonial air have best been preserved on the island, which is why it is also known as City Museum of the Caribbean Sea. In reality, it is one of the most charming and magical cities in the entire Caribbean and Latin America. In its surroundings, of great natural beauty, is the Valle de los Ingenios, also a World Cultural Heritage Site, El Ancón beach, located a few kilometers away, and the Sierra del Escambray, a true ecological paradise and destination of nature, also with important cultural and historical values”. (Op. Cit.)

**Hundred fires.** - “The City of the Sea, Cienfuegos, is undoubtedly the most beautiful city in Cuba. Located in the south-central part of the country, on the margins of Jagua Bay, it was founded by French people from Louisiana in 1819. In it you can admire parks, theaters, churches, cemeteries full of valuable sculptural monuments, architectural jewels such as the Palacio de Valle and the Terry Theater and various other buildings that surround the José Martí Park, in the center of the city.” (Op. Cit.)

**Baracoa.**- “The first city of Cuba is Baracoa, the first town in the country was founded by Diego Velázquez in 1511 at the eastern end of the island. The physical isolation in which it was kept for 4 centuries and an exuberant nature give it a unique air on the island. The original layout of the town is maintained, as well as its own dance-culinary manifestations and a wooden architecture unparalleled in the country. In addition to the beautiful natural environment that is enjoyed in Baracoa in which the Miel and Toa rivers (the largest in Cuba) stand out, the existence of good beaches a short distance from the urban center and the rich flora and fauna, the city has an intrinsic appeal and invaluable cultural and historical values” (Op. Cit.)

**Viñales Valley.**- “It is a magnificent destination both for nature lovers and for those interested in the cultural aspects of a region or the agro-cultural part of typical crops of western Cuba such as tobacco. You can go horseback riding, dozens of trails of different themes with or without guides, visit tobacco plantations, see closely the lifestyle of the Cuban peasant or, simply, sit at the Tapas Bar to enjoy a cold beer. or a mojito and relax watching the hustle and bustle in the tranquility of this small town” (Op. Cit.)

### Findings and Discussion

Although, in territorial terms, it is considered that the Republic of Cuba has a wide tourist offer, in the territorial extension, it can be observed that there are some spaces with tourist potential that have not been used to increase the offer and generate regional integration, in the search to generate greater economic dynamism, based on tourism, in the target region.

Figure 1 graphically shows what has been said previously, if the southern part of the island is observed, the above expressed is evident, in view of this it is proposed that the tourist potential of the province of Las Tunas be detonated, see Figure 2, with which the tourist offer in the south of Cuba would be distributed, thereby achieving the regional economic integration of one more province to the tourist dynamics.

Another place that is considered with potential, within the province of Cienfuegos, and taking advantage of the tourist positioning that the city already has, is the municipality of Las Lajas, which is located a few kilometers from the tourist city of Cienfuegos and can be achieve regional integration from the tourist links that are linked between both cities, which has different potentialities within cultural tourism; This, considering that the highway that passes through the city of Cienfuegos, passes through the city of Santa Isabel de las Lajas. see Figure 2.



**Figure 2** Regional strategic location of the tourism integration proposal for the province of Las Tunas and the city of Las Lajas, triangles in black

Source: Own elaboration with data from: HiCuba and GoogleMaps

### **Characterization of the province of Las Tunas**

Las Tunas, border province between the central and eastern regions (see annex 1). It limits to the West with the Province of Camagüey, to the East with the Province of Holguín; to the south with the Province of Granma, to the north it has coasts that are bathed by the Atlantic Ocean and to the south by the Gulf of Guacanayabo. Province that has 8 municipalities of them three in the southern area (Amancio Rodríguez, Colombia and Jobabo), 2 in the center (Las Tunas and Majibacoa) and 3 in the northern area (Manatí, Puerto Padre and Jesús Menéndez).

### *Location*

It is located at Latitude: 20 ° 57 '25 "North and Longitude: 76 ° 57' 13" West. Its altitude above sea level is 90 m, its distance N-S is 63 km and E-W 91 km approximately.

### *Communication channels*

Due to its strategic location at the entrance to the East of Cuba, Las Tunas is crossed by the highway and the central railroad, the most important routes in the country. The city is also an important road junction that links it with the other municipalities of the province.

### *Roads*

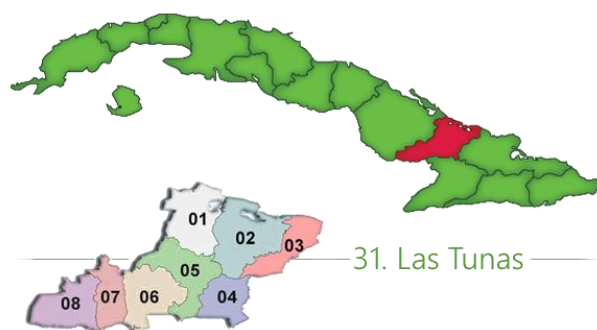
- Carretera Central (connects with the neighboring provinces of Camagüey and Holguín).
- Las Tunas - Bayamo Highway.
- Highway Las Tunas - Puerto Padre.
- Las Tunas - Jobabo Highway.
- Las Tunas - Manatí Highway.

### *Railways*

- Central railroad: Trains travel in the east-west flow.
- Railroad Las Tunas – Holguín
- Railroad Las Tunas – Manatí
- Las Tunas railroad - Jesús Menéndez

### *Air Transport*

- Hermanos Ameijeiras National Airport.



01. Puerto Padre.
02. Manatee.
03. Jesus Menéndez.
04. Majibacoa.
05. Las Tunas (provincial capital).
06. Jobabo.
07. Colombia.
08. Amancio Rodríguez.

**Figure 3** Map of Cuba, Las Tunas and their municipalities.  
Source: *Municipalities of Las Tunas*

## Background

The arrival of Europeans to Cuba takes place in Cayo Bariay, a point close to the current territory of Las Tunas, so this territory was one of the first explored by Christopher Columbus. The exploitation to which the original inhabitants of Cuba were subjected led to their extinction, according to Castro et al. (2010) in 1521 the first shipment of African slaves to Cuba was authorized with the aim of exploiting the largest gold mine in Cuba that was located in the current municipality of Jobabo in the Las Tunas province, this was the first economic activity of the current territory after the arrival of the Iberians.

The first herd founded in the current territory according to Fernández et al. (2007) was the Herd of Las Tunas, in 1603. The name of Las Tunas, comes from the fact that in this first herd founded the species of xerophytic plants popularly known in Cuba as Tunas (Nopal in Mexico) abounded. There are records that in 1775 the main settlement was named San Gerónimo de las Tunas and the official foundation was given in 1796, although the title of town was granted in 1849 and that of city in 1853. Similarly In this way, several herds emerged, which increased agricultural production, while agriculture was for the internal consumption of the territory. By the end of the 18th century, interregional trade increased due to its favorable geographical location, agricultural production also increased, but livestock continued to be the main economic activity.

In the 19<sup>th</sup> century, according to Castro et al. (2010), the Cuban economy is heading towards an increase in sugar production, due to the rise in the prices of this product. This became the first economic line on which the country would depend in the mentioned century and much of the next, but the current region of Las Tunas continued to be basically livestock, agriculture and mining was also carried out, but by this date copper It was what was being exploited in the area then named San Miguel de Manatí, specifically in the lands surrounding the hill and hamlet of Dumañuecos, although it was an abundant mine, its exploitation was not very durable since the extraction gallery collapsed and they were trapped in its rubble more than 100 workers of Chinese origin.

The territory that the current province of Las Tunas occupies was linked to the struggles for the independence of the island since its inception (1968), starting with the organization of the struggle and then being a battlefield, essentially its main town (Las Tunas) It was taken several times by the Mambisa forces, which, unable to keep them under their control, set fire to it on several occasions, with a high cost of lives and for the economy. On August 16, 1869, the city took the name of "Victoria de Las Tunas" since in a combat where the independentistas had practically taken the city, they decided to withdraw, which the Spanish troops assumed as a victory and renamed the city with this name. The ten-year war culminated in 1878, without achieving the independence of Cuba from the Spanish crown, the reconstruction began and by 1885 the reconstruction of the city of Las Tunas concluded, the families returned and the economy began his gradual recovery, in his traditional activities; livestock, agriculture, some commerce and small industries.

