

# Advisory Graduation Report

## Community Based Tourism in Mahahual, Mexico



**Inholland University of Applied Sciences**

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6<sup>th</sup> of March 2020  
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# Advisory Graduation Report on Community Based Tourism in Mahahual, Mexico

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**Inholland University of Applied Sciences  
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## Foreword

Traveling and learning about customs and traditions of other cultures has always been a passion of mine which has led me in 2014 to participate as a volunteer in two community projects in Ecuador and Peru. I fell in love with the Hispanic culture and ever since admired the outgoing mentality and friendliness of locals. However, I experienced during my travels as well the negative effects of tourism which made me wanting to contribute to a change in the tourism industry. This motivation has led me to the studies of Tourism Management at the Inholland University of Applied Sciences.

During my studies and travels, I always had a keen interest in sustainability at tourism destinations. Being one of the world's largest and fastest growing economic sectors, tourism can have positive but also detrimental effects on local communities and their environment. To limit these negative impacts, stakeholders are required to find creative solutions and act in a sustainable manner.

Working on a real case scenario for Takata in Mahahual, Mexico with a strong focus on the local community, has been an enriching experience I'm very thankful for. My special thanks go to the Director of Takata, Cassiopea Carrier Doneys, for providing me with this great opportunity. Being part of Takata's multi-disciplinary approach enabled me to get inspiring insights into various stakeholders and individuals contributing to a sustainable tourism destination. I also want to thank my Inholland supervisor Roksela Miha for guiding and supporting me throughout the entire graduation process.

## Executive summary

This advice based research is written for the Takata Research center, a NGO focused on marine ecology, sustainable coastal management and public awareness in Mahahual, Mexico. Mahahual, a former fishing village located in the Mexican Caribbean, has transferred since 2001 into the second most important cruise ship destination in Mexico. Mexico's strong focus on coastal mass tourism has led to a transformation of the area. The cruise ship port Costa Maya operates monopolistically which makes it a strong competitor for businesses outside the port premises. According to the commissioning client residents employed in tourism benefit little financially. In order to generate a fair income for residents and turn Mahahual into a sustainable eco-friendly destination, the research investigated possibilities of implementing Community Based Tourism (CBT) in Mahahual.

CBT enables a wide array of benefits and can contribute to the development of the community through tourism increasing the Quality of Life by generating economic and social benefits. CBT provides the opportunity to improve infrastructure and facilities and to protect cultural and natural heritage. Consequently, the objective was to gain insight into opportunities and constraints regarding CBT in Mahahual in order to give advice on tourism activities which ensure direct and sustainable benefits for the local community.

Theories and models selected for the Critical Literature review were based on the Social Exchange theory and its predictor factors, Doxey Irritation index, the TALC model, Ritchie & Crouch's Destination Competitiveness model and three most common Critical success factors of CBT. All these theories formed the theoretical framework to answer the central question. Sub-questions regarding most common critical success factors of CBT, currently offered tourism products and services and resident characteristics have been formulated.

For the purpose of this research a qualitative research approach has been chosen with semi-structured and structured interviews. The field research has been conducted in Mahahual from the 16<sup>th</sup> November 2019 until the 5<sup>th</sup> January 2020 with a total amount of 27 interviews. Interviews were recorded and transcribed shortly after their occurrence. Respondents constituted of three groups- Residents, Local organisations and tourism providers. These groups were reached through snowball and purposive sampling. Aided by desk research, research findings were supported. In addition, an observation has been undertaken at the beach promenade (malecón).

Three most common critical success factors of CBT are collaborations and partnerships, benefit sharing and community participation. Regarding residents' characteristics it became apparent that Mahahual's community is diverse and transient. Concerning community ties opinions dispersed as some residents indicated strong attachments whilst other stated the opposite. Tourism development is overall perceived positively by residents being employed in tourism or independent of the industry. This positive attitude provides the opportunity to be receptive for responsible tourism product developments. Regarding current tourism offerings and services it became apparent that little tours are offered in Mahahual itself, providing great opportunities for cultural product creations. The little amount of local productions and cultural sites remains a main challenge Mahahual faces. By encouraging local initiatives such as in collaboration with the Wayak community center, more sellers and artisans might get encouraged in creating local products instead of importing them from China or surrounding villages. Further, a collaboration with close by Mayan villages can be targeted. This would

enable participants to obtain market access and a source of income. In addition, the creation of a market as a central point of vending fruits, vegetables and artisans would benefit both sides locals and tourists and enrich Mahahual's destination portfolio.

The research provides recommendations for Takata, the community and the Tourism Secretary (SEDETUR). The creation of a walking tour through Mahahual would generate benefits to participating members and in the event of the tour operator Aviomar executing the tour, a Ripple Score should be implemented indicating transparency of benefits coming back to the community. For the community of Mahahual it was recommended to arrange town meetings for the purpose of CBT projects and in general to strengthen ties by organizing festivities together. This potentially could lead to an encouragement of practices and traditions. The port should start branding Mahahual and encourage visitors to leave the port premises. The misconception of portraying an unsafe image of Mahahual hinders tourists to go to the village. Lastly, it is strongly advised to the SEDETUR to start research on Mahahual and formulate concrete sustainable long-term tourism strategies for the destination.

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**Acronyms**

ASK	Amigos de Sian Ka'an
CBT	Community Based Tourism
CBRT	Community Based Rural Tourism
CPTQ	Tourism marketing organization for Quintana Roo
PROMAGICO	Magic Towns Programme
SECTUR	Ministry of Tourism
SET	Social Exchange Theory
TBL	Triple Bottom Line

## 1 Introduction

Mahahual is a former fishing village located in the Mexican Caribbean, which is on the one side associated with white sandy beaches, turquoise waters and relaxation and on the contrary with large visitor streams caused by the cruise ship industry. Within the past 18 years, Mahahual turned into the second most important cruise ship harbour in Mexico (Nel-lo Andreu, Campos Cámara, & Sosa Ferreira, 2015).

Whilst the cruise ship port has a maximum capacity of four cruise ships, which can lead to an amount of 15.000 passengers at the same time, the village's population constitutes of nearly 2000 to 2500 inhabitants (Scharf, 2019). Essentially, this would mean an economic wealth for its residents. However, due to the monopolistic management of the cruise port hardly any monetary benefit falls back to the community. An imbalance of economical distribution, power and conflict of interests are issues that the destination faces.

### 1.1 Background

In this chapter, relevant background information concerning the commissioning client and the destination can be found. Relevant trends and developments within the tourism industry are described, following by the reason of the research and the problem analysis. Lastly, the objective of the research is outlined and delineated followed by a description of the practical and social relevance.

#### 1.1.1 The commissioning client - Takata Experience

Takata Experience consists of a diving center as well as a research center in Mahahual, Mexico. The diving center offers different packaged dives, yoga retreats and excursions.

Takata Experience was established in 2016 by a group of scientists, filmmakers and divers (Takata Experience, n.d.). The Takata Research Center is a NGO focused on marine ecology, sustainable coastal management and public awareness. Its mission is 'to protect coastal ecosystems through community education, environmental research and conservation' (Takata Experience, n.d.). In order to achieve this mission, the research center establishes several projects such as environmental awareness campaigns, coral reef restoration programs and reef monitoring programs. In addition, a close collaboration regarding environmental and social issues is undertaken between the local community of Mahahual and governmental institutions. Takata's vision is 'to create a sustainable community to ensure the future of our oceans' (Takata Experience, n.d.). In order to limit one's own impact, Takata implements recycled materials in their equipment, uses solar panel energy and employs skilled locals. By having eight projects running in the field of environment and newly introducing tourism, Takata strives to turn Mahahual into an eco-friendly destination. The commissioning client stated the importance of a holistic view in Mahahual:

*"When we see a problem only from one perspective, so if we see that the reef is only destroyed from the biological point of view we can do something. But if we see that the reef is destroyed from urbanism, from tourism, from biology, from anthropology and then you are going to have a complete answer." (Personal communication with Cassiopea Carrier Doneys, 2<sup>nd</sup> of December 2019).*

In the past the research center has welcomed several international students with differing backgrounds such as environmental and anthropology studies. Publications and research results of scientists as well as interns can be freely accessed on the website of Takata. The

present research will also be written for the research centre and possibly available in the database of Takata.

### 1.1.2 The Destination – Mahahual

Mahahual is located in Mexican Caribbean and is 142 km from the capital city ‘Chetumal’ of the Quintana Roo region. It functions as the second-most important location for cruise ship tourism in Mexico and accounted for 415,367 passengers in 2014 (Nel-lo Andreu et al., 2015; Sosa Ferreira & Inés Matinez, 2016). Cozumel and Mahahual are the main ports of the Quintana Roo region, which according to the Secretariat of Communications and Transportation (SCT) attributed for 1.9 million cruise ship passengers over the first quarter of 2019, 500.000 of which docked in Mahahual (Riviera Maya News, 2019).

Mahahual has its roots in the fishing industry, a trade that has mostly been transformed into the tourism industry through the construction of the Costa Maya cruise ship dock (*muelle*) in 1999. This marked the starting point of tourism development in the village. Hotels, restaurants and other facilities were built to cater the needs of cruise ship tourists. Investments in infrastructure were undertaken, leading to the construction of the airport Mahahual and the access way (*Carretera Cafetal - Mahahual*) which connects the village to the highway (Sosa Ferreira & Inés Matinez, 2016). Due to the attractiveness of the coastal area, land was sold to large Mexican and foreign investors. Consequently, this has led to a spatial segregation and thus a social exclusion of the local community (Nel-lo Andreu et al., 2015).

The village consists of three different neighbourhoods ‘Pueblo’, ‘Las Casitas’, ‘Kilometre 55’, whereas the latter is where most of Mahahual’s inhabitants reside as shown in the below Figure 1. According to the census in 2010, Mahahual had a population of 920 residents of which 483 constitute of men and 437 of women (Nel-lo Andreu et al., 2015). Affected by urbanization and tourism development, the village changed its extension within the years 2007 until 2015 (Fig.1). By 2015, the neighbourhood ‘Las Casitas’ established a connective area with the port premises, where souvenir shops, restaurants, massages have been established geared towards the needs of the cruise ship passengers (Sosa Ferreira & Inés Matinez, 2016).

In 2007, Mahahual was affected by hurricane Dean, which has led to a destruction of the village and the port area and has led to a decline of tourist arrivals (Sosa Ferreira & Inés Matinez, 2016). In spring 2019 Mahahual faced major environmental problems. Seaweed stretched along the coast of Mahahual, which had detrimental effect of the flora and fauna and tourism activity of the destination (DRV Noticias, 2019).

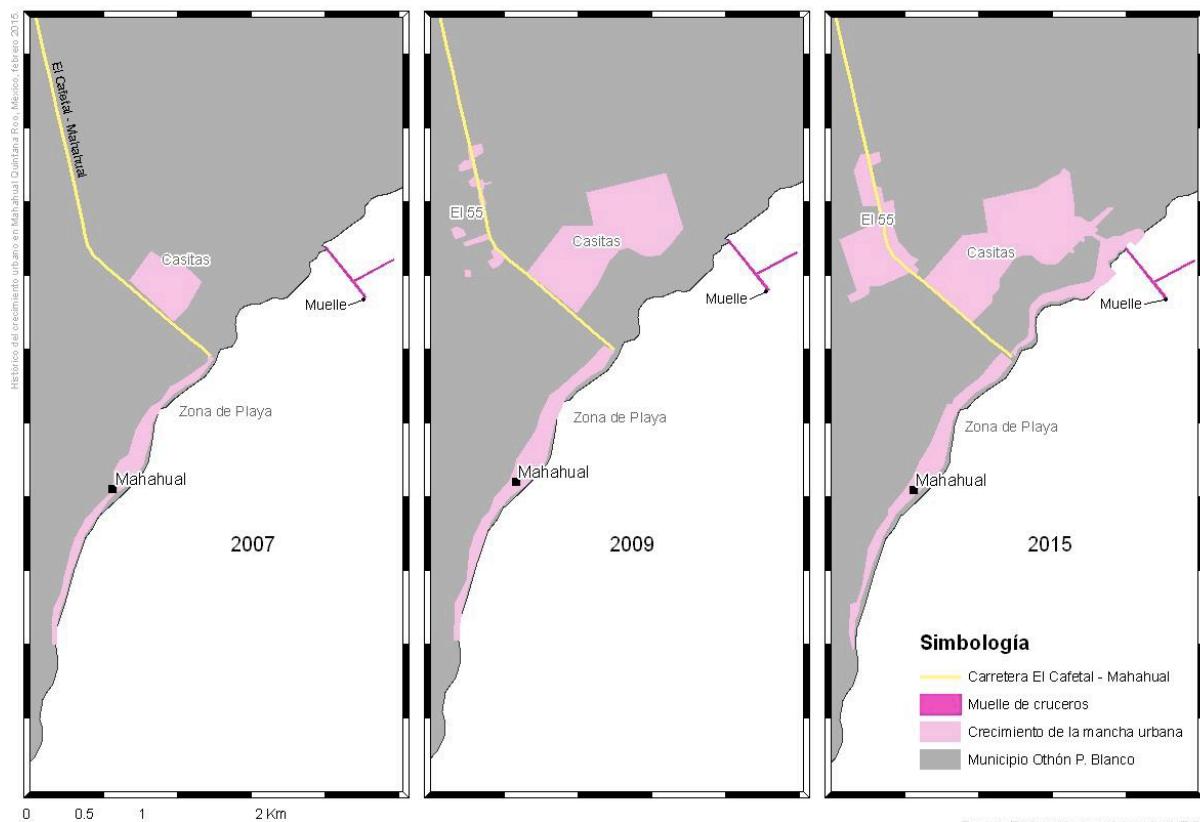


Figure 1 Mahahual's urbanization and tourism development displayed in year 2007, 2009 and 2015 (Sosa Ferreira & Inés Matinez, 2016)

## 1.2 Reason of the research

In this chapter the reason of the research will be outlined. Firstly, trends on a macro- economic scale will be presented, followed by developments on a micro economical scope. Among these trends and developments a selection has been made for further discussion and analysis, in order to limit the scope of this research. A further description of the problematics and reasoning on behalf of the commission client can be found in the sub section 1.2.3 '*Problem Analysis*'.

### 1.2.1 Trends

Megatrends are defined as 'continuous, global developments on a macro economical level that influence society, businesses, economy, cultures and personal lives'. The impact on different layers is to be defined as an accelerator of change and influences firm's strategy and innovation practices (Frost & Sullivan, n.d.). These forces are also influencing the future of the tourism industry (OECD, 2018). Challenges and opportunities arise which require tourism actors to innovate. Megatrends and developments relevant for this research are described in this sub-chapter.

### Growth of Sustainable tourism

The notion of sustainability is to be considered another megatrend, which stretches over various industries. The increased awareness of society among climate change and human activity and consumption patterns demands industries to limit their own impacts.

Nowadays political, social and environmental problematics at the destination impact the choice of individuals to travel to a destination. According to a research carried out by Booking.com, around 58% of global travellers decide not to visit a destination when it causes detriments to

the local community (Booking.com, 2018). Moreover, 86% of respondents indicated to be keen on participating in activities that contribute positively to the environment during their vacation (Lane, 2019). Consequently, due to an increased awareness among society concerning the impacts of climate change, consumers are nowadays more demanding in regard to the environmental footprint that they leave behind.

### **Experience economy - The Local experience**

The experience economy is considered as a mega trend (Mehmetoglu & Engen, 2011) and has majorly impacted demand and supply of global tourism (Patsis & Goussios, 2018). Travellers nowadays increasingly seek for the authentic experience whilst being on vacation. The experience economy introduced by Pine and Gilmore in 1999, defines 4 different dimensions of experiences namely, entertainment, educational, esthetical and escapist. These experiences differ depending on the level of participation (active or passive) and degree of absorption or immersion on behalf of the individual. Increasingly travellers seek an immersed holiday experience which involves a participatory approach and a direct contact with the host culture. According to the Henley Centre Headlight Vison & Amadeus report (2019), the rise of prosperity and materialistic fulfilment in society has lead consumers to increasingly seek experiences for leisure and status purposes whilst being on vacation (Henley Centre Headlight Vision & Amadeus, 2019). More than 50% of global travellers have indicated to have obtained unique lifetime skills whilst being on vacation in form of volunteering or skills based vacations (Booking.com, 2018). Travellers are seeking a local experience, which involves a more interactive approach. This type of experience comprises a deeper cultural immersion and a meaningful connection between the traveller and the host culture (Tripadvisor Experiences, 2018).

### **Community Based Tourism**

Distinctive from traditional tourism offerings provided by tour operators or travel agencies, Community Based Tourism (CBT) projects are regarded as a new trend in international tourism (Baptista, 2017). CBT is either created and managed by the local community itself or the community integrated within the decision making process (Hsieh, 2016). The obtained profits through tourism return to the community and can be distributed according to its needs. Besides the economic benefits CBT enables to empower the local community and safeguard cultural and natural heritage. By partaking in CBT initiatives, tourists can support the community in generating a fair and ethical income and thus contribute positively to the sustainability of the destination (Waller, 2018).

#### **1.2.2 Developments**

In this subchapter recent developments within the tourism industry of Mexico are presented.

#### **Mexico's tourism situation**

In 2014 the tourism industry had a direct contribution of 8,5 % to Mexico's GDP, categorizing tourism as a highly relevant sector to the national economy (OECD, 2017). Due to the geographic proximity of the United States and Canada, both countries remark the most important inbound markets of Mexico. International visitors are concentrated along the coastline of Mexico in destination such as Cancun, Los Cabos and Costa Maya. The southern part of Mexico, the Quintana Roo state, is responsible for the arrival of 47,5% of Mexico's international visitors. Moreover, 62% of Mexico's international overnight stays are undertaken in the same region. In contrast, this state accounts for 4% of domestic arrivals and 5,7% of domestic overnight stays (OECD, 2017).

According to the OECD, Mexico's tourism policies, which strongly focus on mass coastal resort development instead of marketing local and regional initiatives, leads to problematics regarding Mexico's competitiveness and sustainability. This concentration on the homogenous mass market leads to a tendency to rather leave diversified products of the niche market untouched (OECD, 2017). According to the National Development Plan 2013-2018, tourism belongs to one of the six main industries of the country (OECD, 2017). The OECD advises to formulate concrete long-term strategies and policies for tourism that exceed the year 2030 (OECD, 2017).

### **Magic Town (Pueblos Magicos)**

In order to disperse tourists into more regional destinations and diversifying the product offering, the programme of Magic towns (*Pueblos Magicos*) has been established by the Mexican Ministry of Tourism (SECTUR) in 2001 (RT, 2016). Magic towns are destinations, mostly in rural areas of the country, which are rich in history, culture, symbolic and promoted as attractive to be visited by domestic as well as national visitors (Secretaría de Turismo, 2014). Currently 121 towns have been selected throughout Mexico of which Bacalar, Tulum and Isla de Mujeres are located in Quintana Roo (Food and Travel, 2018; Quintana Roo Gobierno, n.d.).

### **Growth of the cruise ship industry**

The Cruise Lines International Association (CLIA) prognosed a 6% increase of cruise ship travellers for 2019 in comparison to the previous year. This outlook projects 30 million cruise ship tourists for 2019 (CLIA, 2019). Due to the large offer of entertainment and activities on board, modern cruises have become destinations in themselves. These offerings are generating approximately 25-35 % of cruise profits. Therefore, activities and excursions at the destinations themselves are becoming less attractive for passenger (Honey, 2018). According to the UNWTO this leads to "a significant rivalry between cruise ships and their shore side destinations" (Honey, 2018).

#### **1.2.3 Problem analysis**

Mexico's strong focus on coastal mass tourism and a rivalry between cruise ship offerings and on-shore destinations as mentioned by Honey (2018) is also applicable to the destination of Mahahual. The cruise ship port Costa Maya operates monopolistically, provides access solely for cruise ship passengers and does not recommend its visitors to leave the port area (Scharf, 2019). Costa Maya provides its passengers with admission to a shopping mall, swimming pools, jewelry stores and handicraft souvenir shops (Cruisemapper, n.d.). By having these facilities available, Costa Maya prevents the need for passengers to leave the area. A further description of the facilities provided inside of the port can be obtained in *Appendix 8*.

For this reason, local businesses outside the port face difficulties regarding their competitiveness and thus financial benefits. According to the commissioning client further conditions such as low wages for tourism employees restrict the possibility of creating authentic products diverted from mass tourism offerings. Added to this, little financial support is given by governmental bodies. The impacts of the cruise ship industry on Mahahual are diverse and according to the commissioning client to the detriment of the locals as they profit the least.

The establishment of the port in 1999 has led to a selling process of land to large Mexican or foreign investors and consequently to a spatial segregation of the community (Nel-lo Andreu et al., 2015). Hurricane Dean in 2007 had detrimental effects on the village and port area as infrastructure got destructed. 'Kilometre 55' is a district in Mahahual characterized by lower

income population and higher social issues. It is visible that residents of Mahahual are facing diverse impacts of environmental, social and environmental kind. The present research investigated opportunities and constraints regarding the development of Community Based Tourism (CBT) in Mahahual. CBT is considered as an approach to make tourism more sustainable. If managed and implemented well CBT has been utilized as a mean of development for the local community through a tourism product. It enables to improve the quality of life, alleviate poverty and empower and generate economic benefits for individuals in the community (Dodds, Ali, & Galaski, 2018).

### 1.3 Objective

The monopolistically ran tourism industry in Mahahual inhibits equal benefit sharing among its community and leaves its residents as a deprived actor. CBT is a tool to enhance development of the local community and improve livelihoods through tourism. The growth of sustainability and the change in people's travel behaviour requires the tourism industry to establish products and services which are diverted from homogenous mass tourism offerings. Nowadays, visitors are increasingly seeking an authentic, genuine experience and are aiming to get to know backstage of a destination: the locals.

Considering the trends and developments discussed in section 1.2.1. *Trends and 1.2.2 Developments* and in agreement with the commissioning client the objective of the research is therefore defined as follows:

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The research objective is to gain insight into  
the opportunities and constraints regarding the development of Community Based Tourism in  
Mahahual in order to give advice on tourism activities which ensure direct and sustainable  
benefits for the local community.

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#### 1.3.1 Delineation

In order to avoid ambiguity of selected wording, key terms have been delineated which can be found in Table 1:

Key term	Delineation
Community Based Tourism	Form of sustainable tourism which gives control over planning and management processes to the community
Mahahual	Concerning all three neighbourhoods of Mahahual - Las Casitas, Pueblo and Kilometre 55
Tourism activities	Referring to new tourism products and/or services in Mahahual
Local community	Residents of Mahahual are referred to as locals since they are the representative host culture of the destination
Sustainable Benefits	Refers to viable benefits to the residents of the economic, environmental, educational and/or social kind

Table 1 Delineation of key terms

### 1.4 Relevance

The following subchapter describes the social and practical relevance of the research to be carried out.

