

Promoting Etnoturismo at Michoacán's Purepecha's plateau

Fomento al Etnoturismo en la Meseta Purepecha del Estado de Michoacán

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Abstract

The main objective from the present project is to know the purepecha's plateau towns acceptance to become an etnoturistic region, by different commercial activities, such as their likes and needings to develop a sustainable economic growth. For the present, we realized market researches that facilitated us information, which confirmed by a statistical sample the interest of the habitants from close towns and cities to visit the ethnic towns in the purepecha's plateau. We look to contribute to said communities to develop job sources through etnoturism, improving the region's economy. Due to the lack of employ, the habitants from the purepecha's plateau use to go out their communities looking for job opportunities. With all this, we look forward to spread along the region about these town's manners, traditions, infrastructure, gastronomy and natural resources, letting the town's habitants that commercializing their cultural welth, they could improve up to 30% their life quality.

Etnic, Etnoturism, Economy

Resumen

El objetivo del presente proyecto es conocer la aceptación de las poblaciones en la Meseta Purepecha para ser una zona etno-turística mediante distintas actividades comerciales, así como sus gustos y necesidades para un desarrollo económico sustentable. Para el presente, se realizaron estudios de mercado que nos facilitarían información, con la que mediante una muestra estadística confirmarnos el interés de los habitantes de pueblos y ciudades aledaños en conocer y las poblaciones étnicas de la Meseta Purépecha. Se espera contribuir a dichas poblaciones a desarrollar fuentes de empleo mediante el etno-turismo, mejorando a su vez la economía de la región. Esto debido a que, la escases de empleo obliga a los habitantes a salir de las comunidades en busca de oportunidades laborales. Con esto se busca dar a conocer también en la región sus costumbres, tradiciones, infraestructura, gastronomía, y recursos naturales a personas foráneas, buscando la manera de concientizar a los habitantes de que comercializando con su riqueza cultural, podrán mejorar hasta 30% su calidad de vida.

Étnicas, Etno-turismo, Economía

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Introduction

There is a need to carry out this investigation because the economy of Michoacán was affected by the negative diffusions in the media about organized crime, this distanced Michoacán from ¹tourism having a decrease in the income generated since 2013. Achieving that the ethnic communities and their ²customs, are forgotten by the people and their natural, cultural and ³traditions riches can not be exploited, leading people to look for work opportunities in other places, without realizing that their lands are very fertile and they have all the potential and resources to make their community a productive area.

It is expected to increase 4ethno-tourism in the communities of the Purepecha meceta to increase the quality of life of the inhabitants by 30%. This fulfilling the following characteristics.

1. Prepare a market study in the region of the Kings, Zamora and Uruapan, to know the possible ethno tourism that can be acquired, mainly in the region of Charapan, Michoacán.
2. Management of the entrepreneurial spirit in the inhabitants.
3. Develop awareness and sensitization plan in producers of the regions, to decrease the resistance to change.

Development of Sections and Sections of the Article with subsequent numbering

Tourism: the activities carried out by people during their trips and stays in places other than their usual environment for a period of less than one year, for leisure, business or other purposes. If no overnight stay is made, they are considered hikers. Tourists and hikers form the total number of visitors.

Customs: Customs are forms of particular behavior assumed by a whole community and that distinguish it from other communities; like their dances, parties, meals, language or crafts. These customs are transmitted from one generation to another, either in the form of oral or representative tradition, or as institutions. Over time, these customs become traditions...

Traditions: they are customs that create the sedentary and that continue from generation to generation.

