

Inventory of tourism resources: a strategy for the development of sustainable tourism in the communities of the southern and northern zone of the Municipality of Compostela, Nayarit

Inventario de recursos turísticos: una estrategia para el desarrollo del turismo sustentable en las comunidades de la zona sur y norte del Municipio de Compostela, Nayarit

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Abstract

The present study was carried out in the municipality of Compostela, Nayarit; in collaboration with the XL City Council of this city and the Academic Unit of Tourism of the Autonomous University of Nayarit. The purpose was to develop an inventory of tourism resources as a strategy for the development of sustainable tourism in nine communities in the south and north of this municipality. For this, the methodology shown in the manual for the formulation of the inventory of tourism resources at the national level edited by the Ministry of Foreign Trade and Tourism MINCETUR 2008 in Lima, Peru was used. The instruments that were applied to the nine key informants of the communities for the collection of the data were the technical sheet on the facilitating resources and providers of tourist services and the semi-structured interview for the classification of the natural tourist resources of the categories specified in the manual. The type of research was descriptive and exploratory with a qualitative approach. The subjects who participated in this study were nine community links which represented the intentional sample. In the results obtained, it was recorded that in the nine rural communities there are viable natural and cultural resources for the practice of alternative tourism such as ecotourism, rural tourism, mining, gastronomy, ethnotourism, adventure tourism and sports among others; Likewise, productive projects were detected that can contribute to the development in each community according to the inventory that reactivates the economic situation and improves the standard of living and well-being of the inhabitants.

Inventory, Tourism Resources, Sustainable Tourism, Strategy, Development

Resumen

El presente estudio se realizó en el municipio de Compostela, Nayarit; en colaboración con el XL Ayuntamiento de esta ciudad y la Unidad Académica de Turismo de la Universidad Autónoma de Nayarit. El objetivo era desarrollar un inventario de recursos turísticos como estrategia para el desarrollo del turismo sostenible en nueve comunidades del sur y norte de este municipio. Para ello, se utilizó la metodología que se muestra en el manual para la formulación del inventario de recursos turísticos a nivel nacional editado por el Ministerio de Comercio Exterior y Turismo MINCETUR 2008 en Lima, Perú. Los instrumentos que se aplicaron a los nueve informantes clave de las comunidades para la recopilación de los datos fueron la ficha técnica sobre la facilitación de los recursos y proveedores de servicios turísticos y la entrevista semiestructurada para la clasificación de los recursos turísticos naturales de las categorías especificadas en el manual. El tipo de investigación fue descriptiva y exploratoria con un enfoque cualitativo. Los sujetos que participaron en este estudio fueron nueve vínculos comunitarios que representaban la muestra intencional. En los resultados obtenidos, se registró que en las nueve comunidades rurales existen recursos naturales y culturales viables para la práctica del turismo alternativo como el ecoturismo, el turismo rural, la minería, la gastronomía, el etnoturismo, el turismo de aventura y el deporte entre otros; Asimismo, se detectaron proyectos productivos que pueden contribuir al desarrollo en cada comunidad según el inventario que reactive la situación económica y mejore el nivel de vida y bienestar de los habitantes.

Inventario, Recursos Turísticos, Turismo Sustentable, Estrategia, Desarrollo

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Introduction

Tourism is an activity that relates to economic well-being as it is one of the main sources of foreign exchange and a detonator of local development that fosters sources of employment and diversifies economic activities (López, Vázquez, Reyes & Guzman 2015). Likewise, to achieve its social transformation and integral territorial development, reduce the social inequality gap since it can link vulnerable communities in remote areas, facilitating the construction of a new one.

For the generation of tourism programs and projects and for the investment of the government sector as private, it is essential to define and classify the attractions and resources that each region with tourism potential has. That is why the need to prepare an inventory of tourism resources, which according to SECTUR (2017) defines as the ordered catalog of places, objects or events of tourist interest in a given area.

The inventory of tourist resources, constitutes a registry and an integrated state of all the tourist elements that, due to their natural, cultural and human qualities, can constitute a resource for the tourist, so it represents a valuable instrument for tourism planning, since it serves as a starting point for evaluations and establishing the necessary priorities for national tourism development (MINCETUR, 2008).