#### 1.4.1 Social relevance

As previously mentioned in 1.2.1. *Trends*, an increased number of tourists neglect visiting a specific destination if it means harms for the local community. This urges destinations to reconsider their present practices and implement a sustainable approach. CBT enables residents to get involved into tourism by giving them power and control along various stages of planning and management processes. This bottom-up approach provides an alternative to mass touristic sun and sea products. Since Mexico's tourism strategy is concentrated on mass tourism offerings (OECD, 2017), cultural and natural resources are not managed and preserved in a sustainable manner.

Most residents of Mahahual are employed by the tourism industry, but many locals do not fairly benefit from tourism. It is stated by the commissioning client that this means they have rare access to fair wages and are not encouraged to show and share their cultural heritage. Takata aims to shorten the steps between the tourists and the local population in the exchange of products and services and find what the most effective ways are for the local community to directly benefit from tourism. Due to the nature of this research of bringing benefits to the community by the means of CBT a high social relevance is created. Moreover, this research can function as a good practice on how destinations affected highly by cruise ship visitor streams can find strategies and ways of coping with such volumes of visitors in a sustainable manner.

#### 1.4.2 Practical relevance

Due to an increased awareness among society concerning sustainability and climate change, a demand for authentic sustainable tourism products exists. Takata being a tourism provider aims to promote sustainable development among several stakeholders in Mahahual. In form of cooperation with schools, environmental and social issues are addressed. In order for Takata to increase its competitiveness as an active provider of sustainability and contribute to its goal of creating an eco-friendly tourism destination, the present research can be added.

In form of advisory report, recommendation are given on CBT projects in Mahahual whilst taking limitations into account. These distinctive activities deliver an alternative to the homogenous mass tourism offerings provided. The commissioning client aims to use the information provided for further research purposes and to actively implement actions towards sustainable tourism activities in the community.

## 2 Critical Literature Review

The theoretical framework of the present research is described in the following chapter. This chapter begins with an outline of the triple bottom line of sustainability and definitions of Community Based Tourism followed by a CBT development process. Subsequently, the Social exchange theory, Doxey's irritation index and Butler's TALC model will form the theoretical framework of researching residents' perception on tourism. From this wants, needs and potentials were derived. The destination competitiveness model forms the conceptual framework for the categorization of destination characteristics.

Overall the selected models and theories provided a framework to detect the opportunities and constraints related to CBT in Mahahual. The following chapter begins with a review on literature concerning the notion of sustainability as a key element of CBT development.

### 2.1 Sustainability

The concept of sustainability is widely discussed in several disciplines and has resulted in a variety of definitions by academics. According to the Brundtland Report (1987) the term sustainability defines 'meeting the needs of the present generation without compromising the ability of future generations to meet their own needs' (Fletcher, Fyall, Gilbert, & Wanhill, 2013). The Triple Bottom line (TBL), also known as the 3 P's and displayed in Figure 2, is a theory of sustainability which involves three pillars of performance. These pillars of sustainability are socio-cultural, environmental and economic (people, planet, profit). According to the United Nations Environment Programme and the World Tourism Organization the following aspects make up the three pillars (United Nations Environment Programme & Organization, 2005):

- **Socio-cultural:** refers to the protection and conservation of culture of the host community (traditions, heritage, values), equality, respect of human rights and poverty alleviation. Further benefits should be divided equally among the community.
- **Economic:** refers to generating economic benefits throughout various actors within society and the stability of and long-term viability of businesses.
- **Environmental:** means a minimization of environmental impacts such on air, water and land and the protection of the environment and natural resources.

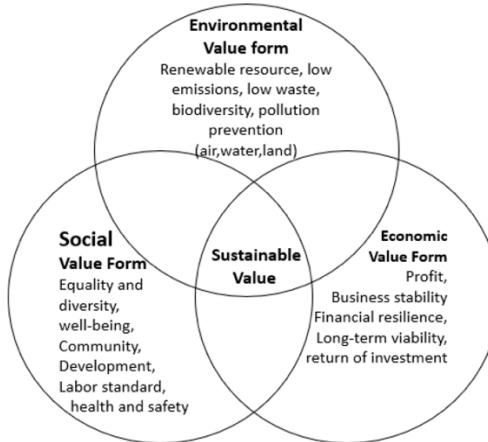


Figure 2 Triple Bottom Line (Evans et al., 2017)

TBL was originally initiated as a profitable tool for businesses to incorporate these pillars into their core principles, as it provides the opportunity to enter niche markets and enhance connections with stakeholders (Elkington, 2004). Critics point out that tourism enterprises could potentially misuse TBL in order to have a good company image but hardly designate to

established principles (Atu, 2013). For this reason, it requires to establish measurements to monitor impacts of environmental, social and economic kind.

### 2.1.1 Defining Community Based Tourism and its development process

Globalization and standardization could endanger the culture of a destination and thus lead to a negative perception of tourism on behalf of the community. Through the creation of CBT, sustainable tourism practices with a strong focus on the social and economic aspects of the three pillars are brought into existence. Before CBT can be defined, a definition for community requires to be determined. According to Ndlovu, Sibiya and Giampiccoli (2018) a universal definition of 'community' is not existent. Gregory (2009) proposes to define a community as 'a group of people occupying a given location who share common culture, values and interests'. However, it is criticized by other scholars that cultures within communities could have their own subcultures that might have opposing opinions (Mendoza- Ramos & Prideaux, 2014). Taking the possibility of differing opinions into account, it is important to detect the subcultures within a community and investigate conceivable different perceptions regarding the development of tourism (Ndlovu, Sibiya, & Giampiccoli, 2018). Considering the definitions and statements listed above, this research defines a community as being a group of people with heterogenous beliefs within a certain geographical scope.

According to many scholars the integration of the community in tourism development is essential for sustainable practices at a destination (Salleh, Shukor, Othman, Samsudin, & Idris, 2016). Some researchers define CBT as a type of tourism 'in which a significant number of local people has substantial control over, and involvement in its development and management and major proportion of the benefits remains within the local economy' (Häusler & Strasdas, 2002). Various other definitions proposed by scholars can be found in *Appendix 1: Definitions on Community Based Tourism*.

Okazaki (2008) argues that an essential prerequisite for CBT is that residents of the community have knowledge of tourism and are provided with sufficient assets to partake in tourism activities. In order not to swamp residents it is essential to establish CBT initiatives which are built on existing skills, resources and traditional practices (Tasci, Semrad, & Yilmaz, 2013). CBT products and services can have various forms such as homestays, community tours, crafting and farming (Hasan & Islam, 2015). With the aid of the public sector and NGO's, these initiatives can be supported through trainings and financial resources.

The Asia- Pacific Economic Cooperation (APEC) established a handbook on Community Based Tourism – "How to develop and sustain CBT", in which nine steps for the development of CBT have been explained (Hamzah & Khalifa, 2009). These steps are shown in Figure 3. The manual is targeted for NGO's, tourism actors and CBT providers to assess whether CBT is applicable for a specific community and how to establish and maintain it (Giampiccoli & Mtapuri, 2015).



Figure 3 Nine Steps to Develop and Sustain CBT (Hamzah & Khalifa, 2009)

According to Hamzah and Khalifa (2009) the first step of the approach '*Assessment of Community needs and readiness for tourism*' requires an situational analysis firstly on the expectations of the community about CBT, secondly on the community's values, attitudes and worries towards tourism development and thirdly on given skills within the community.

In addition, Tasci, Semrad and Yilmaz (2013) regard a situational analysis as the starting point of a CBT approach. However, the authors divide the situational analysis in seven subcategories. For the scope of this research the situational analysis was limited to mainly two areas: - the **Community analysis** and the **Destination capital analysis**. The community analysis aims to research residents' attitude towards tourism development and their concerns. This is crucial to be assessed since residents are affected by large visitor streams impacting their daily lives. Within this analysis, aspects of step one 'given skills in the community' proposed by Hamzah and Khalifa were integrated. The destination capital analysis assesses the destination characteristics thus its development and resources.

## 2.2 Assessing residents' attitude and support towards tourism

The following sub-chapter is dedicated to theories which can be applied to assess residents perceptions towards tourism development. The Social exchange theory. The Doxey irritation index and Butler's TALC model will be reviewed and jointly connected to each other as follows:

### 2.2.1 Social exchange theory

The tourism industry offers a diversity of socio-economic and environmental advantages for the host community. Income for local communities, development of small businesses, enhancement of awareness among issues at the destination, infrastructure and environmental and cultural preservation and protection are a few benefits often associated with the tourism industry. However, adverse impacts such as the harm to the social standards and traditions and the resulting shift of the cultural identity are also aspects connected with the tourism sector.

These impacts, both positive and negative, stress the need for sustainable tourism. In order for tourism practices to be sustainable, the active participation on behalf of the local community is regarded as an essential element (Gursoy, Chi, & Dyer, 2010). Davis, Allen and Consenza (1988) find a co-relation between residents' attitude towards tourists and tourism development and the extent to which the wishes and needs of residents are integrated within tourism. As

more residents' opinions are integrated, the residents become more in favour of tourism (Zhu, Liu, Wei, Li, & Wang, 2016). Subsequently, it is essential to know the perception of residents towards tourism.

The Social exchange theory (SET) was designed by George Homans in 1958 to assess individual behaviour and is ever since commonly used in psychological, anthropological and social studies (Özel & Kozak, 2017). Ap (1992) firstly applied SET to the tourism industry by the means of analysing the exchange between the local community and the tourism industry. This research was aimed towards discovering the support or non-support for tourism evolvement based on how beneficial the locals perceive the impacts of tourism (Nunkoo & Fung So, 2016). Consequently, the SET can be used to determine a residents' attitude towards tourism development. Within SET, the effects of tourism are categorized by environmental, socio-cultural and environmental impacts, derived from the Triple Bottom Line.

According to Nunkoo (2015) SET is based on the premise that people are continually seeking private advantage from actions in social relationships. When establishing and preserving relationships, individuals participate with the aim of maximising advantages and minimizing expenses. Individuals undergo an internal cost-benefit analysis and compare given options. Within the cost-benefit analysis the individual or group evaluates the value of the costs and benefits to determine whether an engagement in an exchange is worth it (Nunkoo, 2015). According to Ap (1992) impacts of tourism are regarded positively when perceived benefits are elevated.

Scholars assess the SET as a successful tool to get an understanding of the relationship between a host and tourist (Ap, 1992; Nunkoo, 2015). Researchers emphasize that SET acknowledges the heterogeneity of a community with individuals having different perceptions on positive and negative impacts of tourism (Özel & Kozak, 2017). Consequently, attitudes may differ greatly among individuals within a community. However, critics emphasise in their previous studies that the theory does not involve a holistic approach in assessing residents' attitudes and thus requires the involvement of further variables (Nunkoo & Fung So, 2016). Previous studies have listed further factors upon which a mutually beneficial exchange depends such as **trust** (Nunkoo, H., & Gursoy, 2012), **power** and **knowledge** (Andereck, Valentine, Knopf, & Vogt, 2005; Moscardo, 2005)

The component of **trust** is a central element within SET since exchange relationships are voluntary and thus confidence requires to be given within exchange partners (Konovsky & Pugh, 1994). Nunkoo (2016) placed the term of trust in the context of governmental institutions, whereas trust in public authorities is essential, since it impacts how residents perceive governmental strategies.

Previous studies consider **knowledge** of tourism developments and practices among residents as a central element of sustainable operations (Moscardo, 2005). It is regarded by researchers that 'residents who are knowledgeable about tourism are most likely to recognize the benefits and costs of development' and are therefore more in favour of tourism (Andereck et al., 2005). Contradicting this view Nunkoo (2015) regards a co-relation between knowledge and negative impacts whilst other researchers see a relationship of both positive and negative (Latkova & Vogt, 2012). Thus, the term of knowledge is an essential element of the SET. However, this component will not be subject to the present research since the degree and in-depth knowledge of respondents among tourism is difficult to be assessed by the researcher.

**Power** is regarded as another important factor and understood as 'the ability of one actor to influence the behaviour of another actor' (Wrong, 1979). It is noticeable that power mostly is unequally distributed between actors and mostly in tourism destinations a high level of power refers to tourism actors. On the contrary the community is often less powerful within the development of tourism (Saufi, O'Brien, & Wilkins, 2014). Since power is established by 'access to resources (e.g. economic), position held in a community (e.g. officer), and skills' (Madrigal, 1993), communities often fail to meet these conditions.

Latkova and Voigt proposed an extended model of residents' tourism perceptions which leans on the model of Perdue, Long and Allen (1990). The adapted model integrates the variables community attachment, power, economic role of tourism and knowledge and residents' characteristics as influential factors and is illustrated in Figure 5 below.

Community attachment defines how connected individuals are towards their socio-physical surrounding (Hidalgo & Hernandez, 2001). Some authors argue that demographics such as age, gender, education and the length of residence influence residents' attitude (Vargas-Sanchez, Plaza-Mejia, & Porras-Bueno, 2009) whilst others refer to the economic role of tourism for individuals. Residents reliant on tourism are more in favour of tourism development given their obtainment of personal benefit (Haralambopoulos & Pizam, 1996).

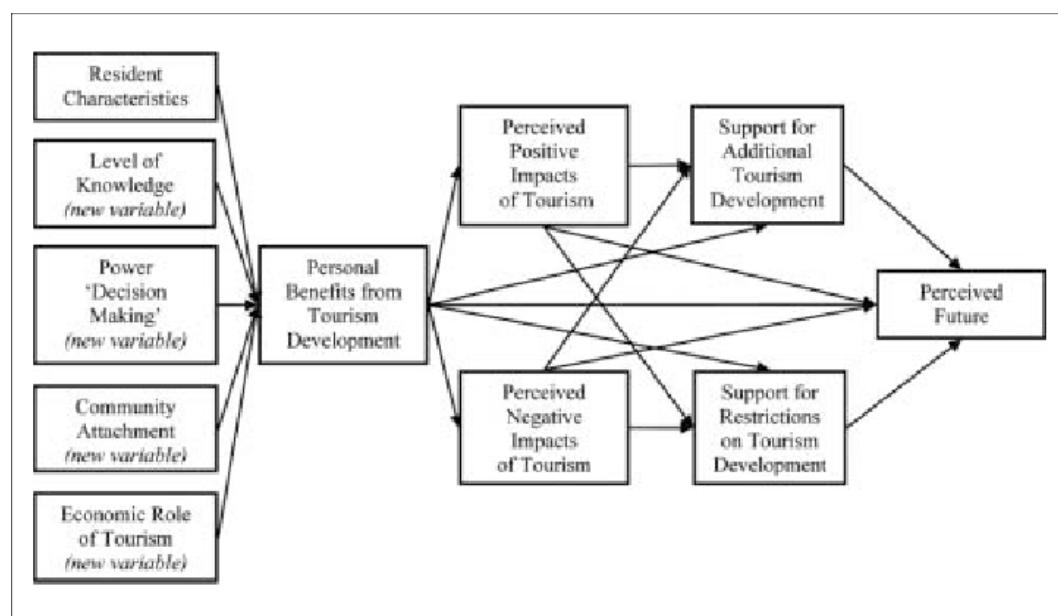


Figure 4 Proposed extended Model of Resident's Tourism Perceptions (Latkova & Vogt, 2012)

Besides the above mentioned variables other authors added following '**predictor factors**' (Ko & Stewart, 2002; Lee, 2014) on which an exchange is depended upon.

According to Murphy (1985) the **level of contact** between tourists and locals majorly impacts the perception of tourism development. For this reason, locals who are geographically further away of touristic areas have thus less contact to tourists and are therefore less knowledgeable about its impacts. Previous studies propose that with the aid of a third party such as tour operators the contact between locals and tourists can be augmented (Al-Badarneh & Al Makhadmeh, 2015). Another geographical component is the **physical distance** of residents to the tourism attractions. Some authors see a correlation between residents living close to attractions and their thus resulting negative attitudes toward tourism (Madrigal, 1993). Whilst

other scholars propose the opposite (Mansfeld, 1992). These contradicting outcomes might also be connected to the fact of how knowledgeable residents are regarding tourism impacts.

By adding components such as the above mentioned predictor factors jointly the Social exchange theory gains more aspects of consideration and can therefore be useful for the purposes of the research. The aim is to analyse what opportunities and constraints regarding CBT initiatives can be recommended in Mahahual. For this reason, it requires to be assessed what benefits are wished by the community and what requirements are given. As previously mentioned support for tourism depends on the perception about tourism. Hence, residents are more likely to support tourism development if they perceive more favourable impacts than negative ones originating from it. The proposed model by Latkova & Vogt (2012) with its factors **power, economic role, community attachment, resident's characteristics (demographics)** were hence implemented in its form for the present research. Factors proposed by other scholars such as **trust, level of contact and physical distance** were also integrated. Consequently, with the aid of SET relevant information regarding residents' perception towards different influential levels were derived. Out of these finding wants, needs and potentials were obtained.

In order to assess residents' attitudes towards tourism development the SET is commonly used among researchers in combination with Doxey's irritation index (1975) and Butler's TALC model (1980). In the following section both models were reviewed.

### 2.2.2 Doxey irritation index (Irridex)

The irritation index model 'Irridex' established by Doxey in 1975 explains the dimension of irritation of the contact between hosts and tourists. These responses are on behalf of the host community caused by the evolvement of tourism development at the destination (Fletcher et al., 2013). Following four levels of irritation can be distinguished:

- **Euphoria:** at this stage tourist are positively anticipated by the host community since the development of tourism is initiated. The contact with tourists is on an informal basis.
- **Apathy:** With increased tourism development, tourists are regarded as a financial source of income. Thus the host-tourist contact is on a formal, commercial basis.
- **Irritation:** Due to increased visitor streams of tourists, the host community becomes more concerned.
- **Antagonism:** In this stage tourist are regarded as harmful and exploitative. Residents communicate verbally and physically their antagonism toward tourists.

Doxey (1975) stated that the responses of residents are connected to the perceived threat of losing the identity of community due to the increased evolvement of tourism at the destination. Critics emphasize the non-generalizability of the theory to all destinations since it is based on the assumption that residents are positively disposed within the initial start of tourism development even though the contrary could be applicable (Gursoy et al., 2010).

### 2.2.3 Concept of Tourism Area Life Cycle (TALC)

Butler's concept of Tourism area life cycle (TALC) is a model is leaned on the product life cycle (PLC) and depicts the co-relation between tourism development and numbers of tourists visiting a destination (Butler, 1980). In many scholars a combination of the TALC model and Irritex is undertaken in order to assess residents' perceptions under different development

stages of a destination. In the following section the TALC model was reviewed with corresponding stages of Irritex.

The stages of which a destination undergoes are divided into six phases. The **exploration** stage refers to a stage where little tourism activity is given. Since no additional facilities are established for tourists, the interaction between hosts and guests is high. According to Butler (1980) the presence of tourists can be assessed little significant to economic and social environmental conditions of the destination. During the **involvement** stage locals begin with the creation of facilities and services catered for tourists. The destination will start promoting itself and the concept of seasonality is expected to be implemented. These two phases correspond with the **euphoria** stage of the Irritex model since tourism development is anticipated by the local community. The next stage **development** is characterized by its increased visitor streams and a commodification of natural and cultural assets. The control of local actors decreases since more external organizations will provide facilities and services. This stage corresponds with the level of **apathy** since the host tourists interactions has evolved to a commercial basis. The **consolidation** stage remarks a level where tourism growth decreases. According to Butler (1980) visitor numbers will decline however are still above the amount of the local population. The destination's landscape has changed and residents are getting dissatisfied (**Annoyance**). Butler (1980) also refers to the Caribbean and Northern Mediterranean as example destinations of these effects. Other researchers emphasize the need for measures to be taken when dissatisfaction starts to arise in the community (Diedrich & Garcia-Buades, 2009). This stresses the importance of the local community as a stakeholder. The next stage **stagnation** remarks a level where the carrying capacity has reached its maximum and environmental, social and economic problematics arise. The destination either moves to a **rejuvenation** stage where a change of attractions or other unused assets are considered or **decline** where the destination fails to establish this new market. This stage corresponds with Doxey's level of **antagonism** where residents openly communicate their discontent.

Both theories are widely used among researchers but also criticized due to their assumption of negative attitudes deriving from increased tourism development (Lowry, 2017). Whilst SET assesses the interaction between hosts and tourists, the Doxey's Irritex refers to reactions on behalf of the community towards tourism development. These scopes were used complementary to assess attitudes of residents of Mahahual towards current tourism development.

### 2.3 Destination's characteristics

The conceptual model of destination competitiveness developed by Ritchie & Crouch illustrates factors and sub-factors which determine the competitiveness and consequently the success of a sustainable tourism destination (Ritchie & Crouch, 2003). The model displayed in Figure 6, aims to steer destination managers into detecting destination specific problems by visualizing the interaction of factors. Due to the extensiveness of the model, it was decided to focus on **suppliers** and **publics** within the competitive (micro-) environment and on **infrastructure** within supporting factors & resources. **Physiography & climate, Culture & History, Mix of activities** and **special events** have been relevant within Core resources & attractors. This layer excluded elements such as superstructure and market ties since these would have been difficult to research. Due to the overlapping themes, the category entertainment was also excluded. Outcomes within the destination characteristics of Mahahual were subsequently categorized according to selected elements.

