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Cecilia S. Medina Martín

Universidad Intercultural Maya de Quintana Roo, cecilia.medina@uimqroo.edu.mx

David E. Tamayo Torres

Universidad Tecnológica Regional sur, Tekax, tamayo.tdavid@gmail.com

Margarita De A Navarro Favela

Universidad Intercultural Maya de Quintana Roo, margarita.navarro@uimqroo.edu.mx

Fredi R. Un Noh

Universidad Intercultural Maya de Quintana Roo, fredi.un@uimqroo.edu.mx

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Challenges of accessibility of a community heritage tourist route: The Route of the Caste War

Medina, Cecilia^a, E-mail: cecilia.medina@uimqroo.edu.mx, Tamayo, David^b, E-mail: tamayo.tdavid@gmail.com, Un, Fredi^c, E-mail: fredi.un@uimqroo.edu.mx, Navarro, Margarita^d, E-mail: margarita.navarro@uimqroo.edu.mx

^a Intercultural Mayan University of Quintana Roo, Tourism Academy, Department of Sustainable Development and Interculturality, Muna-Felipe Carrillo Puerto Road, Km 137, La Presumida, México, 77870, <https://orcid.org/0000-0002-7737-1577>

^b Southern Regional Technological University of Tekax, Tourism Academy, Department of Tourism, Street 41 number 792, university avenue, Tekax de Álvaro Obregón, México, 97970, ORCID <https://orcid.org/0000-0002-8709-0672>

^c Intercultural Mayan University of Quintana Roo, Tourism Academy, Department of Sustainable Development and Interculturality, Muna-Felipe Carrillo Puerto Road, Km 137, La Presumida, México, 77870, <https://orcid.org/0009-0007-3500-0149>

^d Intercultural Mayan University of Quintana Roo, Tourism Academy, Department of Sustainable Development and Interculturality, Muna-Felipe Carrillo Puerto Road, Km 137, La Presumida, México, 77870, <https://orcid.org/0000-0001-7023-6922>

Resumen

Este artículo presenta los resultados del análisis de accesibilidad de La Ruta de la Guerra de Castas (RGC), previo a su comercialización como producto patrimonial comunitario, que aportó un diagnóstico del recurso y permitió establecer estrategias para la adecuada planificación del destino. El diagnóstico de accesibilidad va más allá de adaptar los espacios físicos para su tránsito, considerando que el recurso debe ser interpretado para todo tipo de personas, involucrando la accesibilidad económica, espacial y temporal, criterios en los que se centra la investigación.

Para realizar este diagnóstico se desarrolló una investigación multidisciplinaria que recopiló información de diferentes sectores con herramientas cualitativas y cuantitativas que combinaron el registro de datos y la opinión de los habitantes, informantes clave; funcionarios, trabajadores de museos, proveedores de servicios turísticos, organizaciones no gubernamentales y visitantes. La accesibilidad es un concepto multivariado, por lo que los indicadores utilizados permitieron recolectar información de manera objetiva, rigurosa y relevante. Los datos fueron recolectados en un instrumento basado en indicadores culturales, los cuales fueron diseñados en categorías. El enfoque de la investigación fue cualitativo, con la Investigación Acción Participativa y técnicas etnográficas como la observación participante (PAR), entrevistas y también revisión de documentos.

Con base en los resultados se identificaron las desventajas de los grupos comunitarios en términos de competitividad frente a otras tipologías turísticas, falta de especialistas que diseñen una identidad corporativa, desconocimiento de la gestión, infraestructura y espacios adecuados que permitan un turismo accesible, así como falta de acceso a la información. Es necesario proponer estrategias de promoción enfocadas a los productos culturales rurales, que promuevan y difundan los sitios y actividades designados por la comunidad como patrimoniales, que estén dispuestos a compartir con los visitantes, de manera que sean los anfitriones locales quienes ofrezcan este servicio. Entre las estrategias que se aplican están: participación e involucramiento igualitario de mujeres y hombres, la incorporación de estudiantes y académicos en cursos de formación y orientación.

