
Analysis of the Magic Town of San Pedro Tlaquepaque under a socio-environmental approach.

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Abstract

Seen within the vibrant tapestry of Mexico's cultural heritage, San Pedro Tlaquepaque stands as a gem in the Guadalajara Metropolitan Area; this charming County has long been celebrated for its rich traditions, bustling markets, and artistic flair. However, in the pursuit of tourism-driven economic growth, the delicate balance between social well-being and environmental sustainability must be maintained. This article delves into the world of tourism in San Pedro Tlaquepaque, emphasizing the importance of nurturing both social and environmental facets to ensure a sustainable future. Sustainable development has become a relevant topic that is unquestionably linked to any activity that has natural and cultural resources as its basic input, including all types of tourism. This study aims to address as an object of study the problems present in the defined area, caused by the development of tourism. For this purpose, diagnosis is proposed as a tool that provides the necessary data as input for future investigations, as well as the review of records to have a prior analysis of interest. The links between nature and society are analyzed to determine what effects one has on the other.

Keywords:

Tourism development;
Second keyword;
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1. Introduction

The rapid process of socio-environmental change experienced by urban environments, the progressive concentration of the population in cities in 2050, around 66 percent of the population will live in urban areas (UN, 2004) and the fact that Most of the global environmental impacts will have their origin in them, they reveal the need for better knowledge of the processes of change in urban areas in their social, environmental, economic, cultural and political aspects.

Therefore, urban studies are at the center of a growing number of works that are prepared from different perspectives and disciplines. Among them, an analysis under a socio-environmental approach provides a general view of the changes in urban settlements. According to this approach, it is possible to identify the current environmental problems and possible solutions, through investigation into social perception and ecological threats (Ortega R., et. 2010). These objectives should be achieved by explicitly identifying two main elements. On the one hand, the political, social, economic, cultural, and environmental conditions that produce certain urban landscapes

San Pedro Tlaquepaque is famous for its vibrant arts and crafts scene. The city is home to numerous art galleries, studios, and workshops where local artisans create pottery, glassware, textiles, and more. The social environment here is deeply rooted in the artistic and creative expressions of its people.

1.1 Tourism: The social environment of Tlaquepaque is influenced by tourism, as the city attracts visitors from around the world who come to experience its unique culture. Tourists often engage with the local community, contributing to the city's economy and fostering cross-cultural interactions. This County hosts various festivals and traditions throughout the year, such as the National Mariachi Festival and the Day of the Dead celebrations. These events play a significant role in shaping the social fabric of the city by promoting cultural exchange and community participation.

1.2 Social approach: Local San Pedro Tlaquepaque is home to diverse local communities, including indigenous groups. The social environment reflects this diversity, with various cultural practices and traditions coexisting and influencing daily life.

Social Challenges: Like many urban areas, Tlaquepaque faces social challenges, including issues related to poverty, access to education, and healthcare. Understanding these challenges is crucial for a comprehensive study of the city's social environment.

In 2018, with the entry of the new government, a series of projections were carried out that preceded a general analysis of the municipality. Government proposals regarding expectations and diagnostic results were made public to show the state of the municipality at a social, environmental,

economic, and political level. As well as to identify possible problems and offer solutions to be carried out in the next years of government. Due to its evaluation, the creation of action plans and policies was promoted to reduce vulnerability and provide follow-up for good growth of the municipality.

In the management of the municipal climate action plan of San Pedro, Tlaquepaque, it was identified that the collaboration and work of all areas and agencies is necessary to assume and undertake a strategy of Adaptation and Mitigation to Climate Change in the municipality caused by natural reasons, the emission of CO₂ and other gases that trap heat (Government of Tlaquepaque, 2018). Through this action plan against climate change, the creation and strengthening of actions of the various municipal areas that will intervene in its implementation is intended; promoting the creation of public policies that allow the development of strategic actions and financing sources to achieve the implementation of sustainable mitigation and adaptation measures.

1.3 Environmental approach: The communication of science concerning environmental problems has been studied in various ways and with different approaches: in terms of its efficiency in influencing the practices of recipients or their involvement in socio-environmental problems, about the role of the media in the configuration of the meanings conferred on the environmental, ecological or sustainable, in the analysis of specific communication products, or the impact of certain actions on the transformation of public policies (Herrera-Lima, 2018, in press).

Some authors raise distinctions between environmental problems and socio-environmental problems, referring in the first case to issues related to the wear and tear that natural resources are suffering and expanding this issue in the second case to the incorporation of these issues to the communities directly affected. by the impacts derived from a specific project (Orellana, 1998). A similar distinction is made by Aledo and Domínguez (2001) between ecological problems and socio-environmental problems. This position has, however, been discussed, since there is no “environmental problem” without a “social dimension” (Fontaine, 2004).