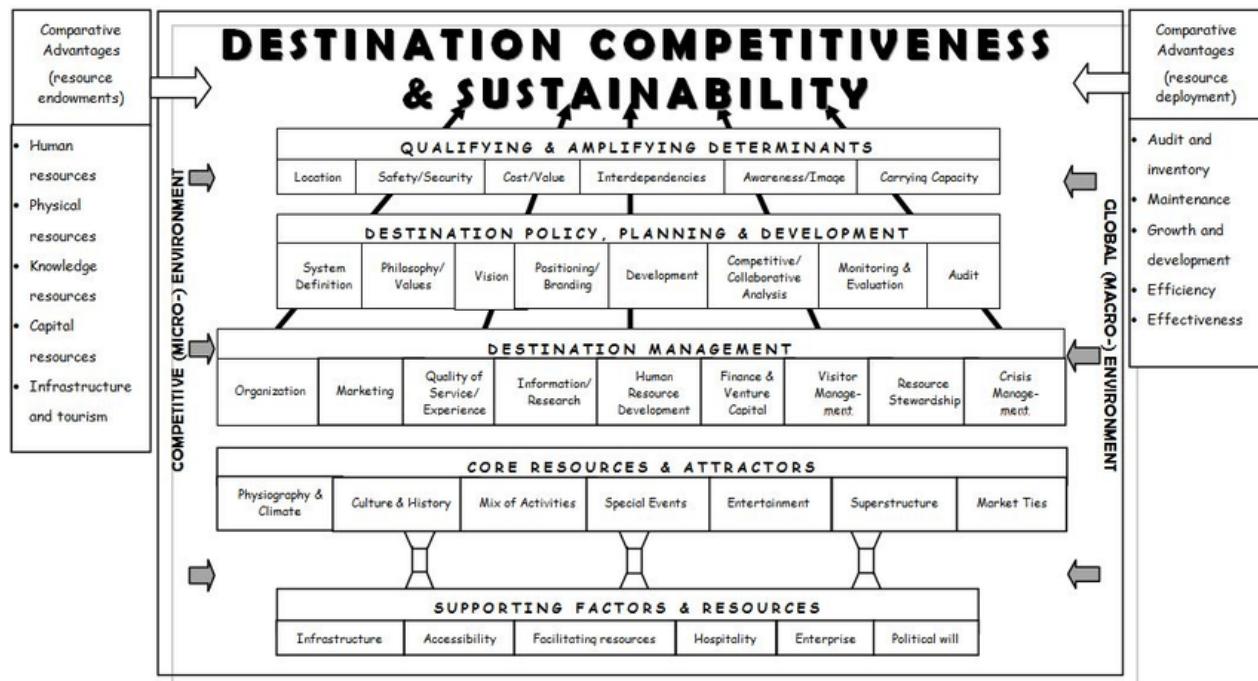


Figure 5 Conceptual model of destination competitiveness

## 2.4 The proposed research model

Out of the previously reviewed literature the following research model shown in Figure 7, has been established by the student which provided a theoretical framework for the answering of the objective. The framework firstly begins with the initial step within the CBT development process – the situational analysis. A situational analysis of CBT development derived from Tasci, Semrad and Yilmaz (2013) was carried out and distinguished in a community analysis and destination capital analysis. The community analysis contained of residents' characteristics and attitudes towards tourism. This was based on the Social exchange theory, its aided predictor factors, the Irritex model and TALC model. By merging these models the researcher obtained a wide spectrum of influential factors that impact residents' support or non-support for tourism. In addition, the destination capital analysis referred to the current tourism development at the destination, which was assessed by the TALC model. Destination characteristics were categorized within Ritchie and Crouch's Destination Competitiveness model. Due to these factors, resident's support or non-support of future tourism development was derived and thus opportunities and constraints regarding the development of CBT in Mahahual formulated. Aided by desk research critical success factors within CBT were researched and best practices compared.

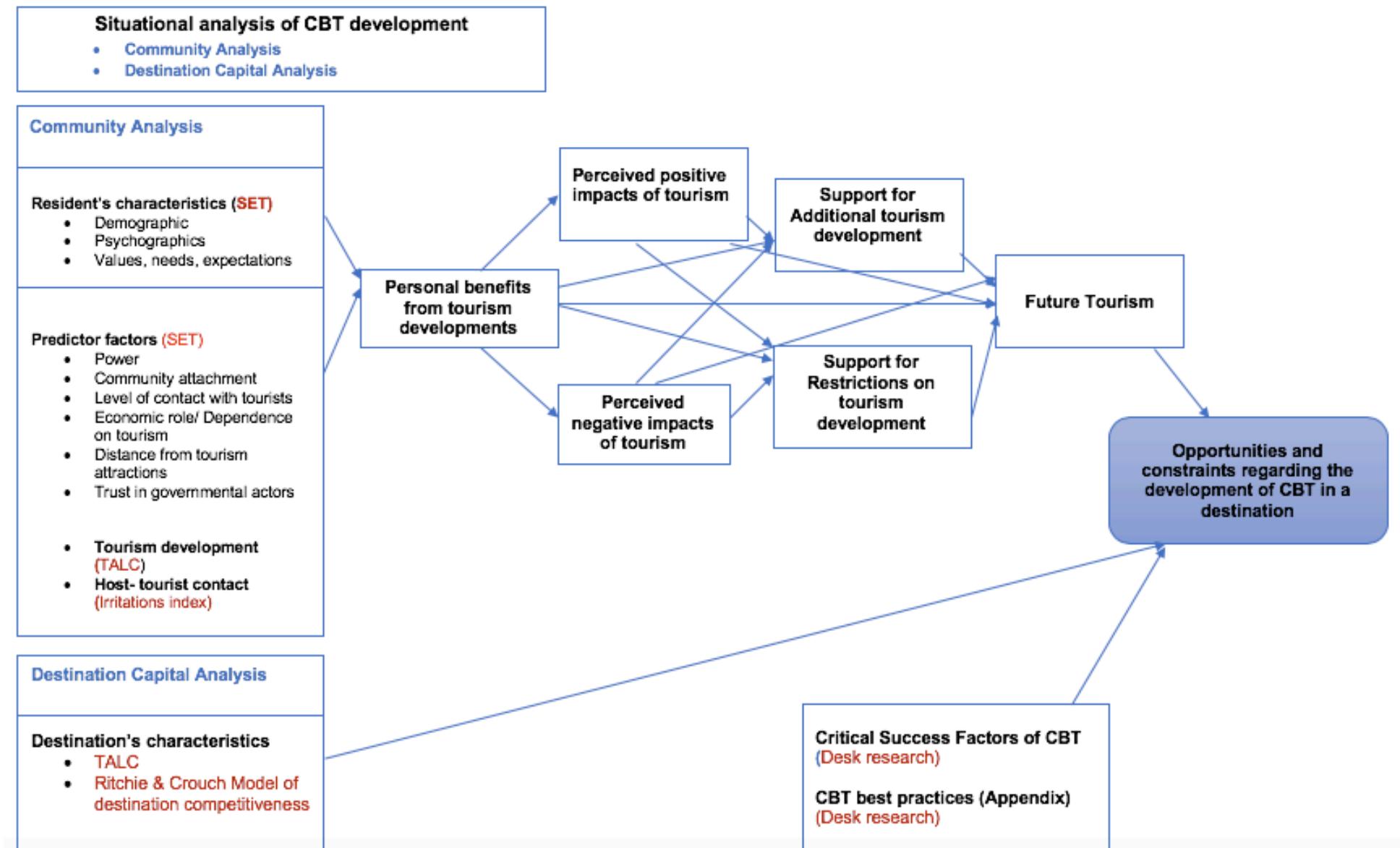


Figure 6 Theoretical framework proposed by the student

### 3 Research Questions

In this chapter the central question is presented, as well as the sub-questions derived from it. Underneath each sub-question a synopsis of the information that was gathered from answering this specific question is written.

#### 3.1 The Central Question

In order to achieve the objective set for this research the following central question has been formulated:

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What are the opportunities and constraints regarding the development of Community Based Tourism (CBT) in Mahahual which ensure direct and sustainable benefits for the local community?

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#### 3.2 Sub-questions

In order to answer the central question following three sub-questions have been formulated.

##### 1. What are the three most common critical success factors of creating CBT?

The answer to this sub-question provided a theoretical framework on what specific elements have to be taken into account when developing a CBT approach. Critical success factors are indicators that have direct and serious impact on the effectiveness and viability of CBT. For this reason, it is imperative to know them. This provided guidance on what elements along the planning and development processes are required to successfully develop CBT in Mahahual.

##### 2. Which are the tourism products and services offered at the moment in Mahahual?

This sub-question investigates what current tourism- related offerings are provided in Mahahual, as well as who the main stakeholders regarding these products are. Tourism providers such as hotels, tour operators, restaurants and the Costa Maya port were essential, lastly as it provides the main source of visitor streams. Through this sub-question, the researcher discovered the current tourism situation in Mahahual, the possibilities of creating CBT products and services and the potentiality of collaborations with tourism providers.

##### 3. What are the characteristics of the residents in Mahahual?

By investigating the characteristics of residents regarding demographics, attitudes and opinions on tourism, information was obtained concerning the community. The level of contact with tourists was researched and the perception of residents among tourists and tourism development. Further, their wants, needs and concerns was researched and how their potentials could be implemented into Community Based Tourism activities. Out of these aspects, the skills and requirements of residents were determined, which need to be taken into account when developing CBT activities.

#### 3.3 The Research Scope

The scope of the research concerned opportunities and constraints regarding CBT in Mahahual. Due to Takata hosting another tourism student researching the demand side of

tourism in Mahahual, a target group and the port operations have not been researched within this study.

## 4 Research Methodology

In order to guide the research, this chapter analyzed different designs and techniques carried out for the research. These research techniques were utilized in order to collect, examine and evaluate the data found to answer the sub questions and subsequently the central question.

### 4.1 Research design and methods

#### 4.1.1 Advice based research

In consultation with the commissioning client an advice based research approach has been selected since the present research remarks the third research done for Takata in the field of tourism. Due to this new scope, a design based approach with pre-selected product concept ideas appeared not applicable.

#### 4.1.2 Qualitative Research

The qualitative research approach 'is concerned with a subjective assessment of attitudes, opinion and behaviour' (Kothari, 2012). This approach is mostly more explorative and involves data collection of non-numerical data. For the purpose of this research a qualitative research approach was selected. Since no standardized sets of answers are given, this type of research method enabled more flexibility. Given the nature of this approach the researcher could ask further in-depth questions when coming across relevant information. Through this approach respondents have been motivated to further elaborate on certain aspects. Also the choice and order of questions and procedures was adjusted to given settings. Due to these aspects, and since part of the study examined residents' attitudes and opinion towards tourism this approach was an excellent choice.

#### 4.1.3 Reliability and validity

The terms reliability and validity are two concepts to determine the quality of the research. In order to assess the objective quality and relevance of a qualitative research, careful considerations had been made prior to the research carried out. Both terms are based on different factors of influence (Golafshani, 2003). These factors include:

- The generalizability of the subject on which the data is based
- The possibility of repetition of the result
- The relevance of the factors used to generate data
- How the data can be placed in the subjected industry of the research

### 4.2 Research techniques

#### 4.2.1 Desk research/Secondary literature

Desk research also known as secondary literature refers to a collection and analysis of secondary data (Saunders et al., 2016). In order to create a research-based theoretical framework, sources from reputable publishers and peer reviewed articles, journals and books were used from the Inholland library and via Google scholar. Within the critical literature review relevant models and theories have been analysed and essential information gained which form the theoretical framework for the present research. Trends and development on a macro and micro economical scope have been researched by the means of desk research to obtain contextual information and get more insight into Mahahual's situation. Regarding CBT and its best practices desk research was also undertaken.

#### 4.2.2 Semi-structured interviews

Apart from desk research, primary research data was collected in form of an qualitative approach with **semi-structured interviews**. Semi-structured interviews enable an in-depth understanding of the opinions and knowledge of the respondents which should be unbiased from own opinions and not limited to standardized answers, as would be the case in a quantitative research method. This type provided the researcher more flexibility in the structure of the interviews and choice of questions since the order of questions could be interchanged or certain questions be left according to the given situation. Due to interviews with various stakeholders in Mahahual, this method has been an excellent choice as not all questions were applicable for each respondent.

During the field work from the 16<sup>th</sup> November 2019 until the 5<sup>th</sup> January 2020 a total amount of 27 interviews have been conducted of different respondent groups within the supply side of tourism in Mahahual. Residents of all three districts have been interviewed. A detailed description of the respondent groups are outlined in the sub-chapter 4.3 – *Respondents and Sampling*. A detailed description on the analysis of interviews can be found in the sub-chapter 4.5. – *Data analysis*.

#### 4.2.3 Recording data

Prior to interview conductions, respondents were asked for approval of recordings of the spoken word. Recordings enabled the benefit of re-listening of content and details which have been advantageous for the analysis of the data. Also the interviewer could focus more on the conversation. Partially, notes were taken during the interview in order to support the audio recording in case of a technical failure.

#### 4.2.4 Observations

An observation consists of 'a systematic viewing, recording, description, analysis and interpretation of people's behaviour' (Saunders, Lewis, & Thornhill, 2016, p. 354). As a **complete observer** the researcher observed the scene at the malecón whilst not uncovering the true purpose of his observation (Saunders et al., 2016). Through this approach the researcher gained insights into current tourism products and services given in Mahahual.

### 4.3 Respondents and Sampling

In this sub-chapter selected forms of sampling are reasoned in combination with the respondent groups. A detailed list of respondents can be found in the *Appendix 2*.

#### Tourism providers

Tourism providers are actors who are currently providing a tourist service or product in Mahahual. Through interviews with tour operators, hotels, a restaurant owner, souvenir shop owners valuable information regarding Mahahual's current tourism offerings was obtained which has led to an answer of sub-question 2. Moreover, experts such as an employee from CPTQ and a Quality Control Manager for Costa Maya Tours account for this group. These entrepreneurs and experts were selected through **purposive sampling** due to their expertise to answer the research questions. Purposive sampling defines a technique by which respondents are selected based on the researchers own judgement. Samples are chosen based on who 'will best enable you to answer your research question(s) and to meet your objectives' (Saunders et al., 2016).

### **Residents of Mahahual**

This group accounts for locals permanently living in Mahahual who are originating from Mahahual, abroad or other Mexican cities and villages. Also transient members belonged to this group. Residents within all three districts who are either non-employed (architect, construction worker) or employed (Artisans, food vendors, a tour guide, masseuse) in tourism formed this respondent group. This group formed the main respondent group in answering sub-question 3 as essential information regarding developments and tourism offers in Mahahual was derived from them. The **snowball sampling** technique has been an efficient choice of method to gain respondents. Due to networking, respondents could refer to other locals interesting for the research. Finding the starting respondent has not been difficult since locals of Mahahual have been very open and willing to participate in an interview. Moreover, other interns of Takata have been a great support for referrals since they had been in contact with various locals for the purpose of their research and could introduce the researcher. For these reasons a gradual network with various insights concerning developments and initiatives in Mahahual could be obtained.

### **Local organisations**

This respondent group accounts for organisations such as the Wayak community center, Casa de Cultura and the Mayor of Mahahual. These organisations or governmental representatives have been chosen as well through **purposive sampling** due to their expertise.

## **4.4 Research methods and techniques per sub-question**

In the following sub-chapter the selected research methods and techniques are substantiated per sub-question and summarized in Table 2.

### **1. What are the three most common critical success factors of creating CBT?**

In order to answer this sub-question desk research was done on theories and scholars of secondary literature sources related to CBT. These were accessed via online data sources such as the Inholland library and google scholars. This theoretical background consequently enabled guidance in terms of limitations of a CBT approach in Mahahual.

### **2. Which are the tourism products and services offered at the moment in Mahahual?**

Through purposive sampling with semi-structured interviews present tourism providers in Mahahual were selected. Also Mahahual's Mayor was interviewed providing a governmental perspective on developments. Observations of provided products and services were made at the malecón. Outcomes of this sub-question were categorized according to *Supporting factors & resources, Core resources & attractors and competitive (micro-) environment* of the Destination competitiveness model.

### **3. What are the characteristics of residents of Mahahual?**

As part of the situational analysis, a community analysis was conducted on community's values, needs and worries towards tourism development. A combination of SET, Irritex and the TALC model established the theoretical framework to investigate residents' attitude towards tourism. Resident's skills were assessed which potentially could be integrated in a CBT approach. Semi-structured interviews were done with locals, local organisations and tourism professionals of Mahahual. Respondents were selected through snowball and

purposive sampling since these approaches enabled through networking with locals to obtain referrals of other relevant participants.

Sub-question	Method	Technique	Via
1	Qualitative	Desk research	Peer research, journals, articles, books obtained from the Inholland library or google scholar
2	Qualitative	Semi-structured interviews  Observations	Purposive sampling: <ul style="list-style-type: none"> <li>• Tourism providers in Mahahual (Tour operators, restaurants, hotels, Takata)</li> <li>• Tourism providers connected with the port Costa Maya (Aviomar)</li> </ul>
3	Qualitative	Semi-structured interviews	Snowball sampling: <ul style="list-style-type: none"> <li>• Residents of Mahahual (employed and non-employed in tourism)</li> </ul> Purposive sampling: <ul style="list-style-type: none"> <li>• Local organisations (Wayak, Menos Plásticos)</li> </ul>

Table 2 Research method and technique per sub-question

#### 4.5 Data analysis

In terms of desk research sources have been selected through online databases such as the Inholland library, google scholars. Peer reviewed research, journals, books, articles have been selected according to their publication date, authors and relevance. According to Saunders et. al (2016) the relevance of chosen literature are based on the research objective and questions. For this reason sources have been selected depending on how they contribute to the answering of the sub-questions. Interviews have been examined according to the research questions and similarities and differences between the sources analysed to detect patterns within the outcomes. The interviews have been transcribed literally and in most cases within the same day of conduction to keep ahead of the workload and recognize valuable information. To structure findings, one interview has been labelled according to pre-set themes leaned on the sub-questions. Codes referring to selected themes have been listed in brackets behind in the labelled example transcript.

Since most interviews have been held in Spanish, the transcripts have been kept in their original Spanish version and relevant quotes further translated to English. Observations have been noted down whilst observing or shortly after the occurrence and integrated within the relevant section of sub-question. To ensure the confidentiality and anonymity of the participants all names have been changed within the report apart from the mayor, the director of the community center, the Quality Control manager of the port and the owners of the tour operators Ecotours Mahahual and Aviomar. The commissioning client however was provided with the original names in order to be able to refer back to individuals for further research purposes.

#### 4.6 Gaps

All in all, the research carried out was a challenge for the researcher due to various factors. Since the field research took place within high season, interviews were mostly conducted after the departure of cruises around 5 pm in order not to affect the reliability and validity of the

research. This restriction was especially made for tourism businesses and locals working at the beach promenade since these have the highest tourist visitor streams. Interviews with respondents in las Casitas or Kilometre 55 have been conducted throughout the day by approaching locals directly on the street, in front of their homes or businesses. Usually, interviews were undertaken right on spot or scheduled for the late afternoon. On cruise free days, interviews were conducted throughout the entire day. Interviews were done mostly in noisy surroundings such as on the street and shops, however recordings did not get negatively impacted by that. It was experienced that interviews have often been disrupted due to co-workers, family members, friends or tourists passing by which have led to small talks in between. Questions were picked up immediately after which have not affected negatively the outcomes.

Partially the researcher experienced a time constraint of locals due to the long working hours during high season. A tendency of short answers given was experienced which has led to a conduction of 27 interviews in order to increase the reliability and validity of the research. Interviews have been refused by a hotel owner and two tour operators outside the port premises which has led to a lack of first-hand information from these businesses. Over another tour operator it was possible for the researcher to obtain among collaborations, relations and product offerings. Two email requests have been sent to CBT best practice organizations, but left unanswered for the time-being. One respondent working in a hotel refused a recording which has led to note takings. In terms of interviews, one session was conducted in a joint meeting since interns of Takata were working on different projects in the field of environmental studies and tourism. The meeting with the Quality Control manager of the Costa Maya tours for instance was a rare opportunity of meeting with a representative of the port and thus, was organized at a joined meeting between Takata and its interns. Questions could be asked at any point by the interns for their respective projects. In addition, five interviews were conducted in a joint session together with a research student from the Wageningen university. Due to the high season and the limited availability of especially tourism professionals, it has been decided to conduct joint meetings, where questions relevant to both researchers could be asked. For this reason, some transcripts contain information on two interviewers. The fourth sub-question- *Which are best practices related to CBT?* has been removed to the Appendix 4 due to the limited wordcount. This sub-question was not directly connected to the central question, but provided insight into how other communities successfully implemented CBT initiatives. By comparing cases, critical success factors and challenges were detected and thus, considered for the present research.

In conclusion, the research can be considered as being reliable and valid due to mentioned methods.

## 5 Analysis and Results

This chapter contains results for the four sub-questions obtained through desk research and field research conducted between the 16<sup>th</sup> of November 2019 until the 6<sup>th</sup> of January 2020 in Mahahual. The structure of this chapter is leaned on the order of sub-questions selected.

### 5.1 Three most critical success factors of CBT

The development of CBT in a destination is determined by its individual characteristics, stakeholders, their functions, level of development and social and cultural background (Ndlovu et al., 2018). These different factors of influence lead to scholars claiming the impossibility of creating and thus having a suitable, universal CBT model (Ndlovu et al., 2018; Tasci et al., 2013). In terms of elements contributing to the success of CBT opinions among researchers vary since communities vary and different factors contributed to the success or failure of projects. According to the researchers Dodds, Ali & Galaski key components contributing to the success of a CBT projects are (1) Participatory planning and capacity building, (2) Collaborations and partnerships facilitating links to market, (3) Local management/empowerment of community members, (4) Establishment of environmental/community goals, (5) Assistance from enablers and lastly (6) Focus on generating supplemental income for long-term community sustainability (Dodds et al., 2018). Further CBT success factors listed by other authors can be derived in the *Appendix 3*.

Consequently the three most critical success factors of CBT have been chosen:

#### 1.) Benefit sharing

Okech, Haghiri and George (2012) point out that benefits to the community concern advantages on an economic, cultural, environmental or social scope and should be applicable to all parties involved. A desired outcome of CBRT on behalf of the community usually lies in monetary or non-monetary benefits. These could refer to an establishment or improvement of infrastructure, education and health care facilities. Some scholars argue that CBT initiatives can have detrimental effects on the society and environment if not properly planned, managed and monitored (Asker, Boronyak, Carrard, & Paddon, 2010). According to Asker et al. (2010) the tourism industry is affected by risk factors such as natural catastrophes, political tensions and change in travel patterns for which a CBT approach is required to be regarded as an addition rather than a replacement of existent sources of economic income (Asker et al., 2010).

#### 2.) Community Participation

Locals are the main drivers when it comes to the establishment of CBT products and services and are often initiators of such development. Participating residents require to be committed throughout entire planning and management processes. Control should lie within the community and an applicable leadership form selected by the initiator (group). Direct involvement of the community enables to empower its members economic, political or social wise and thus can function as a motivator to participate (Kayat, 2014). A lack of involvement in the planning and management processes of CBT can create resentment on behalf of the community. For this reason, participants should feel empowered as this ultimately leads to their pride and motivation of sharing their traditional customs with tourists.

#### 3.) Collaborations and partnerships

Collaboration and networking are essential elements within CBT to self-sustain. Due to a deficiency of financial funding and missing financial expertise among CBT members, projects

are not financially viable (Dodds et al., 2018). Moreover, little turnover especially the accommodation sector of CBT has been identified by a study of the Rainforest Alliance and Conservation International on 200 CBT projects in Latin America. According to this study, the average occupancy rate accounts for 5%. This is partially drawn back to a lack of financial stability apart from the planning process. In order to overcome these challenges, more CBT projects are collaborating with tour operators, who possess the knowledge and financial expertise. As part of their programme and itineraries CBT initiatives are integrated, which hence enables revenues and market access. Besides tour operators NGO's, the government or other stakeholders within the private sector function as a great source of knowledge and skills and thus a collaboration with such actors is necessary (Sebele, 2010).

All in all, these success factors were considered when recommending sustainable tourism products and services in Mahahual.