Estos productos enfrentan importantes desafíos: deben diferenciarse de otros para consolidar su identidad local, y al mismo tiempo, formar alianzas que les permitan fortalecer los productos y servicios turísticos locales, brindando al visitante opciones que complementen su experiencia, y al mismo tiempo logren integración, crecimiento y desarrollo regional de las localidades involucradas.

Summary

This article presents the results of an accessibility analysis of The Caste War Route (RGC), prior to its commercialization as a community heritage product. The analysis consists of a diagnosis of the resource to establish destination-planning strategies. The accessibility diagnosis goes beyond adapting physical spaces for transit, considering that the resource is accessible to all types of people, including economic, spatial and temporal accessibility, criteria on which the research focuses.

The diagnosis was prepared through a multidisciplinary investigation that collected information from different sectors with qualitative and quantitative tools that combined the recording of data and the opinion of the residents of the area, key informants; Government officials, museum workers, tourism service providers, non-governmental organizations and visitors were included in this research.

Accessibility is a multivariate concept; its analysis required an instrument with cultural indicators distributed in categories, which provides objective, rigorous and relevant information. The research approach was qualitative, including Participatory Action Research and ethnographic techniques such as participant observation (PAR), interviews and document review as part of the process.

It is necessary to propose promotional strategies focused on rural cultural products, that disseminate the sites and activities considered heritage by the community, and that the inhabitants are willing to share with visitors, so that local hosts are the ones who offer this service.

The necessary strategies are the equal participation and involvement of women and men, the participation of students and academics in training courses and orientation to local service providers. These products face important challenges: they must differentiate themselves from others to build a unique local identity, and at the same time, form alliances with other local communities to create and strengthen local tourism products and services to create a complete touristic experience versus isolated experiences in individual communities. Achieving integration is essential for a successful project and the regional growth and development of the localities involved.

Objective

The main objective of this research is to analyze the current situation of accessibility of the Caste War Route (RGC) prior to its commercialization as a community heritage product. Specific objectives. It was established work sequences to achieve specific objectives in stages. The resource diagnosis included the analysis of the current economic situation and spatial and temporal accessibility. This allowed the planning of the RGC prior to its commercialization as a tourist product.

Background and justification

Tourism tends to massify attractions to increase economic wealth, this causes the deterioration of natural resources and social problems, since the local population is replaced

by professionals in services and products, to standardize tourist destinations. Examples of this “planning” are Cancún, Quintana Roo and Acapulco, Guerrero, both very important tourist spots in Mexico.

The tourism industry, within the services sector, favors the implementation of this type of projects, due to the economic benefits and job creation (World Tourism Organization, 2018), since one in ten jobs in the services sector was generated for tourism. Given this success, projects have emerged in rural indigenous communities, which are managed by public or private, national or international organizations, which have not yet achieved the expected success, on the contrary, they fail.

This failure is due to various causes; small-scale tourist groups make isolated efforts, have internal conflicts due to poor administration, little training and experience in resource management. As a solution, it is proposed to add networks, strategic alliances, clusters and tourist routes. The routes incorporate several towns or territories to diversify the range of services and activities offered, extending the visitors' stay in the place. To market a tourism product, basic services such as food, hygiene, accommodation, security, transportation, adequate prices and access to attractions (economic, temporal and spatial accessibility) are needed.

Under this approach, the RGC has the purpose of encouraging the use, development and revaluation of the natural and historical-cultural resources of three localities: Sacalaca and Huaymax, belonging to the municipality of José María Morelos and Tihosuco de Felipe Carrillo Puerto, Quintana Roo, which generates economic development in the region through the offer of tourist products and services with emphasis on the modality of rural tourism. This article presents the second stage of the project for the creation of a heritage tourist route called “The Caste War Route” (Figure 1).



Figure 1. Map of tourist resources of the Route of the Caste War (Robertos, 2018).

The RGC is a biocultural product with an alternative tourism approach that contributes to the comprehensive development – social and economic – of the communities that are part of the route. In the first phase of the research, inventories of natural and cultural attractions, the physical and social carrying capacity in some places along the route were carried out and/or updated, and management, social and environmental indicators were developed. The accessibility diagnosis of the route resources was carried out, as part of the integrative methodology (Pérez, et. al. 2017, Figure 2).

