

Tourism organization, planning and management of the auxiliary locality of San Baltazar Campeche, Puebla, Mexico

Ordenación, planificación y gestión turística de la junta auxiliar de San Baltazar Campeche, Puebla, México

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Abstract

Puebla is one of the municipalities with the greatest wealth in cultural manifestations in Mexico, due to the historical process that begins from the period of the conquest. It is the holder of a historical center, Cultural Heritage of Humanity, which has allowed it to hold international events that attract national and foreign visitors. From the tourist point of view, tourism for meetings, congresses, conventions, fairs and exhibitions has been a guiding principle of this activity. The city of Puebla has 17 auxiliary locality that converge in its neighboring territory, some of these localities are already inserted in the urban area of the city, such is the case of San Baltazar Campeche, this locality was established in its beginnings as an indigenous people; Today it is an urban area with important commercial, social, educational and leisure infrastructure. Therefore, it is necessary to develop a Tourism Organization, Planning and Management Plan that allows it to generate social management actions in order to incorporate said territory into the tourist-economic dynamics of the city. Thus, allowing the generation of jobs, better living conditions for its inhabitants and an adequate urban development of this area, which was rural at the beginning and which today encompasses an urban territory of great dynamism for the development of the city.

Auxiliary Locality, Culture, Tourist Attractions, Tourist Management

Resumen

Puebla es uno de los municipios con mayor riqueza en manifestaciones culturales de México, debido al proceso histórico que se inicia desde el periodo de la conquista. Es poseedor de un centro histórico Patrimonio Cultural de la Humanidad, lo que le ha permitido la realización de eventos internacionales que atraen a visitantes nacionales y extranjeros. Desde el punto de vista turístico, el turismo de reuniones, congresos, convenciones, ferias y exposiciones ha sido un eje rector de esta actividad. La ciudad de Puebla es poseedor de 17 juntas auxiliares que convergen en su territorio aledaño, algunas de estas localidades se encuentran insertadas ya en la mancha urbana de la ciudad, tal es el caso de San Baltazar Campeche, esta localidad en sus inicios fue establecida como un pueblo indígena; en la actualidad es un área urbana poseedor de importante infraestructura comercial, social, educativa y de ocio. Por lo que es necesario desarrollar un Plan de Ordenación, Planificación y Gestión Turística que le permita generar acciones de gestión social a fin de incorporar dicho territorio en la dinámica turística-económica de la ciudad. Permitiendo así generar empleos, mejores condiciones de vida de sus habitantes y un adecuado desarrollo urbano de esta área que en un principio fue rural y que hoy en día abraza un territorio urbano de gran dinamismo para el desarrollo de la ciudad.

Junta auxiliar, Cultura, Atractivos Turísticos, Gestión Turística

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Introducción

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

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

The city of Puebla, specifically the historic center, has been developing through a dynamic of cultural-heritage tourism, business and meeting tourism, which require other types of strategies in terms of tourism development and promotion.

In this way, this study will present alternatives in order to incorporate this auxiliary territory which is already framed in the municipal urban dynamics as a support for tourist activities that can be amalgamated to the general tourist dynamics.

Justification

The Municipal Development Plan of the Municipality of Puebla, 2018 -2021 is made up of five thematic axes and 26 programs that structure its operation. In program 1 entitled Right to social welfare with inclusion and equity, it mentions the following:

"Our social policy, as well as the programs and actions that emanate from it, seek to improve the material base necessary for the lives of citizens who have the least: better homes, healthy eating, decent schools and public spaces. But they are also designed to create scenarios that enhance people's capacities and guarantee access to social rights through the reconstruction of the social fabric, collaborative work, recognition of indigenous peoples; prevention of violence against women; care of girls and boys of the municipality and the inclusion of diversity. (City Hall of the Municipality of Puebla, 2019, page 19)

The social welfare proposed in the program is built considering the opinion of the social actors that converge in the territory, it is for this reason that it prioritizes citizen participation as a guiding axis:

"Citizen participation is fundamental to achieve a collaboration scheme between society and the government, for this reason it is a priority to establish mechanisms that allow the connection and citizen interest in public issues and actions. The lack of participatory democracy mechanisms causes the lack of interest of citizens in the public decision-making process, which ultimately leads to unilateral government actions. In this sense, the current challenge involves promoting citizen participation to contribute to improving living conditions through programs that prioritize attention to community needs identified in a participatory manner by the inhabitants of the municipal territory. " (Puebla City Council, 2019, page 21)

The dynamics of tourism requires the operation of a whole system with coordinated elements in order to have quality of travel for the visitor and quality of life for the inhabitant. In program 13 of said plan it states that:

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

Aligned with the strategies outlined above, it is proposed to carry out a feasibility study for tourism in the auxiliary locality of San Baltazar Campeche, a territory that has been absorbed by the growth of the urban area of the city and is currently presented as if it were a spacious neighborhood, as it has been transformed by the dynamics of modernity. In this auxiliary board, according to the INEGI's 2010 Population and Housing Census, there is a population of 22.19%, which is equivalent to 341,640 inhabitants.

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

Theoretical framework

There are two main reasons for the founding of the city of Puebla; the first had to do with the distribution of the encomiendas of the territory of New Spain among the first colonizers who participated in the company and thus found new cities. Another reason was the reason that, since there was no city where travelers and merchants could rest and provide themselves with what they needed on their way from Veracruz to Mexico City or vice versa, it was thought to found an intermediate city.

In this way, on April 16, 1531, the first mass was celebrated and later the first trace of the primitive city was carried out. Despite the setbacks that occurred, 50 houses were established with the same number of Spaniards and approximately one thousand Indians dedicating themselves to livestock, agriculture and commerce, thus founding the city of Puebla.

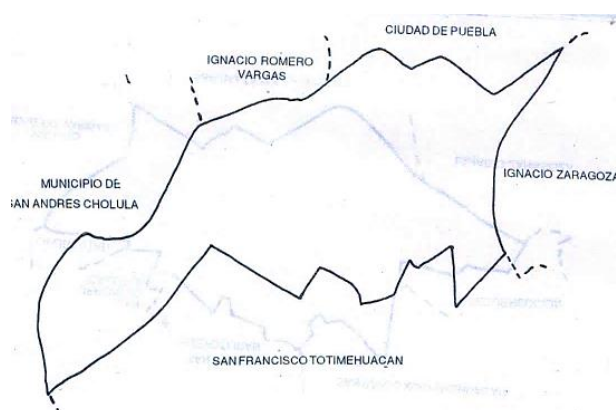
For its construction, indigenous labor was used from nearby towns such as Tlaxcala, Huejotzingo, Tepeaca and San Francisco Totimihuacan, among others; These builders settled in spaces designated for them according to their place of belonging on the outskirts of the original layout, giving rise to the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

San Baltazar Campeche was a settlement that emerged at the same time as the founding of the city of Puebla, having settled in it a group of Tlaxcalans, who were in charge of building the houses and collective works, for which they were allowed to live in the hill called Xilotzingo (place of tender corn) same that adjoined a place called Huexotitla, place of Huexotles or sauces. Don Martín Pérez, who was given the nickname of partidor, was in charge of distributing lots, this character founded in the year 1537 a wheat mill that he called "San Baltazar Huexotitla", in honor of one of the wise men, for be Pérez very believer in this devotion.

In the plan of the city of the year 1698, the territorial jurisdiction of San Baltazar Campeche appears very delimited, said town was isolated for a long time since it had as its limits the San Francisco river and the bridges that connected with the city, which were made of materials very fragile, so they constantly crumbled; It was until 1905 that Mr. Jesús García built an iron one, on July 9, 1937, the municipal president Dr. Sergio Guzmán built a masonry one at the intersection of Avenida 16 de Septiembre and 47 Poniente - Oriente, which allowed easy transit of its settlers.