## 5.2 Destination Capital analysis – Destination characteristics

This chapter concerns firstly destination characteristics by taking developments, supporting factors resources and attractors into consideration. Currently offered tourism products and services in Mahahual were categorized according the competitive (micro-) environment section within the Ritchie & Crouch Destination competitiveness model. Lastly, Mahahual is assessed according to TALC.

### 5.2.1 Tourism development in Mahahual

Mahahual's cruise arrivals strongly differentiate between high season (November- April) and low season (May - October). As shown in Figure 8, 47.000 cruise ship passengers arrived in December 2018, whilst the month of July accounts for the lowest amount of 16.000 arrivals. This seasonality requires Mahahual's permanent residents to save up enough money in the high season in order to make it through the year financially, whereas seasonality workers leave in low season. The rapid tourism growth in Mahahual is further visible in the amount of hotels built. In 2008, the occupancy rate constituted 37 hotels with a total amount of 246 hotel rooms. Within 10 years this amount has increased to a capacity of 565 rooms in 42 hotels (Living Terra, 2018). In addition, Mahahual possesses 8 camping sites, 6 cabañas, 4 hostels and around 92 Airbnb homes (Estado de Quintana Roo, 2018). Besides the construction of hotels, an increased building of restaurants, bars and commercial facilities have been undertaken within this time frame (Living Terra, 2018).

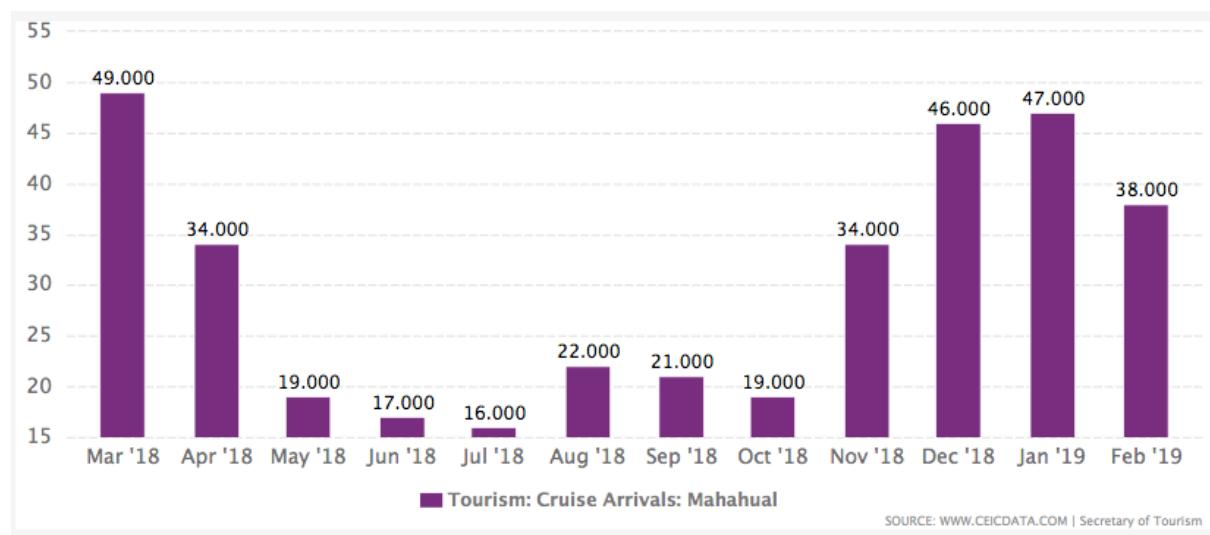


Figure 7 Cruise tourist arrivals in Mahahual between March 2018 to February 2019

Mahahual's tourism strategy falls under the Quintana Roo 2030 Sustainable Planning published by SEDETUR which can be found in Appendix 4. These goals are to be considered general since they do not integrate destination specific conditions and measurable indicators of Mahahual. The lack of statistical data and research on Mahahual has been reasoned by the Tourism Marketing Organisation of the Quintana Roo state (CPTQ) due to the small size of Mahahual and its slow growth in comparison to other destinations (Personal communication CPTQ, 17<sup>th</sup> December '19).

### 5.2.2 Urban development

Increased tourism development and urban planning have led to a modification of mangroves and other coastal areas in the Mexican Caribbean. With the construction of the port and an increased immigration, Mahahual's coastal line has rapidly transferred to accommodate

housing for tourists and immigrants (Hirales-Cota, Espinoza-Avalos, Schmook, Ruiz-Luna, & Ramos-Reyes, 2010). Currently, Mahahual is further affected by an increase of illegal deforestation of mangrove forests. As an aerial image displays in Figure 9, the deforestation has led to a destruction of flora and fauna between Kilometre 55 and the coastal line. According to the Fiscalia General del Estado several hundreds of hectares are affected by the illegal settlement and due to a lack of urban, tourism and industrial planning this process is ongoing. According to the newspaper Poresto, the invasion has been taken place since April 2019 without any inference of governmental bodies (Por Esto!, 2019).

The lack of urban development has also been criticized by the mayor, who spoke of a business overpopulation in Mahahual (Personal communication Mayor, 6<sup>th</sup> December '19).



Figure 8 Illegal settlement in Mahahual

### 5.2.3 Supporting Factors & Resources

#### 5.2.3.1 Infrastructure

The overall infrastructure of Mahahual has been criticized by all respondents since it is not in accordance with the economic growth of the destination. Strong differences were observable in the three districts. In Kilometre 55 most roads are dirt roads and fill up entirely in the event of rain as displayed in Figure 12. Kilometre 55 is considered a lower socioeconomic neighbourhood and is in the process of extending. According the PDUCP Mahahual report established by the State of Quintana Roo, Municipality, 45% of the houses built in kilometre 55 are made out of concrete, 38% of wood and the remaining 17 % of recycled material and cardboard. An example of a wooden house can be seen in Figure 10. In comparison, all houses in Casitas are of concrete. In Casitas and Pueblo all streets are paved but partially in bad condition.

Further, the division between districts is visible in basic infrastructure. Kilometre 55 lacks a public sewage system, which requires its residents to utilize wells, septic tanks and bio digesters (Estado de Quintana Roo, 2018).



Figure 9 Street in Kilometre 55



Street in Casitas



Wooden house in Kilometre 55

Due to the lack of these facilities the Director of the Wayak Community Center suggests the following approach:

*"We also do not have the basic or we do not have 100 percent lighting, we do not have drainage, so all these parts need a little more work. I feel that many of these last years of authorities' presence have also abandoned us [...]. I do feel that we need to work a little more, put a little more pressure on the mayor, more interest so that the economy flows at the end of the day [...]. The more we invest in environmental education and the more we invest in basic services, the easier it will be for us to grow economically."* (Personal communication with Senaida, Director of Wayak, 17<sup>th</sup> of December 2019)

The lack of governmental support and residents' lack of trust in governmental bodies has been indicated by most respondents:

*"The government, the politicians try to keep most of the money. It's been two months now since they were supposed to repair streets. They made holes. They only made two streets [...]. The whole town behind has hollow holes and the money, the money ran out. And that's normal here in Mexico."* (Personal communication with Ben, 3<sup>rd</sup> of December 2019)

It became also apparent that some residents do not know which local authorities are responsible for specific tasks. Regarding the roads a local resident of Kilometre 55 explains the situation in the neighbourhood as follows:

*"It's [Kilometre 55] very abandoned. But I don't know why. I don't know if it's the mayor here who doesn't manage or the government who don't want to support. We [locals] don't know that."* (Personal communication with Sarah, 28<sup>th</sup> of November 2019)

In addition, it was put forward by most respondents that trash collection is not undertaken on a regular basis in all three districts. It has been reported that the pick-ups are three times a week or partially once (Personal communication Toni, 5<sup>th</sup> January '20). Also it was noted that garbage trucks are often damaged, which lead to a non-collection. Along the malecón trash bins and benches are provided however no organized maintenance is undertaken, which consequently leads to business owners being responsible for keeping the public spaces around their businesses clean (Personal communication Luca, 26<sup>th</sup> November '20) . A lack of governmental organization and education has been indicated especially in terms of Mahahual's garbage problem.

*"But I feel that we lack a little more education on the subject of garbage. So I do feel that we have to work a little bit more to be able to grow more as a community. It's a very nice community and the people are very empathetic. If you come to them, you can work with them hand in hand, I tell you, we've never received one [help] from when we go to ask for support from the business sector and others, but it's a big problem because both the business sector and the government are not working hand in hand."* (Personal communication with Senaida, Director of Wayak, 17<sup>th</sup> of December 2019)

### 5.2.4 Core Resources & Attractors

The following sub-chapter provides insight into Mahahual's core resources and attractors which account for a primary motivation to visit the destination. The outcomes are divided according to Physiography & climate, mix of activities, culture and history and special events.

#### 5.2.4.1 Physiography and Climate

Mahahual has been described by all respondents as a quiet town which is ideal for relaxation. Further, it has been attributed as a safe destination with little criminality and the possibility to walk alone at night. Whereas in other parts of Mexico this is not the norm, it left the researcher with the impression that respondents highly appreciate this privilege. As one respondent working in an eco-lodge described it is completely fine to walk to the beach at night and one respondent living in Kilometre 55 indicated even to sleep with unlocked doors.

*"It [Mahahual] is very beautiful, it is very quiet. The beaches are very beautiful except when there is a lot of sargassum, a lot of seaweed." (Personal communication with Paula 23<sup>rd</sup> of November 2019)*

The sargassum<sup>1</sup> problem has impacted enormously Mahahual's tourism in the spring months of 2019. According to a few business owners 2019 remarked a challenging year for businesses, since cruise trips were cancelled due to widespread of seaweed along Mahahual's coastline.

#### 5.2.4.2 Mix of activities

Mahahual offers due to its beach a diversity of leisure activities centralized along water. Along the malecón various diving schools are located offering PADI certified diving trips. In terms of leisure activities most locals indicated to go for swims, snorkel, kiteboarding or diving trips. However, a lack of recreational facilities has been mentioned by plenty of respondents. A former fisherman living for several years in Mahahual explains these developments:

*"We as a fishermen's cooperative when we bought the land of Mahahual [it] all belonged to us. But we decided to donate [the land] so we decided to leave a piece of land for the Mahahual community for green areas for recreation of the population. What happened? They already turned it into parking. And it wasn't for parking it was for a park. For a park and now there is a domo. Taxi drivers already own the soccer field. So these are things that affect the population because the place of recreation is no longer a place of recreation. Now it is parking of cars buses that it has hurt enough because young people have nowhere to go to have fun. There are no places to have fun because what are they going to do. Go for drugs to have fun. And that happens because the government does not put emphasis on green areas for recreation [that] should be preserved." (Personal communication with Ben, 3<sup>rd</sup> of December 2019)*

The co-relation between drug consumption and lack of recreational facilities has been put forward only by one respondent. However, it has been indicated by a few respondents that alcoholism and drug abuse is a widely spread problematic in Mahahual and therefore requires the establishment of a rehabilitation centre (Personal communication Anna & Miguel, 27<sup>th</sup> December'19). In terms of recreational activities, one respondent indicated to go occasionally

<sup>1</sup> seaweed

to the next surrounding city like Chetumal for leisure purposes (Personal communication with Paula 23<sup>rd</sup> November '19).

Archeological sites such as the Mayan ruin Chacchoben and Banco Chinchorro for diving and snorkeling activities are approximately one hour drive away from Mahahual.

#### 5.2.4.3 Culture and History

In terms of traditions and typical products all respondents mentioned the lack of such items originating from Mahahual. One respondent explains that this is drawn back to little development of Mahahual, which leads to an adoption of customs and dishes from other parts of Mexico (Personal communication with Ben, 3<sup>rd</sup> December'19)

Dishes such as ceviche, shrimp and seafood have been named by a few respondents. The lack of a central vending spot of fruits, vegetables and arts has been stated by most respondents. As Marta explains following challenge:

*"There is a pick-up truck which drives around selling fish with a microphone or something. I don't know at what time so I dream of a real fish market where I can go and buy fish. They are independent fishermen and sell on the street but I don't know when and who they are. So I would love to have a fish market." (Personal communication with Marta, 23<sup>rd</sup> of November 2019)*

It became striking that various respondents indicated the existence of proposals for a market, however no similarities were mentioned regarding the exact location, as some pointed out the domo<sup>2</sup> area whilst others named Kilometre 55. The mayor confirmed the proposals of a market, however indicated the lack of realization due to money issues (Personal communication mayor, 6<sup>th</sup> December'19). Regarding special events a few respondents put forward the celebration of Carnival with parades throughout the village and Semana Santa.

#### 5.2.5 The competitive (micro) environment

This sub-chapter displays the competitive (micro-) environment of Mahahual. Suppliers such as the Costa Maya port, tour operators and the publics in form of citizen action groups are presented.

##### 5.2.5.1 Costa Maya Port

It was apparent that the Costa Maya port itself is not negatively perceived by most respondents since the port generates employment. However, the management of the port has been criticized by most respondents. It has been reported that the port highly discourages cruise ship passengers to leave the port premises by miscommunicating an unsafe image of Mahahual. It has been put forward by one respondent that the walking routes to exit the port have been constructed in a more challenging way. As indicated in the image in Appendix 7. cruise ship passengers are forced to pass all restaurants and shops prior to exiting the port. Reportedly, exit sign are badly visible making it more challenging for visitors (Personal communication Ecotours Mahahual, 8<sup>th</sup> December '19). Besides, it was reported that the port threatens its customers not to be insured when booking with an external tour operator. The Quality control manager for Costa Maya tours indicated tours to Bacalar, Chacchoben and

<sup>2</sup> A public space with a rounded roof used for public gatherings or sportive events

within Mahahual a Salsa tour, which allows tourists to produce their own salsa and participate in a salsa dancing course. Further following tours have been mentioned:

*"They have aquatic tours, snorkeling, catamaran, flying fishing, they have vehicle, tumbuggies, segways, bicycles, jeeps, they also have the venues going to the beach the beach escape, they only go there and drink and swim and snorkel. They have La Bamba, it's the other venue and that's it." (Personal communication, Quality control manager for Costa Maya Tours, 25<sup>th</sup> November'19)*

### 5.2.5.2 Tour operators

The following sub-chapter entails information on tour operators working within the port as well as outside of it and their product offerings.

Company name	Product offerings
Explora	<p>Working for the cruise ship port Costa Maya (MSC Cruises, 2020):</p> <ul style="list-style-type: none"> <li>• offers a "Salsa Cooking and Dancing tour</li> <li>❖ duration of 3 hours and only available to cruise ship tourists</li> <li>❖ costs 129 US Dollars</li> <li>❖ Tourists can learn how to produce their own salsa and guacamole in a restaurant by the beach and enjoy Mexican beverages whilst having the opportunity to participate in a salsa dancing lesson or relax at the beach</li> <li>❖ A taxi voucher is given tourists for the return trip</li> </ul>
Native Choice	<p>Working for the port (Native Choice, 2019):</p> <ul style="list-style-type: none"> <li>• according to its website the 'most reputable tour operator company providing shore excursions for guests of all cruise ships calling port in Costa Maya'</li> <li>• offers tours to archeological sites, Mayan Experience tours, a Blue Lagoon Adventure tour and Chacchoben extreme tour <ul style="list-style-type: none"> <li>❖ ranging from 75-100 USD</li> <li>❖ on average 5 hours</li> </ul> </li> </ul>
Toucan Tours	<p>Oldest tour operator in Mahahual (Toucan Tours, 2019):</p> <ul style="list-style-type: none"> <li>• offers archeological tours to Chacchoben, Kohunlich, Dzibanche and Reef snorkeling</li> <li>• Beach party tour is located at a venue in Mahahual at the beach <ul style="list-style-type: none"> <li>❖ Open bar, snacks for 40 USD for the whole day</li> <li>❖ Possibility to rent kayaks</li> </ul> </li> </ul>

Aviomar	<p>Working for the port (Personal communication Aviomar, 6<sup>th</sup> January'19):</p> <ul style="list-style-type: none"> <li>• Travellife certificated due to the company's various sustainable actions within its tours and company operations</li> <li>• showed great interest in a collaboration with Takata</li> <li>• offers tours to Kohunlich, Bacalar, rafting in Pedros Santos</li> <li>• offers in Mahahual Segway tour, kayaking, paddling</li> </ul>
Ecotours Mahahual	<p>Bookable for cruise ship passengers and regular customers (Personal communication Ecotours Mahahual, 8<sup>th</sup> December '19).</p> <ul style="list-style-type: none"> <li>• offering tailor-made bird watching tours and tours centralized among Mayan ruins</li> <li>• Shares transportation with Toucan tours</li> <li>• Involved in environmental and social campaigns in Mahahual</li> </ul>

Table 3 Tour operators and their product offerings in Mahahual □

### 5.2.5.3 Citizen action groups

#### Wayak Community center

The Wayak Community center is important as a cultural and sportive center for the village. The community center is established by the port and offers a variety of courses which vary per month. Courses are free of charge for children. Wayak works together with other institutions that sponsor and support the institution like the Union of Taxi Drivers , High School and the primary school. In some projects the center fabricates various products:

*"We do the same thing at the center, so that people can develop products that can be sold and benefit from them. For example, we make bracelets, necklaces, ecological bags, recycled paper notebooks, soaps and shampoos." (Personal communication Director of Wayak, 17<sup>th</sup> December'19)*

Apart from these products, Wayak produces a valuable honey which costs 1000 pesos per liter and takes a year to be fabricated. The honey project encourages the community to have another source of livelihood independent from the tourism industry (Personal communication Director of Wayak, 17<sup>th</sup> December'19). The center showed great interest in participating in CBT projects.

#### Casa de Cultura

The Casa de Cultura is located in Kilometre 55 and functions as a center for several workshops and town gatherings. Massage trainings and workshops for children like the creation of piñatas are occasionally offered. In the attached "Comedor"<sup>3</sup> a meal of the day is prepared on a daily basis by employed chefs. These meals are inexpensive and offer lower social classes an less costly warm dish (Personal communication Bella, 21<sup>st</sup> December '19).

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<sup>3</sup> Dining hall

### 5.2.6 Assessment Mahahual's according to the TALC model

Mahahual's landscape has changed drastically within the past 20 years and undergoes constant growth due to illegal settlements and the lack of urban development. Mahahual's economy is highly dependent on the tourism industry and visitor numbers exceed the amount of local population. Environmental problems such as in terms of sargassum and trash affect the destination. Consequently, Mahahual finds itself in the **consolidation stage** according to the TALC model.

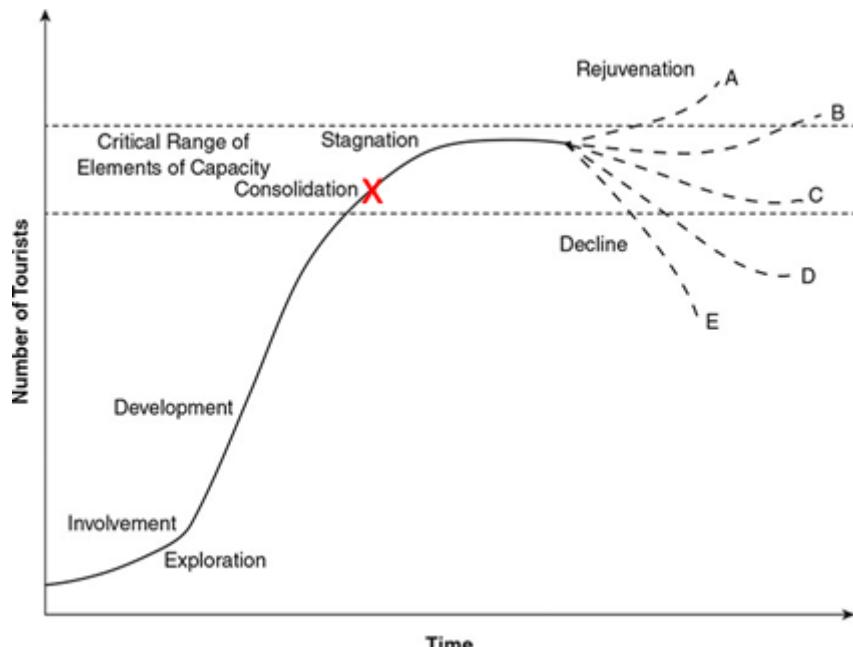


Figure 10 Mahahual's position according to TALC

### 5.3 Community analysis - Residents' characteristics

This sub-chapter focuses on the community of Mahahual. In order to obtain a holistic view on residents' characteristics this section is categorized according to preselected predictor factors of SET and lastly ends with an assessment of Irritex.

#### 5.3.1 Demographics

According to a census in 2015, approximately 1000 permanent residents live in the centre of the village without taking into account the fluent population of port - and beach promenade workers. Around 15% of the population are not permanent residents of Mahahual but travel for work purposes to Mahahual. According to the report PDUCP Mahahual, 8% of Mahahual's residents originate from Mahahual whilst the other 92% are from villages nearby or other cities and countries as shown in Figure 12. This little amount of native residents is drawn back to the lack of a hospital (Estado de Quintana Roo, 2018).

#### 5.3.2 Community attachment

Consequently, this diversity leads to a cultural richness of Mahahual however, most respondents mentioned that residents do not feel encouraged to practice their traditions. An active member in the Protestant church proposes therefore to focus on the younger generation to encourage upholding traditions (Personal communication Anna, 27<sup>th</sup> December'19). Concerning the community togetherness opinions among respondents disperse. Respondents indicating a lack of sense of community reasoned it by the little amount of a native population and the transient community. Others described the community as empathic and helpful emphasizing no distinction between the three districts.

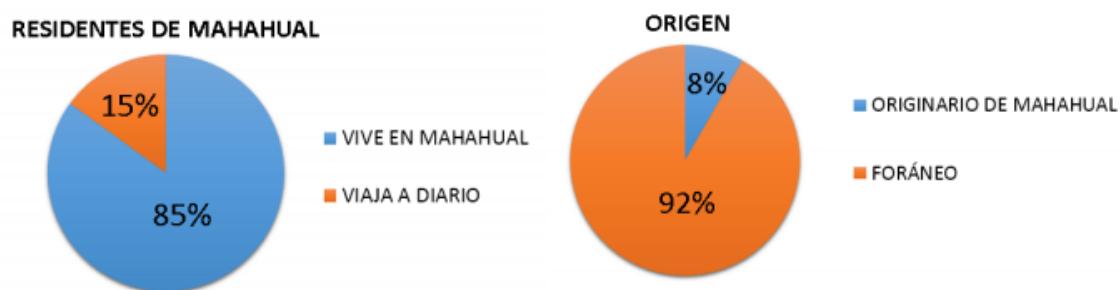


Figure 11 Residents and origins of Mahahual's community in 2017 (Estado de Quintana Roo, 2018)

A former fishermen explains that due to the drastic change of Mahahual, most former fishermen moved to the city (Personal communication Ben, 3<sup>rd</sup> of December 2019). In general, Mahahual's community possesses a variety of associations such as for fishermen, artisans, hotels, taxis and restaurants, where people organize themselves. As a member of the artisan association explains the group consists of more than 200 members, which reunites to discuss about means on how to deal with the monopolistic port (Personal communication Valerie 6<sup>th</sup> December'19).