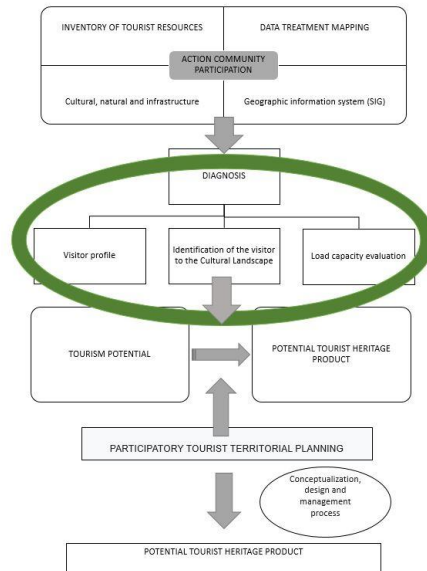


Figure 2. Scheme of the integrative methodology (Pérez, et. al. 2017).

Method / methodology

The research was multidisciplinary, information was collected from different sectors of the tourism product. Primary and secondary sources were investigated, tools were designed to record quantitative and qualitative data, such as the perception of community residents, key informants and employees of museums, service providers, government and civil organizations (Hernández, et. al. 2014).

To investigate accessibility in tourism, a multidisciplinary analysis is necessary, with transversal indicators. They are conceptual and methodological instruments to collect information in an objective, rigorous and relevant manner. Indicators are measurement criteria that allow access, analysis and evaluation of the behavior and dynamics of the variables (Quintero, 2011). The measurement of variables responds to a quantitative research methodology, which provides numerical data; however, tourism is a social discipline, which requires complementing the figures with qualitative data that describe attributes and opinions (Quintero, 2011).

For this, ethnographic techniques are used such as Participatory Action Research, participant observation (PAR), review of documents and previous investigations, journalistic news, information on the web, pages of the government of the state of Quintana Roo, municipal plans, among others, from the communities of Sacalaca, Huay Max and Tihosuco (Tabla 1). The research results characterize the localities located in the central area of the state of Quintana Roo, Mexico (Escorcía 2010), although the methodology could be adapted to investigate other populations (Martínez, 2006).

I. CULTURAL ACCESSIBILITY			
Category	Indicator	Objective	Sub- indicator
1.1 Regulations / rules	1.1.1 Number of visitor regulations	Investigate the existence of internal regulations in the localities to regulate the behavior of visitors on the routes.	Written regulations
			Visible regulations
	1.1.2 Number of regulations for ecotourism group members		Regulations that are mentioned before tours or activities
			Existence of regulations for partners
1.2 Scripts	1.2.1 Number of elaborate scripts	Inquire about the existence of scripts to standardize the information provided by the guides to the visitor	Written regulations
			Visible regulations
			It is delivered to each partner
			Existence of scripts
1.3 Visitor profile	Visitor profile SURVEYS	Identify the profile of the current tourist and potential of the Route of the Caste War	Written scripts
			Each guided is trained
			Script with educational message
			Techniques used
1.4 Access to cultural programs	1.4.1 Number of cultural initiatives, programs on the caste war route	Identify the cultural initiatives or programs developed in the route of the caste war by cultural leaders and managers:	Number of initiatives or programs
	1.4.2 Number of consolidated projects		Number of consolidated projects
	1.4.3 Number of free cultural activities offered per year (for schools or families)		Number of cultural activities per year
	1.4.4 Number of direct or indirect beneficiaries of cultural activities		Number of people benefited by the projects
1.5 History	1.5.1 Number of bibliographic	Identify the number of studies or bibliographic material (digital or printed)	Number of women
			Number of men
			Number of libraries
			Number of books in the communities