On September 6, 1962, the XLI legislature of the H. Congress of the State of Puebla decreed that the territorial jurisdiction of the town of San Baltazar Campeche will become part of the municipality of Puebla with the name of Auxiliary Board, with the city of Puebla as a limit, the municipality of San Andrés Cholula and the auxiliary boards of Ignacio Romero Vargas, Ignacio Zaragoza, San Francisco Totimehuacan.

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



Map 1. Geographic limits of the auxiliary locality
Source: Obtained from Carrillo, 1993

The territorial limits are the San Manuel subdivision (east), the Anzures subdivision and Las Salle sports fields (north), the las palmas subdivision (west) and the Bugambilias subdivisions (south).

The locality has its linguistic origin in the name of the San Baltazar Huexotitla mill and in the name of one of the chiefs of the place known as "Campeche", a name of Mayan origin, which is composed of the radicals Kan, serpent, "which means fertility and wisdom and peche "Tick", so it is equivalent to "Snake that bites like a tick" or "Small snake".

Ordination

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

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

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

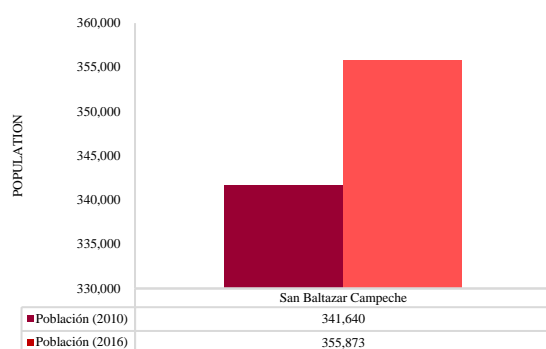
According to the European Charter for Spatial Planning (1983, as I quote Millán, 2009) it is understood as "the spatial expression of the economic, social, cultural and ecological policies of society" (p.3). For its part, within the Mexican regulations, in the General Law of Human Settlement, Territorial Ordering and Human Development, in its article 2, fraction XXVI defines it as:

XXVI. Territorial Planning of Human Settlements: territorial planning is a public policy that aims to occupy and rationally use the territory as a spatial basis for socioeconomic development strategies and environmental preservation. (Chamber of Deputies of the Honorable Congress of the Union, 2016)

Population

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

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



Graphic 1 Population growth of the Auxiliary Board of San Baltazar Campeche 2010-2016

Source: own elaboration based on INEGI, *Population and Housing (2010)* and the *National Housing Inventory (2016)*

The proximity of the Auxiliary Locality with the urban area has allowed it to permeate the growth and transformations of the urban-demographic design of the city of Puebla, vanishing in some way, its geographical borders with the city.

Currently the auxiliary locality of San Baltazar Campeche has 145 neighborhoods and five neighborhoods: El Reloj, Tepalcatlillo, San Francisco, La barranca, La Coyotera and La Cruz. And like almost all towns it has its municipal presidency, the cemetery, school and market. Flores and López (1993) mention that by 1989 the territory was divided into the following categories of dwellings, 48% were private subdivisions, 38% were communal settlements and 14% were publicly promoted (which included the ejidos of San Pablo Xochimehuacan, San Andrés Cholula, among others).

Tourist resources

Natural heritage

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

The San Baltazar lagoon is the best

known and most popular attraction of the auxiliary board, it has an area of 13.81 hectares, covering 50% by the body of water. According to the 2008 research, the possibility of developing activities related to the sighting of 36 regional and migratory bird species is mentioned, with a higher concentration in the months of September to December (Almazán-Núñez & Hinterholzer-Rodríguez, 2010). It should be noted that among the lake activities that can be carried out is the walk and use of boats. The lake has not been used in the tourist offer of the municipality of Puebla, therefore, the daily users are the residents of the place and inhabitants of the city.

The Botanical and Herbarium Garden of the BUAP, is one of the university spaces with the greatest importance in the Auxiliary Board, here the research on environmental conservation converges and the interaction on the part of the university community and the population in general.

The university botanical garden currently has ten sections of regional plants, divided considering geographical, ecological, taxonomic and use criteria.