In 1895 the struggle for national independence was resumed, in this independence feat the region of Las Tunas once again suffered the devastating effects and once again the main town of Victoria de Las Tunas was devastated and practically abandoned. In 1898 the triumph of the Cuban independence troops over the Spanish ones was imminent, then the North American intervention occurred that frustrated the total independence of Cuba. In this way, Cuba is liberated from Spanish oppression and a new stage begins, the neocolony.

According to Castro *et al.*, (2010), the entry of North American capital into Cuba is happening before the military intervention of the late nineteenth century, at the time of the intervention there was already a great dominance of the Cuban economy by the United States, which is consolidated with the dominance political achievement from the military occupation. On the other hand, González (1996) expresses that North American capital actively influenced the organization of the Cuban economic space and the formation of the territorial imbalances that characterize it today. From this new stage, where the economy becomes totally controlled by the United States, the priority for the Las Tunas economy becomes the sugar, fruit and mining agribusiness.

At the end of the first quarter of the 20<sup>th</sup> century, as Castro *et al.*, (2010), the sugar industry became the main economic activity in Las Tunas, and in the second quarter of the 20th century its economy was marked by the negative impact of the crisis of 1929, due to the decrease in sales and Sugar prices, being an economy dependent on this industry, the effect is reflected in the economy and society in general, with negative effects on family income. Despite the favorable situation shown by the economy of the territory before the crisis of 1929, according to Castro *et al.*, (2010), social conditions were not manifested in the same proportion, there was a high rate of unemployment, inequality, illiteracy, low health coverage, a high level of corruption coupled with other evils such as games and vices, as well as the development of gangsterism and gangs. The historical context propitiated the conditions for the struggle for independence, which was obtained on January 1, 1959. In this way, a new stage begins that has had great repercussions on the transformation, positive, but not absent. obstacles, difficulties and mistakes, not only in the Las Tunas region but also in all of Cuba, the Cuban Revolution.

In 1959, the current province of Las Tunas was made up of various towns that at that time belonged to the province of Oriente or, failing that, to the province of Camagüey. With the new administrative political division implemented by the revolution in 1976, the current province was created, whose territory was made up of 8 municipalities thereafter (Image III).

Starting in 1959, the revolutionary government implemented measures of great social impact, health and education became sectors totally controlled by the State. In the same way, the new government promoted measures that allowed the State to take control of the Cuban economy, according to González (1996) a process of planning the economy for the industrialization of the country began, there is a process of increase in investments with this objective in the period 1976-1980. The development of the tourism sector was not a priority of the new government.

Gradually, according to Fernández et al. (2007), there was a growth in the investment process in the territory of Las Tunas, which included, in addition to the sugar industry, various branches of the economy. Some of these were the new Majibacoa sugar mill, the Glass Container factory, the Metallic Structures Company, among others. The investment policy applied, during the period 1965-1988, led to the emergence of 54 important companies in the territory, thus diversifying the economy of the region.

In the case of the Las Tunas region, despite the increase in the number of industries, commercial production, in 1989 according to González (1996) was ranked 12th among the 14 Cuban provinces existing at that time. The structure of commercial production by sectors in that year in the Las Tunas territory was as follows; industry 60.4%, 10.6% in agriculture and forestry, 17.6% construction, 10.7% transport and communications and 0.7% other productive activities. Despite the development gap between the Las Tunas region and the central and western provinces, and fundamentally with the country's capital, the socio-economic measures implemented by the revolutionary government made it possible to improve social indicators in Las Tunas.

Mesa-Lago (2012) argues that the actions implemented by the new government and the economic support they had from donations and loans from the Soviet Union, between 1960-1990, led to high social development in Cuba, which placed the country at the end of this period as one of the Latin American countries with the best social indicators.

Since the collapse of the Soviet Union and due to the dependence and interrelation of the Cuban economy with that of this block of socialist countries, a profound economic crisis has occurred since 1990. According to Mesa-Lago (2012) in the period 1990-1994, GDP fell by 35%, this due to the decrease in industrial and agricultural activities, which were affected by the lack of fuel, inputs, spare parts and the decrease in exports and imports.

González (1996) summarizes the period 1989-1994, in terms of the behavior of the main economic activities, as a stage where agricultural, livestock, sugar and nickel production decreases. The answer was the implementation of measures, essentially in 1993, such as the introduction of foreign capital to increase the tourism and oil sector; in the same way, due to this measure, the recovery of telephony, mining, perfumery, cement, food and textiles begins.

It is this context of crisis that gives rise to international tourism in Cuba and Las Tunas, becoming the driving force behind the Cuban economy. In this period the first tourist facilities in the province emerged, firstly, the Hotel Las Tunas (in the city of Las Tunas) and later the Hotel Bisas Covarrubias (on the north coast), more recently the Hotel Cadillac (in the main city). The Cuban government has stated that the development of the tourism sector continues to be a priority for the country's economy, this is reflected in the guidelines of economic and social policy established in the VII Congress of the Communist Party of Cuba (2017).

Currently, the tourism sector has a territorial delegation from the Ministry of Tourism that manages hotel facilities (those mentioned above) and extra-hotel facilities (commercial companies, gastronomy, transporters, travel agencies, tourist training school, travel agency). employment) in the territory. In addition, there is accommodation in private houses, known as rental houses, at the end of March 2017 in the city of Las Tunas there were a total of 188 rental houses, of which 21 are fully rented and 167 are rented by bedrooms. These 188 houses offer a total of 321 rooms. The gastronomic activity is also represented in the private activity with 16 restaurants at the end of 2017.

The housing capacity available in the territory is given by 142 rooms of the state hotels of the city, 180 rooms of the Hotel Covarrubias (sun and beach) and 321 rooms of the rental houses for a total of 643 rooms.

### **General data**

According to ONEI (2019), the province of Las Tunas has 535 335 inhabitants of its eight municipalities the main municipality (Las Tunas) is the one with the largest population with 211 596 (see Annex 2).

### *Hydrological data*

The province of Las Tunas has five main rivers: (1) the Sevilla River located on the southern slope with a length of 57.0 km; (2) the Jobabo river located on the southern slope, 66.1 km long; (3) River Tana located on the southern slope, 68.9 km long; (4) the Chaparra river located on the north slope with 22.6 km in length and the (5) Yariguá river located on the north slope with 62.0 km in length. The reservoirs of the province, Juan Sáez, Las Mercedes, Gramal, Ciego and Yariguá.

The main coastal geographical areas are:

- Bays: Puerto Padre, Malagueta, Manatí, New Grandes.
- Ensenadas: La Herradura (one of its main ones).
- Points: Covarrubias, Brava, Roma, Uvero, Jesús, Malagueta, Piedra, Mojacasabe, Corúa, Tana, Tomate, Sevilla.
- The beaches will be addressed in the tourist potential section.

### *Physiographic data*

The plains predominate; to the north, the northern and southern plains of Camagüey- Las Tunas, in the northern plains are the hills of Caisimú, Dumañecos, Cerro Verde, and Jengibre hill. The highest elevation is the heights of Cañada Honda with 219 meters high. Brown, ferralitic, hydromorphic and vertisol soils predominate.

## Tourism potential

### Natural attractions

Keys: Juan Claro, Puerco, Guincho, Largo, Burro, Iguana, Sevilla, Romero, Rabihorcado.

Beaches: In the north of the province of Las Tunas there are several beaches of fine white sand that have great potential to be used in the development of tourism (see table 1).