Regarding public policies, according to the Tourism Superstructure, the PND of Mexico 2013-2018 points out in its section on Tourism and Regional Development in the main objective "to consolidate tourism as an engine of economic activity with the strengthening of development programs and a culture of quality.

Likewise, one of its strategies is sustainable regional development with actions to promote tourism activity according to the potential of the different production chains. On the other hand, the Municipal Development Plan (PMD) 2017-2021 of Compostela, Nayarit; points out in its proposed lines of action and activities: carry out the follow-up of the magical town distinction for tourist attraction towards this destination and encourage adventure and alternative tourism.

For the attraction of tourists it is necessary to carry out the inventory of tourist resources of these two areas of the municipal seat, which implies the redefinition of the role played by all the actors involved in the process of generation and use of knowledge and, consequently, the dissolution of the gap between knowledge producers and recipients thereof.

The benefit provided by the inventory of tourism resources to society is to design strategies that facilitate the use of natural and cultural resources of each of the communities studied in order to improve their standard of living, contributing to the generation of jobs, to economic recovery, cultural development and non-migration of the inhabitants to other places in the country and abroad in search of better social welfare.

Tourism is an economic activity that is increasing year by year in our country and its tendency is to reach 40 million tourists by 2018 (SECTUR, 2016). This causes more growth and development of the villages as well as more tourist infrastructure such as: hotel rooms, more restaurants, more airports and complementary services to serve this large number of visitors. Given this, the Municipal Head of Compostela, Nayarit; It has a great wealth of its potential in natural and cultural resources and tourist attractions favoring its geographical space since it is located in a strategic point between Puerto Vallarta, Jalisco; Mazatlan, Sinaloa and Guadalajara, Jalisco; Consequently, this municipality has resorted to storing and managing the information of the inventoried and registered tourist resources, which will facilitate the decision-making of the municipal government regarding its resources that are a fundamental part of tourism development in these communities.

Among the communities selected for this study, there are: Juan Escutia or Borbollón, Carrillo Puerto, Zapotán, Mazatán, located towards the southern part of the municipality and Miravalles, Tepiqueños, Jaltepec, Vizcarra and the Summit of Huicicila located in the north zone, which make an ideal place for the practice of alternative tourism such as: rural tourism, adventure, ecotourism, agrotourism, hunting, religious, cultural, gastronomic tourism among others.

That is why a study was carried out in the aforementioned communities with the implementation of sustainable tourism, conserving and respecting their natural and cultural resources, making good use and use of these for the benefit of the communities and for the conservation of the surrounding environment, guaranteeing that future generations can enjoy them in the same way. The study is made up of eight points: 1) Introduction, 2) development of the topic, 3) methodology, 4) strategies for the development of sustainable tourism, 5) results, 6) conclusions, 7) annexes and 8 references.

Development of the topic

The development of the theme is broken down into two sessions: a) conceptual framework that describes each of the terms and concepts related to the subject addressed and b) contextual framework that describes the geographical space where the study was carried out.

Conceptual framework.

Inventory of tourism resources

The inventory of tourist resources, constitutes a registry and an integrated state of all the tourist elements that, due to their natural, cultural and human qualities, can constitute a resource for the tourist, so it represents a valuable instrument for tourism planning, since It serves as a starting point for evaluations and establishing the necessary priorities for national tourism development (MINCETUR, 2008). For Valseca, (2009) the tourist inventory is a registry and an integrated state of all the tourist elements that, due to their natural, cultural and human qualities, can constitute a resource for the tourist, so it represents a valuable instrument for tourism planning. According to Valseca (2009) the characteristics of the tourist inventory are:

- It must be a faithful reflection of the reality of the tourist resources, indicating the technical information and the situation in which they are, because from this instrument the necessary conditioning can be propitiated that allows the tourist development leading to produce certain benefits for the space Geographic studied.

- The survey must quantify the resources and provide them with a qualitative assessment.
 - It must be clear, open and dynamic, allowing its periodic updating of all the variations that are experienced in tourism resources, and its new situation; as well as the incorporation of them.
 - It is convenient to select the initial documentation of the area under study.
 - The inventory must be a tool that allows conclusions to be drawn about the potential of the area, as well as the prioritization of actions that favor the planning process.
 - The results of the inventory and its subsequent actions must follow the predetermined objectives by all the parties that make up the development process.
- The objectives of the inventory are:
- Have an essential working instrument for the development of tourism development plans and programs, in order to motivate public and private investment.
 - Satisfy the requests for information requested by the public sector, the private sector and users in general, with the intention of achieving the best use of the database.
 - Encourage the development of tourism products and their integration, based on inventory information.

