



## **Full Length Research Article**

### **ALTERNATIVE TOURISM AS A ROUTE OF ECONOMIC AND LOCAL DEVELOPMENT: NORTH CASE OF BAJA CALIFORNIA SUR**

**\*Emmanuel Picasso Salazar**

Universidad Autónoma de Baja California Sur

---

#### **ARTICLE INFO**

##### **Article History:**

Received 27<sup>th</sup> December, 2016  
Received in revised form  
09<sup>th</sup> January, 2017  
Accepted 23<sup>rd</sup> February, 2017  
Published online 31<sup>st</sup> March, 2017

##### **Key Words:**

Alternative Tourism,  
Economic and Local Development,  
Baja California Sur.

---

#### **ABSTRACT**

Baja California Sur finds its economic activity par excellence in having one of the most important tourist destinations nationally and internationally, however, given the geographical conditions of the state it is difficult for most of the territory, Benefit from this activity. It should be mentioned that natural resources have high potential for the development of tourist activities aimed at tourism modalities that are based more on direct contact with nature, so that a benefit can be obtained from communities that do not participate in the generation of Currencies for the tourism carried out in the south of BCS, it is here where the Alternative Tourism enters as an option. The present study details the opportunities that the north of the state faces to the urban concentration located in the south part and how the harmonization of both parts of the territory and the different modalities of tourism allow that the whole state generates foreign exchange.

---

*Copyright©2017, Emmanuel Picasso Salazar. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.*

---

#### **INTRODUCTION**

The World Tourism Organization (UNWTO) says that over the decades tourism has been developing and has become one of the fastest growing sectors in the world. Modern tourism is closely linked to development and encompasses an increasing number of new destinations, making tourism a key economic engine for socio-economic growth (UNWTO, 2015). The worldwide extension of tourism has left economic and employment benefits in many sectors related to tourism, from construction to telecommunications (UNWTO, 2015). In the diagnosis of the tourism sector in Mexico (López and González, 2012) we find that regardless of the strong crisis that has affected the world, or the problem of insecurity that is being experienced, Mexico is still positioned as one of the 10 tourist destinations that have more visits. However a more recent study tells us that in 2012 Mexico moved from the tenth country to the thirteenth country that more tourists received in the world (IMCO, 2013). According to the World Tourism Barometer, Mexico is the fifteenth in terms of tourist visits in 2015, surpassed by France, the United States, Spain, China, Italy, Turkey, Germany, United Kingdom, Russia, Thailand, Malaysia, Hong Kong, Austria and Ukraine (Ruiz, 2016). In this sense, we can understand that thanks to its natural and cultural riches, Mexico participates and flees among

tourist destinations, however, due to the high competitiveness of tourism in other countries, the dynamism between positions of the table of countries visited is constantly changing, so it is essential that tourism in Mexico be exploited in a way that detours those opportunities, which have allowed it to be placed, would help to make it more competitive and in economic terms the Gross Domestic Product (GDP) increases. By 2010, Mexico received more than 22 million foreign tourists and more than 51 million visitors from border areas, leaving an economic spill of 11 thousand 760 million dollars and is considered to be the first tourist destination in the United States. In terms of cruise arrivals, it is the first in the world, taking more than 6 million passengers. (López & González, 2012). In 2010 the tourism sector continued to be a pillar of the economy in Mexico: it represented 9% of GDP, generating 2.5 million direct jobs. According to UNWTO in 2013, tourism in Mexico left a total of 13.9 billion dollars, a figure that represented a percentage change of 9.5% over the previous year. (UNWTO, 2015). The National Institute of Statistics and Geography, quoted by "Informador" magazine, states that "During the first quarter of 2015, the Quarterly Indicator of tourism GDP grew 1.0 percent with seasonally adjusted figures compared to the previous quarter." (Informant, 2015). Data presented by Isaías Ruiz citing the Bank of Mexico say that during 2015 Mexico received a total of 2,599.5 thousand people, against 2,274.4 thousand people who registered in the previous year, data that translate into a total of \$ 1,389.1 Million dollars Against \$ 1,583.8 Million dollars that

were held during 2015 (Ruiz Ceseña, 2015). In this sense, we can conclude that Mexico is a highly competitive destination that, within its main economic activities, excels in the tertiary sector. This activity, as has been handled in historical data, has been enough to stimulate the income that the country has had. It is therefore important to promote new destinations and tourism activities that are in line with the conditions that present themselves in the destinations, regardless of the modality of tourism can help with the vocations of the place, being the tourism activities specific and specific at any level of Territory, be it state, city or locality.