Beaches with tourist potential	Location (Municipality)	Approximate length	Characteristics Surf Sand		Access
The Boca de Manatí	sea cow	0.13 Km	No waves	Fine and white	No road
El Toro beach	sea cow	3.0 Km	0-0.25 m	Fine and white	No road
Clapper *	sea cow	0.25 Km	No waves	Fine and white	No road
Covarrubias *	Puerto Padre	2.5 Km	0-0.25 m	Fine and white	With road
The Jibara	Puerto Padre	0.13 Km	No waves	Fine and white	With embankment
The Mouth of Puerto Padre *	Puerto Padre	0.9 Km	No waves	Fine and white	With road
La Llanita *	Puerto Padre	0.5 Km	0-0.25 m	Fine and white	With road
Corella Point	Puerto Padre	0.9 Km	0.25-0.50 m	Fine and white	With road

**Table 1** Main beaches in the north of the province of Las Tunas with potential for tourism development

Source: Own elaboration

### Cultural attractions

There are various cultural attractions that can be used depending on the tourism in the territory. The capital municipality (Las Tunas) is one of the most potentialities, its main attraction is its culture where elements of its folklore converge with museums and historical cultural manifestations. Its architecture, sculptures, cultural events and a rich tradition of legends stand out. Its architecture is eclectic, since in its buildings various styles coexist harmoniously such as Art Deco, rationalism and some traces of colonial architecture, the latter was greatly affected during the Colonial Wars of Independence. Among its most significant elements is the sculptures, so much so that it is known as the city of sculptures, since one of the greatest Cuban sculptors is home to it and contains a large number of sculptural works. Cultural events represent great potential, although it should be noted that they have lost quality and scope, for example, the Jornada Cucalambé no longer has international participants in all its editions.

### Main events:

- Cucalambé Day; national and international in some years, in honor of the bard Juan Cristóbal Napoles Fajardo (El Cucalambé). It has an annual periodicity and consists of a week where the main songs (mainly the tenth) and folk dances of the region are exposed.
- Magic Day (Amphora). It has an annual frequency, the main magicians of the country meet to show their art.
- Popular carnivals.

Legends: The city has several legends that, although they have some artistic works that refer to them, are not being used in the promotion and show to visitors. As examples the legend of the headless horseman and the legend of Majibacoa.

It is considered that there should be greater integration, both in the promotion and in the execution of the offer of cultural elements, which should be linked to the history of the city. Specifically in the design of products that include tours that highlight the link between history-architecture-legends and that take advantage of events (which must rescue their splendor of yesteryear) to intentionally show the elements described above.

### Inhabitants' perception of tourism development

The population of the province of Las Tunas has the perception that the tourism development of their province is miniscule. The tourist activity is accepted by its residents because they consider that their communities can benefit from it. In the same way, the community is interested in integrating into tourism projects from their conception due to the belief that they will benefit economically with tourism development, since they assume that it will translate into employment options, income derived from the tourism sector and investment and business opportunities.

In the case of social and cultural benefits, they are interested in increasing recreational activities, improving services and public infrastructure, as well as the inspiring effect on social change.

The inhabitants of the province of Las Tunas consider, in general, that the fact that their province is not at the level of economic development of other provinces of the country is due in part to the fact that tourism has not developed. Due to the characteristics of the province, in terms of the beauty of the beaches of the north coast, residents consider sun and beach tourism should be developed.

## **Characterization of the province of Cienfuegos**

### **The city of Cienfuegos**

On January 1, 1819, Infantry Lieutenant Colonel Juan Luis Lorenzo De Clouet, proposed the founding of the town of Cienfuegos, to the Governor of the Island, Don José Cienfuegos and to the Mayor Don Alejandro Ramírez, whose proposal was accepted and formalized on 9 March 1819. On April 22, 1819, in the center of the current Parque Martí, Don Luis De Clouet took possession of the land on behalf of His Majesty the King of Spain. It is the only Cuban city that was founded by the French and was called: Colonia Fernandina de Jagua (Ministry of Tourism of Cuba, 2018).

It is also known as La Perla del Sur or La Linda Ciudad del Mar. Its historic center and the Punta Gorda protection zone was classified as a World Heritage Site on July 15, 2005, "a condition obtained by being the first and exceptional example of an architectural ensemble representative of the new ideas of modernity, hygiene and order. In the urban planning of the Latin American 19th century, to this is added a Protection Zone, qualified by its high environmental, architectural and cultural values, ranging from the end of Paseo del Prado to the area known as La Punta (Ministry of Tourism of Cuba, 2018).

In 1829 it reached the title of Villa de Cienfuegos, in honor of José Cienfuegos, Captain General of the Island at the time of its foundation. It acquired the title of city in 1880, due to the accelerated economic development achieved at that stage. The city has valuable properties, and what predominates in it is the good state of conservation of the urban complex, in which symmetry, proportionality and the use of decorative elements of the classical formal code are appreciated.

Domes, pediments, lookout towers and ornaments stand out, complementing an architectural task that is distinguished by its sobriety, elegance and good constructive taste. It has a cultural wealth characterized by folk dances, singing, painting, as well as natural attractions such as beaches, mountains, rivers and caves (Ministry of Tourism of Cuba, 2018).

### **Characteristics of the province of Cienfuegos, Cuba**

The province of Cienfuegos has a surface area of 4,188.61 km<sup>2</sup>, being one of the three smallest in the country, it has a population of 407,244 inhabitants and a population density of 97.2 inhabitants / km<sup>2</sup>. The province is located in the center-south of the island, at coordinates 21° 21' and 22° 35' north latitude and 80° 20' and 81° 10' west longitude. To the north it limits with the municipalities of Ranchuelo and Santo Domingo, belonging to the province of Villa Clara and with the municipalities Calimete and Los Arabos, of the Matanzas province. To the east it borders the municipality of Manicaragua, also in the province of Villa Clara and with the municipality of Trinidad, which belongs to the province of Sancti Spíritus. On the southern part it borders the Caribbean Sea and to the west with the municipalities Ciénaga de Zapata and Calimete, which are part of the province of Matanzas (National Office of Statistics and Information [ONEI], 2019).

In the western and central portion of the province the great plains predominate, towards the North the relief is undulating, towards the east it is mountainous due to the presence of the mountains of Trinidad, where the highest elevation of the province is located, the Pico San Juan with 1 150 meters of height on the level of the sea. To the south, the relief is outlined by the Caribbean Sea, with abrasive and cumulative coasts, combining with inlets and natural pools on rocky coasts with sandy beaches (ONEI, 2019, p.7). The climate is influenced by the proximity to the mountains of the Guamuha Mountain Massif, to the East, and the Caribbean Sea that borders the entire southern part of the Province. Six climatic zones are identified, and technically a cool profile has been established between November and April and a hot one between May and October. The average annual temperature is 24.5 °C, the relative humidity 77% and the average annual rainfall is 1304 mm. (ONEI, 2019, p.7).





In the area called Punta Gorda there are also several buildings that are symbols of the city, the Palacio de Valle is one of them, designed by the Cienfuegos architect Pablo Donato Carbonell and its construction was directed by the Italian civil engineer Alfredo Colli Fanconetti, where French, Italian, Arab and Cuban artisans worked. Some materials were imported from Spain, Italy and the United States and Cuban precious woods were used. The building has three levels, with a basement, and ends in three towers: one, Roman Gothic, another Indian and the third, an Arab-style minaret, which have been interpreted as symbols of love, religion and strength. It is currently considered the most luxurious restaurant in Cienfuegos.

The Cienfuegos Club is another of the buildings that stand out, it has three levels and is topped by a dome and four towers, two of them are domes and two viewpoints. It is painted in white with the domes in green, which is the sporting color of Cienfuegos. The Cienfuegos Club has two restaurants whose specialty is seafood: Restaurante Marinero (Buffet) and Restaurante Café Cienfuegos.

Cienfuegos has the longest meadow promenade in Cuba, where the statue of Benny Moré is located, a monument dedicated to this renowned singer of Cuban music, born in the Santa Isabel de las Lajas municipality, belonging to the province of Cienfuegos. At the end of the meadow is the Cienfueguero boardwalk, a place of concurrence, which functions as an excellent viewpoint of the bay.

