

Cultural Sustainability of Tourism in Rural Communities near Puerto Vallarta, Mexico

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Tourism Impacts

We generally recognize three categories of tourism impacts:

- Economic
- Environmental
- Socio-Cultural

The first two are widely studied, while less attention has been paid to the third

Socio-Cultural

- Positive
 - Preserve traditions
 - Maintain cultural spaces / artefacts / heritage
 - ... IF they are the tourist amenity
- Negative
 - Selective keeping and losing – ‘remembering and forgetting’
 - Community self-determination
 - Access by local community
 - Over-use, destruction of amenity value

Objectives of this research

- Identify what community members perceive as potential cultural impacts of tourism development
- Consider what the implications are for the sustainability of culture, and of tourism
 - And what do residents believe sustainability means, anyway?

Mapa de la Republica Mexicana y Regionalización del Estado de Jalisco

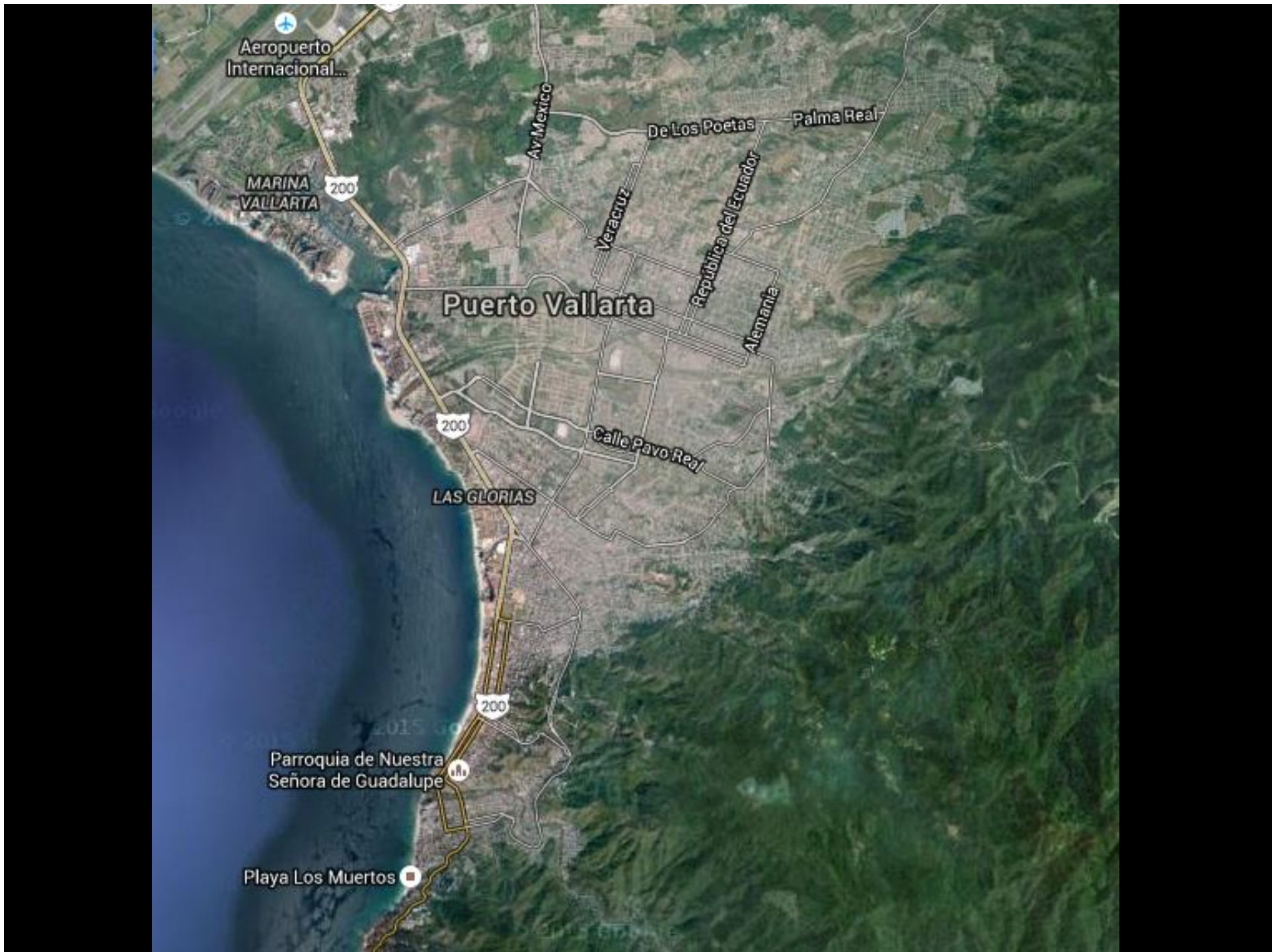


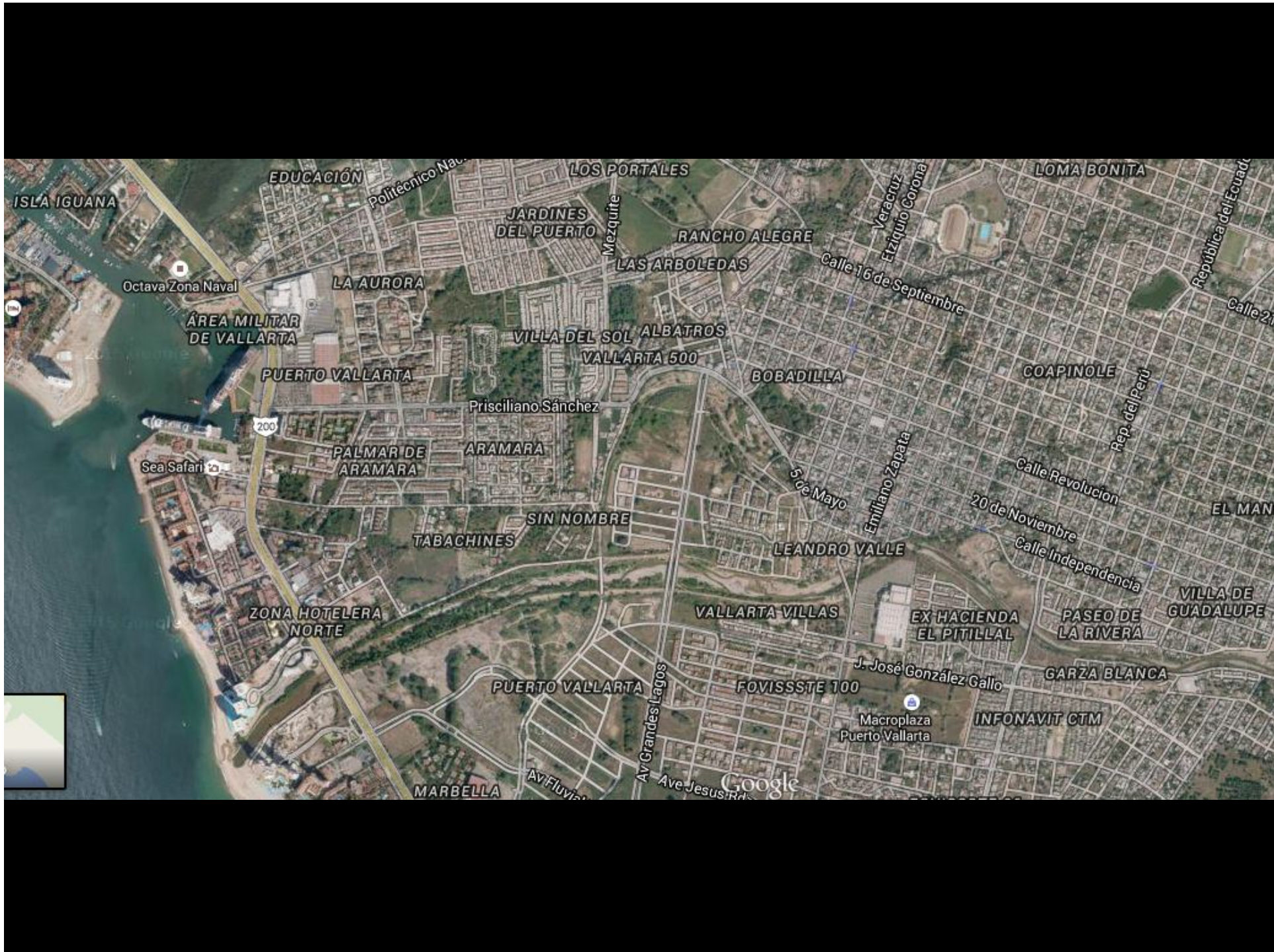


Methods

- 6 towns
- Resident surveys:
 - n=25 each, 16 questions, plus some demographics
 - Perceptions of tourism and its impacts
 - Culture and identity of the community