#### 5.3.3 Economic role of tourism

It became apparent that people from various cities of Mexico such as Tulum, Mexico city and surrounding villages migrate to Mahahual for employment. Whilst the port employs a large amount of workers, several businesses settled at the malecón. In terms of salary satisfaction strong differences became apparent between port employees and workers or shop owners along the malecón. A port employee responsible for maintenance and cleaning earns 1500 pesos a fortnight and showed satisfaction with his salary (Personal communication Juan, 21<sup>st</sup>

December '19). A respondent employed in a souvenir shop, indicated low earnings this season between 5-10 dollars per day whilst rental prices of 6000 pesos per month and 250 pesos for permits require to be paid. Consequently, shop owners, which are permanently open at the malecón, are partially required in low season to involve in fishing activities in order to generate income by selling caught fish to the restaurants. However, little sales on behalf of the restaurants leads to a non-purchase (Personal communication Valerie, 6<sup>th</sup> December '19). A masseuse at the malecón reported to be satisfied with her fixed earnings of 35 US dollars per day (Personal communication Luisa, 4<sup>th</sup> January '20), whilst a local producer stated the need of additionally vending walks to the beach in order to generate an income (Personal communication Victoria 27<sup>th</sup> December '19). It has been indicated by the same respondent that an earning of 200-300 pesos per day is to be considered a good salary.

These cases illustrate the high **dependence** of residents on the tourism industry. The dynamics of space and time of the town are leaned on the arrival of cruise ships and locals are partially required to look for alternative ways of income. As the mayor explains:

*"First it will hurt me a lot to say it and to recognize the drug dependence of cruise ship [industry] is a part that has affected us [Mahahual] a lot in the development [...]The [vendor] stands that open at night are counted. So that affects us because people also complain that they do not sell, that the economy is bad." (Personal communication with the Mayo, 6<sup>th</sup> of December 2019)*

Respondents criticized the monopolistic port management as residents are just benefiting in 'little portions' of tourism (Personal communication Miguel, 27<sup>th</sup> of December '19). The high dependence on tourism has been reported by a few respondents influential in taxi drivers' choice of passengers as described in the following:

*"Yeah and they don't give a service to the local people they are only interested in tourists. So if you need a taxi they won't listen to you they won't give you a ride so that's a problem not for me I do have a car here but for most people I know yeah they have trouble with that." (Personal communication with Antonio, 21<sup>st</sup> of November 2019)*

This preference of tourists over locals was also mentioned in the report published by the Quintana Roo state, which predicted a waiting time for locals for a cab of 1 hour in high season (Estado de Quintana Roo, 2018). As one taxi driver explained he earns around 5 dollars per day in high season, however when offering a roundtrip to Bacalar he could earn around 2000 pesos, which equals 100 dollars ( Personal communication Taxi driver, 6<sup>th</sup> December '19). For this reason, cab drivers are competing to provide more profitable rides.

#### 5.3.4 Trust in Governmental institution

The majority of respondents indicated no support originating from the government concerning tourism development. According to various respondents the government appears to have little interest in the development of Mahahual and does not initiate investments in the community (Personal communication Ben, 3<sup>rd</sup> December '19). Moreover, Mahahual's government lacks transparency on financial spending regarding resources and development activities, which consequently negatively impacts trust among its community members (Personal communication Director of Wayak, 17<sup>th</sup> December '19). Also in terms of the sargassum problem a lack of governmental aid has been mentioned:

*"Since the port is a private enterprise it's not from the government, but [what] the government only does is to charge taxes, yeah it's the only thing they do, they don't actually help much here. When there was the sargassum problem here only the local people and the business owners they did unite to solve the problem but the government is not helping much." (Personal communication with Antonio, 21<sup>st</sup> of November 2019)*

All in all, it became apparent that Mahahual's community is not feeling trusted and supported by the government due to these various impacts, which negatively influences the component of trust according to the SET.

### 5.3.5 Power

Most respondents indicated not to feel involved into planning, management decisions within tourism, which makes the community a deprived actor according to SET. As a respondent explained the creation of the port has led to a selling of land for a relative cheap price to foreign investors which leaves families nowadays in anger:

*"So all those families of those people are angry with them [foreign investors]. They are like my dad sold this [land] for 25.000 pesos 25 years ago and now they [foreign investors] are making 25.000 pesos per hour. It's not the fishermen's fault, it was the situation where someone with a different mind came and they [fishermen's families] did it." (Personal communication with Victor, Ecotours Mahahual, 8<sup>th</sup> of December 2019)*

### 5.3.6 Personal Benefits from Tourism Development

Almost all respondents indicated the requirement of a personal direct monetary benefit when participating in a CBT project. The high dependence on the cruise ship industry and the division in high and low season, makes it for some residents challenging to sustain themselves. In terms of a wished earnings mostly no concrete amounts have been stated. According to a tour operator a daily salary of 300 pesos is to be considered a good earn (Personal communication Aviomar, 6<sup>th</sup> January'19). Another tour operator stated that in the event of cooperating with producers from surrounding villages following minimum amount applies to commute:

*"I can guarantee the minimum wage to pay those women [neighbouring Mayan villages] with transport and with food is 200 pesos clear. They would be so happy. Apart from the tips if you get some tips." (Personal communication with Victor, Ecotours Mahahual, 8<sup>th</sup> of December '19)*

It has been put forward by a few vendors that they would be content with an increased purchase of their goods. According to Mexico's National Minimum Wage Commission, the minimum wage for 2019 is 102,68 Pesos (4,87 EUR) (Leslie, 2018). For this reason, the wage should at least meet the minimum level. As a secondary benefit it has been indicated by a few respondents to learn English. As one respondent stresses the importance of learning:

*"If we do not know English we do not move" (Personal communication with Belia, 23<sup>rd</sup> of November 2019).*

This strongly indicates the willingness of residents to further educate themselves and the necessity of English language skills. The requirement of a continuous course preferably once

per day has been put forward. One respondent indicated to see a personal benefit by leaving a good impression of Mahahual as this encourages the return of tourists (Personal communication Juan 21<sup>st</sup> December '19).

### 5.3.7 Residents' Attitude towards tourism

It became apparent that residents dependent and independent of tourism have overall indicated to have a positive attitude towards tourism development in Mahahual. Tourism is perceived as a positive motor of employment. Partially, negative environmental impacts have been indicated and the monopolistic management been criticised. Encounters with tourists have been put forward by all respondents as pleasant or indifferent. It was noticeable, that direct encounters for locals not employed in tourism are rather uncommon in all three districts. For this reason, the **geographical distance** does not impact the **level of contact** with tourists. A chef in the Casa de Cultura explains that she occasionally gets visited in the facility by tourists who are with a local guide who informs tourists about the dishes the working women are preparing. This interaction has been described by the respondent as overall pleasant as she likes to demonstrate her work. Moreover, respondents explained no nuisance in **sharing their recreational facilities** with tourists and indicated no negative effects in their daily lives originating from those visitor streams. It has been put forward that due to cruise ship tourists' short stays in Mahahual no **impacts on individual's lives** is taken place. However, one respondent noticed a shift in the mentality of the youth growing up in Mahahual:

*"It (tourism) is good for the population but also affects the mentality of children, young developing children because they no longer preserve their traditions. They are no longer how Mexican children should originally grow, but rather they are growing with the tourism mentality of tourism development." (Personal communication with Ben, 3<sup>rd</sup> of December 2019)*

Considering above mentioned factors, it is to be concluded that the local community of Mahahual finds itself in between the **Apathy** and **Irritation** phase of Irritex. Since tourism development generates a source of income for a large amount of the community interactions between hosts and tourists are on a commercial basis. This dependency however is merged with arising environmental and social concerns among society. Given residents overall positive attitude towards tourism, provides the opportunity for accepting and encouraging further tourism products.

### 5.3.8 Skills and potentials

The following listing entails local organisations and community members, who are either producers, artisans or have other sets of skills, which could potentially be integrated in CBT projects. The respondents were presented with potential concept ideas such as cooking classes, a tour or market and different roles like guides or storytellers. Respondents, who showed interest in participating are themed into following categories and images of arts and products can be found in the Appendix 4.

#### ❖ Culinary

The Casa de Cultura offers authentic Mexican meals on a daily basis. The 'meal per day' is announced on a frequent basis in the Facebook group 'Amigos Unidos por Mahahual'. A chef working in the facility showed interest in introducing tourists to authentic Mexican dishes or potentially offering cooking classes with tourists (Personal communication Bella, 21<sup>st</sup>

December '19). A vendor of empanadas, quesadillas in Casitas indicated interest in participating in a tour or a fair to explain about different dishes and display how she makes them (Personal communication Anna, 27<sup>th</sup> December'19).

❖ Storyteller

A resident of Kilometre 55 living in the neighbourhood since many years, showed interest in participating into a tour as a storyteller. A former fisherman who has been living in Mahahual many years before the construction of the port would be a great storyteller to inform tourists about the development of the destination. However, he mentioned doubts in the success of the concept in terms of the competitiveness of tours offered by the port. Nowadays, he is producing necklaces, bracelets and jars of coconut at the end of the malecón.

❖ Producer

The Wayak community center also showed great interest in participating in a local tour. The center organized projects where ecological bags, honey soaps, shampoo bracelets and honey is produced. In form of a tour, tourists have the opportunity to purchase these items, giving a direct income to the producers. Further, tourists are able to get informed about the different initiatives and projects that are organized by the centre. Since projects vary per month, a photo wall illustrating the different developments can be used as an informative aid. A local producer of coconut oil can be found along the beach. However, the participation requires to be reconsidered since the researcher experienced the owner of the farm in a drugged condition. For this reason, a potential inclusion should possibly be limited for the market. A producer of salsa has been indicated by one respondent which is located outside of Mahahual at the end of the El Cafetal Mahahual road.

❖ Artisans

An artisan in Kilometre 55 produces a variety of artisans in his home. His art reaches from lamps made of shells to figures such as cacti and colibri made out of coconut.

❖ Vendors

Further two souvenir shop owners indicated interest in participating with their products in a tour.

## 6 Conclusion

By combining trends, outcomes of literature and field research findings, this chapter summarizes the answer to the central question:

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**What are the opportunities and constraints regarding the development of Community Based Tourism (CBT) in Mahahual which ensure direct and sustainable benefits for the local community?**

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### Constraints

Considerable difficulties for the CBT approach are in terms of community participation. Since participation is a critical success factor of CBT, finding committed respondents can be challenging since restrictions as the monopolistic structure of the port, community ties, time, and money left respondents in doubt regarding the success of CBT projects. The ports' ownership of tourist streams means a high competition for local businesses and consequently leads to an unbalanced power distribution. The port's depiction of Mahahual being unsafe and dangerous and the lack of local producers, authentic artisans and cultural sites makes implementing CBT difficult.

Mahahual is to be assessed in the consolidation stage according to the TALC model and in between the Apathy and Irritation phase of the irritation index which could drastically change for the worse if sustainable actions are not undertaken. Mahahual's infrastructure is insufficient in some districts and impacted by environmental problems. Governmental trust and support is hardly given which stresses the need for the community to take action.

### Opportunities

Overall, residents of Mahahual showed a positive attitude towards tourism development and tourists. It became apparent that according to SET physical distance and level of contact with tourists do not negatively impact residents' perceptions on tourism. Mahahual's residents are highly reliant on the tourism industry and wages differ per employment and thus the satisfaction of such earnings. As Okazaki (2008) stated an essential prerequisite of CBT is residents being knowledgeable of the industry. Due to a high amount of employed locals in tourism, the community is to be assessed familiar with the industry. Currently offered tours are mostly taking tourists outside of Mahahual. Besides the 'Salsa' Tour offered by Explora, Mahahual does not provide any cultural tours in Mahahual itself which enables a great market opportunity. Considering the trend that tourists are increasingly seeking authentic experiences with a deeper cultural immersion whilst being on vacation provides opportunities for CBT.

Personal monetary benefit is the main requirement to participate in an CBT activity. Since Takata would not be able to generate salaries for members participating, financial benefits and the projects' viability should be ensured through an external provider. As stated by Sebele (2019) NGO and stakeholders within the private sector provide a great source of knowledge. Consequently, it is highly advised to start a collaboration with the tour operator Aviomar as this company is within the port and already has an established relationship of trust and the capacity to provide guarantee, which is more difficult to create when external to the port. In addition, Aviomar possesses skills and expertise in terms of financials, management and tour operating. Further, local institutions like the Casa del Cultura and Wayak showed interest in collaborations.

All in all, a CBT approach is possible in Mahahual if collaborations are provided, financial benefits of participating members are insured and the level of participation is high.

## 7 Recommendations

The following subsection entails recommendations for Takata, the community of Mahahual and SEDETUR. Possible funding opportunities and collaborations for Takata can be obtained in Appendix 9.

### 7.1 Recommendations for Takata

#### A Local Market

The establishment of a local market where fruits, vegetables and artisans has been received with a lot of positive response from locals. Given the challenge that no traditional dish or little products are originating from Mahahual an idea would be to be cooperating with surrounding (Mayan) villages that have producers and artisans to bring in authentic self-made crafts and locally-grown produce. From interviews, the basic requirement for producers and artisans to come and sell their items at the market would be for the travel costs to be covered. If this is ensured, it will be easy to ask surrounding producers to come to the market, which would greatly enlarge Mahahual's cultural portfolio. The market would allow not only for tourists to discover more about the region, buy hand-made crafts, interact with locals, but also provide a space for residents to come and socialise and also buy fresh produce that is currently not easily accessible or quite expensive. Moreover, a market forms a viable source of income for residents in low season and thus, creates an independence of the tourism industry.

#### The People of Mahahual Walking Tour / Mahahual Awareness Tour/ Zero impact Tour

The idea is to create a walking tour that takes tourists around Mahahual in a manner that has less of a negative impact on the environment and community, and allows for deeper integration into the culture. The tour would include different elements such as storytelling and awareness to make tourists conscious of the challenges the destination faces whilst providing them an authentic tourist experience. Storytelling would be a viable tool to include in the tour as it provides an authentic and creative manner of learning about the history of an area. Since Mahahual used to be a former fishing village, tourists could get informed about the drastic change of the destination through fishermen.

As English is not widely spoken among the community in Mahahual, the creation of a walking tour for mostly English-speaking tourists would require a guide as a cultural broker between the tourists and locals. The opportunity to learn English has been indicated as an interest from some locals that were spoken to. Providing English lessons for local participants of the tour could be a primary motivator to engage in the tour. Lessons could potentially be given by interns and employees of Takata or trainings requested from Aviomar.

*An example of how the walking tour could happen is described below:*

- The tour could start at the port and tourists could either walk or bike to different places of interest.
- Due to the proximity of the Wayak community center to the port, the first stop could be undertaken to this facility. By presenting products that students produced such as ecological bags, honey soaps, shampoo, tourists have the opportunity to purchase these items, giving a direct income to the producers. Further, tourists are able to get informed about the different initiatives and projects that are organized by Wayak. Since community projects vary per month, a photo wall illustrating different projects can be used as an informative aid.

- Next tourists visit a food stand in Casitas to try different snacks such as empanadas and quesadillas.
- Along the beach tourists can be informed about diverse environmental impacts such as the seaweed problem. Overall, this part of the tour can be dedicated to more educational and awareness aspects including information about recycling, reef restoration programs and human impacts on the environment.
- A former fisherman, who sells self-made artisans at the end of the malecón, could potentially tell tourists about the history of Mahahual and how the destination changed within the past years. Further, he could demonstrate how he creates items out of coconut.
- The next stop would be to a coconut farm further along the coast line where a family produces coconut oil. Due to the far distance of the farm it requires to consider whether a stand can be arranged at the malecón representing the family's business.
- A local resident of 55 could tell about the district and its development.
- The next stop would take tourists to a local artisan who produces colibris and cactus shaped figures out of coconuts in front of his home. Tourists will experience first-hand about the different artisans.
- The last stop takes tourists to the Casa de Cultura where they can try their hand at cooking the 'meal of the day'. Learning about the different ingredients that are used and found around the region, tourists will get to know different traditional Mexican dishes.

Regarding distances between stops, it can be considered to collaborate with a local bike rentals, which would mean a financial benefit for those businesses. Considering the amount of stops it can also be envisioned to establish different themed tours with a focus on either culinary or cultural aspects. Through a rotation system a share of workload can be arranged among participants. All in all, all participants are required to get a fixed minimum salary around 300 pesos per day. In the event of Aviomar operating the tour it is advised to ensure transparency of benefit sharing by implementing a **Ripple Score<sup>4</sup>**, which shows the percentage of benefits falling back to the community per tour.

#### Potential extension

The creation of a market would be a great opportunity to be implemented into the tour. Given the challenge that no traditional dish and little products are originating from Mahahual an idea would be to be cooperating with surrounding (Mayan-) villages to bring in authentic self-made products and dishes.

#### #EcoMahahual

The creation of a hashtag #EcoMahahual can be a great opportunity for local initiatives to demonstrate their ecofriendly practices. Further the hashtag can be used as an educational tool to raise more awareness about environmental concerns in Mahahual and encourage people to enhance sustainable practices.

## 7.2 Recommendations for the Community

In order to strengthen community ties within Mahahual it is recommended to organize town meetings for below explained purposes. In terms of CBT initiatives like a local market or a tour,

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<sup>4</sup> The Ripple score has been invented by the tour operator G Adventures and indicates from a scale of 1-100 the percentage of return of benefits to the local community.

it is advised to arrange a town meeting in a spacious facility such as the Casa de Cultura. During this meeting, proposed ideas will be presented to the attendees and opportunities discussed on how to collaborate for those projects. Besides participant acquisition, meetings regarding the celebration of traditions and festivities are recommended to be initiated. Mahahual's cultural diversity provides great opportunities to learn from each other. In order to encourage the practice of traditions and customs among its society, the celebration of typical events originating from big cities such as Mexico city or Guadalajara can be organized on a small scale. This can be arranged in collaboration with Wayak and potentially schools. The community can be reached via a public post in the Facebook group Amigos Unidos Mahahual, which is widely used among residents.

### 7.3 Recommendations for Costa Maya Port

Concerning the Costa Maya port it is recommended to start collaborating with local initiatives in order to support the local community. Since the port possesses the largest visitor numbers, local businesses have challenges competing. It is advised to the port to stop communicating a false unsafe image of Mahahual to its passengers. Further Mahahual as a brand should be more promoted since tourists associate the destination often with the name of Costa Maya. As best practices show in *Appendix 4* a collaboration between the cruises and CBT projects should be targeted. By giving local sellers a little stand onboard of the cruise ships with products of Mahahual provides the opportunity of making those products accessible to cruise ship tourists, who are not visiting one of the CBT locations. These can be crafts or other products from local producers, which enable vendors an additional opportunity to sell their items.

### 7.4 Recommendations for SEDETUR

For SEDETUR it is recommended to dedicate research to Mahahual with a formulation of concrete sustainable long-term tourism strategies for Mahahual. Since Mahahual is the second largest cruise ship port in Mexico it is important to formulate concrete goals for the destination. The current planning is not sufficiently met under general tourism goals applicable for whole Quintana Roo.

## 8 Critical Reflection

This chapter reflects on the researcher's own role in the research process, the data collection and analysis as well as provided recommendations.

In the beginning of the field research, the researcher was a little insecure in terms of one's own Spanish skills which has led in the start to little probing questions. The researcher tried to stick to prearranged interview questions, however became more confident and flexible with practice. Since most respondents agreed for the interview to be recorded, helped the researcher to refer back to parts which remained unclear. The transcription of Spanish interviews was more time-consuming than anticipated. Since 20 out of 27 interviews were conducted in Spanish has led to a lot of time investment on this behalf. The limited wordcount of 16.000 words has been a major challenge and has led to a reduction of information among trends, CLR, methodology and the removal of sub-question 4 to *Appendix 4*.

In terms of the CBT approach it has been difficult to find participants due to the lack of cultural practices and local producers in Mahahual. Through networking and the conduction of more interviews however, the researcher could partially overcome this challenge. A main interview focus lied on locals since 16 out of 27 interviews were conducted with this respondent group. Given the circumstances of Mahahual's division into three districts with differing socioeconomic conditions, this amount seemed reasonable as it increased the reliability and validity of this research. Given recommendations to Takata clearly indicate opportunities and constraints concerning possible CBT projects in Mahahual based on literature and field research. The economic dependence of the local community on tourism, required to find solutions, which generate benefits for the community. The creation of a market would provide a central point of purchase to residents, tourists and an economic benefit for vendors in low and high season and thus can be considered a sustainable benefit. A local tour would generate benefits to single participants. Due to Mahahual's lack of cultural display and productions given recommendations are providing guidance for tourism concepts with current resources. Due to Mahahual's urban extension and transient community, its cultural diversity can potentially increase over time, which could lead to an increase of local producers and thus provide more possibilities for community participations and products.

All in all, the researcher is content with the recommendations provided and received positive feedback from the commissioning client and a great interest on behalf of the tour operator Aviomar, which will be provided with a proposal.

## Appendices

### Appendix 1: Definitions of Community Based Tourism

Sources	Definitions of Community-Based Tourism
Asia-Pacific Economic Cooperation cited in Asker et al., 2010	CBT is commonly understood to be managed and owned by the community, for the community. It is a form of local tourism, favoring local service providers and suppliers and focused on interpreting and communicating the local culture and environment. It has been pursued and supported by communities, local government agencies, and non-government organizations (NGOs).
Ramesh Boonratana, 2010	CBT is defined as economically, environmentally, socially, and culturally responsible visitation to local, indigenous communities to enjoy and appreciate their cultural and natural heritage whose tourism resources, products, and services are developed and managed with their active participation and whose benefits from tourism, tangible or otherwise, are collectively enjoyed by the communities.