Another of the attractions of Cienfuegos is the Tomás Acea Cemetery, considered the only cemetery - garden in Cuba and the Nuestra Señora de los Ángeles de Jagua Fortress, located at the entrance of the bay. This last building was built in 1745 with the aim of protecting the city from the entry of corsairs and pirates. Finally, you can mention a sit.

### **Cienfuegos potential market**

Cienfuegos's target market is made up of two major segments: the national or domestic market and the international market. The first segment includes national visitors who arrive in the territory from all the country's provinces. The second segment includes international tourists who visit the province, mainly those staying at the Rancho Luna and Faro Luna Hotels.

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The countries that stand out for being the ones with the highest number of visitors are: Canada, France, Germany, the United States, Italy, Spain and Switzerland, among others (Ministry of Tourism, 2018).

In the statistical yearbook of Cienfuegos, the number of foreign visitors that come to the state for months of the year can be observed, highlighting that the season with the highest influx of foreign tourists to the province occurs in the months between November and March. The main source countries of tourists to the province are also indicated, which are: Canada, Germany, France, the United States and to a lesser extent Italy and Switzerland. It would be valid to clarify that the arrival of tourists from the United States mostly refers to the community of Cubans residing in that country (ONEI, 2019).

### **Cienfuegos tourist infrastructure**

In the country there is a group of hotel and non-hotel entities, as well as others of an autonomous nature that govern the integral development of tourism. In Cienfuegos, within the hotel companies are: Empresa Cubanacán S.A, a leading group in Cuban tourism, both in hotel and non-hotel operations. The Grupo Hotelero Gran Caribe S.A., a public limited company with legal personality and its own assets that manages and markets its own facilities or those of third parties under different modalities and brands.

Another of the companies is Horizontes, which offers and provides foreign visitors with services for the recovery of their health and rehabilitation in the physical and mental order. The Gaviota S.A. Tourism Group, whose objectives are the promotion and sale of hotel and tourist services, as well as its specializations in health, nautical, fishing, diving and other modalities. Islazul is another of the companies, it is a chain that is mainly dedicated to national tourism as well as the Business Group Campismo Popular, also dedicated to ecotourism (Ministry of Tourism, 2018).

Among the non-hotel facilities, some stand out such as: Cubatur: agency in charge of the professional organization of tourist trips to Cuba or other destinations. It also carries out receptive and tour operator services. Transtur: company that provides transportation services to international tourism by buses, minibuses, rental cars, taxis, other cars and any other means of land transportation.

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Caracol: it is a chain of stores of all kinds of products that operates for both national and international tourism (Ministry of Tourism, 2018).

### **Development plan of the province of Cienfuegos**

According to data offered by the Provincial Delegation of Tourism to the Granma newspaper (official gazette of Cuba) in 2015, the Tourism Development Plan in Cienfuegos until 2030 has contemplated the realization of a group of investments with some external financing proposals. For this, the study areas have been updated, the topographic surveys, land tenure / legalization and studies of the environmental baseline for the comprehensive development of the Rancho Luna-Punta La Milpa area (2019-2027) have been carried out; and Punta Barrera and Playa Inglés-La Tatagua (2020-2028). The purpose, according to the report, is to turn the territory into an integrated and strengthened tourist pole based on its potentialities, so that it can be among the most competent and attractive destinations in the south of the Cuban archipelago (Martínez, 2015).

The report itself informs that golf destinations are conceived in the perimeter between Rancho Luna and Pasacaballos, as well as in the one located from Playa Inglés to La Tatagua, with a planned area of 1,748 hectares. On the other hand, the infrastructure (villas and hotels) planned to be built proposes the increase of more than 16,000 rooms, with a density of 31 of them per hectare. There is also a proposal for external financing and conciliation with the National Sports and Recreation Institute (Inder), to execute a funicular water park in the La Punta area (in the bay of Cienfuegos) in the space of only two years; and the cruise terminal (to be erected by the Ministry of Transport), in line with the launch of this modality here (Martínez, 2015).

Similarly, it was reported that among the objectives of the sphere of tourism is the expansion of the Rancho Luna hotel and a project in Cayo Carenas.

The reconversion of a large group of facilities in hotels of the "Encanto" chain is another of the purposes and the hotel plant should grow with new constructions (not belonging to the Encanto hotels) such as the Compact, with 300 rooms; Mar 1 and 2, with 335; Sunset, with 200; and a hotel complex in Cayo Carenas, of a similar number. On the other hand, the technical task for the Residential Nautical Village, a Class A Marina that will have 200 berths, 100 rooms and 256 apartments is already in the completion phase (Martínez, 2015).

### **Inhabitants' perception of tourism development**

The arrival of tourists, especially foreigners, to the province of Cienfuegos and its increase since its declaration as Cultural Heritage of Humanity, in 2005, has been considered by the resident population as a positive element for the socioeconomic development of the province. Tourism activity is perceived as a stimulus for the conservation and repair of heritage sites, the construction of recreational areas, has promoted the training and implementation of both technical and university careers in the area of tourism.

On the other hand, as of 2011, with the celebration of the VI Congress of the Communist Party of Cuba (PCC), the guidelines of the economic and social policy of the country were approved, where cooperative, mixed ownership is recognized, among others. and the private sector of Cuban or totally foreign natural or legal persons, where they all interact as a whole. This has led to a broad development of some private sectors, mainly the accommodation and gastronomy sectors, where the capacity for accommodation and providing food services is much broader than in the state sector.

Another positive aspect that stands out is that precisely because the accommodation capacity is greater in the private sector, this is carried out in rooms that are often part of the main building of the houses and the tourism that visits Cienfuegos, generally it is a tourism that is interested in living with the resident population and consuming local products. The negative effects that these neighborhoods can bring with them, such as transculturation processes and prostitution, among others, are still recognized, although these have been strongly combated by local and national authorities.

CAMELO-AVEDOY, José Octavio, RODRÍGUEZ-ALVAREZ, Nely, MERCADO-PUPO, Yoandris and REYERO-NIETO, Roberto Fidel. Cuba: characterization of two provinces with tourism potential for regional economic development. Case. Cienfuegos and Las Tunas. Journal of Social Researches. 2021

## Conclusions

The emergence of international tourism in Las Tunas is produced from measures implemented in the 90s as an alternative to boost the economy to counteract the negative effects of the economic crisis. At present, tourism development continues to be a proposal for the government, so it needs to be detonated with higher priority.

There is potential for the development of the tourism sector in the province of Las Tunas, both in sun and beach tourism in the north, and in the city, the latter mainly in the main city.

The community considers that tourism in the territory of Las Tunas is not developed, that the economic backwardness compared to other regions of the country is due to the scarce tourism in the territory. The population assumes that tourism will benefit them since it is an employment opportunity, income derived from the tourism sector, investment opportunities, business and a driver of social indicators.

The province of Cienfuegos, being in the center of the country, has a privileged position, being an obligatory passage for people who travel from one end of the island to the other. This has represented a great opportunity for the implementation of tourism in this region of Cuba, to which should be added the extraordinary geographical conditions that it has, with a great variety of ecosystems ranging from marine, coastal, mangrove, mountain, among others and the great cultural and patrimonial wealth that the city of Cienfuegos possesses.

The Tourism Development Plan in Cienfuegos until 2030 has contemplated, as has been seen previously, the realization of a large group of investments, ranging from hotels to golf courses. This will require carrying out multidisciplinary studies that allow evaluations to be made, but, above all, that take into account the perception of risk, both natural and social in nature.

Sustainable Regional Development is something that the entire island must implement in order to preserve economic activity in the long term, regardless of any of the economic branches in question; the size of the island urges it to take care of its natural resources and its territory to achieve sustainability and sustainability of social improvement.