Results 1: El Pitillal





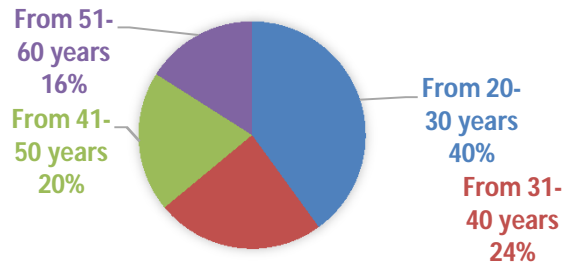




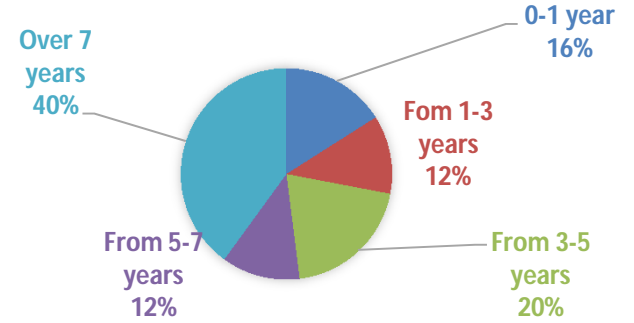




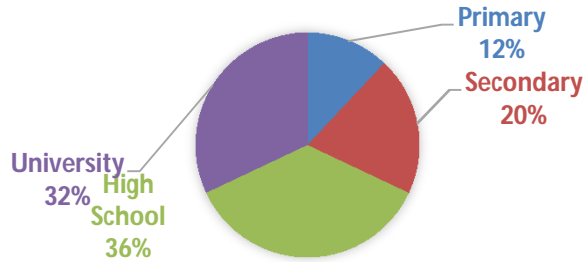
WHAT IS YOUR AGE?



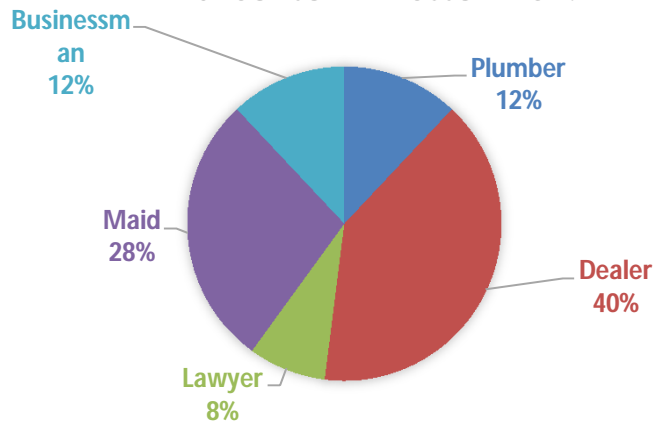
HOW LONG HAVE YOU LIVED IN THIS COMMUNITY OF EL PITILLAL?



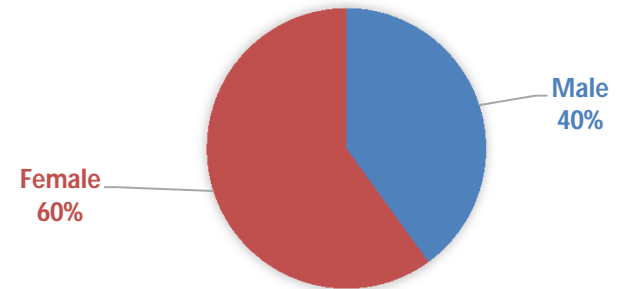
DESCRIBE YOUR LEVEL OF EDUCATION.