What is intended, in short, is to make an assessment (qualitative and quantitative) of the attractions and resources available to a region in order to select those susceptible to tourist use, in addition to establishing actions that will improve their quality for their Introduction in the design of tourism products (Valseca, 2009).

Tourist heritage.- The tourist space is the consequence of the presence and territorial distribution of tourist attractions. The tourist heritage plus the tourist plant is sufficient to define the tourist space of any country. Table 1 shows how some elements of the tourism system are distributed to integrate what forms the tourist space.

Tourist heritage + Tourist plant = Tourist space	
Tourist attractions	Transport
Tourist plant	accommodation
Touristic infrastructure	Feeding
Tourist superstructure	Recreation

Table 1 The tourist space

Source of consultation: own elaboration

Development.- Growth or increase in the physical, biological, intellectual or moral order of an individual until reaching an accepted fullness.

Economic, social, cultural, structural or political growth of a human community and within a human community. Multidimensional process that involves changes in social structures, attitudes of the population and national institutions, acceleration of economic growth, reduction of inequality and the eradication of poverty.

In this section on development, it is a priority to know the differences between tourism development and tourism development. In the appreciation of table 2 tourism development becomes strategic, towards marketing and its profitability. On the other hand, development tourism is more directed towards a humanitarian and social vision of tourism.

Tourism development vs development tourism	
The community at the service of tourism	Tourism at the service of the community
Macroeconomic Development Goals	Integral Development Goals
The tourist consumes	The tourist learns
International corporate	Micro and medium enterprises
Priority: currencies	Priority: welfare
Mass tourism	Solidarity, sustainable and socially responsible tourism
Mercantile vision of tourism	Humanitarian and social vision of tourism
Tourism linked to quantity	Tourism linked to quantity and quality
Towards a humanitarian and social vision of tourism	

Table 2 The development of tourism towards a development tourism

Source of consultation: own elaboration

Region.- The regions must be thought of as “open systems in constant process of definition”, in which the strategies, the interest and the regional identity must not be the expression of deterministic causal factors, nor the expression of desires, interests and strategies from those observers, but it must arise and be owned by its actors, in a framework in which the definition of “regional interest” must be understood as a “complex political process” (Keating, 1998).

North Region	Sierra Region	Center Region	Southern region	South Coast Region	North Coast Region
Acaponeta, Rosa Morada y Ruiz	Huajicori, El Nayar y La Yesca	Tepic, Xalisco.	Ahuacatlán, Amatlán de Cañas, Ixtlán del Río, Jala, San Pedro Lagunillas y Santa María del Oro.	Compostela, Bahía de Banderas.	San Blas, Tuxpan, Tecuala, Santiago Ixcuintla

Table 3 Regionalization of the state of Nayarit
Source of consultation: own elaboration

From the adoption of the mentioned criteria that allowed the conformation of the administrative regions for the planning of the development of the State, the following conditions are guaranteed: a) The optimal grouping of the municipalities according to the long-term project for the integral development de Nayarit, all this defined in the State Development Plan 2005 - 2011; and b) Generate a process of integral, sustainable and sustained development in each region, emphasizing economic growth, regional autonomy in decision making, processes with citizen participation, culture and environmental education and the adequate and responsible management of natural resources, promotion of the sense of regional belonging and the promotion of the great potentials and capacities of each region. This regionalization process is itself a strategy for the integral development of the State that involves actions such as the territorial integration of the 20 municipalities in the 6 regions defined for administrative purposes for development planning and intermunicipal coordination.

Regional development.- Localized process of permanent social change whose ultimate goal is the progress of a territory, of the regional community and of each person who integrates it. Particularly in the state of Nayarit, where a recent regionalization process has begun with the promotion of tourism such as the so-called “Riviera Nayarita”, it is appropriate to devise models that allow sustainable development.

Local development.- For his part, Sergio Boiser translates a definition of Buarque that summarizes that “Local development is an endogenous process registered in small territorial units and human settlements capable of promoting economic dynamism and improving the quality of life of the population.