Baja California Sur (BCS) finds its tourism activity par excellence, this activity has increased considerably in the last 25 years. According to the Integral Information System for Tourist Markets (SIIMT, 2016) Baja California Sur occupies the 21st place in terms of tourist arrivals. In 2012 tourism accounted for 44 percent of its Gross Domestic Product and the main source of income where more than 37,000 Sudcalifornians are employed directly and 148,000 indirectly (Reachi, 2012), currently tourism activity Covers 75% of its GDP (Mendoza, 2016). The data just mentioned allows us to understand that in the state tourism rather than a service represents an economic pillar that benefits the entire territory of Sudcaliforniano, however, this information is presented in a general way, it should be mentioned that the tourist destination of Los Cabos , Alone accounts for 96% of all state GDP (Ortiz, 2016). This can be further supported by what Ibáñez, Cruz and Juárez affirm "[...]" houses 73% of the lodging infrastructure and accounts for 65% of the influx of visitors "(Ibáñez, Cruz and Juárez, 2016). Los Cabos is considered the second most attractive tourist destination in Mexico, after Cancun, Quintana Roo, both part of the Program Integrally Planned Centers (CIP), a program designed during the 1970s to boost tourism and its development at strategic points, So that these places constituted advantages in terms of regional resources, this strategy strengthened tourism (Cruz, Hernández, Avilés and Juárez, 2015), mainly to the form of mass tourism, that is to say, sun and beach. According to Cruz Chávez, 2015 "from its inception until 2011 the average annual growth rate of the total tourist influx to CIP Los Cabos was 70%, in terms of national and international tourism, these grew at an average rate Annual growth of 45% and 89% respectively." (Cruz *et al*, 2015).

We can conclude from this that in Baja California Sur, development activities within the tertiary sector have concentrated on direct support to the activities of large tourism in the southern part of the state, although this has meant a considerable economic Entity, has in turn generated development poles located in the southern part of the state, while the northern part has been left aside as far as tourism support is concerned; It is here the purpose of this research, to search through recent studies and innovative tourism development options for the northern part of the state, which although it does not have the infrastructure to accommodate a large number of tourists, has natural and attractive riches that Will allow to take advantage of this nature for tourism activities according to their potentialities, that is why it is considered of the utmost importance to develop a new type of tourism that in turn contributes to the conservation of the environment showing that there are different ways of achieving economic wellbeing in both Parts of the state without undermining nature, it is here when alternative tourism is an option.

## Literary review

It is clear that to determine strategies linked to tourism and more in the case of tourism that is presented today (alternative tourism) it is necessary to not forget that it is an activity that depends on natural resources, therefore we have to focus on those studies that are Carried out strictly in the northern part of Baja California Sur and share the intentions that alternative tourism is a path of development for the area mentioned through the use of existing natural resources. These studies must also look for the part of sustainability and care of the environment, it is evident that in the nature we find renewable goods, but this does not exempt that the excessive use of the same leads to a loss of resources. In addition, as alternative tourism, the development opportunity must be preserved so that income remains real within the area, benefiting future generations by having capital to meet their needs. It is possible to find different studies carried out in the northern part of Baja California Sur, mainly in the municipalities of Comondú and Mulegé. These studies address the issue of how alternative tourism presents a development option for the area mentioned. However, In a dispersed way, it is difficult to land on opportunities presented in the specific points of the northern territory of BCS, the purpose of presenting the literary review is then to group the studies carried out and by means of the whole of them to direct us by the most appropriate and The pertinent order of the list of tourist opportunities that, based on real and innovative studies, it is possible to develop, being the present investigation the ordering of the ideas and results of the studies that are listed below.

Evaluation of tourism potential for sustainable regional development in the San Isidro and La Purísima oasis, Baja California Sur Mexico: A study that supports the results in a methodology applied and developed for the study of a specific area, Concepts of different theoretical and Of application, but adapted to one of the main activities of alternative tourism, we refer to Rural Tourism. (Arce and Ruiz, 2016). Development of a methodology to determine the potential of rural tourism in South Baja California oases: The research project is oriented towards an analysis of the comparative and competitive advantages of the settlements located in the main Oasis located in Baja California Sur, Mexico. This study is based on two methodologies formulating one, the first one involved analyzes natural endogenous (comparative) variables to determine its potentiality (Calgary Model), the second methodology involved analyzes exogenous (competitive) variables (Monitor WTTC), (Ruiz Ceseña, 2015).