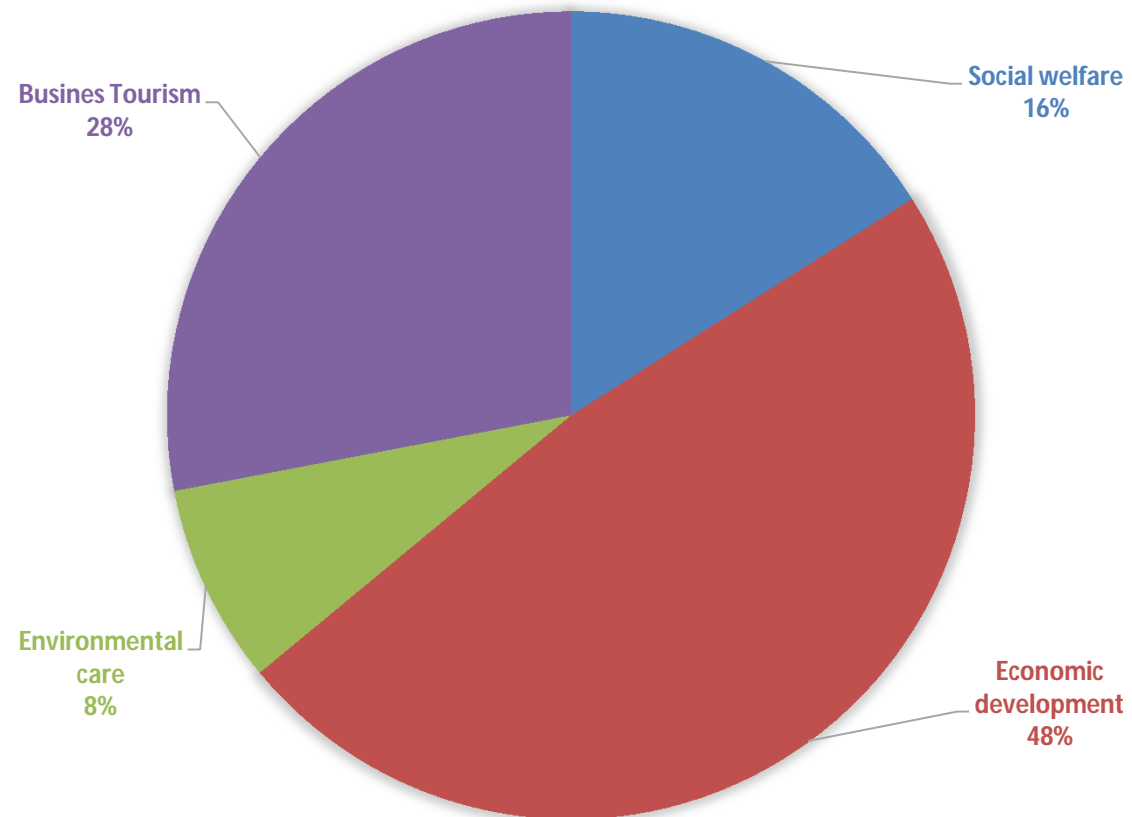
WHAT IS YOUR CURRENT OCCUPATION?



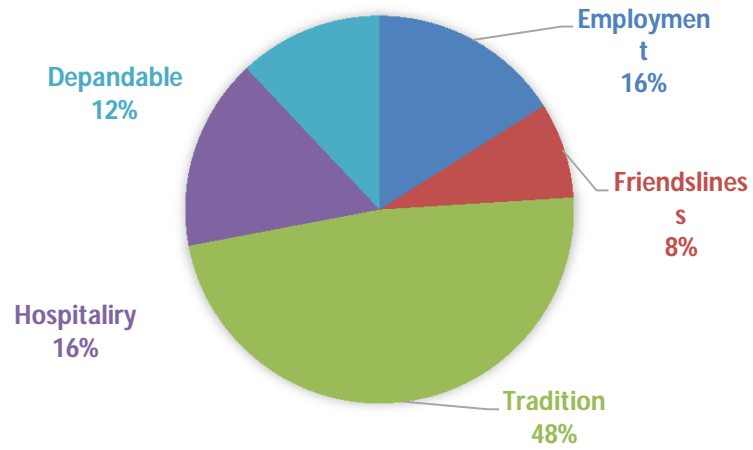
WHAT IS YOUR GENDER?