One of the relevant characteristics of socio-environmental problems is the multiplicity of actors involved, who have different and, in many cases, opposing views regarding their definitions, consequences, and implications. This polycontextuality (Günther 1979; Luhmann 2007) is one of the key elements to approach the complexity of the socio-environmental problem, which is why opening this field to exploration is relevant and indispensable to current social sciences.

Socio-environmental problems:

In the municipality of San Pedro, Tlaquepaque, various socio-environmental problems are identified such as:

- Environmental pollution: with air quality generally acceptable to most people. However, sensitive groups may experience minor to moderate symptoms from long-term exposure (Accuweather, 2021). In addition, in 2015-2018 administration a plan called: Municipal Response Plan or

Emergencies and Atmospheric Contingencies was designed considering the fire risks in three particular points as core points for such purposes.

- Vulnerability in the population: there are more than 128,392 people who live in settlements with vulnerable population density, this situation demands urgent attention. To define the risk analysis, the condition of the communities is taken into account, resulting from the interaction of various socio-demographic, environmental, educational, cultural, political, organizational, and infrastructure characteristics, which interact with each other in a territory and, a period. and lead to greater susceptibility of people to suffer harm when exposed to any present threat or danger (Lavell, 1993).

For 2018, the Metropolitan Planning Institute (IMEPLAN, 2021) considered that, for the Guadalajara Metropolitan Zone composed of approximately 14,000 acres, Tlaquepaque had at least 1,233 hectares of irregular settlements, considering that it is the fifth place of those municipalities with the largest surface area with these characteristics, Zapopan being the municipality with the largest irregular settlements (1,849 acres).

In this regard, the National Council for the Evaluation of Social Development Policy (CONEVAL), based on the poverty measurement it carried out between 2010 and 2020, shows a significant improvement in poverty reduction, going from 35% poverty in 2010 to 27.4 in 2020, which means that 28,644 people were able to leave that condition. However, a fundamental element is that the lack of access to health services went from 29.6% in 2010 to 31.3% in 2020, which meant that 33,463 people lost this benefit considering the disappearance of Seguro Popular as well as INSABI and the complications that this has derived. (CONEVAL, 2020)

- Environmental sustainability: air quality, waste management, and/or renewable energy generation are very weak and negatively impact urban prosperity. Considering the environment index, which includes aspects such as generation of solid waste, deforestation, exploitation of aquifers, forest cover, protected natural areas, among others, Tlaquepaque is located in 97th place at the state level, which indicates a Low development of the environment in comparison to the rest of the municipalities of the entity, and the thirteenth position in the Central region.

Favorable socio-environmental issues

On the other hand, there are socio-environmental issues that are stable, such as:

- Water: In the Municipal Environment Subindex (2013), it stands out that San Pedro Tlaquepaque is located in a not overexploited aquifer, on which a total of 143,307 inhabited private homes are registered, of which 94.08% have water availability within the house or land, and 97.40% have drainage connected to the public network, septic tank or others.

From this perspective, urbanization processes and their socio-environmental consequences are one of the domains of current critical geographic current identified in the municipality of San Pedro, Tlaquepaque. The socio-analysis Environmental, however, is a wide range of divisible values that

directly and indirectly affect society and its development together with the environment. Socio-environmental problems can and should be addressed from different perspectives since different solutions can be given to the same problem. By the general guidelines of the Basic Index of Prosperous Cities 2018. UN-HABITAT; The local government of San Pedro Tlaquepaque, Jalisco, presents them as a very useful input to consider within its public policy agendas aimed at building prosperity under a comprehensive and holistic approach, to make informed decisions. Among them are the following:

- “Actively intervene in precarious neighborhoods, from local institutions, to provide them with infrastructure and increase access to improved water, sanitation or drainage and electrical energy services. It is advisable to generate alliances from the municipality with state and federal entities to be able to focus supra-municipal funds that finance these actions.
- Encourage and support the location of basic medical services within the municipality and manage programs that offer basic medical services in residential areas or directly in homes for the population that requires it.
- Generate a participatory analysis of security in the city's public spaces, to identify the places and times when the most recurrent crimes occur. Ensure broad participation of civil society, especially women, children, and older adults. Based on this spatial analysis, reinforce surveillance in the most conflictive areas.
- Incorporate design and management guidelines for public space in local regulations that reduce criminal opportunity and the feeling of insecurity, emphasizing nighttime lighting needs. Based on these guidelines, analyze the busiest places and adapt them to guarantee visibility, maintenance, and presence of people throughout the day.
- Define specific programs with public resources dedicated to addressing the educational needs of women, with emphasis on those who work, who are mothers, or who take care for and defend housing in precarious settlements.
- Promote municipal programs for urban reforestation, electric mobility, and non-motorized mobility, among others, to reduce greenhouse gas emissions.
- Promote and implement the use of open data platforms and technologies, especially in the area of local expenses and income.
- Modernize and update the urban cadastre with a multipurpose approach so that it allows increasing real estate collection while integrating complete information systems on the property and being instruments for urban planning policies, encouraging and discouraging land uses by the provisions of urban/environmental development plans.” For this, the awareness and participation of society in stopping environmental problems is of utmost importance since they are directly involved with these problems at the local, national, and global levels.