Tourism of nature as an alternative of local development, under conditions of climatic change in San Ignacio, B. C. S, Mexico: It is a study focused on the alternative tourism in one of the villages of the Municipality of Mulegé, this study corresponds to Villavicencio (2014). The research is completely in line with the intentions of the present, since it is presented to alternative tourism as an alternative of local development, it should be mentioned that it is necessary to focus it and contrast it with the rest of the studies taken into account, this is where it is given The desired follow-up to investigations of this trial. Measurement of the tourist potential of adventure in Guerrero Negro B.C.S. Mexico: A study by Picasso and Ruiz (2017) and that presents a method that allows determining the potential for the development of adventure tourism activities in Guerrero



Source: Own elaboration based on image of INEGI Municipality of BCS and Photoscape program to delimit study area.

**Figure 1. Division of municipalities of Baja California Sur and study area, in upper green Mulegé, in lower green Comondú**

**Table 1. Analysis of research to determine relevant alternative tourism activities**

Study	Research date	Research result	Alternative tourism modality	Activities
Evaluation of tourism potential for sustainable regional development in the San Isidro and La Purísima oasis, Baja California Sur Mexico				
Development of a methodology to determine the potential of rural tourism in South Baja California oases				
Tourism of nature as an alternative of local development, under conditions of climatic change in San Ignacio, B. C. S, Mexico				
Measurement of the tourist potential of adventure in Guerrero Negro B.C.S. Mexico				
Socio-economic analysis and perspectives of aviturismo development in Guerrero Negro, Baja California Sur, Mexico				

Where:

Name of the study: Refers to the title of the research to be analyzed

Date: The year of publication of the research

Result: Whether positive or negative should be specified in order to determine whether it is favorable or unfavorable to carry out alternative tourism activities.

Modality: It refers to some of the modalities of alternative tourism, these can be: Ecotourism, Adventure Tourism and Rural Tourism.

Activities: The author of the present one will determine by means of the analysis of the picture and the study which activities can be realized, later in the field study to verify said picture.

**Table 2. Results of the study analysis to complement the field study**

Study	Research date	Research result	Alternative tourism modality	Activities
Evaluation of tourism potential for sustainable regional development in the San Isidro and La Purísima oasis, Baja California Sur Mexico	2016	Positive	Rural Tourism	Craft workshops, agrotourism, gastronomic workshops and rural photography
Development of a methodology to determine the potential of rural tourism in South Baja California oases	2015	Positive	Rural Tourism /Ecotourism	Kayaking, Bicycling, agrotourism, rural photography, observation of ecosystems, flora and fauna, interpretive hiking, geology observation.
Tourism of nature as an alternative of local development, under conditions of climatic change in San Ignacio, B. C. S, Mexico	2014	Positive	Ecotourism	Observation of nature, observation of natural attractions, photographic safari,
Measurement of the tourist potential of adventure in Guerrero Negro B.C.S. Mexico	2016	Positive	Adventure Tourism	Hiking and recreational fishing
Socio-economic analysis and perspectives of aviturismo development in Guerrero Negro, Baja California Sur, Mexico	2012	Positive	Ecotourism	Observation of fauna, ecosystems, rescue of flora and fauna, Observation of nature.

Source: Self made

Negro, this study is considered the most specific to not generalize to alternative tourism, Goes directly on one of the modalities that includes this activity, this is adventure tourism.

Socio-economic analysis and perspectives of aviturismo development in Guerrero Negro, Baja California Sur, Mexico: Study conducted by Hernández, (2012) and also determines not only the type of tourism, but also measures from an

alternative perspective to aviturismo, which is a Of the activities of Ecotourism, a modality of alternative tourism and, like the rest of the studies, based mainly on nature. It is then in these studies on which we will base and through the analysis of them we will be able to determine the activities that are possible to carry out in the north of the state, this by means of the assertion of the investigations just enlisted and that verify that the municipalities of Comondú and Mulegé can support Alternative Tourism activities, being these economic and local development paths.