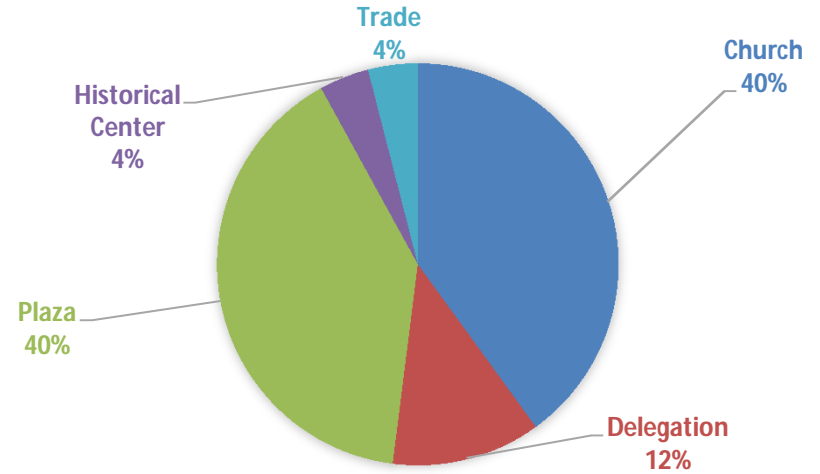
**2.-IN A FEW WORDS, WHAT DO YOU THINK IS MEANT BY
'SUSTAINABLE TOURISM'?**



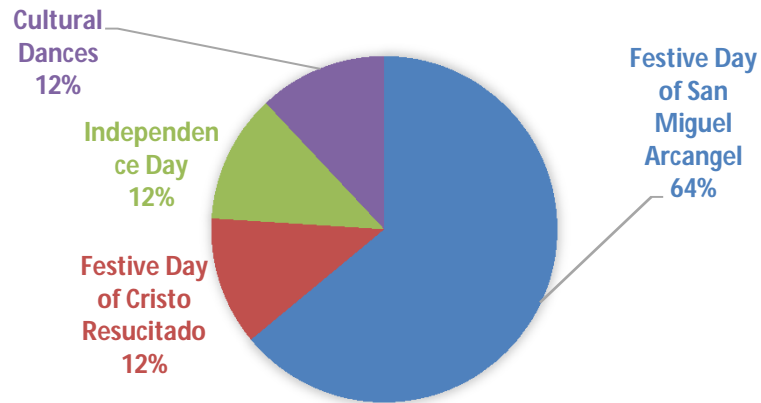
4.- IN A FEW WORDS, HOW WOULD YOU DESCRIBE THE 'IDENTITY' OF EL PITILLAL?



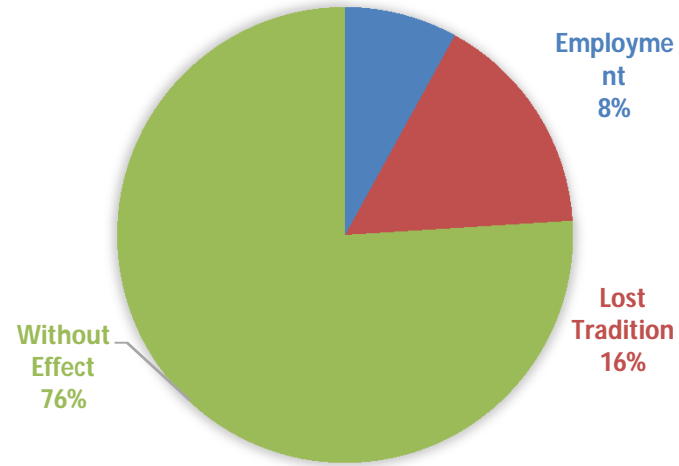
5.- WHAT ARE THE SPECIFIC PLACES IN EL PITILLAL THAT YOU THINK ARE IMPORTANT OR UNIQUE TO THIS COMMUNITY?



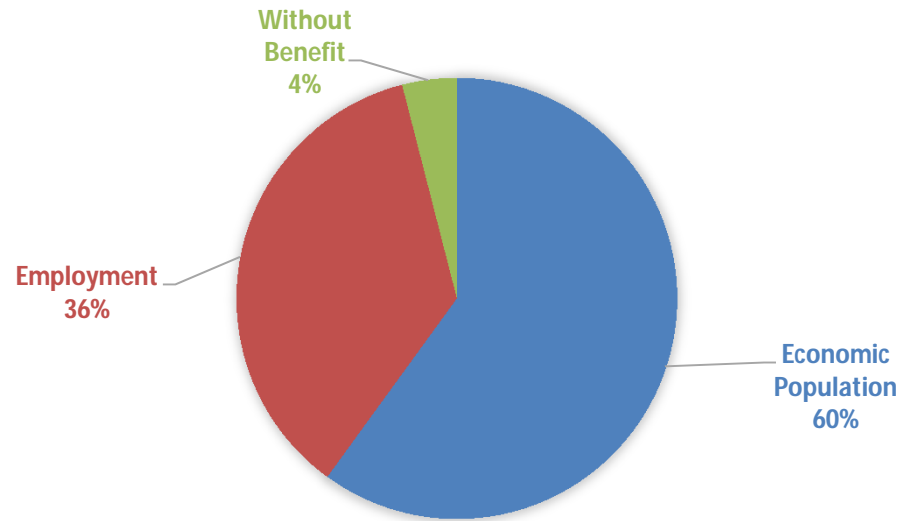
6.- WHAT ARE THE EVENTS OR FESTIVALS IN EL PITILLAL THAT YOU THINK ARE IMPORTANT OR UNIQUE TO THIS COMMUNITY?