Despite constituting a movement of strong internal content, local development is inserted in a broader and more complex reality with which it interacts and from which it receives positive and negative influences and pressures. Local development within globalization is a direct result of the ability of local actors and society to structure and mobilize based on their potential, and in their cultural matrix, to define, explore their priorities and specificities in the search for competitiveness in a context of rapid and profound transformations”(cited by Boisier, 2005: 52 in Varisco 2007).

Local economic development.- The local economic development approach is far from constituting an autarkic project. On the contrary, it seeks to disseminate development from below and with local actors, trying to territorially endogenize the bases of support for economic growth and productive employment. With this, in addition, the possibilities of taking advantage of existing external dynamism opportunities are increased”(Albuquerque, 2004: 17).

The question of the endogeneity of the development process is key when this theory is applied to the field of tourism for two reasons: first, as indicated above, tourism development always generates income and always generates jobs; What in some cases makes it difficult for these incomes and jobs to translate into improvements in the quality of life of the receiving communities is the remission of economic benefits to the issuing areas and also the hiring of extra local staff to occupy the hierarchical positions in the Business.

Vázquez-Barquero, defines local economic development as “a process of growth and structural change that through the use of the development potential existing in the territory leads to the improvement of the well-being of the population of a locality or region. When the local community is able to lead the process of structural change, endogenous development processes are produced thanks to the efficient use of local economic potential that is facilitated by the proper functioning of the institutions and mechanisms for regulating the territory.” (Vázquez Boatman, 2000: 5/6).

Economic dimension of tourism.- Since tourism became a mass activity in the postwar period and according to different paradigms, it has been considered that there is a direct relationship between tourism and development to the point of considering the expressions of tourism development and regional development as equivalent (Varisco, 2007) The author adds that according to the foregoing, the origin of this causal relationship is based on the economic benefits of tourism, especially income generation, employment generation and foreign exchange. The employment generated by the tourist activity is classified into three categories: direct employment, generated in the tourism characteristic activities (1) such as hospitality, gastronomy, travel agencies, etc .; indirect employment, generated by tourism in non-characteristic activities, such as commerce, the public sector, educational institutions, etc .; and induced employment as a result of the linkages in the chain of input suppliers, for example in the primary sector or in the industry (Varisco, 2007).

Sustainable tourism.- According to the World Tourism Organization (UNWTO, 2016), it is defined as “tourism that fully takes into account the current and future economic, social and environmental repercussions that involve satisfying the needs of visitors, the industry, environment and host communities. ” Sustainable tourism must consider an inclusive social participation to democratize decisions and assume the responsibilities involved in the conservation of the natural and cultural heritage of a locality or region (SEMARNAT, 2017).

Contextual Framework

Compostela, Nayarit.- The Municipality of Compostela is located to the South of the State; It borders the South with the Municipality of Bahía de Banderas and the State of Jalisco; to the West with the Municipality of San Pedro Lagunillas; to the North and Northwest with the Municipality of Xalisco and to the Northwest with that of San Blas. The municipal head is between 104°, 54', 0'' west longitude of the Greenwich Meridian and 21°, 14', 2 'north latitude. Its height above sea level is 860 m.

Localización de la zona de estudio.

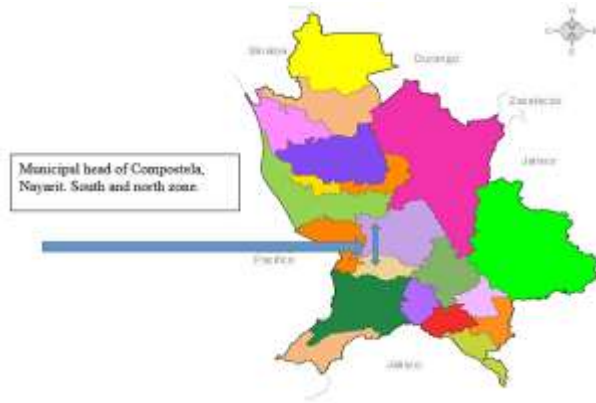


Figure 1 Location of the study area

Source of consultation: own elaboration. Taken from: Miguel Conde. *Once TV Mexico*