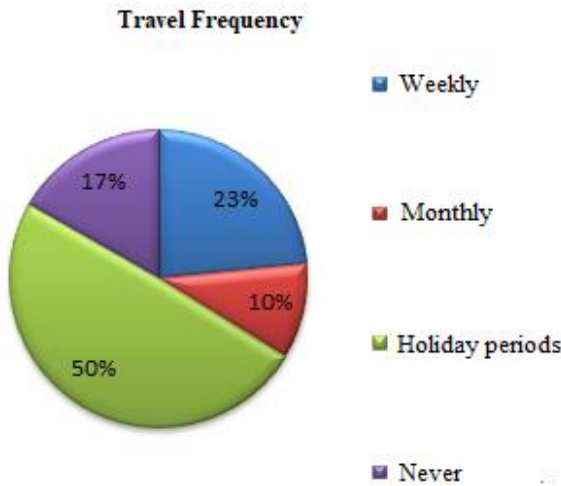
Ethno-tourism: It is specialized and directed tourism that is carried out in territories of ethnic groups for cultural, educational and recreational purposes that allows to know the cultural values, way of life, environmental management, customs of the ethnic groups as well as the aspects of his story.

Methodology to be developed

Procedures	Description
Update of the project information "Magic Route", to implement it in the current project.	1.- Study the results obtained in the research of the "Magical Route" project to make the adaptations to the present project. 2.- Select the information that can be used and perform what is needed in the present project.
Development of hypotheses and project objectives.	1.- Analyze what are the results that are required to obtain through the market study. 2.- Write what are the expected results.
Calculation of Population and sample.	1.- Obtain a population number, which is equal to people from zamora, los reyes and uruapan over 28 years old and under 60 years of age, with possibilities of traveling and from low middle class (d +) to high (a / b). 2.- Carry out the calculation of the sample making use of the internet.
Development of tools for data collection.	1.- Preparation of a survey that will be sent to people considered as a sample. 2.- Give an eye-catching design to the survey to motivate people to know charapan.
Preparation of survey in Google Drive and application.	1.- Prepare the survey in google drive to be sent more easily to people who live in zamora and uruapan. 2.- Application of surveys to the sample of 164 people.
Collection of data through graphs that show us the results obtained.	1.- Application of 164 surveys in the town of Zamora, Los Reyes and Uruapan. 2.- Obtain the results of the surveys and graph them.
Preparation of a Technical Report that shows the results obtained from the previous activities.	1.- List of procedures and activities carried out in the market study. 2.- Presentation of obtained results.

Results

1.- Data collection through a market study on project feasibility.

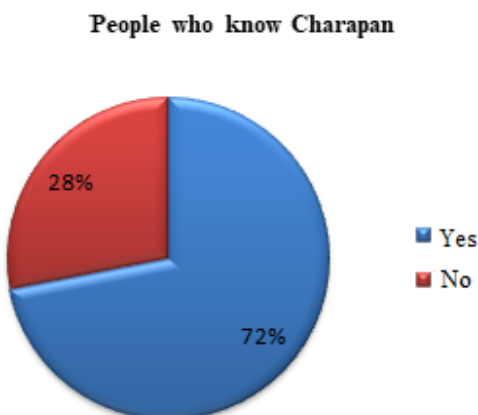


Graphic 1



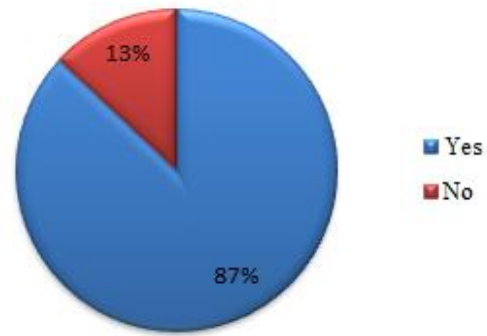
Graphic 2

In holiday periods is when people go on family trips, and only the minority visit magical towns, this leads us to the conclusion that people prefer to travel more to beaches or out of the country to make a cultural trip, this may be because of information about the activities and natural areas that these regions can offer.



Graphic 3

Interest in the Turistic Route



Graphic 4

When speaking to them about Charapan and showing visual material about the place, it can be said that it aroused the interest of the people surveyed, clearly answering that a tourist route showing the Charapan culture is a viable project, which takes us to the next phase of the investigation, which deals with the strategic elaboration of an awareness program, so that the people of Charapan know the benefits they can get by attracting tourists and stop considering it a threat.