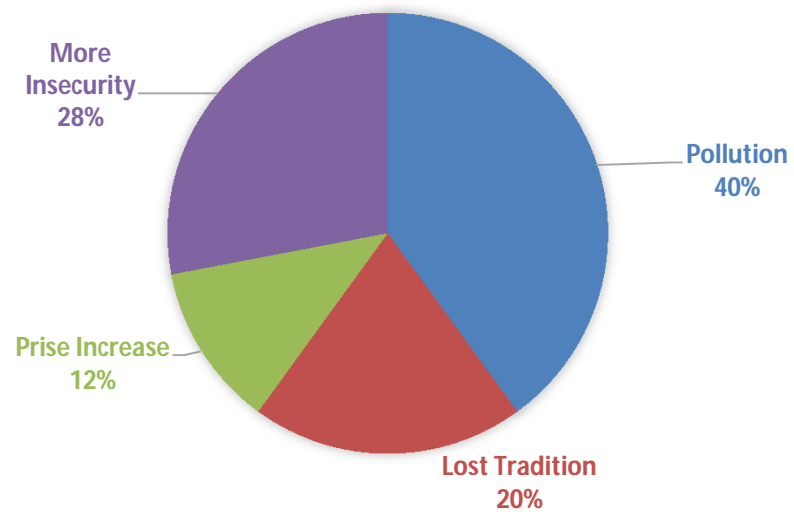
Do you think more tourism development will change the identity of the El Pitillal community? If so, in what way?



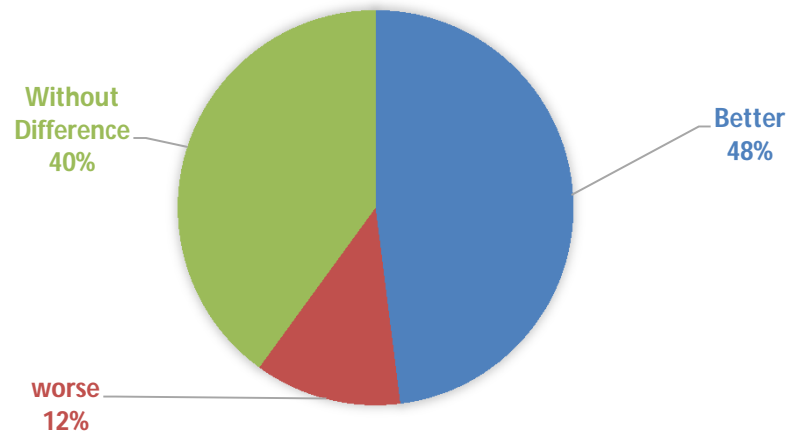
9.- WHAT DO YOU THINK WILL BE THE MAIN BENEFITS OF MORE TOURISM IN EL PITILLAL OVER THE NEXT 5 YEARS?



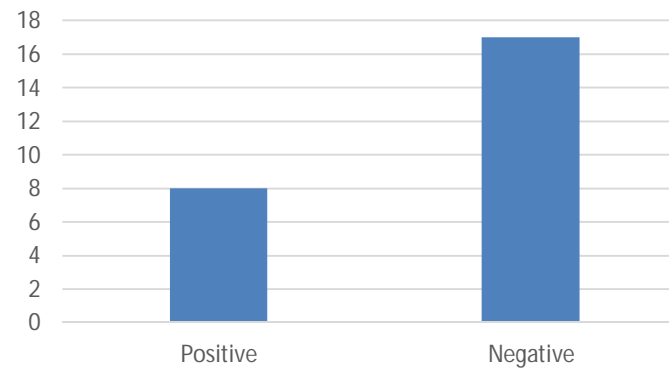
10.- WHAT DO YOU THINK WILL BE THE MAIN NEGATIVE EFFECTS OF MORE TOURISM IN EL PITILLAL OVER THE NEXT 5 YEARS?



