

## **THE TERRITORIAL CHANGES OF TOTONACAPAN VERACRUZANO, MEXICO AND THEIR HERITAGE CULTURAL BASED ON THE TOURISTIC ACTIVITY AS A REGIONAL DEVELOPMENT STRATEGY**

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The importance to highlight the tight relationship between the tourism, the territory and the heritage cultural in this work is due to that, although this the last one refers to a social and historical construction that involves the collective appropriation of a whole of ruins or products of the past (which it translates just as with the territory in a selective valuation of these), acquires also a sense of belonging and tied identity to this one, that is to say, agrees as a heritage cultural hard territorialized, since your representation as well shared in the sinus of a particular society and as expression of a particular community it conducts to the naturalization of the culture, result of your settling to the natal earth or to the native territory, manifested for a whole of material and immaterial elements (Giménez, 2005). In this way, is the same society, owning of these cultural properties, she who marks the social uses and the appropriation of this heritage, abovementioned particularly in these times for an economic dispute, political and symbolic placing under government control diverse actors as the favorite sector, the state and the social movements (Canclini, 1999).

By taking into account the varied contexts in those who the tourism tends to develop is possible to understand the form in which this activity is developed in the geographical space, either to level of the urban, rural, coastal environment or in whoever in which has presence. Besides locating your impacts in the economic, political, ecological and sociocultural aspects, the previous can help to explain the form in which the tourism falls in the territory, which in the case of Mexico without doubt has born upon the territorial reconfiguration of certain spaces that have been contemplated for the creation again tourist destinies, particularly in those areas that have been hard promoted for the states Mexican in different levels: federal, state and municipal and even in a global scale, thanks to that it count on a notable quantity of resources they stimulate the growth of activity happiness, by having with oneself economic, political and sociocultural changes that, depending of the focusing with which analyze, will be able to be considerate as negative or positive. This would translate in a descontextualization of the meanings that has for the local popu-

lations after your conversion in properties of consumption, in order to enlarge the diverse tourist products that it is offered in those destinies in which it is promoted certain types of tourism, as the cultural tourism, the ethnic tourism or the rural tourism, for referring to some examples.

As long as the association between territory, heritage and tourism represents changes qualitative, for the form in which the tourism does use of both elements, it is for this that must be highlighted the importance to analyze this phenomenon.

As example of these transformations, presents the case of the region of the Totonacapan in the state of Veracruz, Mexico, by means of which trade to present a regional panorama of the tourist activity from an interdisciplinary perspective, for the who considered four municipalities as part of the universe of study, by highlighting for this work the case of Papantla, with the objective of showing how good part of the territory it agrees to the Totonacapan veracruzano and the cultural existent patrimony in it, assume the position of the main media they define the strategies of local and regional development, impeded through the tourism.

Nowadays, the tourism it conceives as one of the media for those which is possible to access to the development (economic and social) and with it tries to improve the conditions of life of the population when considering that incentive the generation of sources of employment and inversion of capital for the creation of substructure in communications, as well as comfortably placed and services that permit your growth in different areas of the world, justly with scarce development. This report between both concepts (tourism and develop) drift of the develop discourse in in which it is highlighted that your main objective is to improve the quality of life of the population to worldwide level and protect the half environment, in contrast with the model of current development that it is has based on keep an economic growth, without considering the cost of this in ecological and social terms. Notwithstanding, the designations of diverse authors refer that the development, as part of the current discourse of the moment of capitalist expansion, is not more that the reflex of the union of the nature with the capital (Daltabuit, et. al., 2003). Of this way, the tourism has searched for constitute as a strategy it concerns like life of the societies of production and of consumption of masses for the considerate countries as underdeveloped, so much for Mexico as other countries of Latin America and of the third call world, being one of the multiple media for those which is possible to access to the so desired development, by promoting principally (near the industrial sector) as path for the regional development, local and even of all a country.