2.- Tourist potentialities of the community

Elements of the natural environment: The main form of the territory of Charapan is relief, highly fertile and has different types of soil, predominating the forest and temperate climate of average temperature, prevailing and local winds. Everything that most Michoacán inhabitants look for in the magical town of Mazamitla, Jalisco. Charapan has rustic facades and mainly wood, wooded areas and the preservation of its architectural riches, such as stone streets and religious monuments with more than 13,000 years old.



(Tec, 2018)

The aforementioned are cultural riches that remain in good condition thanks to the care of the people who inhabit Charapan, which can be shown to the world to promote ethnotourism mainly in the neighboring areas. Show that it is not necessary to go to another state to obtain a pleasant climate and a beautiful view.



(Tec, 2018)

Gastronomy: The main dish of Charapán is the Churipo consisting of a red broth with pieces of beef and cabbage cooked in the same broth of meat, traditionally eaten with corundas soaked in the broth, in addition to the traditional Mexican dishes such as grain atole, uchepos, mole and rice, etc. As a curious fact, these foods made with ingredients harvested and produced in the same community.

Popular Festivities: The festivities of Charapan are mainly of the Catholic religion, and the participation is of all the people. The important dates for the town are:

- March-April: Holy Week Festivities.
- 1o. de Mayo: Feast of San Felipe.
- June 10: Patronal Feast to San Antonio de Padua (Being this the most important of Charapan).
- Of January: Patronal Feast to San Bartolomé in Cocucho.
- June 28 to 30. Feast of San Pedro and San Pablo.

Traditions and Customs: Dances maringuias and Kurpites, dance of the old people in Charapan and Cocucho; in the town of Ocumicho, dance of the viejada, the deer, uanánchecha and the Moors; the latter, also in San Felipe de los Herreros; in Charapan and Ocumicho, representations of the Passion of Christ in Holy Week and pastorals in December.

3.- Identification of risks, dangers and vulnerability to disturbing natural phenomena. It is a separate entity analyzing each of the disturbing phenomena of natural origin, identifying their periodicity, area of occurrence and degree or level of impact on the infectious system to zonify areas of risk.

Phenomenon	Type or Origen
1.- Failures and fracturas	Geologic
2.- Earthquakes	
3.- Tsunamis and Seaquakes	
4.- Vulcan activity	
5.- Avalanches	
6.- Collapses	
7.- Sinkings	
9.- Erosion	
10.- Cyclons and hurriacanes	
11.- Electric storms	
12.- Droughts	
13.-Strong winds	
14.- Drastic temperatura changes	
15.-Floods	
16.- Hail, frost, air masses	

The results of this study have been positive, since it is shown that thanks to the fertility of the land and its adaptation to change, the community of Charapan can have an increase in its economy with the exploitation of the land, for example the crops of Various species of flowers, especially the ornamental flower (which is considered to attract tourists due to the creation of natural landscapes) and increase the production of pine, since at present the sale of wood and pine production remains stable , only that it is an industry managed by older adults and, conversely, productivity would be higher.

Acknowledgement

This research would not have been possible without the people who took the trouble to answer the survey, through which they acquired the necessary information to measure the viability of the project. Especially the Higher Technological Institute of Los Reyes, for giving us the opportunity to carry out this research project, with the qualified teaching staff who followed up on advances and feedback throughout the process.

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Conclusions

In relation to the results obtained according to the sample shown by the website, it is evident that the survey generated interest to the people who participated, since only 34.5% of the people surveyed knew the community of Charapan and the rest seemed interested already. Thanks to the visual content of the data collection tool, people were curious to know where Charapan is and what is special about the place.

When carrying out this research, it promotes a thorough follow-up on the advantages and disadvantages that lead to the Charapan community becoming a tourist area, positive results were obtained, but that is not all, it is necessary to sensitize the people of the place so that do not distrust the tourists since it is the main problem, this with the help of the students of the Higher Technological Institute of Charapan, this institute was inaugurated just two years ago, students of all ages have been admitted and it is planned to involve them in the present project, making them aware that we want Charapan's economy to grow using its natural and cultural resources in a responsible way.

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