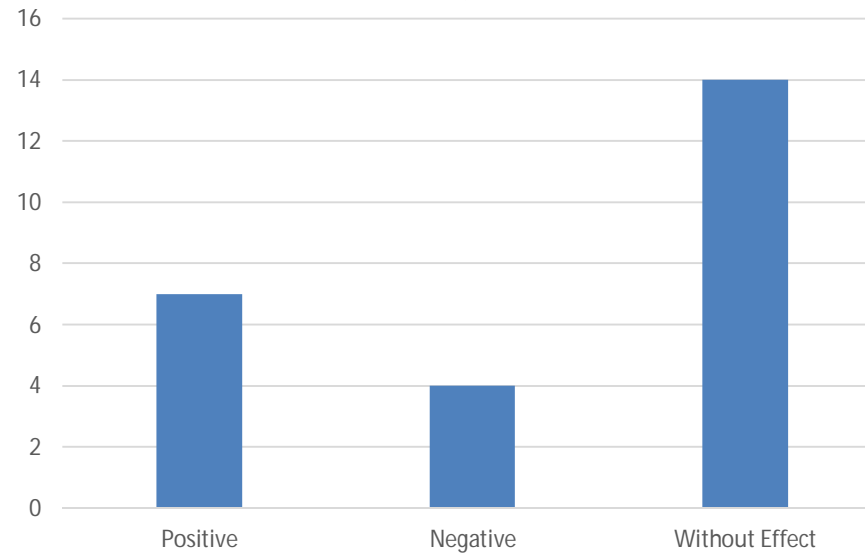
11.- DO YOU THINK EL PITILLAL WILL BE A BETTER PLACE, A WORSE PLACE, OR NO DIFFERENT FOR YOUR FAMILY TO LIVE IF THERE IS MORE TOURISM DEVELOPMENT? IF BETTER OR WORSE, DESCRIBE HOW?



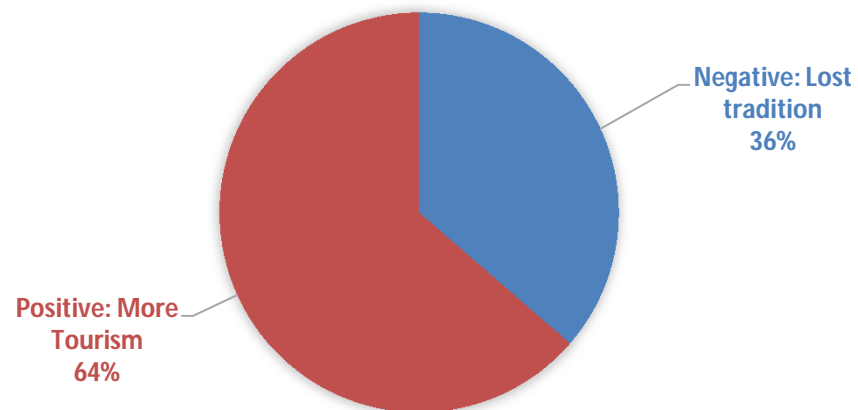
12.- Do you think more tourism development will create positive, negative, or no change to the 'identity' of El Pitillal that you described in question 4? If positive or negative, describe how?



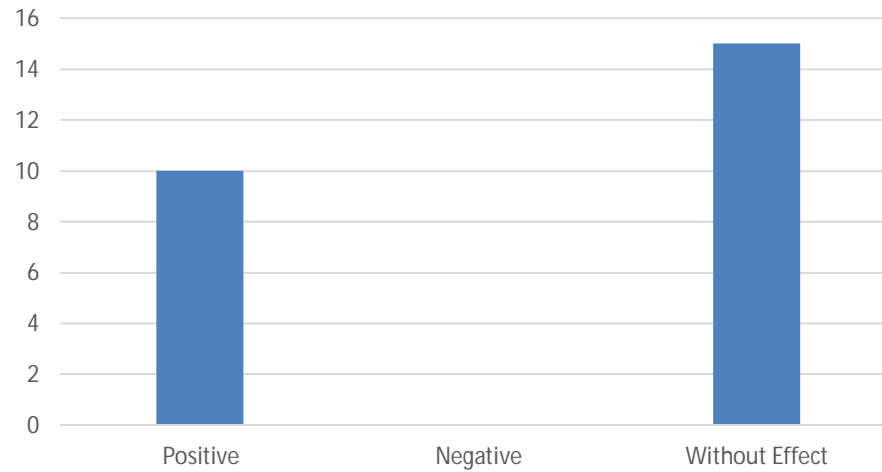
13.- Do you think more tourism will have a positive, negative, or no effect on the important or unique places in El Pitillal that you identified in question 5? If positive or negative, describe how?



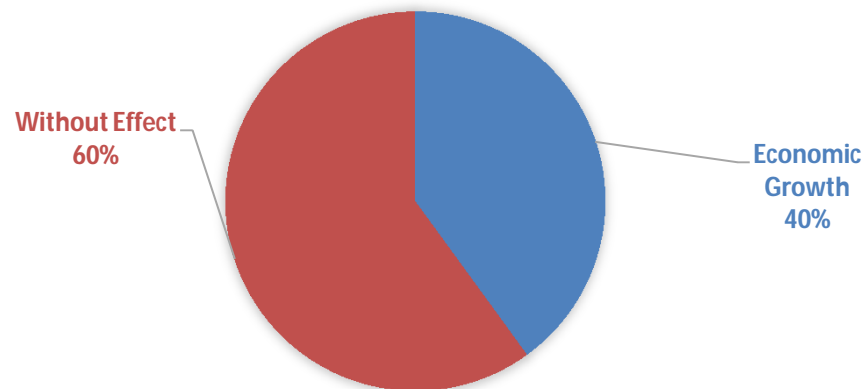
IF SO, IN WHAT WAY?