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## Design of a parklet for the handcraft artisans community development

### Diseño de un parklet para el desarrollo de comunidades artesanas

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#### Abstract

The artisan is a representative of Mexican culture, his techniques for making handicrafts passed down from generation to generation and their craftsmanship tells the story of his past. Over the years, they have become a vulnerable group, since their only livelihood is the creation of handicrafts, in many cases devalued. This project is focused on a specific artisan community that is concentrated in the Indigenous Craft Development Center (in its Spanish acronym, CEDAI) located in the city of Querétaro, Mexico whose intervention is pertinent since, despite being a fixed point of sale, the influx of this space is low, indicative of reduced sales. The objective of this work is the design of a parklet outside of the CEDAI making use of social methodologies to provoke a greater influx of people. Constructivism and phenomenology being the pillars of the project, and the Design thinking as the development guide which suggests the steps to carry out the product design. This work is an example of how the use of social methodologies in conjunction with design methodologies are the guide for the construction of urban elements that are sustainable.

**Parklet, Constructivism, Phenomenology, Design thinking**

#### Resumen

El artesano es un representante de la cultura mexicana, sus técnicas de elaboración transmitidas de generación en generación y su artesanía cuenta la historia de su pasado. Con el paso de los años, se han convertido en un grupo vulnerable, ya que, su único medio de sustento es la creación de artesanía en muchos casos desvalorizada. Este proyecto, enfocado en una comunidad de artesanos concentrada en el Centro de Desarrollo Artesanal Indígena (CEDAI) ubicado en la ciudad de Querétaro, México, cuya intervención es pertinente ya que, a pesar de ser un punto de venta fijo, la afluencia de este espacio es baja, indicativo de ventas reducidas. El objetivo del presente trabajo es el diseño de un parklet (parque pequeño) al exterior del CEDAI haciendo uso de metodologías de índole social para provocar una mayor afluencia de personas. Siendo el constructivismo social y la fenomenología los pilares del proyecto, y el Design Thinking, la guía del desarrollo que sugiere los pasos para la realización del diseño del producto. Este trabajo es un ejemplo de cómo el uso de metodologías sociales en conjunto con metodologías de diseño son la guía para la construcción de elementos urbanos que sean sustentables y sostenibles.

**Parklet, Costructivismo, Fenomenología, Design thinking**

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## Introduction

From the development of the research and development of the project, a growing problem was registered in the city of Querétaro. The artisans of the region who are dedicated to selling their crafts, generally try to sell it near the downtown of the city and are classified as street vendors. This has become a big problem for them, because of the sale of handicrafts that represents the economic sustenance in the families of artisans.

There is a local proposal to address this problem from which the Indigenous Handicraft Development Center (by the acronym in Spanish CEDAI) is created, where artisans have a decent space for the sale of their handicrafts, thus eliminating the problem of street vending; However, this solution gave rise to another problem, which is the low influx of people who visit and buy in this space.

It is intended that the installation of a parklet could solve the problem described above. Through strategic design it seeks to attract the attention of people who pass near the CEDAI, with the aim of allowing the crafts that are within this space to be exhibited, thus being an extension of CEDAI, thereby seeking to improve the influx of people and therefore the sale of handicrafts.

In this text will be shared the process of design of public space for urban intervention and the expected results for this project.

## Parklet and the artisans

In 2010, according to the Ground Play web page (2020), small green spaces of 3.05x6.09 m appear in neighborhoods in the city of San Francisco. These small parks, better known as parklets by the word park and let that that works as a diminutive, which replace parking spaces with a rest area that is open to all public. Each of them has an original design, some have simple designs, while others have more artistic approaches. An important characteristic is that they all comply with the American law for people with disabilities (ADA).

The City of San Francisco has taken an evidence-based approach to understanding the benefits of parklets. It includes a database of parklets in the city, this information is publicly available, and allows to know the impact that this type of urban intervention has in the areas where they have been placed.

The organization Ground Play (2020) gathers data together with interviews made directly to users, sponsors, passers-by, companies that are in the area and city personnel, this to observe the human impact that parklets have on people.

Mura (2013) describes the parklets project as the “most famous urban planning tactical change policy”, as it exemplifies the entire cyclical process of formalizing an urban tactical intervention as a primary component for an environment of change within a city. In addition, it takes up the most important points of the great success of this project in the city of San Francisco, starting with the fact that the city demonstrated an important commitment to innovation in public spaces, on the other hand citizen activists inspired others and influenced them, the project itself received support from various leaders, which have had an impact on its institutionalization, on the other hand, the private sector found a win-win situation by contributing economically to this type of project. The Parklet project arrived in Mexico in 2013.

The destined place was the Federal District (now Mexico City or by its acronym in Spanish CDMX) with the name of "pocket park", this as a resolution to the problem of lack of recreational spaces in the city. The people in charge of bringing this project to Mexico were Tania Asaldi, Julien Salabelle and Gerardo Asaldi, members of the architectural firm “Development Architecture Sustainability” (DAS). The idea was developed from the creation of light structures that were easy and quick to assemble and disassemble, this with the aim of being able to move them to different spaces in the city. The approximate assembly time is 20 minutes with a work team of 3 people (Universidad de las Américas de Puebla, 2014).

Another project was carried out by the Mexicaltzingo studio, which began in February 2017 and completed at the end of November of the same year with the authorization for its implementation. One of the obstacles that arose was that the neighbors were unaware of the benefits, which implied obtaining consent for the development of the project (Lepe, 2018).

The typical application of parklets is in narrow or very congested streets that prevent the installation of sidewalk cafes, or where tenants or residents of areas find the need to expand recreation areas to public space. Commonly, to obtain a parklet, tenants or property owners have to make an agreement with the city, in some places they do directly with a process already established by the city to request it, seeking to intervene one or more parking spaces. The parklets are normally managed by the society of some adjacent businesses or by residents of the area in order to keep them free of trash and dust. When there are no people to take care of this, the parklet must be installed and maintained by the city as a traditional park or public space (NACTO, 2015).

The advantages of parklets according to Jaller and his collaborators (2021) directly involve pedestrians, since there is an enormous advantage that the traffic that circulates includes the movement of pedestrians, thus helping urban traffic to serve more people. By promoting the implementation of more and better urban installations that facilitate pedestrian traffic, it generates a better transportation system. The parklet, being an urban facility that functions as a recreational space for pedestrians, helps to encourage pedestrian traffic and does not compromise the efficiency of the transport network, in addition, it is important to take into account that it gives life to the streets.

Based on the evidence of the benefits that parklets bring within the city, this project is relevant for solving the problem of the sale of handicrafts in CEDAI.

Speaking of artisans, Novelo (2002) points out that, for Western society, a craftsman is called that because of their way of working because they do not conform to the way of working and learning of the academy. Some of them produce creative, artistic and original objects, which are recognized by society, which also values the producer as a specialist in his job.

This can also include an entire family or even a community.

On the other hand, Martínez, et al, (2018) when referring to crafts comment that it is the set of activities carried out by an artisan that works with his hands. Few technological means are used for its creation, however, there are tools that facilitate the work. In ancient times, when modern machines and some of the tools that are used today did not exist, objects were made in a traditional way, for this reason craftsmanship was not considered an art. From a technological point of view, crafts can be defined as a production process that is fundamentally manual. For anthropologists, it is a traditional form of production, this being the tradition that inherits the techniques, tools and designs of the same crafts. On the other hand, from the cultural point of view, crafts are also considered as popular art, anonymous art that is transmitted from generation to generation, from parents to their children.

### *Querétaro se Diseña*

Organization created by a group of experts from the creative sector, private initiative, civil society and the educational sector; its objective is to transform the city of Querétaro through design (Querétaro se Diseña, 2020).

In order to have a creative city, it is necessary to have a well-established collaborative network. This network is made up of the Council of *Querétaro Creativo*, the agency that managed to put the creative sectors at the forefront of the municipal public agenda. Its desire is to show the creative environment of the city, mainly, taking design as a trigger for social transformations in the country, Latin America and the world (Querétaro se Diseña, 2020).