*Figure 12 Definitions of CBT (Amerta, 2017)*

Sources	Definitions of Community-Based Tourism
Caribbean Tourism Organization cited in Henry, 2009	CBT is a collaborative approach to tourism in which community members exercise control through active participation in appraisal, development, management and/or ownership, whole or in part, of enterprises. Enterprises deliver net socio-economic benefits to community members, conserve natural and cultural resources, and add value to the experiences of local and foreign visitors.
Committee for Economic and Commercial Cooperation of Islamic Cooperation cited in Tasci et al., 2013	CBT is tourism that is planned, developed, owned, and managed by the community for the community, guided by collective decision-making, responsibility, access, ownership, and benefits.
Thailand Community Based Tourism Institute, 2012	CBT is tourism that takes environmental, social, and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life.
World Wide Fund for Nature International, 2001	Community-based ecotourism is a form of ecotourism where the local community has substantial control over, and involvement in, its development and management, and a major proportion of the benefits remain within the community.

continued

## Appendix 2: List of Respondents

	Name	Occupation	Local/ Business	Dependent on tourism	Residence	Origin	Notes
1	Antonio	Architect	Local	No	Casitas	Guadalajara, Mexico	
2	Bella	Sells dishes in Casa de Cultura (Comedor)	Local	No	Kilometre 55	Mexico	
3	Paula	Tour guide in Costa Maya port	Local	Yes	Kilometre 55	Veracruz, Mexico	
4	Juan	Maintenance worker in Costa Maya port	Local	Yes	Kilometre 55	Mexico	
5	Tara		Local	No	Kilometre 55	Mexico	
6	Luisa	Masseuse at the malecon	Local	Yes	Kilometre 55	Mexico	
7	Luca	Owner of restaurant Malecon21	Restauran t	Yes	Casitas	Italy	
8	Sarah	Pharmacy employee in Kilometre 55	Local	No	Kilometre 55		
9	Diego	Manager of Hotel Don Kike 55	Hotel	Yes	Kilometre 55	Mexico	No voice recording
10	Marta	Receptionist at Blue Kay	Eco-lodge	Yes	Pueblo	Mexico	
11	Leo	Souvenir shop owner	Souvenir shop	Yes	Pueblo	Mexico	
12	Raul	Supermarket employee	Local	No	Kilometre 55	Mexico	
13	Ben	Artisan and former fisherman	Local		Pueblo	Mexico	
14	Obed Duron	Mayor of Mahahual	Mayor	No	Pueblo	Mexico	
15	Valerie	Souvenir shop owner and member of Artisan Association	Local	Yes	Pueblo	Mexico	

16	Victor Rosales	Owner of Ecotours Mahahual	Tour operator	Yes	Casitas	Mexico	
17	Benjamin Jimenez	CPTQ	Tourism Marketing organization for Quintana Roo	Yes	-	-	
18	Senaida	Director of community center Wayak	Community center	No			
19	Miguel	Construction worker	Local	No	Pueblo	Mexico	
20	Anna	Vendor of empanadas, tortillas in Casitas	Local	No		Mexico	
21	Victoria	Vendor of coconut oil, flan, langosta	Local	Yes	Pueblo	Bacalar, Mexico	
22	Ana	Menos Plasticos	Local initiative	No			
23	Victor	Aviomar	Tour operator	Yes	-		
24	Clara Malbos	Anthropology student	-	-	-	France	
25	Toni	Artisan	Local	Yes	Kilometre 55	Mexico	
26	Cassiopea Carrier Doneys	Owner of Takata		Yes	Casitas	Canada	
27	Fuensanta	Quality Control for Costa Maya tours	Costa Maya port	Yes	-	-	

### Appendix 3: Success factors of CBT

Success Factors		
1	<b>Community Participation</b>	<p>Community members participate in all stages of the process including planning, embracement, implementation and evaluating the success of CBT.</p> <ul style="list-style-type: none"> <li>-Community members participate in the decision-making process regarding tourism development.</li> <li>-Community members express their opinions and share their ideas and knowledge with others.</li> <li>-Community members work for a common vision on how the local regions should be governed.</li> </ul>
2	<b>Community Attachment</b>	<p>The relationship of the community members with each other.</p> <ul style="list-style-type: none"> <li>-The social participation and integration of the individual to the community.</li> <li>-Based on individual friendship and family networks of the community members.</li> </ul>
3	<b>Benefit Sharing</b>	<p>Community members share the tourism benefits equally among themselves.</p> <ul style="list-style-type: none"> <li>-A portion of the tourism benefits belongs to the community as a whole and not for a few individuals in the community.</li> <li>-Each community member has the right of access to the public establishments.</li> <li>-Local government provides additional budget for the development of the area and the community.</li> </ul>
4	<b>Resource Sharing</b>	<p>Community members accumulate their resources for CBT to be efficiently implemented.</p> <ul style="list-style-type: none"> <li>-Community members pool their resources like time, workforce and money in order to support CBT.</li> <li>-Community members allocate a portion of their income from tourism as a fund for project that will benefit the whole community. For example, the local residents may share the maintenance costs of social facilities.</li> <li>-Community members exchange their skills, knowledge and know-how with the whole community.</li> <li>-Community members hand out flyers and promotional materials containing information about the goods and services offered at the tourism areas.</li> </ul>
5	<b>Conservation of Tourism Resources</b>	Community members see the conservation of environmental and cultural resources as the major factor towards ensuring sustainable development.
6	<b>Collaboration among Stakeholders</b>	<p>Community members and the stakeholders who have an impact on tourism planning, policies and developments collaborate.</p> <ul style="list-style-type: none"> <li>-Community members collaborate and build partnerships with stakeholders like central and local governments, private sector, NGO's, universities and other educational institutions.</li> <li>-The stakeholders help the community in developing the infrastructure and superstructure of the region, its marketing and promotion.</li> </ul>
7	<b>Securing External Support from Stakeholders</b>	Stakeholders provide counsel and financial support for the community members to increase their capacity and occupational skills.
8	<b>Local Ownership</b>	<p>Community members have the ownership of the cultural and natural resources which are the major touristic factors.</p> <ul style="list-style-type: none"> <li>-Community members are aware of the positive and negative impacts of tourism in the area they live in.</li> <li>-Community members can decide for their establishments and manage them.</li> <li>-Community members actively take place in the tourism industry, not only as employees but also as entrepreneurs owning and managing the shops.</li> </ul>
9	<b>Local Leadership</b>	<p>Local leaders manage and direct tourism development and build relationships between the community members and other stakeholders.</p> <ul style="list-style-type: none"> <li>-Local leaders push the community members into participating in the decision-making process.</li> <li>-Local leaders implement the plans.</li> <li>-Local leaders build connections among the other stakeholders, helping them to work together. They enable communication and interaction among the stakeholders.</li> </ul>
10	<b>Scale of Tourism Development</b>	Stands for the development and management of tourism in accordance with the community's priorities, demands and resources. Project may include a single destination or consist of multiple destinations.
11	<b>Tourist Satisfaction</b>	The satisfaction of tourists from the touristic goods and services offered and the hospitality of the host community.

Figure 13 Success Factors of CBT (Karacaoglu & Birdir, 2017)

12	<b>Increased Life Quality</b>	Tourism developments create impacts on healthcare, education, transportation, environmental planning etc., increasing the life quality of local people.
13	<b>Local Innovation</b>	Changes and enhancements regarding tourism development start with local needs and demands. -Local entrepreneurs enable the production of attractive, innovative or unique touristic goods and services.
14	<b>Shared Sense of Responsibility</b>	Community members accept shared responsibility for the development, organization and management of the CBT activities that aim to increase their prosperity. This also includes shared responsibilities for the cultural and environmental resources. -Each member of the community understands the importance of local participation and therefore, his/her role in the development of sustainable progress. -Each member of the community takes responsibilities such as keeping the community clean, eliminating idle resources etc., minimizing the negative impact on the socio-cultural environment. -Each member of the community rapidly takes precautions to eliminate the deterioration and depletion problems of the cultural and natural resources.
15	<b>Local Authenticity</b>	Includes the traditional ways of life, cultural heritage and craftsmanship that the community members take pride in and choose to share with the tourists. -Community members create a strong image and identity by offering their authentic culture and unique cultural heritage to attract the tourists. -Community members take pride in the unique and traditional fabric of the society.
16	<b>Local Distinctness</b>	Community members create distinctness from the competing tourism destinations. -Community members add value to the touristic goods and services that distinguish them from other destinations. -Community members establish better relationships with the tourists by creating better tourist satisfaction. -Competitiveness of tourism destinations encourage the local establishments that can sustain long term growth and prosperity.

Continued (Karacaoglu & Birdir, 2017)

No.	CBT success criteria	Sources
1.	Community participation	Blackman et al., 2004; Hipwell, 2007; Inskeep, 1991; Jamal & Getz, 1995; Kibicho, 2008; Laws, 1995; McIntyre, 1993; Mowforth & Munt, 2009; Murphy, 1985; Phillips & Pittman, 2009; Pongponrat & Pongquan, 2007; Rocharungsat, 2008; Sofield, 2003
2.	Benefit sharing	Hipwell, 2007; Innes, 1996; Jamal & Getz, 1995; Kibicho, 2008; Pongponrat & Pongquan, 2007; Rocharungsat, 2008; Scheyvens, 1999; Sebele, 2010; Simpson, 2001; Timothy, 1999
3.	Tourism resources conservation	Hipwell, 2007; Hiwasaki, 2006; Inskeep, 1991, 1994; Jain & Triraganon, 2003; Rocharungsat, 2008; Sproule, 1996; Suansri, 2003
4.	Partnership and support from within and outside community	Blackman et al., 2004; Hiwasaki, 2006; Inskeep, 1991; Jamal & Getz, 1995; Kibicho, 2008; Laws, 1995; Manyara & Jones, 2007; McIntyre, 1993; Murphy, 1985; Rocharungsat, 2008; Sofield, 2003; Tosun & Jenkins, 1998
5.	Local ownership	Kiss, 2004; Mowfort & Munt, 2009; Simpson, 2008; Sproule, 1996; Suansri, 2003
6.	Management and leadership	Blackman et al., 2004; Hiwasaki, 2006; Pongponrat & Pongquan, 2007; Rocharungsat, 2008
7.	Communication and interaction among stakeholders	Hiwasaki, 2006; Pongponrat & Pongquan, 2007; Simpson, 2008
8.	Quality of life	Hipwell, 2007; Manyara & Jones, 2007; Suansri, 2003
9.	Scale of tourism development	Hipwell, 2007; Kibicho, 2008; Manyara & Jones, 2007
10.	Tourist satisfaction	Dymond, 1997; Orams, 1995; Rocharungsat, 2008

Figure 14 List of CBT Success Criteria from Literature (Vajirakachorn, 2011)

## Appendix 4: Best practices of CBT

The following section entails information on best practices related to CBT. The first section presents initiatives undertaken within the Quintana Roo region and Mexico followed by an initiative in Uganda and by presenting challenges and best practice points.

### **Amigos de Sian Ka'an**

Amigos de Sian Ka'an is an NGO focused on environmental conservation and sustainable development. The NGO was founded in 1986 and aims to preserve the Sian Ka'an Biosphere Reserve which is an UNESCO World Heritage Site in Quintana Roo (Amigos de Sian Ka'an, 2017). The Sian Ka'an Biosphere is protected due to its biodiversity and Mayan culture (SGP, 2017). The NGO promotes sustainable development of communities and created *Maya Ka'an*, a ecotourism destination brand for the Mexican Caribbean by working together with 15 rural communities and 65,000 locals. The NGO created the organization *Maya Ka'an Travel*, which developed community based projects in the Quintana Roo region with the aim of generating benefits for Mayan local communities. According to the organization this branding enables communities to develop whilst diversifying the product portfolio for the Quintana Roo region. Sustainable projects such as handcrafting, the production of jam, wood carvings, natural jungle medicines enable the creation of an income for locals whilst enhancing conservation and the protection of natural resources.

Maya Ka'an offers trips such as a 2-day tour, where tourists can visit four communities and engage in cultural activities with locals whilst learning about their stories, traditions and ways of living (Maya Ka'an, n.d.). Considering the NGO's operations the Director of Amigos de Sian Ka'an has put forward following challenges:

#### Challenges

- Many communities aim to get involved, lack however business culture.

#### Best practice points

- Encouragement of vending local products
- Enhancement of social and natural conservation and protection
- Income for local communities
- Market access through collaboration
- Intercultural exchange
- Diversification of tourism offerings in Quintana Roo

### **RITA Network**

The RITA Network (Red Indígena de Turismo de México A.C.) is an organization created in 2002 with the purpose of creating a network for indigenous tourism groups managed by locals. The network is nowadays operating over 15 states in Mexico and has around 5000 members. Involved companies are active in projects which focus on conservation and the sustainable use of nature while training members in management skills, financials, cultural conservation and indigenous rights and identity. Likewise artisans are encouraged to use local products and grow plants and herbs for medical purposes, which enable them to sell them through the network (United Nations Development Programme, 2012). Around 14% of Mexico's population are indigenous residents living in rural communities. These residents account for the most deprived with little access to education and well-paid employment opportunities (United Nations Development Programme, 2012).

The network centers around aiding small business and ecotourism by establishing a collaborative and participatory network.

#### Best practice points

- Encouragement of local productions
- Trainings
- Collaborations & networking
- Income for local communities

#### **CBT and Cruise tourism**

The cruise tourism industry and its extensive resources enable the possibility of functioning in a facilitating role for CBT projects. It is proposed not to take control over such projects however provide resources where needed (Jugmohan & Giampiccoli, 2014). Also cruises could potentially offer these projects to their customers. According to Jugmohan & Giampiccoli (2014) collaborations between CBT projects and the cruise industry are proposed in three different forms:

- ❖ **Short-term excursions:** these are excursions of a few hours to CBT facilities like art or craft shops. The impacts might be little, but enable a starting point for further collaborations.
- ❖ **Pre- or post- CBT tours:** this form of collaboration concerns a longer stay of tourists in CBT entities, which could for instance concern a homestay. This form of partnerships would generate more profits for hosts.
- ❖ **On-board CBT:** this refers to a display of CBT products on-board in form of a little stand. Also traditional dance or music performances could be undertaken on board.

These types of partnerships enable a start to bring both industries closer together whilst helping local communities to develop.

## Appendix 5: Possible Funding opportunities and collaborations

### Funding

Due to Takata being a non-profit, and some of the recommended projects possibly having costs, the section below provides recommendations for where funding could potentially be obtained. The Inter- American Foundation (IAF) would only be applicable for a market in the event of Aviomar operating the tour.

### **The Inter – American Foundation (IAF)**

The Inter- American Foundation (IAF) enables funding for presented initiatives regarding improvement of living conditions by disadvantaged and excluded groups of people through, for example, solutions for development and creative use of the community's resources. Fundings are given to independent countries in Latin America and the Caribbean in several sectors. Proposals can be submitted throughout the year. They have a set of criteria which need to be met. These are mentioned below (The Inter-American Foundation, n.d.) :

- innovative solutions to development problems
- creative use of the community's resources
- diverse array of community voices in project development and execution
- substantial beneficiary engagement in:
  - the identification of the problem addressed
  - the approach chosen to solve it
  - the design of the project
  - management and evaluation of activities
- partnerships with local government, the business community and other civil society organizations
- potential for strengthening all participating organizations and their partnerships
- feasibility
- evidence of eventual sustainability
- counterpart contributions from the proponent, the beneficiaries and other sources
- the potential to generate learning
- measurable results
- evidence of beneficiaries' enhanced capacity for self-governance

Link of Website: <https://www.iaf.gov/apply-for-grant/>

### **IDB**

The Social Entrepreneurship Program provides loans and grants to private, non-profit and local or regional government organizations that provide development services for the disadvantaged populations. This program can support and help expand small producers from local communities, who don't have the financial or social capabilities to expand by themselves. This program also finances pilot and social programs, which aim to improve the quality of life and education for locals. The fund is applicable for countries in Latin America and the Caribbean.

Link of Website: <https://www.iadb.org/en/about-us/about-us-14>

### **FONATUR**

Mexico is opening foreign direct investment opportunities in the tourism sector through the National Fund for Tourism Development (FONATUR), which is the institution responsible for

the planning and development of sustainable tourism projects for selected investors (Gobierno de Mexico, 2017).

Link of Website: <https://embamex.sre.gob.mx/replicachechea/index.php/es/avisos/447-mexico-investment-opportunities-in-tourism>

### Collaborations

A collaboration with the following institution is recommended to Takata to be undertaken in terms of the market concept:

#### **Meso-American Reef Tourism**

The Mesoamerican Reef Tourism Initiative (MARTI) is led by a group of non-profit and private sector participants working together to promote sustainable tourism practices for the conservation of the Mesoamerican Reef environment and generating social and economic benefits for local communities (The Mesoamerican Reef Tourism Initiative, n.d.). The organisation is linking NGO's and tour companies with artisans and producers of remote communities in the Mesoamerican Reef enabling them to bring their products to the market and thus, generating an income (The Mesoamerican Reef Tourism Initiative, n.d.).

A collaboration with this organisation can be targeted to profit from their network and promote the tour and market concepts. The organisation has been contacted for an interview request, however no response has been obtained for the time-being.

### **Appendix 6: Quintana Roo 2030 Sustainable Planning**

In order to create a sustainable tourism Quintana Roo state the following six goals have been formulated for the year 2030 (Quintana Roo Gobierno, 2019):

1. Ensure that the governing institution of tourism has the capacity to attend, public policy instruments and governance models to promote sustainable tourism.
2. Ensure sustained tourism growth, improve support infrastructure and generate sustainable products and services.
3. Work in the management of the territory, consider climate change in decision-making and coordinate efforts for the management and strengthening of Natural Protected Areas.
4. Balance the weight of tourism investment, especially in the central and southern part of the entity, reduce the externalities of the investment with sustainability criteria and ensure a city vision.
5. Promote innovation and sustainability in the private sector, generating information and betting on diversification.
6. Ensure social development, improve employment conditions, make tourism more accessible and promote community development.

## Appendix 7: Observation- Malecón

**Date: 19<sup>th</sup> November 2019**

**Time: 8 am & 12:15 am**

**Location: Beach promenade, malecón**

### 8am

Several workers are brooming the pavement and collecting trash in front of restaurants, hotels. Vendors are setting up their stands. Everyone is very busy awaiting the approach cruise ship passengers. Chairs, tables and massage tables are placed in the sand. Restaurants, cafes, souvenir shops, hotels, diving shops are next to each other. While passing by a few facilities a mix of Caribbean and electronic music is filling the street. The atmosphere is relaxed.

### 12 am

It is sunny around 30 degrees Celsius. Three cruises have arrived and I experience the streets more filled up than in the morning. Tourists are walking along the beach promenade looking to their left and right and occasionally stopping at the stores or stands whilst others pass by. A few people are in the water or sitting or lying on beach chairs.

Several stands with vendors selling handicrafts such as bracelets, necklaces, mugs, magnets pipes, t-shirts, beachwear etc. I speak to a vendor who is greeting me with "Hola my friend" and inviting me friendly into his store. After walking around for a while he asks me in Spanish if I'm looking for something specific. I decline, thank him and leave to the beach promenade again. Vendors are positioned on the left and right side. The right side consists of concrete shops, whilst vendors faced towards the waterside have little stands. Those stand vendors sell the same items as can be seen in the store just in less quantities. People are standing in front of the businesses or seated behind their stands and greeting and inviting tourists to have a look into their offerings.

In one of the side streets a group of taxi drivers are sitting wearing white shirts with the inscription of "Taxi Tour Costa Maya". As soon as I pass by I get approached by the words 'Taxi, taxi'. I continue my journey on the beach promenade and encounter masseuse dressed in white clothing who are greeting passing tourists in a few English words. Tourists are getting approached in English and Spanish and partially respond with "no gracias" or ignore them. The beach is filled with chairs, tables and partially massage tables.

I spot a single taxi driver and ask how much it costs from here to the port and a price of 5 US Dollars has been mentioned. I have phrased the question in English in order to pretend to be a tourist. From my experience a ride within whole Mahahual does not cost more than 25 pesos which equals around 1,3 EUR. I thank him and tell him that I will eventually come back later. A few vendors are passing by selling Mexican snacks such as grilled corn and drinks however I find myself being surprised that it's not many of them. Besides pedestrians, a group of tourists on segways passes by. A few cyclists are trying to find their way through the crowds. It is busy on the malecón however I do not sense a feeling of overcrowdness or discomfort.

## Appendix 8: Costa Maya Port



Figure 15 Walking Route outside of the Costa Maya port

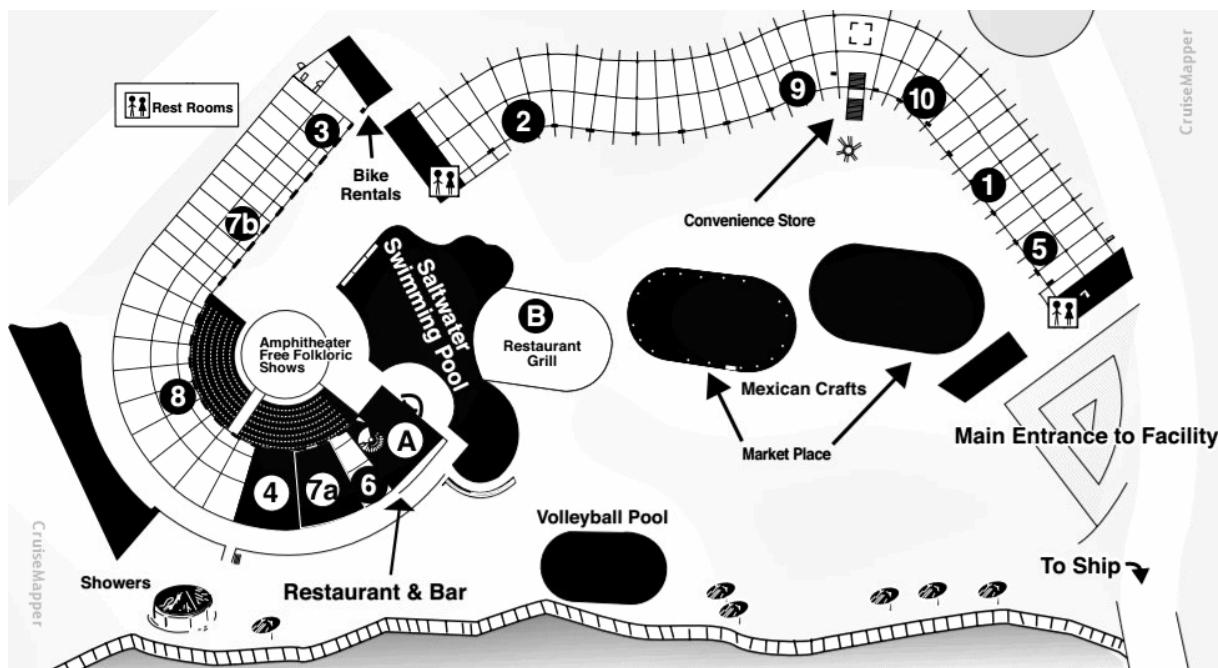


Figure 16 Shops in the Costa Maya port (Cruisemapper, n.d.)