	evidence (printed or multimedia)	with cultural data from the caste war: research works that allow the knowledge of History and culture	Number of documentaries in the communities Number of community-based thesis projects Number of brochures in relation to the caste war Number of books on the web Number of documentaries on the web Number of thesis on the web Number of bibliographic material or data in relation to the caste war on the web
II. TEMPORARY ACCESSIBILITY			
Category	Indicator	Objective	Sub-indicator
2.1 Food services	2.1.1 Number of establishments that offer food sales services	Identify the offer of food and beverage services in the localities	Number of restaurants
			Number of traditional cuisine/informal restaurants / Food and lodging
			Number of stores that sell snacks or fast foods / Number of street vendors that sell snacks or fast foods
			Number of houses that offer food sales
2.2 Lodging service	2.2.1 Number of establishments offering lodging service	Measure the offer of the lodging service in the towns of the route of the caste war	Number of hotels
			Number of cabins
			Number of camping areas
			Number of houses that offer lodging
2.3 Transport	2.3.1 Number of transport services in the towns of the route	Identify the existing means of transport to access the towns as well as internal transport for local circulation	Number of stations / terminals
			Bus service
			Vans services
			Taxi service

			Motorcycle taxi service
2.4 Tourist information	2.4.1 Number of spaces or means to access tourist information	Inquire about printed and digital media options to access the tourist information of the towns that belong to the route	Reception
			Web site
			Facebook
			Twitter
			Phone number
			Other contact
2.5 Tourist services	2.5.1 Number of tourist services offered	Identify the tourist services offered for the enjoyment of visitors in the localities	Cultural services
			Adventure services
			Ecotourism services
			Hosting services
			Food services
			Recreational services
2.6 Festival calendar	2.6.1 Number of traditional festival	Inquire about the cultural festivities celebrated each year	Festival calendar
2.7 Cultural activities calendar	2.7.1 Number of cultural activities	Identify the activities carried out with the purpose of preserving or promoting/disseminating culture (workshops, forums, etc.).	Cultural Events Calendar
III. SPATIAL ACCESSIBILITY			
Category	Indicator	Objective	Sub-indicator
3.1 Signage	3.1.1 Number of signs to direct visitors towards attractions	Number of signs to get to the community or project and to locate the attractions internally in the locality	Number of signs to reach / to get to the community or project
			Number of signs to locate the attractions
3.2 Security	3.2.1 Number of risks areas/zones	Detect risk areas to minimize potential hazards/dangers or prevent accidents	Number of risk zones in floors
			Number of risk zones on stairs
			Number of risk zones in bathrooms
			Number of extinguishers
			Number of evacuation zones
			Number of preventive sign/signage in areas
			Number of ramps for people with different capacities

3.3 Medical attention	3.3.1 Number of health care centers	Identify the existing medical units in the localities	Number of medical units
3.4 Security plan	3.4.1 Number of security plans	Inquire about the existence of local safety plans to respond to emergencies	Number of written local security plans
			Visible security plans
3.5 Incidence of crime	3.5.1 Number of criminal activities in the last year	Identify the most frequent criminal acts in the localities in the last year	Number of complaints / demands for theft / robbery
			Number of complaints / demands for assault
			Number of complaints / demands for fighting /litigation
			Number of arrests for alcoholism and drugs
3.6 Environmental Phenomena	3.6.1 Number of meteorological phenomenon	Identify the meteorological phenomena that have occurred in the last three years in the towns of the route of the caste war	Number of cyclones in the last three years
			Number of shelters
			Number of floods in the last three years
	3.6. 2 Number of fires	Identify the number of forest fires caused or by accidents that occurred in the last three years	Number of reports of natural forest fires
			Number of reports of forest fires caused by arson
	3.6. 3 Number of community organizations		
Roads			
Water			
Living place / houses			
Education			
3.7 Physical and social carrying capacity	See goal seven		Physical Social
IV. ECONOMIC ACCESSIBILITY			
Category	Indicator	Objective	Sub-indicator
4.1 Budget / investment	4.1.1 Percentage of budget/investment allocated in relation to the caste war route	Measure the percentage of the budget/investment allocated to actions or cultural activities as well as to equipment, infrastructure and training	Infrastructure support
			Resources to equipment and installations/ facilities
			Training courses or workshops