## MATERIALS AND METHODS

The periods of time that refer to the present study correspond to the year 2016, beginning in September and ending in November, in the month just mentioned the result was obtained that is due to the organization of potential tourist activities for the Area of study, which resulted from the analysis of the mentioned studies. Finally, through a field study, it was possible to show what was reflected in the results, giving rise to the discussion and conclusions. During the month of September the study area was delimited, resulting in two municipalities in the northern part of Baja California Sur; Mulegé and Comondú (see Figure 1), these municipalities have the extension of 32,000.37km<sup>2</sup> and 18,354.8 km<sup>2</sup> respectively, which in turn represent 66.23% of the state territory, being 49.2% Mulegé and 17.03% Comondú (National Institute for Federalism and The Municipal Development [INAFED], 2016). It was also during the month of September that he elaborated a table that allows to group the tourist potential of the analyzed studies according to the relevant alternative tourism activities, be they Ecotourism, Adventure Tourism or Rural Tourism (see Table 1). In this table we can find the following columns: Study, Date of the same, Result of research, Alternative Tourism Shed and Activities, in the sense of the rows will list the names of the research. During the month of October the time was strictly devoted to the review and analysis of studies to land on potential activities. We must not forget that in this type of data collection it is necessary for the researcher to remain in a neutral position, without involving feelings or emotions to establish results, on that basis the data was filled in an unbiased way for studies, this With the purpose of that the study is true and applicable for future investigations, mainly in the zone of study.

## RESULTS

The determination of the opportunity of alternative tourism for the north of Baja California Sur allows us to know the activities that should be prioritized to develop when mentioned on more occasions, in the results table (Table 2) are presented The potential activities based on the analysis of the documents, in which we can observe that ecotourism activities are mentioned mainly, this is due to the fact that it is the alternative tourism modality that is most attached to the natural environment, however, it is important Consider complementing the three pillars to ensure greater diversification of services. In Table 2 we can find that the results of the research are positive, which suggests that the north of Baja California Sur has not only this potential, but that the studies that have been carried out allow us to determine opportunities based In first-source data.

There is also a tendency to develop alternative studies for the study area since the documents analyzed date back to the last 4

years, this can be translated as a trend of the vocations that the municipalities of Mulegé and Comondú have in what they do tourism, not to the mass, but to the alternative.

## Conclusions

As a unique data, this research contributes that, although the northern BCS state lacks infrastructure, it allows it to be dedicated to a different modality than the activities developed in the urbanization nodes, also highlights the diversity of tourist offer to carry out, Having the advantage that they are made in direct contact with nature and that the infrastructure tends to pass to second term, in this order of ideas, we can understand that the environment is based on carrying out the listed activities, however, it is a must Of service providers to take advantage of these competitive advantages that has the north of the state compared to the southern part where tourism is directed to the sun and beach, in the case of the area studied, the vocation should be directed towards a more natural, Taking advantage of existing resources. The results coincide with the trend that is desired for the state of Baja California Sur, as Cruz (2014) says, that with this type of research "It contributes to promote greater diffusion abroad of Mexico's tourist destinations, improve connectivity To encourage greater investment by hotel entrepreneurs, to generate a greater diversity of tourist services and to generate regulatory instruments that take care of the sustainability aspects of natural resources "(Cruz, *et al.*, 2014).

## REFERENCES

- Arce M., J.A. and Ruiz C., F. I. 2016. Evaluación del potencial turístico rural como línea de acción para el desarrollo regional sustentable en los oasis de san isidro y la purísima, baja california sur México/evaluation of rural tourism potential as a line of action for regional sustainable development in the oasis of san isidro and la purísima, baja california sur mexico. In Global Conference on Business & Finance Proceedings (Vol. 10, No. 2, p. 1933). Institute for Business & Finance Research.
- Cruz Chávez, Gustavo Rodolfo; Hernández Trejo, Víctor; Avilés Polanco, Gerzain; Juárez Mancilla, Judith; (2015) Centros Integralmente Planeados para el turismo y crecimiento económico a largo plazo en México. Evidencia empírica para Los Cabos. En: Estrategias de desarrollo Turístico y Agroindustrial en los estados del Pacífico Mexicano, Cuadernos Universitarios UABCS.
- Cruz Chávez, P. R., Juárez Mancilla, J., Urciaga García, J., & Ruiz Ceseña, F. I. (2014). Perspectivas Del Turismo: Caso México (Tourism Outlook: Mexico Case). Revista Internacional Administración & Finanzas, 7(1), 53-66.
- Hernandez Álvarez, N. A. (2012). Análisis Socioeconómico Y Perspectivas De Desarrollo Del Aviturismo En Guerrero Negro, Baja California Sur, México. La Paz, B.C.S.
- IMCO. (2013). Nueva Política Turística para recuperar la Competitividad del Sector y detonar el Desarrollo Regional. Obtenido de Instituto Mexicano para la Competitividad: [http://imco.org.mx/wp-content/uploads/2013/10/Turismo2013\\_Completo.pdf](http://imco.org.mx/wp-content/uploads/2013/10/Turismo2013_Completo.pdf)
- Informador. (Septiembre de 19 de 2015). Informador. Obtenido de <http://www.informador.com.mx/economia/2015/608117/6/sube-pib-trimestral-en-turismo-en-mexico.htm>
- Instituto Nacional para el Federalismo y el Desarrollo Municipal [INAFED], 2016. Obtenido de <http://www.inafed.org.mx/>

