

Strategy for the development of the commercialization of handicrafts in the town of Santa Cruz Pueblo, Calkini**Estrategia para el desarrollo de la comercialización de las artesanías de la localidad de Santa Cruz Pueblo, Calkini**

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Abstract

The purpose of this research is to design a global strategy to improve the conditions of the artisans of Santa Cruz Pueblo. The method is descriptive with a qualitative approach. To obtain the information, interviews were conducted with the artisans of Santa Cruz Pueblo in the municipality of Calkini. There is a strong dependence on the local market for the sale of their products.

Strategy, Marketing, Handicrafts, Global dependence

Resumen

En esta investigación se establece como finalidad el diseño de una estrategia global que permita mejorar las condiciones de los artesanos de Santa Cruz Pueblo. El método es descriptivo con un enfoque cualitativo. Para la obtención de la información se llevó a cabo entrevistas a los artesanos de la localidad de Santa Cruz Pueblo del municipio de Calkini. Existe una fuerte dependencia del mercado local para la venta de sus productos.

Estrategia, Comercialización, Artesanía, Dependencia global

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Introduction

The Yucatan Peninsula holds mystical places, with a Mayan history and legacy that are little known, even by the inhabitants of the region themselves; (Bote 2019). One of the three states of the Yucatan Peninsula is Campeche, where a large number of handicrafts are made from different materials. Some of them are made from: natural palm, bull horns, wood, clay. This state is full of customs and traditions that stand out in the whole country, which is why it is visited by people from other states and foreigners. Each municipality and locality that make up the state has something in particular that differentiates them from the others.

The locality of Santa Cruz Pueblo, is a Commissariat with a distance of 10 km from Calkiní. It is populated by 1,908 people (949 men and 959 women). Santa Cruz Pueblo, as it is also called to differentiate it from Santa Cruz Ex Hacienda (Ex Hacienda Santa Cruz), is a Commissariat 10 km from Calkiní. It is populated by 1,908 people (949 men and 959 women).

For the year 2021, the economic activity generated by handicrafts amounted to 153,437 million pesos, which represented 0.6 % of the National Gross Domestic Product (GDP). It generated 479 655 jobs (Instituto Nacional de Estadística, Geografía e Informática [INEGI], 2023).

Despite the fact that the economic activity generated by handicrafts is 0.6% of GDP, there are still challenges to overcome. One of the challenges artisans face is low prices for their products, how to make their creations known, how to sell better. This brings with it a major problem when artisans do not have the necessary knowledge to market, are not organised to do so and there is no interest in their training and preparation. In terms of applying for financial support, it is very risky to get involved because of the low volumes produced and the lack of liquidity faced by the artisans in these localities. In addition to this, another problem is the lack of interest of the younger generations in learning these craft activities, thus affecting the continuity of the family legacy they have.

Justification

Handicrafts represent part of the tradition and identity of a people. Their elaboration and sale, which is sometimes difficult for them, makes many artisans abandon their continuity, which is why in this research it is of great importance to analyse the strategy that allows them to improve their commercialisation and sales so that they do not become discouraged and can continue to sell.

General objective

To describe the marketing strategy through a review of the sales processes in order to improve the income of the artisans.

Theoretical framework**Marketing**

The marketing of handicrafts refers to handicraft products to satisfy specific demands for them to internal or external consumers.

Marketing is the set of actions aimed at commercialising products, goods or services. These actions or activities are carried out by organisations, companies and even social groups.

The term has been transformed as expressed by Kotler (1974):

Commodity focus. Characteristic of the initial stage, until 1930, based on the study of how to distribute products.

Institutional approach. The focus of attention is the study of commercial institutions: producer, consumer, wholesaler, retailer, etc. This approach was characteristic of the period 1930-1940.

Functional approach. Developed in the 1950s with the "systems approach" and which focuses on the functions or parts of the system (purchasing, logistics, storage, transport, promotion, pricing, sales, etc.).

Decision approach. This approach is typical of the 1960s and has a strong influence on the decisional research programme of business economics, based on managerial behaviour and decision-making.

Exchange approach. Perspective initiated in the 1970s, which considers that it is the exchange relationship between market agents that represents the object of study.

Crafts

Angelotti (2004) tells us that finding a definition for the concept of crafts is not a simple task, as a brief bibliographic review can warn us about the unequal, contradictory or ambiguous characteristics of some definitions (Reyes, 2006).