	4.1.2 Number of plans or actions to stimulate and promote the development of new cultural projects	Identify the number of plans or actions that promote and stimulate the development of new cultural projects on the route of the caste war	New projects planned or initiative for the future
	4.1.3 Investment / budget percentage for cultural tourism development	Measure the percentage of annual investment / budget allocated to cultural tourism development: public or private, municipal or state	Annual investment / budget for cultural projects
	4.1.4 Number of activities or programs in municipal development plans focused on cultural-tourist heritage	Identify the actions or activities established in the municipal development plans calling for the promotion of cultural heritage	Activities in development plans
	4.1.5 Number of regulations and actions aimed at the rescue, conservation or preservation of culture	Identify the regulations and actions to rescue and develop the culture of the area through conservation and preservation	Rescue actions for culture Number of regulations for conservation and cultural heritage
	4.1.6 Number of projects, programs or agreements for cultural integration and cooperation	Identify the projects, programs or collaboration agreements between agencies and institutions that promote local culture (public, private, municipal or state)	Cooperation programs Number of consolidated cultural collaboration agreements

Table 1. Accesibility diagnosis indicators (Own elaboration).

Theoretical approach: Tourist routes and accessibility in tourist destinations

Tourism accessibility studies are investigations prior to the commercialization of a product, since they provide a diagnosis of the place, which identifies non-renewable resources or those vulnerable to damage or deterioration due to tourist use, to propose an appropriate management model to implement in the tourist destination. Planning is an advantage for destinations when competing to attract visitors. Ibarra and Velarde (2016) point out that tourist routes are an ideal means for the development and marketing of a planned tourism product, positioning the place and attracting new visitors (Calderón, et al., 2018).

Accessibility includes competitiveness (Klaus and Salas, 2017), which is evaluated in four aspects or indices: environment; adequate policies and conditions for travel and tourism; infrastructure; and resources (natural and cultural). By establishing measures that guarantee the care of the environment, the use of the resource is prolonged so that it is profitable for a long period of time, and the investment of economic resources is less risky, so the destination has greater chances of success.

To ensure its care and enjoyment, management strategies must be implemented that guarantee its conservation, so that visitors have a pleasant experience and enjoy their stay, which will make them return or recommend the place. In addition to the above, the World Tourism Organization (2018) highlights the importance of cultural preservation, environmental protection, peace and security, job creation, economic growth, development, relevance in exports and contribution to GDP.

Accessibility is more than enabling physical spaces for transit, tourist spaces include geographical and natural resources, human settlements, manifestations of a culture or generators of economic exchange (Bejarano, 2009). It implies that the resource is interpreted for all people, emphasizing the values and meanings of heritage in an understandable, emotional, enjoyable and entertaining way, in order to create intellectual and emotional connections between the public and heritage, which inspire sensitivity, awareness. and commitment to its conservation.

Therefore, the visitor can access the message that the locals want to convey. Tourist accessibility implies adequate mobility, accommodation, urban planning, communication, information, culture and leisure (Domínguez, et. al, 2011). Accessibility is a complex study, of various themes that are integrated to achieve the objectives. Economic, spatial and temporal accessibility are also necessary aspects in the study of tourist accessibility (Tresserra, 2003) and are raised in this study:

Cultural accessibility: implies that the destination has information for its adequate interpretation, based on previous studies and research on the resource (research, oral and written documentation, etc.). It is necessary to consider the training and prior learning of the visitor and the locals, so that the information transmitted is adequate for the conservation of the resource. Basic rules for visitors and suppliers should be included, allowing mutual respect for local customs and practices and coexistence between visitors and residents. These aspects are directly related to the study of the social and cultural carrying capacity, as well as to previous research on the visitor profile.

Temporal accessibility: some resources can only be visited for limited times, because the attraction is only available during one period of time per year, or due to the access schedule. Mass tourism sites receive scheduled visits, it is necessary to reserve a ticket.

In project management it is necessary to consider these variables: schedules, weather, temporality. This analysis ensures that the site is available at times and temporalities consistent with tourist activity.

It is also necessary to have a directory with data on service providers and groups that offer tourism, to schedule visits, and a list of sites that offer tourist services in the area, such as restaurants, hotels, among others. This allows us to complement the tourist services and products that make up the Route.