Methodology

In the present study, the methodology shown in the manual for the formulation of the inventory of tourism resources at the national level edited by the Ministry of Foreign Trade and Tourism MINCETUR 2008 in Lima, Peru was used. The instruments that were applied to the nine key informants of the communities for the collection of the data were the technical sheet on the facilitating resources and providers of tourist services and the semi-structured interview for the classification of the natural tourist resources of the categories specified in the Handbook. The type of research was descriptive and exploratory with a qualitative approach. The subjects who participated in this study were nine community links which represented the intentional sample. The population under study were the nine communities in the south and north of the municipality of Compostela: Juan Escutia or Borbollón, Carrillo Puerto, Zapotán, Mazatán, located towards the southern part of the municipality and Miravalles, Tepiqueños, Jaltepec, Vizcarra and La Cumbre of Huicicila located in the north zone. The material and equipment used for the field investigation was a video camera, a camera, a reporter recorder and a transport unit for the visit to each of the communities. Some sources of information such as electronic journals, web pages, books, congresses, scientific articles, among others, were used to support the theoretical framework. The hypothesis formulated was: “The communities of the southern and northern region of the municipality of Compostela, Nayarit; They have a potential for tourism resources that are a fundamental basis for decision-making and for the development of sustainable tourism development strategies that contribute economy to the region.

The team of collaborators for the study were students of the Master's program in Sciences for Development, Sustainability and Tourism (MCDST) of the Academic Unit of Tourism of the Autonomous University of Nayarit, as the nine community links in the southern areas and North of the municipality. In addition there was the participation of the authorities of the XL City Council of Compostela, the ejido commissioners of each community and the educational authorities of the Autonomous University of Nayarit.

Students of the MCDST VII Generation: Brianda Leonor Arroyo Macías, Cynthia Lora Rosales, Fatima Carolina Medina Gutiérrez, Fernando Delgado Landey, José Francisco López Bañuelos, Martín Francisco Franco Palomera, Misdalia Magdalena Huerta Guzmán, Wilma Sofía Santos Mackintosh and Luis Vidal Aranda García.

Community links: Ing. Oscar Rodríguez in Juan Escutia, Professor Jorge Manjarrez de Carrillo Puerto, Mr. Ranulfo Medina de Zapotán, Mr. Jesús Barajas de Mazatán, Profr. Antonio González de Miravalles, Mr. Enrique Salazar de Tepiqueños, Luis Cuevas and Mrs. Natividad Salazar López in Jaltepec, Mr. Isidro de Haro Gutiérrez in Vizcarra and Mr. Antonio Cuevas at the Summit of Huicicila

Strategies for the development of sustainable tourism

Tourism Policy Dimension.- The National Development Plan (PND) 2013-2018 in its section VI.4 Mexico thrives, in its objective 4.4 states: to promote and guide an inclusive and facilitating green growth that preserves our natural heritage while generating wealth, competitiveness and employment. In objective take advantage of Mexico's tourism potential to generate a greater economic spill in the country. Regarding section VI.5 Mexico with Global Responsibility, objective 5.2 corresponds to promoting the value of Mexico in the world through economic, tourist and cultural dissemination. In this PND, it is observed that the national policy is directed mainly to the use of our natural and cultural resources for the generation of economic resources for the country, which suggests that development strategies applied to sustainable tourism can be implemented.