The candidacy of the city of Santiago de Querétaro- Mexico, to be named “Creative City” was presented by the municipal government on July 15, 2019, with Frédéric Vacheon Oriol, representative of UNESCO in Mexico. A part of this process consisted of the realization of a census that UNESCO conducted of more than 2,000 companies in the creative sector in the municipality of Querétaro (Márquez, 2019).

Due to the above and for the purposes of the project, a collaboration was sought with the organization Querétaro se Diseña, with the aim of strengthening the support networks for the development of the parklet as an urban tactical intervention that results in a social and economic benefit for the artisan community. of CEDAI.

### **Methodological framework**

The methodological approaches selected for the realization of this project were: constructivism and phenomenology, while Design thinking was a guide for the realization of the design, complemented in an overwhelming way with the Lego Serious Play methodology, implemented in the empathizing stage.

### **Social construction**

For Carretero (2009), constructivism focuses on knowing the idea that individuals form with respect to social and cognitive aspects. Each individual generates these constructions with their daily experiences. Knowledge as such is not a reproduction equal to reality, but a construction that human beings, who live in society, make through perception. The individual develops this construction from the knowledge he has and his previous experiences, based on the environment and context in which it is developed.

### **Phenomenology**

Phenomenology is characterized by focusing research on personal experience, as opposed to studying the facts from group perspectives. It is based on four key pillars: “temporality (lived time), spatiality (lived space), corporeality (lived body) and relationality or communality (lived human relationship)” (Álvarez-Gayou, 2003). Phenomenology considers that each human being has unique perceptions and experiences that are added to the experience and context of the individual with people, situations, objects and events.

J. Morse and L. Richards (2002) cited by Álvarez-Gayou (2002) say that phenomenology has two premises, the first is that personal perception gives evidence of the existence of the world, not as idealized in his head, but how you live it; thus, experiences and environment are fundamental elements in phenomenology.

The second premise tells us that the mere existence of the human is interesting and significant, since there is always consciousness, this implies that each individual can be described and understood in their own context (Álvarez-Gayou, 2002).

### **Lego serious play**

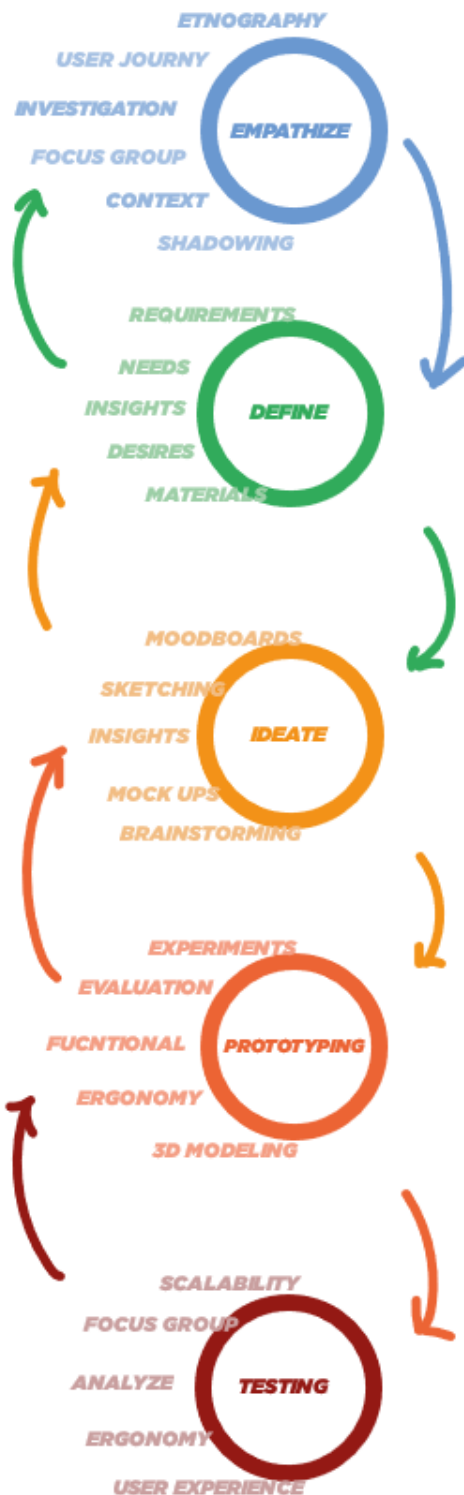
This methodology according to González and Villamizar (2018) can be defined as a form of activity that is based on imagination, integrating social, cognitive and emotional dimensions with benefits of the same game to be influential in the challenges faced by organizations. The methodology is based on the Serious Game, which is the interaction between hands and brain and on analogical reasoning, that is, the use of knowledge from a "known domain to a less known one"; so it uses metaphors to make it easier for people to communicate when making decisions in organizations. In the methodology workshops, LEGO blocks are used so that the participants can build models with which they express ideas, around a theme or social construction, in an exploratory, synthetic and divergent way, for design purposes, these contributions are They are considered valuable in the first steps to formulate strategies.

### **Design thinking**

Design thinking (DT) is a creative method to generate innovative ideas that focuses efforts on understanding and solving real user problems. This method is based on the thought processes of product designers (Design Thinking in Spanish, 2018), it began to be developed theoretically at Stanford University from the 70s, later the design consulting company IDEO develops it in depth, today it is its main ambassador.

The process that Design thinking follows considers 5 important steps to achieve innovation that can be seen in the following graphics:





**Graphic 1** Methodology for the development of the parklet design, based on the information from design thinking in Spanish (2018) and on Universal Methods of Design (2012)

### Methodologic implementation for the design

Taking into account the use of the previously explained methodologies, a methodology was created that adjusted to the needs of the project and the result was the following:

### Empathize

**1** Approach to Querétaro se Diseña

**2** Approach to the Artisans

### Define

**3** Make a list of requirements

**4** Functional structure

### Ideation

**5** Generate a design proposal

**6** Design validation through a focus group

**7** Final changes in the design proposal

### Prototyping

**8** Rapid prototyping

**Graphic 2** Methodology used for the design of the parklet based on the DT

Source: Own elaboration

1. Approach to *Querétaro se Diseña*

Agreements were made with the organization "Querétaro se Diseña" presenting the requirements of the project, the commitments for the production of the prototype, the agreements with the city and the corresponding permits to carry out this project were defined.

2. Approach to artisans

From a phenomenological social approach, based on Design thinking and the Lego Serious Play methodology, the design proposal for the development of a parklet was generated together with the artisans of CEDAI that would attract passersby and allow artisans to exhibit their products.

3. Make a list of requirements

The insights found in the previous stages were defined, this with the aim of making decisions regarding the needs of the artisans, the needs of the users and the needs of the place chosen for the implementation of the urban intervention.

#### 4. Functional structure

Along with the defined objectives and requirements, the functional structure of the product was realized, since through this step the functionality and user experience needed by both artisans and potential customers can be visualized.

#### 5. Generating design proposals

In this step, the design proposals that meet the objectives, requirements and functions defined above are materialized.

#### 6. Focus groups for design validation

A focus group with artisans was prepared to choose the design proposal that best suits their needs, in addition to a second focus group to learn the ideas of potential clients. At the end, a list of requirements is generated to improve the product.

#### 7. Final changes in the design proposal

Potential improvements were visualized for the final proposal, which was presented to the artisans to finalize details. After completing the validation, the prototype production plans are made.

#### 8. Rapid prototyping

Rapid prototypes were made for validation of the space; dimensions, ergonomics, functionality and user experience.

### Results

#### Empathize and define

The application of the Lego Serious Play methodology achieved integration and approachment with the volunteer artisans at CEDAI. The interview with the artisans and a structured survey helped to detect symbolism that enrich the proposal to arrive at the best possible design. Table 1 shows the set of most frequent responses in the interviews carried out.