Socio-environmental problems concern governments and society, which is why it is necessary to promote actions for the conservation, rehabilitation, or restoration of natural resources in the municipality and awareness about the environmental goods and services that nature provides.

Sustainability in the Magical Town of San Pedro, Tlaquepaque.

A Magical Town is a town that has symbolic attributes, legends, history, transcendent facts, everyday life, and magic that emanates in each of its socio-cultural manifestations, and that represents a great opportunity for tourist use. The Magical Towns Program of the Ministry of Tourism contributes to revaluing a group of populations in the country that have always been in the collective imagination of the nation and that represent fresh and different alternatives for national and foreign visitors.

The “Magical Towns” program in Mexico aims to guarantee the tourism sustainability of the territory to combat poverty, preserve the rich and unique existing cultural and historical heritage, and promote the inclusion of the indigenous population.

The sustainability of the municipality of San Pedro, Tlaquepaque is an issue of utmost importance for its development. Being a Magical Town, it receives a large number of tourists, so it is necessary to identify areas prone to developing sustainable tourism that consider traditional, environmental, and rural tourism as a strategy for sustainable development.

For this, the Public Policy: magic Town was established. Strengthen the Historic Center of San Pedro Tlaquepaque, based on its competitive advantages, strengthening cultural, educational, tourist, and economic actions, preserving the cultural and architectural heritage, strengthening and increasing investments to improve the local economy of the inhabitants of San Pedro Tlaquepaque, Jalisco.

Government action plan for development and consolidation of the Pueblo Mágico Program including the municipal seat and its different municipal centralities.

Ensure the maintenance of urban furniture, nomenclature, and signage of the Historic Center, as an element of tourist image and municipal economic promotion.

Promote collaboration schemes between different levels of government, academia, and private initiative, to ensure the maintenance of the properties protected for their historical value in the Historic Center and each of the Municipal Delegations.

Establish clear and agile coordination mechanisms to attend to the installation, opening, and maintenance processes of businesses and companies in the Historic Center and each of the Municipal Delegations.

Strengthen and update the regulations that govern economic activity, protection, and conservation to protect the historical and built heritage, in the Historic Center area, as well as in the municipal delegations and agencies.

Implement training, updating, and certification programs in the provision of services corresponding to the norms, criteria, and standards established in the Magical Towns program.

Seek national and international efforts to obtain cooperation, investment, and collaboration for the Historic Downtown.

2. Research Method

This research is carried out in a tourist destination of which there is basic knowledge, different materials will be used to acquire basic information, among them are physical and electronic books, photographs, and writings of the residents, among others.

Documents of interest have been included in the bibliographies that will help complement the information for the research and offer a wide range of possibilities to learn more about the topic.

Research method

A mixed research method will be used that integrates both quantitative and qualitative research and provides a holistic approach that combines and analyzes statistical data with contextualized perspectives at a deeper level.

Data collection method

For this, a case study will be carried out, which according to the definition of Yin (1994, p. 13), is “an empirical investigation that studies a contemporary phenomenon within its real-life context, especially when the limits between the phenomenon and its context.

3. Results and Analysis

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4. Conclusion

Sustainability and socio-environmental problems are completely directed towards the same goal, which is the development and growth of the Magical Town of San Pedro Tlaquepaque.

The breadth of aspects that can be investigated in this program is vast, even without taking into account archives and other research methods for collecting information such as observation of subjects or surveys of residents and tourists. All that is needed is the interest of research professors to join this proposal and begin the consolidation process to search for and capture solutions that can be implemented to solve the problems found in this area.

Tourism is an activity of a social, economic, and environmental nature, the tourist, the local population, the service providers, and the municipality are entities that interrelate and each of them has a different structure, that is, the approaches can be varied and infinite.

Personal interest and that of the institution are similar, that is, tourism is a topic that can be addressed from multiple perspectives so that the phenomenon, industry, or system can provide the variables and solutions that are sought effectively.

Most countries aim towards sustainable tourism, and, since San Pedro, Tlaquepaque is considered a Magic Town, it must bet on this tourism for its economic, environmental, and social development.

Society seeks to grow and conserve its planet; achieving this goal depends on the people and the government.

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