With respect to the State Development Plan of Nayarit (PED) 2011-2017, the government body of the State of Nayarit points out in point 6 the strategic objectives: vulnerability to natural phenomena and in 6.3.3.2 tourism and regional development also in point 6.3.4 the commitment to sustainable development, finally 6.3.4.2 environmental sustainability. In this PED, sustainable development is accentuated with good intentions which is favorable as a strategy for decision-making in the proposals for the development of tourism products and services in the southern and northern region of the municipality of Compostela with the condition of meeting the needs of sustainability such as loading capacity, the use of sustainable materials in the construction of lodging and food and beverage establishments, promotion of the environmental culture for tourists and designing a tourism system that contemplates a new sustainable model for nature tourism or green as some scholars have named him and that the trend is currently going towards this type. The XL City Council of Compostela Nayarit specifies in its Municipal Development Plan (PDM) 2017-2021 the following section on tourism: III.2.8 on tourism development and its objective: to achieve the strengthening of the tourism sector in all its modalities. Its strategy is to: improve and improve the provision of tourist services in the municipality. The proposed lines of action and activities: promoting adventure or alternative tourism, promoting environmentally friendly tourist corridors, creating and distributing advertising about the alternative tourism options offered by the municipality, designing a Compostela tourist guide that points out alternative sites Tourism, strengthen beach tourism, conduct cultural and sporting events on the beaches of the municipality in low season, make Compostela a magical town, make the request to the Secretary of Tourism, prepare each of the requirements established to achieve the appointment of magical town, carry out the follow-up of the distinction for the tourist attraction towards this destination, indicators encourage adventure or alternative tourism, increase of visitors in alternative tourism sites, strengthen beach tourism, increase of visitors on the beaches in low seasons, increased hotel occupancy a, Compostela magical town, appointment of magical town and increase of visitors in the town of Compostela. In this PDM there are several objectives and strategies in which several actions are integrated with respect to tourism development.

One of the main opportunities that contributes to the sustainable development of tourism is the name of Magic Town for its characteristics, regulations and other requirements that must be met for the achievement of this denomination. Likewise, the formulation of tourism projects will have to be derived from the objectives, strategies and actions of both the PND and the PED and of course abide by them in the PMD.

Types of tourism

Both in the southern and northern areas of the municipality of Compostela there are conditions to develop alternative tourism strategies such as: archaeological tourism, ecotourism, gastronomic tourism, rural tourism, ethnotourism, adventure and sports tourism among others. The different types of tourism and their contribution to the study are described below.

Archaeological tourism.- The National Institute of Anthropology and History (INAH) has registered more than 20,000 pre-Columbian archaeological zones in Mexico. Of these, 106 archaeological zones scattered throughout Mexico can be visited and have all the necessary infrastructure services for archeological tourism, communication routes, site museum, lodging, food and recreational places. In the north zone the archeological vestiges are more accentuated in the town of Mazatán, Nayarit; since it is a very old town that dates from before the pre-Hispanic period.

Ecotourism.- Ceballos (2007) states that ecotourism is “that environmentally responsible tourist modality consisting of traveling or visiting relatively undisturbed natural spaces, in order to enjoy, appreciate and study the natural attractions of these spaces; as well as any cultural manifestation of the present and the past that may be found there, through a process that promotes conservation, has low environmental and cultural impact and induces an active and socioeconomically beneficial involvement of local populations.” This practice can be carried out in places such as the Huicicila Summit, Miravalles, Mazatan and some other inventory communities that have the natural resources of flora and fauna, landscape and attractions to motivate tourists to visit them.

Gastronomic tourism.- Mexican cuisine, with its great variety of traditional regional dishes, is rich in taste, smell and color, pride of the nation's cultural heritage; attributes that attract the tourist alone. According to the definition proposed by (Hall and Sharples 2003: 10, in Montecino 2013) gastronomic tourism is: "The visit to primary and secondary food producers, gastronomic festivals, restaurants and specific places where the tasting of dishes and / or the experimentation of the attributes of a region specialized in food production is the main reason for a trip".

Rural tourism.- The Ministry of Tourism states that this segment is the most human side of alternative tourism, since it offers tourists the great opportunity to experience the encounter with the different ways of living of the communities that live in a rural environment and defines as "the trips that have as an objective to carry out activities of coexistence and interaction with a rural community, in all those social, cultural and productive everyday expressions of the same" (SECTUR, 2004). Rural tourism is the activity that most adapts in its different applications to the 9 communities studied, so it is feasible some alternatives such as agrotourism, adventure tourism, ethnotourism, extreme zip line sports, rappelling, bird watching, landscape observation, among other.

Ethnotourism.- Trips that relate to indigenous peoples and their habitat, in order to learn from their culture and traditions. Some communities have native groups such as the Huicholes and Coras that nowadays go down from their place of origin to the rural towns with the purpose of being used in agricultural and agroindustry activities such as corn, coffee, sugar cane, mango, avocado among other. In addition, they are the ones who make handicrafts and some tourist products that are attractive to tourists who visit them.

Adventure tourism.- Its natural wealth, privileged geographical position and biological diversity, make Mexico a territory to explore. On board a train, horse or bicycle; On foot, by kayak, in camps and ascending mountains, visitors will be amazed by the options to admire unique landscapes, observe endemic species of flora and fauna, and challenge nature.