Following shops are provided in the port (Cruisemapper, n.d.):

- (1) Diamonds International (Caribbean's largest selection of diamonds and diamond jewelry)
- (2) Tanzanite International (thousands of loose and set pieces in all sizes, shapes and colors)
- (3) Diamonds International (discount jewelry)
- (4) Carpet Emporium (over 10,000 certified handmade carpets, including from Turkey, Persia, India, China; free DHL shipping worldwide, tax and duty-free)
- (5) Diamonds International (luxury watches and designer jewelry, including the brands Caribbean Topaz, Chameleon, Chopard, Wyle, TAG Heuer, John Hardy, Korite, Baume & Mercier, Cartier, Concord, Corum, Cyma, Dior, Ebel, ESQ Swiss, IWC, Longines, Maurice Lacroix, Movado, Philip Stein, Piaget, Edward Mirell, Judith Ripka, Yvel)
- (6) Havana Club (premium cigars, including Monte Cristo, Cohiba, Romeo & Julieta, Partagas, the shop has a walk-in humidor)
- (7a, 7b) Tequileria International (over 200 Tequila brands, including Agave, Mescal, Anejo, Blanco, Kahlua)
- (8) Del Sol (world's largest color -changing retailer, custom-Made T-Shirts themed on the Mayan Ruins in Chichenitza)
- (9) Silver Factory (unique silver and gold jewelry designs at low prices, including rings, bracelets, necklaces, also sells
- (10) Taxco (silver factory, unique silver jewelry designs, semiprecious stones (amethyst, onyx, quartz, topaz, zircon, Swarovski crystals) at factory prices
- (A) Bbandito's (Lobster Shack) is a beach restaurant with live entertainment (menu includes lobster burritos and fresh fish specialties)
- (B) Mamasita's (Restaurant & Bar) - offers fresh fish tacos, poolside Bar Service and Happy Hour prices between 3-4 pm).

### Appendix 9: Products and artisans



Coloured Cactus figure & Colibri produced out of coconut (Artisan in 55)



Bracelets and ecological soap produced by students in the Wayak community center



Artisans at the end of the malecón making bracelets, necklaces and jars out of coconut



Coconut farm

## Appendix 10: Interview Questions

### Interview Questions Locals – Mahahual (English Version)

[Introduction with explanation of research purpose and CBT concept]

#### Demographics

- Can you tell me something about yourself (name, age, occupation)?
- **Tourism:** How long are you working in tourism? And are you satisfied with your earning?
- How long have you been a resident in Mahahual? In which neighbourhood do you live? (**length of residence**)
- **If not from M:** Where are you from and what is typical for your culture?

#### Socio-cultural

1. What do you think about living in this community? **Community attachment**
2. Is there anything in the community that you are proud of? **Community attachment**
3. What activities/leisure activities do you like to do in your free time?
4. Are you satisfied with the range of leisure activities in your community?  
– **If no:** What facilities or services are lacking in the community? **Infrastructure**
5. How do you feel about sharing your recreation and leisure environments with tourists?  
**Host local interaction/ Doxey irritation index**

#### Destination

6. What are tourism products and services offered in Mahahual? **Mix of activities**
7. Is anything produced locally here?
8. What do you think of the port?

#### Attitude towards tourists

9. Do you often have direct contact with tourists?  
**If yes**, how often? And what do you think about these interactions **Level of contact (SET)**
10. How do your encounters with tourists usually go? (Pleasant or unpleasant with explanation) **Needs and wishes local/Doxey Irritation index**
11. Do tourists affect your daily life? (Whether monetary or in another way) **Needs and wishes local/ SET**

#### Economic

12. Are you personally dependent from the tourism industry? **Economic dependence**
13. Is the employment/unemployment changing per season?  
**If yes:** Do residents of Mahahual leave the community to seek employment? **Economic d**
14. Do you feel involved in the decision, planning, and management processes of tourism development in Mahahual?  
– **if not:** Who do you feel is involved? **Power (SET)**
15. Is the government supporting tourism?  
- **If yes:** Do you trust the decisions being made by the government? **Institutional trust (SET)**

**Environment**

16. What do you think about the environmental quality of Mahahual?
  - Where is restoration required? **Infrastructure**

**Skills and benefits**

17. What skills do you have? You can think of cooking, crafts, languages, tour guiding, dancing? **Potentials locals**
18. Would you be interested in sharing your skills with tourists?
  - **If yes**, what activities would you like share/teach to tourists about your culture/daily life? **Needs and wishes local/SET**
  - **If no**, why not? **Needs and wishes local/SET**
19. Which benefits would you like to receive from engaging in an activity with tourists? (Apart from just financial benefit) **Benefits (SET)**
20. What would motivate you to participate in an activity where you interact with tourists?  
**Needs and wishes local/ SET**
  - **If not:** Why not?

*Explanation shortly about an idea of making kilometre 55 more attractive through graffities*

- What do you think of that idea?
- Would you like to get one of your walls painted?

**Interview Questions Tourism Businesses – Mahahual (English Version)**

[Introduction with explanation of research purpose and CBT concept]

**Demographics**

- Can you tell me something about yourself (name, age, occupation/ employment, length of residence)?
- How long are you working in tourism and how satisfied are you with your job?
- How long have you been a resident in Mahahual and in which neighbourhood do you live? (**length of residence**)

**About your business**

1. Can you tell us something about your business?
  - Which types of products/tours are you selling? **-Product offerings**
  - Why do people come to your business? **- UPS**
  - Who are your customers? **-Target group**
2. Why have you chosen to work here? **Destination characteristic**
3. What do you like about Mahahual? **-Destination characteristics**
4. Do you include residents in your tourism products?
  - If yes, in which way?
  - If no, why not?

**Questions about opportunities and constraints**

5. What are tourism products and services offered in Mahahual? **Current tourism offerings**
6. Are there any tourism products/services that you think are missing and would be a great added value to the village? **Facilities/ Core resources**
7. What are typical products of Mahahual?
  - Is anything produced here?
8. **Only for owner:** Which challenges did you face when you started your business in Mahahual? **- Constraints**
9. Does the Mexican government provide support for sustainable and responsible tourism activities? **Opportunities/ Constraints**
  - If yes, in which way?
10. Do you feel supported by the Mexican government in running your business? **Trust**

**Questions about Destination**

11. What are the main motivators of visitors to visit Mahahual? **Destination characteristics**
12. Do you think there is an interaction between tourists and locals?
  - What kind?
  - Do you think there is an interest to do so? **Host tourist interaction**
13. What is your opinion about about the port?

**Skills, needs and wishes locals**

14. What skills do you think locals have? You can think of cooking, crafts, languages, tour guiding, dancing, storytelling? **Potentials locals**
  - Could you refer to someone specific?
15. Do you think locals would be interested in sharing their skills with others?
  - **If yes**, what activities would they like to share/teach to tourists about their culture/daily life? **Needs and wishes local/SET**

If no, why not? *Needs and wishes local/SET*

16. Which benefits would they like to receive from engaging in an activity with tourists?  
(Apart from just financial benefit) **Benefits (SET)**
17. What would motivate them to participate in an activity where you interact with tourists?  
*Needs and wishes local/ SET*
18. **What do you think needs to be considered when creating a CBT product in Mahahual? Constraints/Opportunities**

## Appendix 11: Interview Transcripts

### Labelled Interview Transcript with Local Artisan & Former fishermen – Ben

*This interview has been conducted with Ben a former fisherman of Mahahual who sells artisans made out of coconut and shells at the end of the malecón. The interviewee has been informed prior to the recording about the aim of the research.*

**Interviewer= Nadia El-Edrissi (N)**

Interviewee = Ben

Duration: 38,28 min

Date and Time: 3<sup>rd</sup> December 2019

Location: In front of Ben's stand at the end of the malecón, in Mahahual

#### Labels for Locals

**Demographics**

**Destination characteristics**

**Traditions**

**Community characteristics**

**Contact between locals and tourists**

**Needs and wishes of residents**

**Economic dependence on tourism**

**Institutional trust**

**Benefits**

**Skills**

**Challenges of CBT**

#### Codes

(Length of residence, origin, occupation)

(Developments, Mix of activities, local productions, infrastructure)

(Culture, History, Food, Practices, Special events)

(Community structure and attachment, pride)

(Level of contact, frequency, effects on individuum,)

(Facilities & services missing in Mahahual)

(Governmental trust)

#### *Original version in Spanish but translated into English*

**N: Can you tell me something about you guys to start with?**

B: I live here in Mahahual, I have been living here for many years. Before the tourism development, before they turned the village. This is about forty years ago there was nothing, no street, no water, no people, nothing, there was just a little house on the water where we spent the night to sleep coming from somewhere else, just sleeping and going to work somewhere else. There was nothing of the pure jungle village, no road existed, no road that communicates civilization there was nothing. After the road was made as a small group of fishermen developed and some stayed, others left little by little. A small village was made a casadillo. A light casadillo like four and five small houses of fishermen. Many years later some tourist came, a Jew liked the place and the project of tourist development, a construction of a cruise ship dock and that is the development of the population. That's what I'm going to do with the development 20 years ago.

**N: And what do you think about this development?**

B: It's good for the population, but it also affects the mentality of the children, young people in the development of children because they no longer preserve their traditions. They are no longer the way Mexican children should grow up originally, but they are growing up with the tourism mentality of tourism development. And if it affects that, it does affect the mentality of children's development. Because they want to behave the same way. And it can't be. Because they are tourists and here we are Mexicans and we live here. They come for a day for a while

so we have to keep the family guidelines. But unfortunately tourism puts an end to that. It ends with that.

**N: Yes, and what are the traditions of Mexico? What are typical things, traditions?**

B: The typical things here, because here mostly typical of Mahahual as it is a town that is just developing. So there is nothing typical. And we adopted other customs, other cuisines from other places. But typical from here. Only the fried fish to eat because typical all the meals are brought from elsewhere the recipes from then here the typical.

**N: Oh is there something cultural? Are there any festivities?**

B: Good school. School from kindergarten to high school.

**N: Where is the high school?**

B: High school is here. The only school on the beach is nearby. It's high school and the one behind it is middle school and the one furthest away is elementary and kindergarten.

**N: In 55?**

B: Exactly.

**N: Like this. And what do you think about living in this community?**

B: Well. The people who live here used to be a fishing village. Now there are almost no fishermen. Only groups of fishermen's cooperatives that don't live here in Mahahual either. Most of them live in the city. Why? Because the schools are there, the banks are there, they have their families there, and it is difficult for the fishermen from the cooperatives to come and live here because they are used to the city. On the other hand, the children who grow up here. They have their roots here on the beach and are used to it here. So many of us think that education too. Education in development is better here than in a city. In a city you have a lot of bad people. A lot of vandalism in the schools. Negative people in the city schools. But here everything is known, so education is better here than in the city. After the high school reaches the limit, they have to go to the city, but they are already older and have a different mentality. They can already develop and take the path they want and they can see the good and the bad. They are ready to live in the city.

**N: And how is it that there are so many people in the community who support others?**

B: Everyone supports each other here in the Mahahual Community.

**N: There are no differences in the neighborhoods?**

B: There are no differences. Yes, there are. Some may comment on others but in reality everyone cooperates, everyone cooperates that is to say this friend I don't like but he is also cooperating almost everyone cooperates. Yes.

**N: Yes, is there anything in the community that you are proud of?**

B: We can say that Mahahual is a very peaceful place. Many people would like to live here but those of us who live here don't want more people to come and live here. Because it goes boom and bad people come and steal. We prefer it to be small because it grows a lot. Imagine Playa del Carmen. So we don't want it to be this clear preference if people don't come to live better, better. We like a quiet little one. A little conservative.

**N: Of course, but in the 55 neighborhood they also build more houses.**

B: Yes, more houses are being built. Many people come with the example. There were people who came to invade land and don't have a stable job. Let's say Mahahual is small. The work that there is for the people, there is little work. If people come from outside who like to work in the fields, they work in the fields or they don't know how to do anything related to the sea or tourism and they come to invade the land and those people, when they invade the land, live here. What will they live on? If there is no work. There is no farming and the land here is pure stone and there is not much land. So that's not good for agriculture but there are people who lie to them. To other people saying 'Let's go to Mahahual there is a lot of land there is a lot of work' is a lie. There isn't much land and there isn't much work either. The work there is little for the people here only. So what will happen when these people settle down and make their homes, there is no work. What will they do? Steal from the few people who live here so that they can live. That's wrong. Because there's no work for them. However. They get it from someone else telling them lies and then it's going to be a disaster later on. Why? Because there are people who are already settled in but have no job, can't swim, can't advertise, don't know anything about tourist service, not even the slightest idea. They come to steal not all of

them, of course, but most of them come to steal from the people who have it here as soon as we live here.

**N: And what are problems created by the incoming of people?**

B: Because of the people so far there are no problems with these people. So far, but later on there will be. We also have problems with construction for development, such as garbage, streets, and things that the government is not interested in, other than to charge the money that the cruise ship leaves for tourists. It is only interested in that, it is not interested in spending money in Mahahual.

He is interested in the money that tourism leaves for example he leaves 2 dollars for tourism of boat that we say with 5000 thousand people of a boat. That's good money. Two boats, three boats, four boats, that's what politicians are happy about, but that money doesn't stay here. It goes into their pockets. And then they don't invest anything here. You've seen what the garbage is like on the streets. That's the problem with tourism development. The monopoly of money in the management of money. That's what generates the garbage on the streets. It's a disaster, there's no security. There's no police it's a small group right.

There's no vandals, there's not a lot of thieves, there's nothing, okay, but you need the police in more groups to control it now because it's going to be a problem later. So the government doesn't see that. The government only sees the money from the cruise for the city, they don't leave money here, they take it.

**N: So the government doesn't help?**

B: The government doesn't help, there isn't any. Let's say that in all countries there is an amount proposed for such construction but half and half is spent on the stock market and the construction is left half way through because the money is gone, not the stock market. And that happens in all places of development equally. The Government treats politicians as trying to keep most of the money. If it's been two months now that you're supposed to be repairing streets. They made holes. They only made two streets, two new streets that are like that are in the school. And the one near here, three little streets. The whole town back there has holes, and with the money, the money's gone. And that's normal here in Mexico. It's normal here in Mexico everyone tries to get money for their bags. No way. That's right.

**N: What do you think is missing in the community besides the garbage and the streets? Is there anything else, some services?**

B: Let's say. Some place of recreation for young people. For example we as a fishermen's cooperative when we bought the land of Mahahual everything was ours. But we decided to donate so we decided to leave a part of the land for the community of Mahahual for green areas for recreation of the population. What's going on? They've already turned it into a parking lot. And it wasn't for parking it was for a park. For a park and now there's a dome. The taxi drivers already own the soccer field. So these are things that affect the population because the playground no longer has a playground. Now it's a parking lot for buses, and that has had a negative effect because young people have nowhere to go to have fun. There are no places to have fun because what are they going to do? Going for drugs to have fun. And that happens because the government does not emphasize that green areas for recreation should be preserved. But they don't.

**N: And the few places like the beach that you think about sharing with tourists that come from here?**

B: Well, there are 20 meters of beach that are free and free for all kinds of people. There is no private property on the beaches. Not here, but in Cancun it does exist yet, but here it doesn't exist and we don't want it to. The beaches are free for any tourist.

**N: So it doesn't affect you?**

B: It doesn't affect anything doesn't affect us. It does affect us and it does benefit us because it is the tourism that comes with its mega up to what is bad is the service that many negative people provide in services that come from other places because in other places they can no longer work and there is no work for them. They come here and do their own thing. It's like stealing because they overprice items and overcharge tourism, so that's bad because it affects the idea of tourism in Mahahual. If you say if I go to Mahahual hears but I am going to be robbed the waiters charge a lot of robbery and all the waiters are the same. Then there should be some control by the government. I wouldn't know in what way but there should be a control.

All the waiters who come here do and undo steal and leave again. And the image stays in Mahahual they stole from me. They also steal from tourism.

A lot of people. There's a group of people who are not from here. Here they all come from Chiapas, Guerrero de Tabasco, and they steal from tourists and sell them frauds because they sell them articles that are not original. In Mexico, we call them "gato por libre". If they sell a cat for a hare, that is, they think it's silver and it's not silver, it's garbage. It is Chinese garbage and everything that most people sell is mostly Chinese. And the tourism goes away with the idea that it is natural from Mexico. It's from China, it's theft. There is no support for let's say someone who is dedicated to artwork there is no support. Everyone has to see it from their own side.

**N: And there are no exceptions on the malecón where artisans sell things from here?**

B: Only the union. It's the one that says who sells and who doesn't. They don't want to see me there. Why, because I work here but they don't want me to go there to sell. So I say I don't need to either. So that's how it works. That's how it works.

**N: What products do you create?**

B: I work with original Mahahual articles and material. I don't work with plastics. I don't do fraud. I work with original Mahahual material, which is coconut and sea shells. That's what I work with.

**N: What is this?**

B: It's a little hotel. Good morning, sir. [Bilal greeting a customer]

**N: And are things selling well?**

B: Yes, what we do here has a good market.

**N: There are many tourists who pass through?**

B: Well, groups from the boat don't come here much because they are trapped by the colored plastic jewelry that they sell, and they get trapped there thinking that this is Mahahual.

**N: But it's not made in Mahahual.**

B: That's a fraud. The silver crown bracelets look like this every day every night 09:25 click. 9:25. 09:25 everything is original silver 09:25. That's right. Pure crap. It's a fraud.

**N: And in general how are the encounters with tourists?**

B: Good. When tourists feel the vibration that they are a person who comes for a walk and wants to buy items in a good way they are well attended and well received. But there are tourists who, because of the quality of their money, want to humiliate themselves. That is to say I work this. It has a price tag but mostly gringos cost 10 dollars. I have five American dollars. You want to look at this shot here. Walk. Keep walking and keep walking. I don't care about your money. I don't care about your five dollars because it's worth ten dollars. American dollars you don't want? It doesn't go your way. That's how you're a good tourist and a good person who has his sights set and buys what is well cared for. But if he's a tourist who comes to humiliate you then I don't like to leave Mahahual. Unfortunately there are the same everywhere because your money is worth. He wants to humiliate you get on your way. The more my clients are, the more local tourism. Local tourist from all over but they're here for one day in hotel two days three days. One day just a little while. Then boat tourism is good when it comes and buys you ok. But it's not something I'm waiting for the gringo to come. They're all customers, you see, over there. They just want boat they just want boat they just want boat, boat. If the boat comes and nobody buys anything because it's the last day of the boat. It can't stay like this anymore. Come back from the tourism that is going on. They're waiting for the gringo's money. We don't do that every day. With local tourism that's better, it's better. If three days there are no boats, three days people don't work. And in three days I worked three days to get here.

**N: And how is the situation in the off-season?**

B: The off-season. Most of the people [workers] who come in high season don't come in low season anymore. Because it is difficult for them to come and if the boat comes they don't spend much. The man has expenses, he has to pay his employee, he has to pay the flat.

**N: There is, as they say, a fee for space?**

B: Yes, everyone pays some. Everyone pays but they pay what is paid here for tax. You go to the city, you don't stay here. The tax money doesn't stay here. The tax money goes to the city of Chetumal. There's nothing left.

**N: But there is a director in Mahahual?**

B: Yes, a mayor of the town authority but does nothing for it. Because all the money goes to the city is established there the mayor can't say the money from tourism stays here in Chetumal. So when it works like that it works. All the money that is generated in the tourist area example here in Mahahual all the money goes to the city. Nothing stays here. **Here we survive on what we work for.** The government doesn't put up with helping.

N: The idea is to create tourism products in a way that is called "Community based tourism" in the community and the idea is that some people from the community meet and produce something about a local tour.

B: A committee? But there isn't one.

N: The idea is to obtain benefits from the population and with the help of an external association.

B: See example. There's only one garbage truck. Sometimes the garbage truck two days three days can't get through because it's broken. Repair. The government invests in renting. It rents trucks for Tulum, Cancun, Playa del Carmen to pick up garbage. Here it doesn't exist. They don't send anything here. Then the mayor has to find a truck to pick up the garbage. All the money goes, but nobody invests.

N: Because the idea is that people who work in tourism don't earn much or little.

B: Well if they worked every day. If they were earning good money. But if they just work three days a week then it's a matter of them not wanting to work. I tell them to wait.

N: So people who work in tourism are paid well?

B: Yes, fine.

N: In the port and on the malecón?

B: Let's say, **they earn well.** But what happens. Just as they earn it, so they spend it. Yes. Why? Because there's a lot of a lot of drug addiction. So everything they earn is made of money. Is the one who sells the drugs. Most of them work. The money goes to the drug lord who sells the drugs. And the government knows that. The mayor knows that but he also has his, his money for sure. So they earn well but they spend it all. For the drugs. That famous crack. Most of the waiters all the people who work in tourism work for that work to buy drugs every day. That's what, that's what it takes. You live with drug tourism. Everywhere. If there was no user, there would be no sales.

But what happens everybody consumes. Everyone wants to get high and the shops do. That's what they call them little shops. That's where they sell drugs. All the money goes to them. He's the only one making money. Most of them make 100 bucks today, but tomorrow they have nothing.

N: Do you know how much people make more or less?

B: I have no idea. It can be more, it can be less. I have no idea.

N: Hmm about a local tour or something that people here can show to tourists. I think your work is very, very interesting. And I want to see how things are done. What do you think, you want to participate in something like a local tour. Then the tourists come by.

B: Look, it's all a monopoly. The one that brings the group, the guide has some instruction. **Because the boss tells him about the dock you're only going to go in this place.** You're not going anywhere. Hey boss see that around here you are going to go where I tell you to go to that place you are going to take people like that and where you take them where they sell Chinese plastic items.

N: But the idea is that it happens in these places where they produce things made in Mahahual.

B: But I also know how things like me benefit them. So what does he do? Go to that shop.

N: But it's a tour of the community not the port.

B: But those who bring the groups the guides work there. They work at the dock. **There's no one here who does tours. Why? Because it's a monopoly.** All the groups leave directly from the dock. And the local tourism that comes here, because Mahahual is small, because they walk alone. And the shops are shops where they take these people especially because they don't have money for what they sell they have to report to the dock.

N: So you don't think that's feasible?

B: I don't think so, it's very difficult, very difficult, that idea. With the monopoly it's difficult. Maybe later on. More artisans will fall. Yes, it was going to be possible. While now I don't think that's possible because everything is organized by docks.

**N: Do you know if there are artisans or some other people who produce products here?**

B: There aren't any. Everything is affirmed from the commercial area. You saw they all sell the same thing. The only thing we have established is a workshop and production.

**N: The last question is what do you think about the environmental quality of Mahahual?**

B: The environmental quality is good. It is good because there are no bad people and there are no bad people. So the quality of life in the community is good. All the tourism that comes here says that it is a paradise. They all say the same thing. Of course some details but in general it is a paradise. And the quality of life is good. Good.

**N: Thank you very much. It was a very, very interesting conversation. I want to look at your things a little bit.**

B: Sure.