In the case of Mexico, the tourism has figured as one of the strategic components to promote this develop from half-filled of the decade of 1960, where the government bond has been determining for your impulse through economic politics and program focused to your growth. To do this, it theses political and program have acquired certain characteristics for each of the entities of the republic, according to the regional contexts and local. Your main function consists in inducing this activity through the federal inversion and of the tourist and economic promotion.

As a result of this impulse, nowadays it begins to give attention to spaces that barely it enjoyed certain reputation, had little promotion or simply not it figured as places of idleness and rest for the conventional tourism or of masses since, in spite of is not that your

main function, it stretches out now to identify your tourist potentialities based principally in natural and cultural elements, united to that your geographical location contributes and it decides in good measure the possibility of accesses to them and so create the necessary substructure for the development of the tourism. Therefore, the tourism has stopped to put exclusively in destinies of sol and beach by considering the creation again in other spaces of the national geography.

In this way, is the rural-native environment, that for your proximity to reserve ecological, coastal or archaeological areas, the one which stands out to do of this a viable destiny. With this new orientation, some regions in Mexico have experienced a series of transformations they appear upset not only the state environment, municipal and local in your economic aspects and political, but also in its natural and sociocultural, crossings, in this case, for a process of patrimonialization and afterwards of setting in value in the market of the tourism. It is here where the territory- heritage cultural- tourism-develop, retrieves relevance for the study of approached case.

As long as to this incipient development of the tourism in the Totonacapan they have added the cultural properties, so much material as immaterial, of the native population totonaca, as well as those who agree the ecological environment, which appears has found a niche of important market in the tourist sphere and as part of the offer to waste away for whom want to know this region, results important emphasize that to discover or identify new natural resources, or cultural, that beforehand not had any economic rate of interest now get puts in exploitation for benefit of a few how much. However, in order that this happens, is necessary to have a discursive base or its summary creative that finds one's bearings the image and the information projected through the words and images (Zorrilla, 2010).

As of the declaratory awarded for the UNESCO and the implementation of diverse state programs they impel your tourist use, united to the publicity constant that you are made in different media of communication as television, Internet and presses mottled skate, the archaeological and heritage cultural of the Totonacapan has obtained aggregate value when constituting as one of the economic more important media of the region in the presence of the great flowing of tourists that receives in the course of the year, the who it intensifies precisely during the periods and in the days in which it takes to end the Cumbre Tajin summit festival.

Therefore, the form to interpret the territory and the heritage cultural with which it is identified to the Totonacapan has transformed, no longer consider exclusively as relating of identity and ethnic and socioterritorial belonging, and in the case of the heritage as object of the past that must be kept, as long as equally it fulfill now a function in which can be used as economic means in the field of the culture of the idleness (Moragas, 2007), it who appears reduce the cultural properties and to the territory ( visualized as goods ) to the categories of cost-benefit.

Finally, the territorial transformations in the Totonacapan have been possible for the use and the promotion of the adjudged cultural properties to the totonaca ethnos, together with those elements that form your ecological environment, those which appear be that have found a niche of important market in the tourist sphere when constituting as part of the offer to waste away for the tourism that wants to know region.

Thanks to the use of an interdisciplinary focusing, it was possible to board a fruitful dialogue between anthropology and geography for the topic of the investigation, with it who can affirm that the territory it agrees to the Totonacapan veracruzano not only has experienced a gradual transformation in your physical aspect, but also symbolic, just as certain elements of the totonaca culture, considerate heritage-product, due to a process of selective valuation as of the three elements of the model of space question proposed by Hiernaux. In this sense, it is important to emphasize the form in which the territory and the heritage cultural have incorporated in the tourist reserve guard in the construction of the Totonacapan as a preferential destiny, which fulfills a priority function since without this it could be conceived to the region as such as for matter of tourism, particularly through the diverse types that are a question of to promote as the cultural tourism, the ethnic tourism and the ecoturism.