Crafts are objects of art made by hand and with little help from machinery; they are generally made in small communities where the entire population is dedicated to handicrafts, as knowledge has been passed down from generation to generation and this is the form of income for many artisan families (Secretaria de Agricultura, Ganadería, Desarrollo Rural y Pesca [SAGARPA], 2012).

To think of the natural wealth used to make handicrafts is to think of a variety of woods, fibres, skins, resins, etc., an enormous diversity of materials used in the manufacture of folk art (Biodiversidad mexicana 2022).

This highlights the large number of forms and objects from these different materials from which they are made.

Crafts are created as a product, durable or ephemeral, whose original function is determined by the social aspect and culture. It is framed in different uses and approaches, such as ceremonial, artistic, domestic, religious, etc.

Craft is defined as an object of community cultural identity, made by continuous manual processes, aided by rudimentary implements and some of mechanical function that lighten the tasks (Fondo Nacional para el Fomento de las Artesanías de México [FONART], 2015).

Crafts can also be defined as a product created from manual work or with the help of simple tools or machines (Feria de artesanos, 2022).

Method

Type of research

We have a descriptive type of research, where reference is made to the artisans of the locality of Santa Cruz Pueblo in the municipality of Calkini.

Research design

It is of non-experimental type since in this work an experiment was not done, and also transversal since the collection of information is done through a survey in a single moment (Hernández *et al* 2014).

Population

The selected population is constituted by the artisans of the locality of Santa Cruz Pueblo in the municipality of Calkini.

Sample

In this study a sample of 30 artisans from the town of Santa Cruz Pueblo was taken.

Instrument

The instrument used in the research consisted of a questionnaire containing open-ended questions.

Characteristics of the instrument

The instrument consists of 5 open questions on marketing aspects. However, there are questions on other topics that are being applied.

Results

Interviews with artisans in the village of Santa Cruz Pueblo were carried out in a general way in order to get a preliminary idea of the marketing process.

When asked what they thought about their sales, 100% mentioned that they had dropped and were only just recovering. In other words, some commented that they are still suffering from the post-pandemic effects. Another comment was that they also have difficulty moving their goods and this is causing a drop in their income.

On the question of where they sell their products, 100% mentioned the local market.

On the question of whether they have ever sold to an intermediary, 40% said yes, but they say that they sell to whoever buys from them, so it is difficult for them to know whether they are intermediaries.

In relation to the question of whether they would like to improve their sales, 100% said yes, i.e. there is a lack of schemes that allow artisan products to be better known and increase the income of artisans.

In reference to the question of what they propose to improve trade, 15% said that they should be given courses on how to sell better, 35% said that they should receive economic support to continue with their activities, 50% mentioned that the dissemination of their products in the municipality and the state should be improved so that more people come to buy their products.

Strategic proposal

Given that the market for handicrafts is very neglected and there are few places to sell them, the following sales and marketing channels are proposed for the artisans of the town of Santa Cruz Pueblo.

1. A development centre where training courses on the elaboration, creation and forms of sale are held, which will give structure to the artisans and provide them with better training.
2. Points of sale: In the locality so that the visitor to the town can easily find the handicrafts;
3. Point of sale in the municipality of Calkini that allows interaction with other artisans from neighbouring localities and that is a general sales centre for the municipality.
4. At the State level, a point of sale in the capital of the State of Campeche so that a greater number of people know about the handicrafts that are made in the region.

Discussion

It is important that handicrafts continue to be produced in the localities of the State of Campeche, as there are people who depend on this economic activity, but for this to happen, there is a need to improve the organisational processes for their incursion into the market, which is why it is important to detect how they are selling their products. In this work it was found that 100% sell in the local market, that is, artisans have a high dependence on the local market, as concluded by Bacab *et al* (2018). But it is also important to note that the process should be expanded and the artisans should be made to build a social identity through an interaction of cultural, social and economic capital (Jiang, Y., Xie, CY and Mao, J., 2023).

Conclusion

In the state of Campeche many families depend on handicraft activities. The municipality of Calkini presents a great tradition in the elaboration of different handicraft products, which come from several generations but with a decrease in their manufacture in many artisan families, derived from an uncertain trade.

As a marketing strategy, to allow for better integration through groups of artisans coordinated by a committee of artisans in the service of the improvement of the artisans and their permanence, which considers aspects of training and conservation of the crafts and to improve the schemes of how to sell better.

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