**Graphic 3** Craftsman explaining his idea for the parklet through the Lego Serious Play methodology

Question	Base answer	% of the answers
Do you make crafts or only sell them?	I do and sell crafts	86%
Are there more members of the family dedicated to make crafts?	Every member of the family participates	86%
How can we represent our culture in a public space?	It has to look handcrafted	57%
What color do you think reflects more the Mexican culture?	Vivid and flashy colors	71%
What type of furniture would you put up for crafts exhibit?	exhibitors	71%
What kind of crafts would you exhibit?	Every craft that is in the CEDAI	100%
Would you give courses in a public space of this size?	Yes	85%

**Table 1** Responses highlighted in the survey of CEDAI artisans in the LSP methodology

#### Ideation

In this stage, the requirements established from the interviews with the artisans and the evaluation of the needs were taken into account. The first step was the realization of sketches from these ideas for the realization of the product, later singular elements were taken and adhered to the requirements and needs of the project, exploring different forms and spaces for a functional parklet design.



The creative process, on the other hand, strengthened the project, since through ideas and proposals embodied in sketches as shown in graphic 3, elements that could contribute to the final proposal could be identified, taking into account the needs and desires previously identified.

It is important to note that after the validation of the design by government bodies, it is intended to build and evaluate the functionality, aesthetics and appropriation of the product by end users. To comply with the above, a statistical evaluation of the influx of people who come to CEDAI will be carried out to assess whether the parklet contributes to increasing visitors and economic income. For this, a survey based on an unstructured hedonic scale will be used to evaluate the perception of value of the users towards the space, the artisan products and the courses that may be offered. This survey will be analyzed with the method of Qualitative Comparative Analysis, whose main objective is to give an exhaustive explanation of the phenomenon that is being investigated from solutions based on Boolean's Algebra. This will allow describing the elements that intervene and their interaction by including an urban element in a public space such as the parklet.

### Acknowledgments

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### Conclusions

Having the opportunity to make design that adds value to society is the most noble and important form of design that can be done. In this work that was carried out with the CEDAI community of artisans in the city of Querétaro, a value was obtained beyond the curriculum, since the design of an urban intervention that will have an important social impact in the city, something that reinforces our culture and that contributes to a vulnerable group such as artisans.

The methodology carried out was of great importance, since through social construction and phenomenology the idea of the design of this space was formed, together with the Design Thinking guide. It is considered that the methodology followed in this work was a great success, as it was perfectly adapted to the needs of the project and its context.

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## The social skills developed in professional practices with psychology students at the FPyTCH community service center at UJED

### Las habilidades sociales desarrolladas en las prácticas profesionales con estudiantes de psicología en el centro de servicios a la comunidad la FPyTCH de la UJED

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#### Abstract

**Objective:** To know the evolution of the social skills developed in the professional practices in students of the Degree in Psychology of the Faculty of Psychology and Human Communication Therapy of the Juárez University of the State of Durango.

**Methodology:** A flexible procedure was followed to read the data obtained with the application of the Gismero social skills scale, which allowed us to examine the data and categorize them with the idea of describing the evolution in the skills analyzed in the population described.

**Contribution:** The evolution of the social skills of psychology students as residents is described, within the Community Services Center at the Faculty of Psychology and Human Communication Therapy belonging to the Universidad Juárez del Estado de Durango.

**Social skills, Students, Psychology, Professional practices, Evaluation**

#### Resumen

**Objetivo:** Conocer la evolución de las habilidades sociales desarrolladas en las prácticas profesionales en alumnos de la Licenciatura en Psicología de la FPyTCH.

**Metodología:** Se siguió un procedimiento flexible para la lectura de los datos obtenidos con la aplicación de la escala de habilidades sociales de Gismero, que permitió examinar los datos y categorizarlos con la idea de describir la evolución en las habilidades analizadas, en la población descrita.

**Contribución:** Se describe la evolución de las habilidades sociales de los estudiantes de psicología en calidad de residentes, dentro del Centro de Servicios a la Comunidad en la Facultad de Psicología y Terapia de la Comunicación Humana perteneciente a la Universidad Juárez del Estado de Durango.

**Habilidades sociales, Estudiantes, Psicología, Prácticas profesionales, Evaluación**

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## Introduction

The School of Psychology and Human Communication Therapy (FPyTCH) has a Community Service Center (CSC), where students can perform their social service contributing to their professional and academic training.

Social skills are an important topic in the professional training of psychologists, since it is expected that upon graduation they will be able to handle skills such as problem-solving, speaking, and establishing rapport, among others.

The need to improve interpersonal skills, manage stressful situations and increase the well-being of health personnel has been identified as essential for the proper functioning of psychology students. For such reason, it is necessary to highlight the importance of social competence, due to the fact that they constitute an emerging professional class that has in social interaction the basis of their actions; in social sciences, "in psychology in particular, the interpersonal difficulties of students are even more critical, given the interpersonal nature of the performance and the object of study of these disciplines" (Herrera, Freyres, López & Olaz, 2012 p. 279).

## Justification

Interpersonal and communication skills in a clinician encompass the ability to gather information in order to facilitate accurate diagnosis, appropriate advice, give therapeutic instructions, establish care and relationship with their patients (Ortiz & Beltran, 2016, p. 3).

The competencies of a clinically focused professional are complemented through professional practices, social service or residencies, or in simulation or role-playing situations in the academic load and in the day-to-day practice involved in the development of the profession.

## Problem

The Psychology career belongs to the health sciences, seeking to promote the emotional well-being of people, as well as the mental health of the population and the improvement of the quality of life.

Therefore, it is essential that within the professional practice students have solid and strengthened emotional bases so that the professional activities to be performed are not hindered by emotional problems or lack of ability to be carried out (Ordaz, 2013, p. 6).

## Objectives

General:

- To know the evolution of social skills developed in professional practices in students of the Bachelor's Degree in Psychology of the FPyTCH.

Specific:

- To evaluate the social skills at the beginning and end of the professional practices in students of the Bachelor's Degree in Psychology of the FPyTCH.
- To analyze the changes presented in the results of both applications.
- To favor personal and professional training in students of the Bachelor's Degree in Psychology of the FPyTCH.

## Methodology

This research followed a flexible process of analysis of the data collected with the resident students of the Bachelor's Degree in Psychology, the data were collected during the period of professional practices at the Community Services Center in the School of Psychology and Human Communication Therapy belonging to the Universidad Juárez del Estado de Durango, through the application of Gismero's social skills scale.

For the elaboration of the results, a series of stages were followed as recommended by Mejía (2011), which were finally organized in three moments that facilitated the description of the results:

- In the first, the scores obtained in each of the social skills evaluated were read.

- In the second, comparisons were made between them, finding similarities and differences that made it possible to elaborate categories of weighted traits on the social skills of the evaluated population.
- Finally, a selection and ordering of the qualitative data obtained on the social skills developed by the students and the period already mentioned was carried out, with the idea of describing the evolution of the skills analyzed in the population described.

### Population and Sample

The present research was conducted with students of the Bachelor's Degree in Psychology of the FPYTCH who were doing their professional practices and wanted to participate voluntarily in the research and were willing to sign an informed consent, in order to obtain better results in the application of the tests.

A convenience sample was used (Hernández, Fernández & Baptista, 2014, p.401), in which a non-probabilistic and non-random technique is used, with the purpose of creating a sample based on the ease of access to the population and the establishment of the availability of the students through informed consent prior to the intervention.

Degree	Sex	Academic level
18 Psychology students.	3 Men. 15 Women.	5 6 <sup>th</sup> semester students. 4 7 <sup>th</sup> semester students. 9 8 <sup>th</sup> semester students.

Table 1

### Theoretical Framework

The term social-emotional skills or social-emotional learning is currently used. When they are referred to as skills it has the connotation of the possibility of their educability or training, while socioemotional learning can be described as the acquisition of various socioemotional skills, among which are self-knowledge, self-regulation, social awareness, skills to relate to others and responsible decision making (García, 2018, p.5).