The herbarium collection serves as a botanical bank that exceeds 37,000 specimens of species, mostly from the State of Puebla, thus generating a wide collection of municipalities (BUAP, 2019).

The Laguna de Chapulco Centennial Park, located in the southwest of the City of Puebla, in contact with primary metropolitan roads (Av. 14 Sur and Periférico Ecológico), immersed in a highly varied urban context of popular housing complexes, developments informal, middle class subdivisions, public and private schools (Arquitectura Panamericana.com, 2017).

In the Laguna de Chapulco Centennial Park it is constituted, you can carry out various activities on its islands and viewpoints, also having an Environmental Education Center (CEA), Community Center (CC), gym, cycle track, jogging track and solar farm.

Parque Juárez, this park resulting from the urban restructuring of the area, located on the Héroes 5 de Mayo boulevard (in front of the Plaza Dorada shopping area) with an area of 45,000 m², has more than a thousand trees, an artificial lake, a jog track, a cycle track, courts, cafeteria.

Cultural heritage

The cultural resources that a group possesses are characterized by being the direct representation of the distinctive elements that make up the culture of human groups, regardless of their extension, for this reason, heritage is part of social construction, this refers to Because the objects themselves do not become heritage, it is until the moment that the individuals of the community attribute meanings, usefulness and significance according to the social and historical moment that these are considered as such. (Pérez R., s.f., p. 12).

UNESCO defines the cultural heritage of a people as:

“The works of its artists, architects, musicians, writers and scholars, as well as the anonymous creations, arising from the popular soul, and the set of values that give meaning to life, that is, the material and non-material works that express the creativity of that town; language, rites, beliefs, historical places and monuments, literature, works of art, and archives and libraries” (Pérez R., s.f., p. 22).

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

In the Auxiliary board it acquires its name in honour of one of the Magi of the Catholic tradition "San Baltazar" this celebration takes place on January 6 and 7 in the parish in his dedication. It should be noted that an essential element of the celebration is the "Dance of the twelve pairs of France or of the Moors and Christians" this celebration dates from the Viceregal era, it is an adaptation of the dance with European motifs that alludes to the struggle of Christians against the French kings this holiday also represents the battle of Carlo Magno against the Philistines.

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

In this place, traditional dishes of the Puebla cuisine are sold such as: mole poblano, green pipián, chiles en nogada, chalupas, cemitas and various snacks.

Travel services

The supply of services that make it possible for resources to be consumed and commercialized by tourist demand can be grouped into accommodation, food and beverage establishments, shops, transportation, and leisure and recreation equipment; the adaptation of these justifies, in most of its occasions, a real estate and urban transformation, and consequently a transformative impact on its territory of a range that depends on the tourist specialization of the place.

The economic vocation of the auxiliary board of San Baltazar Campeche is focused mainly on the secondary and tertiary sector, the latter standing out with 16 503 economic units, followed by 1603 from the secondary sector, therefore, it can be seen that the proximity to the city de Puebla has led to the development of the industrial, commercial and service sectors.

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

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

Table 1. Type of tourist services

Source: Own elaboration based on IMPLAN 2019

Characterization of economic activities

The economic vocation of the territory that has been transformed over time, for the year 1972, the population that inhabited this space was 48,914 people, of which 9.96 percent (4,876 people) were dedicated to agriculture, compared to other auxiliary locality, the economy was sustained in the secondary sector (production), this due to the fact that the inhabitants provided their labor in factories located within the auxiliary board or in neighboring places, carrying out manufacturing, masonry, carpentry, to mention some examples (Vázquez L., 1973).

Product of the conurbation that exists in San Baltazar Campeche has triggered the use of usable land for agricultural activity to be used to create living spaces and shops to meet the demands of the urban area. Therefore, the economic vocation is focused mainly on the secondary and tertiary sector, the latter standing out with 16,503 economic units, followed by 1,603 from the secondary sector, therefore, the proximity with the city of Puebla has caused the development of the industrial, commercial and service sectors.