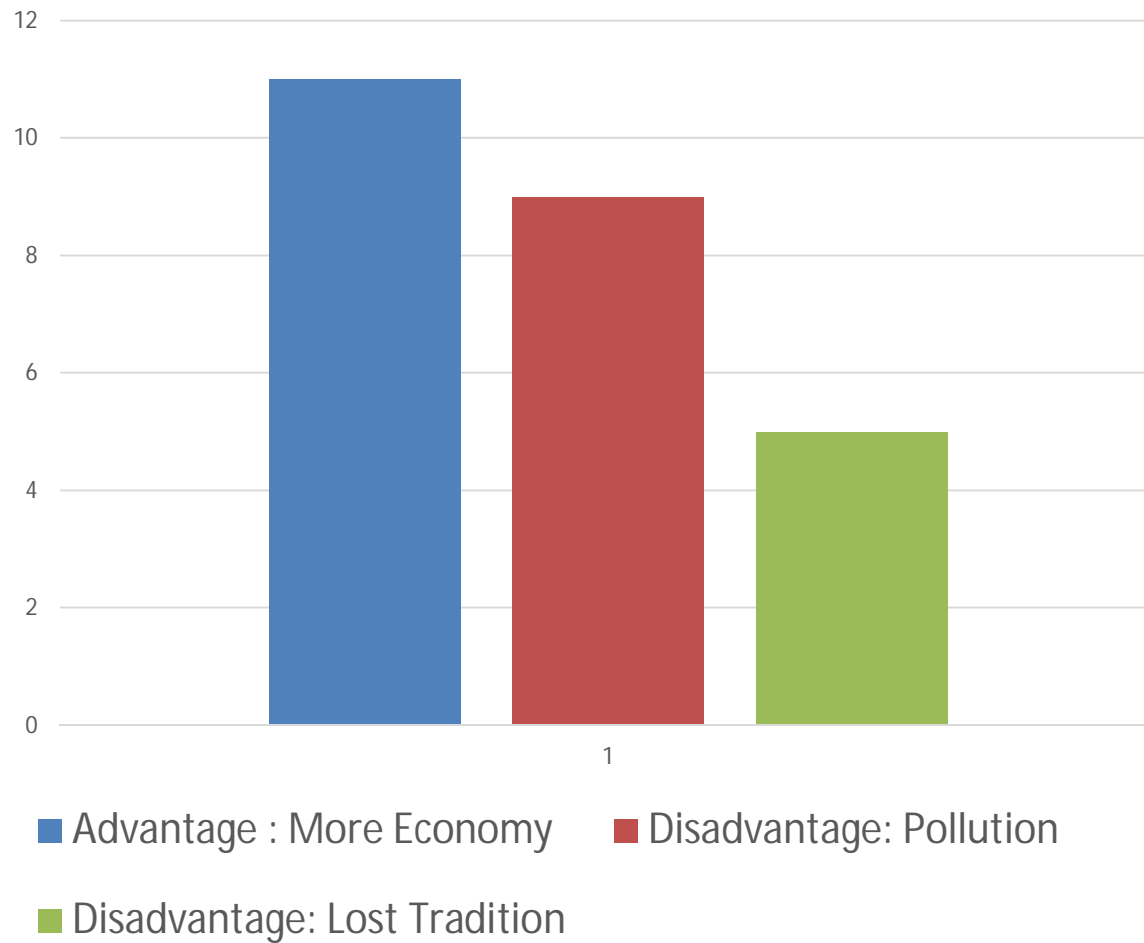
14.-Do you think more tourism will have a positive, negative, or no effect on the important or unique events and festivals in El Pitillal that you identified in question 6? If positive or negative, describe how?



IF SO, IN WHAT WAY?



15.- What are your overall views of the advantages vs. disadvantages of more tourism development in El Pitillal?



Some General Conclusions

- Overall positive view of tourism impacts, but mainly in economic terms
- Some concern for environmental impacts (e.g. pollution)
- Some concern about loss of 'traditions' but more ambivalence (no impact on culture)

Thank you! Questions?