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Spatial accessibility: it is the analysis of the displacement of the visitor's journey from their place of origin to reaching the tourist destination. This section analyzes elements of accessibility and mobility to visiting spaces such as signage, ramps, stairs, wheelchair access, rest areas, among others. These spaces must be free of danger or risk for visitors and locals, so the analysis includes the safety of these areas. Studies of physical and social carrying capacity are incorporated, considering the perception of the population, who must agree with the arrival of visitors without feeling invaded or limited in their daily activities.

Economic accessibility: trips must adhere to fair trade, so that the benefit is mutual, for visitors and community. It is very common for destinations to guarantee fair prices to travelers in their tourism legislation, however, a fair wage is not guaranteed to tourism service providers. The tourist place must guarantee that activities and products are available to all types of public, whether local, national or foreign tourists, emphasizing affordable prices for local visitors, which implies carrying out an economic analysis of the services and products offered. The main objective is that all people can access tourism consumption, in the exercise of their right to leisure and rest as a human need. Through market analysis, the best marketing, promotion and management channels for the tourist destination are obtained, to optimize and determine a price accessible to visitors. The second, the economic accessibility of community tourism groups, oriented towards economic development, for example; the public budget allocated to cultural actions or activities, as well as equipment, infrastructure and training.

Results and Discussion

The quantitative and qualitative analysis of the indicators expresses that the communities of the Caste War Route (RCW) do not have regulations for visitors, which represents a risk for the interaction of tourists and the community, since, in the case of community tourism, it is essential that visitors are sensitive to the cultural practices of the communities and adapt their behavior, so as not to negatively affect the uses and customs of the receiving Mayan communities. So far, the inhabitants of the communities agree with the presence of tourists. This consent must persist through regulations that guarantee the prevalence of local cultural practices.

Another aspect is the lack of internal regulations that represents a risk for the tourist destination, since it generates misunderstandings between the groups of tourism providers, and by not establishing the responsibilities of each of the members, conflicts arise that dissociate the groups.

The lack of legally constituted groups or initiatives stands out, because it limits the success of the projects, since it makes access to public financing difficult, affecting the economy of the members of the tourist groups and the community, which does not have money for construction and infrastructure maintenance, training, among others.

Another challenge for the current RGC organization is the lack of cohesion. The institutions that work in the RCW have little connection with each other, so public financing is invested in various needs, the efforts are isolated and not very visible. That is why it is necessary to integrate a guiding project that marks the guidelines and actions that each institution must carry out, in a joint effort that maximizes results and makes progress visible, promoting tourist groups.

Based on the work carried out, it is deduced that one of the main problems of the Caste War Route is that the community has little access to studies and knowledge of the historical past and is unaware of the strategies to implement tourism strategies for a successful product. Although studies and research are scarce, those that exist are not sufficiently disseminated within and outside the communities. Regarding access to the interpretation of information from the historical period of the Caste War for the development of the scripts used by the tourist guides, the lack of heritage interpretation techniques and messages was observed. The integration of a script that applies heritage interpretation techniques will allow the trip to be properly organized and planned. It is necessary to delve into heritage interpretation techniques to evaluate the impacts of the current orientation and management of the history of the route, to minimize unwanted impacts at a social and cultural level. It highlights that the design of the scripts helps to record new information that generates knowledge, as a living and dynamic inheritance.

Every tourist destination must have adequate infrastructure and the necessary services, respecting the carrying capacity, adapted to the potential market it is aimed at, as well as adequate attention to visitors to offer a quality product. Thus, alternative tourism, in its community segment, aims to generate the minimum sociocultural impact through the optimization of resources, with the aim of contributing to the well-being of local communities.

The tourist activity carried out in rural communities has the intrinsic characteristics of alternative tourism, in which the inhabitants are the human resource that provides tourist services as a complementary activity to their daily jobs, which are their main source of economic income. In this sense, schedules are adapted so that residents who offer tourism can carry out their primary activities and complement tourism, which is why it is necessary to schedule visits. In the case of the RGC, the Museum of Indigenous Culture located in Tihosuco is the only one that has established days and times. It is open from Tuesday to Sunday from 9 a.m. to 5 p.m., since the staff receives a salary for providing their services, unlike groups that do not have a fixed income from tourist activity.