Planning

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

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

Vera et al (2013) propose that the correct intervention of the territory must contemplate the various social, political and economic actors that coexist in the space, for this it takes up the contributions of Vera Rebollo and Anton Clavé, 1996; Ivars, 2003) to propose the lines of action:

- The complete conviction of the conceptual robustness of the proposals to be implemented and of the possibilities derived from their development.
- Acceptance of limits for the activity to be developed in order to avoid irreversible impacts.
- The definition of the levels and types of impacts: environmental, economic and socially acceptable in the development process;
- The definition of the basic elements of the structure of the territory and the configuration of a frame of reference for the actions of the different public and private administrations.

Everything is because the territory is a complex system in which different actors and influences interact, so it is necessary that planning interventions must be faced with numerous elements and components in order to have a tourism planning process integrating all components of the system.

In short, basic resources, infrastructures, services, promotion and the demand itself that will be the central axis of said system, complemented by management and governance between authorities, companies, and local society to generate an integrative and systemic approach.

Management

Tourist spaces are a set of ecological values, such as landscape, cultural, social and recreational, these fulfil different functions, firstly concerning their own nature, they also obey productive spaces and are arranged in recreational and tourist uses; That is why the need to be able to access an adequate management of them using specific planning instruments provided for in the different legislations (federal, state and municipal), thus future tourist activities must comply with these regulations.

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

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

Among the actions to be proposed, those based on the knowledge, interpretation and enjoyment of the natural and cultural values of the resources will be privileged. It is important to favor initiatives aimed at creating experiences that induce responsible behaviour by tourists.

In the planning and management of tourist activities, the participation of all tourist agents and local population is of vital importance, in order that all actors can meet the expectations of the project, also supporting their strategies for a better sustainable development of the tourism.

Public-private cooperation in the local context is decisive in order to ensure success in the actions.

Proposal

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

*1.- Natural resources:***Laguna San Baltazar**

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

BUAP Herbarium and Botanical Garden

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

Laguna de Chapulco Centennial Park

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

Juarez Park

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

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

2.- Cultural resources:

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

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

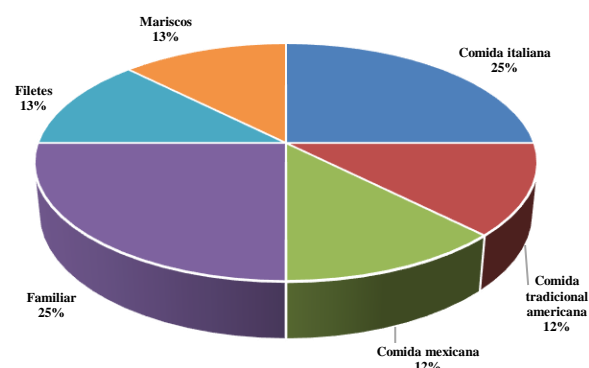
Gastronomy

One of the main reasons for visiting the city of Puebla is the regional gastronomy, being considered one of the most important in the country. This auxiliary board has a local market with various stalls that sell regional dishes prepared by traditional cooks and cooks, which preserve ancestral techniques and knowledge, so that the diner can have the security of tasting dishes from original recipes.

A significant number of gastronomic establishments (38) that offer various cuisines and culinary specialties are concentrated on Avenida 43 poniente, and there are also typical restaurants of Puebla cuisine.

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

Gastronomic offer in Av. 43 poniente.



Graphic 1 Gastronomic offer of the corridor of 43 west
Source: Self made

3.- Tourist services

Sport centers

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

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

Malls

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

Conclusions

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

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

From this new perspective, it can be affirmed that the inclusion of neighboring territories to traditional tourist centers with due planning and comprehensive management may be incorporated into new tourist dynamics; Such is the case of the Auxiliary locality of San Baltazar Campeche that as it has been analyzed, having been a labor provider town, it has now been established as an important commercial area within the urban area of the city of Puebla, with important tourist elements that can be detonators of a new way of doing tourism, which can also be used by the local population to enjoy their free time and leisure.

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

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