Social skills are defined as behaviors that help to have interpersonal relationships in various social factors to obtain success in the professional and occupational. "The establishment of satisfactory social relationships help the person to perform successfully and healthily in different areas, both in affective relationships, as well as in professional, work and academic life is a salogenic factor of great importance" (Morán and Olaz, 2014, p. 94).

Social ability is the ability of the subject to perform successfully in the environment and achieve the satisfaction of their needs; it is a quality related to the health, emotional adjustment and well-being of individuals. Therefore, the practice of social skills "helps to raise the levels of self-efficacy, personal resources and social competence of individuals, thus improving their possibilities for a creative life and social well-being" (Arancibia & Péres, 2007, p. 135).

"Socioemotional competencies serve as part of prevention to reduce different risk situations such as violence, depression, stress, among other situations, thus minimizing the vulnerability of the person to dysfunctional situations" (Bisquerra, 2005 cited in Aguilar, Moreno & Torquemada, 2019, p. 216).

### Relevance of social skills.

"The deficit in the development of HHSS lies in the maladjustment or difficulty to engage in interpersonal relationships, since one possesses a series of negative consequences such as low social acceptance or social rejection, psychological maladjustments, emotional, academic problems and antisocial behavior" (Bueno, Durán and Garrido, 2013 in Pulido and Herrera, 2014, p. 262).

In addition to the first stages of primary education during the higher education stage, the acquisition and strengthening of HHSS for professional life is crucial, fundamentally in careers where interpersonal relationships are part of the field of work (Padilla, Colunga, & Aguilar, 2019, p. 71).



**Social skills in university life**

The HHSS is a set of behaviors that allows the person to function functionally develop both in the social and professional spheres, which is why importance is given to the topic of social skills in university students, since they are defined as the basis of social competence, which students must face.

The acquisition of HHSS is a lifelong learning process, where the transition to new experiences and contexts makes modifications in social goals and demands broader repertoires of interpersonal behaviors.

“There are studies carried out by Argyle, Bryant and Trower in 1974 on social performance in university students, where it was observed that they present deficits in their social competence; these authors found that 10% to 30% of a sample of Oxford students presented great difficulties in common social situations such as approaching other people, going to discotheques, taking the initiative in a conversation, talking to people of the other sex, among other things” (Herrera et al., 2012, p. 278).

The importance of social competence in university students is emphasized, given that they constitute an emerging professional class whose actions are based on social interaction. In the social sciences, "in psychology in particular, the interpersonal difficulties of students are even more critical, given the interpersonal nature of action and the object of study of these disciplines".” (Herrera, et al., 2012, p. 279).

One of the main disagreements of young university students is that, within the study plan, the difficulties of development in social skills are not included, nor are theoretical and methodological tools provided to face them, nor do they have prior information about the work they will have to perform, nor the customs and beliefs of the social context, "sometimes finding themselves in situations of isolation and vulnerability reflected in a sense of lack of control and loneliness that can lead to a phenomenon such as depression and insecurity related to their personal integrity” (Ortiz & Beltrán, 2016 ,p. 2).

**Social skills in professional practices in psychology students.**

Interpersonal and communication skills in a clinical professional encompass the ability to gather information in order to facilitate accurate diagnosis, appropriate counseling, give therapeutic instructions, establish care and relationship with their patients (Ortiz & Beltrán, 2016, p. 3).

In the training of social skills, it is essential to create mutually beneficial relationships, stimulate participation and enthusiasm, consolidate group identity and commitment, share merits, among other skills of a balanced and creative personality. (Ordaz, 2013).

A fundamental factor for students to become cultural and learning promoters is related to social practice; therefore, it is necessary to develop in students with a clinical approach knowledge and skills that allow them to promote culture and scientific-technical advances of their profession in their social bond (Ordaz, 2013).

In order to achieve a future socially skilled professional, it is essential to develop a group of skills through which pleasant emotions are generated, unpleasant ones are controlled, unfavorable criteria are adequately expressed in the context, respecting the judgments of others, teamwork, as well as the effective resolution of professional and personal problems.

Higher education should not only provide solid competencies for the world of today and tomorrow, but also contribute to the formation of a citizenry endowed with ethical principles, committed to the construction of peace, the defense of human rights and the values of democracy (Ordaz, 2013).

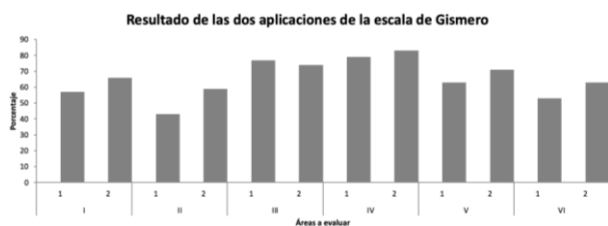
**Results**

The application of a Gismero social skills scale was carried out, the population was kept constant and it was performed at two moments, at the beginning and end of the semester.

The following is a description of the areas evaluated:

– I Self-expression.

- II Defense of one's own rights as a consumer.
- III Expression of anger or disagreement.
- IV Saying no and cutting off interactions.
- V Making requests.
- VI Initiating positive interactions with the opposite sex.



**Graphic 1**

This table shows a comparison of the two evaluations applied to the students during their professional practices, showing the first and second application within each area to be evaluated. The higher the score, the higher the skill acquired in the corresponding area.

### Acknowledgements

To the Faculty of Psychology and Human Communication Therapy of the UJED, for the facilities provided to work with their students.

### Conclusions and recommendations

From the work carried out in the present investigation, the following conclusions can be drawn from the objectives:

- The social skills of the psychology students who carried out their professional practices in CSC of the FPYTCH, at the beginning scored with a percentage somewhat close to the average (68%), however, at the end an advance in the development of these skills was noted, with a percentage close to 80%.
- It is important to note that, although these skills were strengthened during this period, the expression of anger or disagreement was diminished as a skill.

- The most latently developed skills in both applications are saying no and cutting interactions, as well as defending one's own rights as a consumer, perhaps this may be due to social behavioral norms or fear of not being accepted in a social circle.
- With percentages close to 80% in the second application, the residents were able to show expressions of anger and make requests, which considerably favors their emotional intelligence with the good management of emotions or feelings.
- The most significant increase, between one application and the other, was found in self-expression skills in social situations and initiating positive interactions with the opposite sex, perhaps this may be due to the age of the sample population, in which sentimental and social relationships become more important.
- During the present investigation, the personal and professional training of psychology residents and social service providers is favored through the implementation of social skills, as well as the acquisition of new knowledge generated from clinical supervision and the implementation of assertive signing of their HS.

Finally, it can be concluded the importance of continuing to generate research on the present research topic, as a topic of relevance for mental health professionals, as well as to promote the generation of academic material that will enrich future research.

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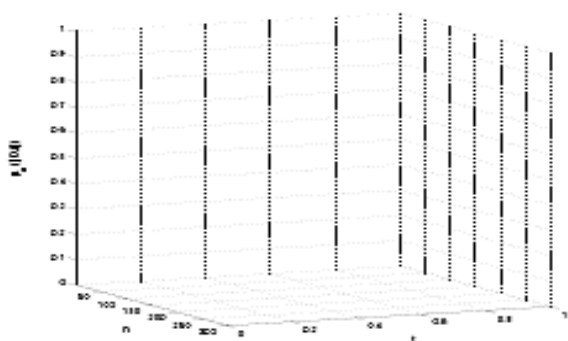
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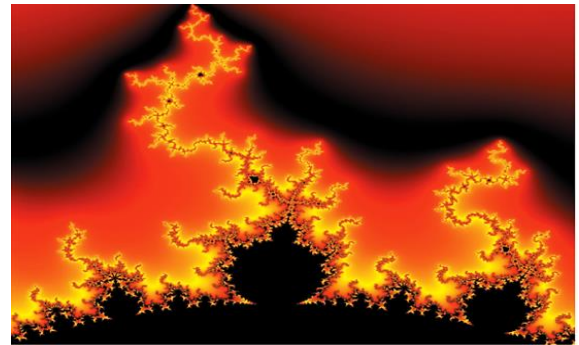
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