Accessibility also implies identifying risks for tourists, since every trip involves risk. Depending on the place and the activity, the visitor's vulnerability is continually latent, although it can go unnoticed, one is only aware when an accident or incident occurs, such as fractures, skin lacerations, falls, blows, drownings, burns, thefts, attacks among others. The factors are varied, from not measuring the risks to which one is exposed, the lack of security

in the place, and/or the omission or ignorance, on the part of visitors and those who provide activities in the localities, of the general rules and basic tourist security.

The RGC needs to implement tourist security services, disseminate security information about the sites so that the visitor knows in advance the specific characteristics and conditions of the tour or the activities to be carried out. It is necessary to install security notices, help points (fire department, police station), designated evacuation routes, among others.

The analysis shows that public insecurity is one of the serious problems facing tourist destinations, due to the increase in vandalism, drug use, damage and injuries to personal property. It was observed that smaller towns have a lower crime rate due to multiple causes. Among the causes of insecurity are the lack of training of police officers, the distrust of the population due to the growth of organized crime that generates an increase in illicit acts such as drug trafficking. Adequate public security infrastructure, communication equipment, and police training are needed to provide better service to citizens and site visitors (José M. Morelos Municipal Development Plan 2018-2021).

Another limitation is the lack of a strategic plan for the integration of institutions, so that joint work has a significant impact on the communities. This is also reflected in the dispersed training of local service providers, the inefficiency in the management and administration of resources, which impacts the disaggregation of initiatives and the lack of consolidation of cooperatives.

Another challenge is the lack of basic services in rural communities, such as the lack of internet, public transportation, among other issues. The Mayan area is on its way to becoming a tourist destination in which the heritage and cultural offerings of the communities occupy an important place in the commercial sale of their resources and ways of life. Although there is currently an incipient infrastructure and offer, there are many aspects that can be improved to implement an adequate and autonomous management model. Although important steps are being taken to improve the quality of life of these communities, it is critical that the study, analysis and support of community tourism groups continue.

It is necessary to propose advertising strategies focused on community cultural products, which promote and disseminate the sites and activities designated by the community as heritage. Furthermore, it should be the locals who provide the tourist services, who spread the stories and traditions, since they are the protagonists of this story. These tourism products face important challenges: they must differentiate themselves from others to consolidate their local identity, and at the same time, adjust to routes that allow them to form alliances that strengthen them by providing the visitor with options that complement their experience.

The objective is to integrate and generate social well-being in the localities, which impacts the region.

Tourism plays an important role in these communities, so it is necessary to resolve security and infrastructure problems through the application of joint and integrative policies between residents, government, academics and tourism operators.

Marketing and distribution actions are required, for which it is necessary to plan and disseminate the tourist product or service, ensuring that the clients, who make up the market, know and consume it (García, 2007).

The Caste War Route is a tourist route focused on an alternative tourism consumer, which offers guided tours to academic tourism groups, students and cultural visitors. Correct distribution and promotion to the public is essential to generate sales through the “marketing

system” that consists of setting the price, promoting and distributing the product to satisfy the needs of the target consumer.

Another important factor that must be incorporated is commercial efforts to promote this initiative. The RCW must make agreements with legally established travel agencies specialized in alternative tourism for greater promotion and dissemination of the product, as well as visualize the idea of having a team of specialized sales promoters to establish at strategic points. Agreements with some communities that offer different products are also a strategy to diversify the product. To do this, it is important to choose a distribution channel, which is the path from the producer to the final consumers (Baca, 2001).