By way of concept, Adventure Tourism is identified as "Travel or excursion with the specific purpose of participating in activities, in a natural environment, to explore and experience a new experience, generally assuming the risk factor and some degree of skill or effort physical associated with personal challenges" (Cuyo, 2009). In all the inventoried locations the feasibility was found to carry out adventure tourism, since they have natural and cultural resources that are ideal for their exploration and for the practice of experiences where the tourist has the opportunity to live with the people and of being in contact with nature.

Sports tourism.- Mexico offers interesting sports activities throughout the country, among which are the following: fishing, golf, adventure racing, triathlon, all terrain, marathons, diving, cycling, swimming, extreme flight, nautical tourism, tennis, hunting and surfing among others. In all the locations studied, sports tourism can be practiced, since in some places you can carry out the four-engine ride through streams and gaps in the mountains, mountain biking, horseback riding, crossings with cars all terrain, explorations on foot among others.

Results

According to the result on the applications of the technical files on the facilitating resources and providers of tourist services and the interviews made to each of the community links on the classification of the tourist resources, the inventory of the tourist resources was achieved, the Results of the study showed that both in the southern and northern areas of the municipality of Compostela there are conditions to develop strategies for sustainable development of tourism through different types of tourism such as: archaeological tourism, ecotourism, gastronomic tourism, rural tourism, ethnotourism, adventure tourism and sports among others. The study generated the communication, discussion and use of scientific and technological knowledge that will contribute to the improvement of the quality of life of its inhabitants as well as to the exploration and presentation of alternative solutions to the problems of the region based on knowledge obtained.

The most significant impact was to solve a problem for society, the establishment of strategies to improve their standard of living, contribution to job creation, economic recovery, cultural development and non-migration of the inhabitants towards others. sites of the country and abroad for the search of social welfare. Strategies were proposed for the conservation of natural and cultural resources through sustainable tourism that guarantees that new generations make use of them without impacting or degrading them. Creation of a tourist culture to receive and attend tourism in a hospitable and friendly way, to practice responsible consumption in such a way that organic and inorganic wastes are reused, the population was oriented to manage actions that lead to payment projects being implemented for environmental services.

Annexes

In this section and annex a folder to the study, the two instruments of data collection for the collection of the inventory of tourist resources of the nine inventoried communities in the south and north of the municipality of Compostela, Nayarit are shown. 1) technical file on facilitating resources and tourism service providers (file for tourist resources inventory) Annex 1, and 2) the classification of natural tourist resources of the categories specified in the tourist resources inventory manual consulted that through The data were obtained from the semi-structured interview (Annex 2). The tables described in the text and another one with the figures are added in another folder.

Conclusions

The communities investigated for the most part are viable to detuned microenterprise and tourism projects that could reinforce their primary activities such as agriculture and livestock in times of low production.

Some inhabitants of the villages studied have had to emigrate to other destinations in the region, the country and the United States of America in search of better living conditions, since work is scarce in their localities and they are forced to go outside.

Some towns in the northern area such as Jaltepec, the Summit of Huicicila and Tepiqueños have found archaeological remains and artifacts such as clay baskets, monkeys, vases among others dating from the pre-Hispanic period which may be of interest to tourists. Agribusiness such as coffee occurs in most of the villages, especially in the town of Mazatán and the summit of Huicicila, which presents an opportunity to produce tourist products derived from coffee such as coffee liquor, chocolates, sweets, among others that may increase your economy. It is observed that the town of Mazatán exists a considerable historical, archaeological and cultural heritage since it is one of the oldest towns that Compostela itself and is ideal for the formulation of tourist strategies that would enhance the region and the Municipality.

It was observed that in some towns such as the Miravalles case, the dates for the religious celebrations of the patron saint festival have changed, such as that of the Virgin of Guadalupe from December 12 to March 9. The above is with the intention that there are more financial resources for that date. There are some mines still in operation such as Miravalles and others no longer exploited such as Huicicila at the Summit that could be an opportunity for the exploitation of mining tourism. Most of the inventoried communities have ample natural and cultural resources that can be used for the detonation of productive projects and thereby improve their living conditions of the population.

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