- inafed.gob.mx/work/enciclopedia/EMM03bajacaliforniasur/municipios/03001a.html> Consultado en línea el 28 de Septiembre de 2016
- López, J., González, C. 2012. Diagnóstico del sector turismo en México.
- Mendoza Davis, Carlos, 2016. "No es ni siquiera un impuesto, es un aprovechamiento". Disponible en <<http://peninsulardigital.com/extra/no-siquiera-impuesto-aprovechamiento/208301>>. Consultado el 04 de diciembre de 2016.
- OMT. 2015. Organización Mundial del Turismo. Obtenido de <http://media.unwto.org/es/press-release/2016-01-18/las-llegadas-de-turistas-internacionales-suben-en-2015-un-4-hasta-el-record>
- Ortiz Zambrano, Aurelio, 2013. Genera Los Cabos el 65 % del PIB estatal. Disponible en <<http://peninsulardigital.com/municipios/loscabos/genera-los-cabos-el-65-del-pib-estatal/122174>> Consultado en línea el 03 de octubre de 2016.
- Pérez, R. M. I., Chávez, P. C., & Mancilla, J. J. 2016. Perfil y satisfacción del visitante del destino: Los Cabos, Baja California Sur. Opción, 32(13).
- Picasso Salazar, Emmanuel; Ruiz Ceseña, Francisco Isaías 2017. Medición del potencial turístico de aventura en Guerrero Negro, BCS, México. En Revista Global de Negocios, Vol. 5 No. 5 (pp. 63-73) Institute for Business & Finance Research.
- Reachi Lugo, Rubén, 2012. El sector turístico de baja california sur en franco crecimiento y consolidación: RUBÉN REACHI LUGO. Disponible en <<http://descubrebasur.com/?p=1636>>. Consultado el 23 de septiembre de 2016.
- Ruiz, F. I. C. (2016). Development Of A Methodology For Determining The Potential Of Rural Tourism In Baja California Sur Oasis Of Mexico, Desarrollo De Una Metodología Para Determinar El Potencial Del Turismo Rural En Oasis Sudcalifornianos De México. Revista Global de Negocios, 4(8), 23-34.
- Sistema Integral de Información de Mercados Turísticos, (2016), REPORTE DE ACTIVIDAD HOTELERA POR ESTADO, Disponible en <[http://201.159.142.19/Cognos/cgi\\_bin/cognos.cgi?b\\_action=cognosViewer&ui.action=run&ui.object=%2fcontent%2fpackage%5b%40name%3d%27siimt\\_master%27%5d%2freport%5b%40name%3d%27ACTIVIDAD\\_HOTELERA\\_ESTADO\\_ORDEN%27%5d&ui.name=ACTIVIDAD\\_HOTELERA\\_ESTADO\\_ORDEN&run.o](http://201.159.142.19/Cognos/cgi_bin/cognos.cgi?b_action=cognosViewer&ui.action=run&ui.object=%2fcontent%2fpackage%5b%40name%3d%27siimt_master%27%5d%2freport%5b%40name%3d%27ACTIVIDAD_HOTELERA_ESTADO_ORDEN%27%5d&ui.name=ACTIVIDAD_HOTELERA_ESTADO_ORDEN&run.o)> Consultado en línea el 19 de septiembre de 2016.
- Villavicencio Liera, B. (2014). Turismo De Naturaleza Como Una Alternativa De Desarrollo Local, En Condiciones De Cambio Climático En San Ignacio, B. C. S, México. La Paz, B.C.S.

\*\*\*\*\*