Although each company can take more than two distribution channels for a better result: having a greater coverage in the market, specific control over its product or having a greater benefit in the area of costs. In the case of the Caste War Route, the following channels are proposed according to the characteristics and what it requires: producers-consumers (the consumer assists directly with the producer without having to deal with an intermediary to acquire a product); in this case the client should assist directly with those responsible for the sale of the tours. The other is Producer-user, which refers to the residents or the people who make up the committees of the route, to have contact and personal attention with the consumer; they are proposed because market coverage is required to cause a greater influx of tourists in the area and, therefore, a greater economic spill. In addition, there will be total control over the product, that is, there are not so many intermediaries that can alter the price, characteristics or services of the route. The proposed distribution channel is described below.

Based on these results, the following strategies were proposed, most of which are already being solved, and which are the axis of the next stage of work, which include, as a first step, advising community groups to form and They can access public calls, form the RGC business plan, generate agreements with the community and local authorities for planning, organizing and training community groups on heritage, culture, security and tourism services.

The market study was carried out basically from documentary and electronic sources in which the indicators were also considered and based on the certainty that the heritage can have a tourist use while guaranteeing “the conservation, research and valorization of the itself, allowing its future projection and guaranteeing its enjoyment for the local population” (Tresserras, 2005, p.1). The heritage tourism product that is offered to tourists is a cultural route with emphasis on alternative tourism, where the focus of the cooperatives and residents of the area is to make known the history that their ancestors transmitted to them, from colonial times to the date, where visitors will have the opportunity to interact with local people to share cultures, traditions, gastronomy and primary activities of the region, which for the visitor can result in totally new experiences. However, community groups do not differentiate in the packages offered between international, national, local public or students and seniors, so they offer the same price, which is not based on cost analysis.

Final comments

In the case of the diagnosis of the Route of the War of Castes, we have approached to carry out an accessibility diagnosis that allows us to establish the best management and governance model of the product. Undoubtedly, we are facing an emblematic case, since it represents a community initiative with great prospects for promoting economic development in the populations that host them. Community tourism and rural tourism of these characteristics,

more focused on an academic interest as has already been proposed in previous works, is a research case in tourism.

Throughout different sections, the records made in this work campaign have been described, as well as the main concepts around the accessibility of the RGC product. These diagnoses are new in tourism products in Mexico in general and in the Yucatan Peninsula, but they are a fundamental step to design products with a greater guarantee of success. Thus, the most practical part of this research was collecting data from various sources.

In an approximate and general way, we still do not have enough data to allow us to approximate the tourist profile of this product, cultural tourism might be interested based on the studies carried out. The identified services need a fundamental coordination between them for the design of the product and also the dissemination and promotion campaigns should be reconsidered so that the route can be considered a true rural and heritage tourism product.

So far, most visitors to the route have an academic interest; improving accessibility would be a fundamental option when implementing the product, as well as an important interpretive action. The registry of visitors must be improved to define a more accurate load capacity, which in turn would allow us to establish better marketing and promotion plans according to their support.

Undoubtedly, this type of product contributes a lot to the tourist offering of the area, although it is not yet sufficiently consolidated as such nor is it promoted within the tourism management channels; It has a weak infrastructure and organization that must be reinforced with financial and training support. The route must be followed and evaluated constantly, in order to avoid negative impacts on the population and on cultural and natural assets. The authenticity of this product is one of its distinguishing marks, every time it presents the history and its dynamic and living record, which is attractive as researchers, but also as consumers of this type of experience.

Tourism development in Quintana Roo is important but not without weaknesses, especially those variables that have to do with security, and these types of products have to be aware of these variations of the country's tourism system to know how and where to be able to position itself. The Maya area is on the way to becoming a heritage tourist destination for these communities, and this project occupies an important place in the commercial sale of its resources, and its ways of life. Despite having an incipient infrastructure and offer, there are many aspects to improve as indicated in this work, which leads to the implementation of an adequate and autonomous management model, for which important steps are being taken to improve the quality of life of these communities, so it should not stop studying or supporting enterprises in these areas.

Tourism can play an important role in the life of these communities, although it is necessary to join forces in its management; solve problems that have to do with security and infrastructures and define joint and integrative policies among all agents, for the consolidation of a heritage rural tourism product. Also the challenge of incorporating local young partners that provide them the link to the new era of technology, innovation and accessibility to help them to take advantage of all available resources for local development.

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