**Meeting Transcript with Commissioning client (Takata) – Cassiopea Carrier Doneys**

*This meeting has been undertaken within the joint meeting between Cassiopea Carrier Doneys, Elisabeth Boon and Nadia El-Edrissi.*

**Interviewer= Nadia El-Edrissi (N)**

Interviewee = Cassiopea Carrier Doneys

Present = Elisabeth Boon

Duration: 36 min

Date and Time: 2<sup>nd</sup> December at 2pm

Location: Takata, Mahahual

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***Original version in English***

C: For the Eco-Mahahual I was wondering, we did kind of a campaign in the community. If you put on Facebook Eco- Mahahual you will see that there is a lot of tags, but the tourists I think never got really to see it or hear of it. Cruise ship tourists of course never heard of it so obviously we want to make the tourists know. Maybe the restaurants, the tours, tour operators. The port . As I said I don't want it to be an initiative of Takata. So how do we make people from Mahahual.

[left out part about Eco-certification]

**N: Are there any other ideas from Takata? In the last meeting we have talked about the community garden as well. Is there anything further?**

C: You mean of projects?

**N: Yes.**

C: So there is the certification that is making quite a difference. We really see more and more interest. Not necessarily in the certification like Green actions. So there is that. So there is also coral restauration projects that all the dive centers and all the snorkel tours actually contacted us to tell us that they are interested in participating and helping. The recycling is more of a service that we offer to be completely honest. I don't feel like they are so excited about it. It's more for them at least they have less garbage, so if there is a problem with the garbage truck all these ways lead to this way. I think it's because we offer a service to them it's less like oh cool we recycle as a community. At least the majority of them. Uhm the garden that we didn't necessarily talk about it yet because I don't just want to start talking about something without being sure it's going to happen. We had a lot of people in the restaurants telling us that they were super interested in the compost campaign. That at least we know that an interest is there. But without a piece of land, before having that we can not really start I think telling the community that this will happen because it's part of the thing that I don't really have enough certainty. It's not like I can find a land, it's quite difficult. We are actually trying it for a year and a half. Other than that so the monitoring is more of a science based project, we have the environmental perception, the social perception of the environment so this is more for the local community. It's not necessarily a community project it's more we want to know more about what the local people think and they are ready to do, what they are willing to do, what the knowledge of this place is I mean one of the best projects what we have had is a girl came to interview all the fishermen and that gave us such a good idea of how the biodiversity of

Mahahual is and even like the how the village looked and you know where the domo is, they used to call it lunas because it was all sand and where the cruise ship is that is actually where all the fishes were, that's why people arrived in Mahahual too for fishing because tuna, gupo they were all there. Now they disappeared from that place and they used to fish with their hands in the lagoon so that gave us a really good idea how was Mahahual before. She interviewed some old people that could tell us about the history of Mahahual so that was cool but I wouldn't say it is a community project. It's more a way for us to know better about the community and direct our actions. Uhhm other than that am I forgetting something, I feel like we are doing so many things at the same time.

E: We have the World Ocean's Day.

C: Yeah, that is true we have a festival that we have been doing for two years already it was for the first two years for the Semana Santa. But this year is going to be different we are going to attract more with this festival. I have to see because Clara is also the one, who was in charge how is it called. I have to check in my documents. Uhm basically we would do environmental education the whole week of Semana Santa, we would go with ... to put garbage in their bags. Show movies for the kids and have presentation all sort of things. Juliana also participated in that. So yeah that was nice to do so we will probably do it again next year. Maybe we will merge it with the Ocean day. Uhm I think that is about it if you want check on the website too or I can send you the annual report so that's basically all we have been doing this year.

N: Ok, nice perfect.

[left out]

**N: I just have a few general questions just because we haven't talked about it yet. So with the port since how long are you trying to find a way of communicating with them?**

C: So we have mostly tried in the first year and a half I would say with them after like uhm the first two years yeah. But after trying and trying and no results, no results we kind of said we are not going to try it anymore. It was funny when I sat with Nadia the last time she was like but well about the port and I told her I think the port is not interested and then that week you met that girl 'I'm from the port and I'm so enthusiastic' [laughter]. Ok let's try again. I mean I don't think it's necessarily going to be easy, I'm not sure to tell this girl (Fuensanta), I don't think she has a lot of power of decision but still her job is actually to tell them what they have to do to improve their service and now that the cruise ships are asking for zero impact tours then yeah it might actually work. So fingers crossed.

**N: So also the directors are always changing in this port?**

C: Every six months.

E: I wanted to get multiple day access to the port no one ever answered me, no it always changes person and I emailed them again and again.

C: I don't know why they do that. I mean any business it's so much easier if you have long-term people but I don't know who told us that that he is working not like as an director level, but you know higher level and he was saying that people were fighting in there. That one hated that one so they couldn't be in the port at the same time.

[left out]

C: The last time you had a question about Takata too? Do you have them too?

**N: Just about Takata, I think it was the general vision. I think in our last meeting with the hashtag about Eco-Mahahual. So just basically why is this project so important for Takata?**

C: Which ones of the project? So the Takata project in general, so when we came up with the project to make like a diving center because we are all divers and we love diving and we love

marine life and nature and the lifestyle that comes with it. And at that point I was doing the masters in Environmental management and Ecology and well obviously we have a diving center but I don't just want to do diving. I've put everything I have learned in there. Ok let's do like a dive center and a research center that would actually work together. At the beginning I had no idea about businesses and whatever like project management. It was more like a dream I would say than something I really knew about. So I think at that point I wanted to have like a manatee conservation project and uhm blindfish, barra project and coral restauration. Those were my three projects I had in mind. And then we arrived here and started with the dive center it was a lot more work than we thought. Like it was a hundred times more work. So I was like maybe I wait a little bit for conservative project and focus first on building the place and uhm then having all those businesses to work. So you have to have a system for every single thing. How you answer email, how you pay how the boat is going to work. So we did that and then while we were doing that obviously here the trash problem is here very dominant. So I was super sensitive with that. Like just the fact that I couldn't recycle was very annoying to me. So I thought well maybe we can start with that, maybe this is a thing right now no one can see it so let's start a recycle project. That was our first program we did a lot of work in the community to know where to put it, environmental education blab la bla. Uhm so that's how the research center started with the recycling program. From then I started receiving interns because there it was a lot of work. So interns first from Sherbrooke university and the word went out and a lot of students were writing me from a lot of different backgrounds. So people from biology, anthropology and people in geography and so yeah. I actually started to open all these programs because they were needed but also because I saw that there was also a lot of interest from students coming here and work at the same time as experts in their fields. So first it was interns in recycling, then I had interns in Anthropology, in Cartography and in monitoring and Juliana for the coral restauration internship and then I hired her after that. And yeah so now we ended up with eight programs, nine with the sustainable tourism I'm going to announce this week. Uhm I wouldn't say that there is one project more important than the other. I would say the goal is here to make Mahahual like an eco-responsible destination so that means that everyone is on board. So what we are trying is to kind of inspire people and want them to be part of something. The Eco-Mahahual is an idea for that but also all of the programs are an idea for that. I think when we see a problem only from one perspective, so if we see that the reef is only destroyed from the biological point of view we can do something. But if we see that the reef is destroyed from urbanism, from tourism, from biology, from anthropology and then you are going to have a complete answer. That's how I feel about this. I think it just came not by itself but when we saw all the problematics we are having here and we are all interested in helping. So let's do it that way, let's bring anthropologists and people from Mahahual, tourism management. So that is the story about that. Maybe you have more specific questions?

**N: No that was actually covering it very well.**

[left out]

## Meeting Transcript with Costa Maya Quality Control manager - Fuensanta

*This meeting has been conducted with the Costa Maya Quality Control manager of the tours provided by the port Mrs Fuensanta, the owner of Takata Cassiopea Carrier Doneys. Takata interns such as Anthony, Elisabeth and Sarah and the researcher have been present. The recordings have been undertaken after an introduction round of all attendees and their respective projects.*

**Interviewer= Cassiopea**

Interviewee= Fuensanta

Attendees = Anthony, Elizabeth, Sarah, Nadia El-Edrissi

Duration: 48,24 min

Date and Time: 25<sup>th</sup> November 2019 3 pm

Location: Ki-ha cafe, Mahahual

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### ***Original Version in English***

*[the recording started at a later point]*

F: Put the sunscreen or if you put the sunscreen you have to put it 30 min before you get into the water. Please don't buy corals or souvenirs that you see in the downtown. They give information to the guides.

**C: What do you mean the port?**

F: Ah no sorry, sorry the port. But the cruise ships are interested that the port gives this information. The more they protect the area, the better.

C: So maybe if you want me to explain a bit the relationship we had with the port, so what has worked and what hasn't worked. Like this it would be maybe easier not to make the same mistakes again. I think the first time we met with the port, so the port approached us to have a meeting to see if we could take their recycling. At that point we didn't have transportation and we couldn't provide transportation for them, because it would be too expensive so I asked if they could bring their recycling to us. They said yes but then it never happened. They always had a problem with the truck, there was always something happening. So even when we had those busy days, it actually never happened. And then we also asked them if they could provide some help and they said there is no way of helping of providing monetary help that they never did that. A way of contributing was through the Yucatan community centers and what they only could provide through them with volunteers. That was about 3 years and a half ago. And then we had two interns, one in anthropology and one in sustainable environment. They went to talk to the port director I think it was the same one at that time and they had just hired inside the port two environmental consultant. I think they were there for a contract for a year. These interns started on a project on the buses or everywhere where cruise tourists would go they would have a message or a video or something like that so that they could see you shouldn't use chemical sunscreen, you should separate your trash, plastic aluminum so these very important cues that everyone here kind of know but a lot of them push it through like they don't know like they are the first time in an environment like here. So the port was super interested, they started working with the environmental consultants and then again nothing happened. So what I know they are always changing staff, so when we start a project for it to be continued it is very difficult. Uhm so this is the only thing that I wouldn't want to spend too much energy on something that is not going forward. But this is one thing from experience. The other thing for me is that I think it's very important to work with the port, because if you want to have a sustainable Mahahual they are the ones using the most trash, the most blackwater and everything. They are like the big consumers in Mahahual. So I think if we work with them then it makes sense because without them we can do less. But I

**guess the goal will be to find a way to make as Takata we have many programs. We have a trash management, we have the coral restauration, we have the sustainable tourism is now being implemented. I think all of these programs could help inside the port to help manage the port in a more sustainable way, but also if the port can help the programs we have for example coral restauration is also amazing because what is lacking right now is resources.**

F: Yes, yes that's true. The main problem is here that there is no team that stays in the port for all the projects. Now the director that is in here, he is conscious of the problem of the trash, he started inside the port to separate the trash. That's excellent news. Now we separate organic, plastic, metal. And one year ago there were these two people working on environmental, but I don't know why they didn't stay. The project didn't go forward, they say goodbye to them and that's it. And now there is this director he sees this recycling, he asks us if we have ideas for a new tour or things to sell that are organic not to do more pollution. So he is interested.

S: What is his name?

F: Eh Oskar Hernandez. I think that's a good thing because he is interested. And another good thing is that my job is new. In that time there was no Quality Assurance of the tours. Now it's the area so now there is the job. Someone has to see that the other tours are working, are good. But part of that job is to see that. That they don't hurt the environment, eh sorry Mahahual. And so eh also I can tell him that I've good relationships with the owner. So I can tell him ok this is a big problem. One day I took one tour, Piches narco and because of one mistake, because one guy forgot to tell people to always to stay on superman position or always puts your legs up or seatbelt on so you don't hit the coral, it's a little mistake but that day I saw four people broke and hit the coral. That's a really bad thing because that was one day I saw it. So imagine the other days huh. And now in my department there is gonna work one guy specifically to the water to tell all the guides how to this, how to tell the tourists how to protect the reef. And that's how we try to solve that problem. But it's a all day work. So I was thinking to talk to the boss how about we talk to all the dive centers we work together because maybe the cruise ships are interested in this ecological things. We can do Mahahual better more eco sostenible. The port makes a lot of energy so that is money for the port because that is money for us, they can use solar panels. They can provide Mahahual all the town electricity. That's another big project that the port can do. All the collection of the trash, because the beaches have a lot of trash. Each tour makes a lot a lot of trash. That's also one thing I'm looking specifically into with the director. To give plastic cups, the bottles eh are too difficult because they are sealed and the tourists are paranoid of the water of Mexico. They don't want to drink any water so that's why they only to drink bottled waters.

S: That's a perception thing. It's the same in National Beach club, they said we have this water bottles because tourists think you can't drink the water here. But you just tell them that they can and if they don't want to drink it then don't drink water.

F: Because it is open bar, one drink one cup is trash. Another drink trash.

[left out]

F: I was imagining talking to the boss tell him in one more year or less there is not going to be a reef. Your job your port is gonna lose a lot of money and a lot of tours. So you want to do something about it, I recommend to you there are very interesting tours about restoring coral. You can sell it to the cruise ships you can tell them you can save the planet. The tour is like this you can put the name on the coral and you can watch on the website month to month how it grows and one year later you can come back and see how it grows.

**C: I don't know how it is in the port with the Corporate Social responsibility but it always looks good if they tell their customers you wanna see something. So I think it is a wise investment.**

F: And now they are pushing the port to do these things. They send us an email that we have to tell the people to put the sunscreen on 30 min before to get into the water. And that's obligatory.

N: Is that coming from the government?

F: From the cruises. So the port says we do whatever we do more ecological tours or no cars, to make the less impact tours. All the sargassum is also a waking up alert. You see the problem

of the sargassum because of the season but in 6 months it's gonna be worse than this year. I have the data of how many tours got cancelled because of the sargassum. We can do something about it 6 months earlier.

S: How do you stop the sargassum?

F: The main problem is not solved, but we can try to restore the coral and try not to make trash. And then there cruise with all the how do you say all the trash they have...

**C: Blackwaters.**

F: The blackwaters.

**C: But you can be offering tours that can be implementing that educational tool.**

F: Exactly because they are more focused on telling the people no we have blue water. Everything is clean and they are worried about the image. But they don't see the real problem it's not image it's the life the animals, the fishes, the people who are living in Mahahual. It's a big, big problem. Maybe we can not solve it but we can make a little difference. And in 5 years maybe this could be the town with zero trash, everyone helping, all bicycles no plastic. Also I heard you wanted to put an art museum of trash. Maybe we can do both one in the port one outside or maybe the first one inside the port. I don't know but we can work together. We can make a difference little by little.

[left out]

A: Do you know how long you are planning on staying in the port. Maybe to be a contact for us?

F: They will fire me tomorrow (laughter). No I started working here 2.5 years ago and I'm planning on staying in Mahahual forever (laughter). In the port in this area, my last work meeting Fuen you have a lot of work you have to this and this so I think one more year minimum I'm going to be here. So I think we can do something about it. I want to have all the information clear and all the points. So the next working meeting I will have with him I can tell him I saw this problem I have a meeting with this people and this situations and this projects and proposals. They need this or this or both material, money only pictures. We have to attack them all, ah yes I can give you the tourists and all of equipment and we start with that. With surveys we can know how people if they like the idea. If it's a good opportunity to do something about the planet. Those things are helping us if we are doing good. I think it's a good idea. Because now they are talking to the port to demanding to do that. I think it's a good moment.

**C: I think these guys (pointing at Anthony, Sarah, Elisabeth and Nadia) are perfect for what you are asking right now. Because they are experts in tourism, sustainability and environment. Then I will ask Juliana to contact you for the programme and I think then we can figure out what we can show to the port. This could be a project we could offer.**

F: That's good for the tours right?

**C: [Nodding].**

[left out]

**C: Right now they are going to start recycling so there is a company coming, how do you call that I don't know the word but the Butterfly company. We started studying with the businesses here who would be interested. The idea was to make a community garden.**

F: Uhh with all the grounds they have, with all the capacity they have you can do an own farm to produce the vegetables. We have the weather. Now the port is, because of the hurricane it has a lot of changes. So now the port, the tours, the experiences are more solid. And they are, we have a saying they have a head and they have feet. Now they can walk alone. It's missing these details ok we produce this tour it costs that much money and we are staying like that. But they don't have the vision ok we can save some money if we are seeing that the transportation uses a lot of gasoline...

S: And all these massive trucks going with tourists. It's so ridiculous.

F: Aha and maybe the tour is not that far, ok let's buy some bicycles and make a biking tour and at the end they stop at that place. So those ideas that tourists are asking for new tours. There are people that have come since three years ago and they see the same tours it's maybe

the same tour but the difference is that you can rent a bicycle and put seeds in the ground. In three months you can see the difference in some website I don't know. Ideas we have to provide ideas now.

N: What tours do you offer currently?

F: There are tours, cultural tours like Chacchoben, Bakalar.

N: But outside of Mahahual.

E: They have the salsa tour in Mahahual.

F: Aha, they have aquatic tours, snorkeling, catamaran, flying fishing, they have vehicles, tumbuggies, segways, bicycles, jeeps, they also have the venues going to the beach the beach escape, they only go there and drink and swim and snorkel. They have La Bamba, it's the other venue uhh and that's it.

E: So I had this interview with Victor from Aviomar and they said that the cruise ships are really pushing to ask for this zero impact businesses. So one thing he wants to work on but has no time is on a walking tour through Mahahual, because that would have zero impact you would be walking and drop them off maybe at the . And then they would be walking around. It was something he was thinking about a lot, but hasn't have time yet to initiate it. So he thought of doing that next year so I thought Takata could help. And the other idea was to adopt a beach further down and clean it up with tourists. So it would be a tour, you go and clean it up and afterwards. I think Aviomar is really looking for certifications and making themselves more sustainable and showing the cruise ships that they are doing these efforts. So they would need actually help in initiating.

F: That's a good thing those certifications because in that way we can change the mind of the port. They do this they have certification, they are going to have more cruise ships. I don't know if this is a good idea for us because they are going to bring more people.

**C: But also the people that arrive here are more conscious people and ...**

F: I fantasize a lot, I'm very positive but I think one advantage of Mahahual is that is too small maybe we can make a big change, weekly, one two years eh and we have a lot of tourists so they can see what we are doing they pass the information to another person. Come to Mahahual it's an incredible place they don't use plastic, no trash, all the bicycles it's an incredible environment you have to go there. Out town blabala that's how we can spread the word and make a difference and get points of the chiefs because they see it's a good idea. As I told you they only think of the money so let's attack them with the money. Or they heard the most, if you lose too much trash you will lose your job. Ok uhm so uhm I think in 2 to 3 weeks I'm going to see my boss so we can have information or an idea because I talk to Danielle and she couldn't answer because of privacy issues and I will ask her what is better a tour of the port or it gives the tour to an external provider. And she told me the port always wants to make things themselves but they can't have this monopoly. We have to invite other people to make these tours.

[left out]

**C: I wanted to add something. We had this idea with our interns last year to have a hashtag Takata. We never pushed it like Takata wants to be Eco- Mahahual it would reach a lot of people, if you are doing something environmental friendly, that Mahahual is known as an eco-friendly destination. So maybe with the port that would also be a god communication. Campaign Eco-Mahahual for all projects together.**

F: It's perfect because in the tours I wanted to put a hashtag on something ecological. That's perfect.

[left out]

F: We can also talk to Oscar and have another meeting with him what he wants to do here in the port with the trash, the problem with the trash trucks an in Mahahual we have like 1 or three and one always breaks and that corresponds to my boss. Ah we need two more trucks and leave the trash in there.

## Interview Transcript with the Director of the Community center Wayak – Senaida

*This interview has been conducted with Senaida, the director of the community center Wayak in Mahahual.*

**Interviewer= Nadia El-Edrissi (N)**

Interviewee = Senaida (S)

Duration: 35,09 min

Date and Time: 17th December 2019 at 6:30 pm

Location: Wayak Community Center, Mahahual

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### ***Original Version in Spanish***

**N: Entonces para empezar quiero hablar un poquito sobre mi Proyecto. Soy una estudiante de Turismo y. hago un proyecto por Takata. Como sobre el turismo de aquí y cómo la comunidad se beneficia un poquito más de turismo y la idea es crear algo como un producto turístico que esta establecido de algunos miembros de la comunidad. No es un producto de una empresa turística o algo de este, es una iniciativa de la gente de la comunidad por la comunidad. Y entonces puedes decirme un poquito sobre tu trabajo de aquí?**

S: Nosotros somos un centro comunitario denominado Wayak en maya quiere decir soñemos porque aquí es donde todos los años tratamos de que se hagan realidad no apoyar a la comunidad de trabajar con los niños. Nos dedicamos a hacer actividades de acción compensatoria pero también trabajamos con otras instituciones de la mano los cuales nos patrocinan y nos apoyan para que esto siga sobreviviendo y podamos continuar con nuestra labor como es el caso del Sindicato de Taxistas del Colegio de Bachilleres de la escuela primaria del preescolar del puerto. Trabajamos con ellos de diferentes maneras en diferentes eventos y en diferentes actividades. Por ejemplo ahora poco hablando sobre el tema del turismo tuve una invitación al Colegio de Bachilleres a hacer juez de un proyecto que le llaman ellos "jóvenes emprendedores" donde ellos presentaron diferentes productos hechos por ellos. Y que están tratando de incursionar para hacer una pequeña microempresa. Y tal es el caso de los jabones de la miel de los caramelos hechos a mano con miel igual desodorante ecológico o a muchos con muchos proyectos que ellos presentaron y que están tratando de alguna manera consolidar para poder llevar a cabo este sacarlos a la venta. A lo que nos correspondió fue pues ahora sí que calificar el tema de la calidad como estaba hecho organización y todo lo demás y pues este aportarles ideas de cómo mejorar su producto. Nosotros en el centro igual hacemos lo mismo hacemos actividades para que las personas puedan desarrollar productos que se puedan vender y con ellos también beneficiarse. Nosotros por ejemplo aquí hacemos pulseras hacemos collares hacemos bolsas ecológicas, hacemos libretas de papel reciclado hacemos jabones, hacemos champú hacemos varias cosas también tenemos un pequeño meneponario de abeja porque es una abeja que no tiene aguijón.

**N: Que es este?**

S: Es una abeja que produce una miel muy cara. Ajá. Un litro cuesta 1000 pesos pero tarda un año en producirse ese litro de miel. Ajá entonces eso también estamos desarrollándolo con la intención de que la gente igual tenga otra oportunidad de tener un beneficio no tan bien quemaste pues básicamente lo que hacemos en el centro comunitario.

**N: Y a las clases les ofrecen aquí también o a la escuela?**

S: No nos ponemos clases que son compensatorias no es decir como ballet, gimnasia manualidades de expresión corporal comunicación todas esas actividades que ellos les puedan ayudar a crecer y a mejorar sus habilidades. Es en este caso tenemos clases todas son gratuitas las clases solo la gente si quiere da un donativo de 60 pesos al mes para apoyar al Centro Comunitario es como un pago simbólico por estas pesos ellos pueden hacer todas las clases del centro comunitario.

N: Y quien ayuda el centro? Obtienes beneficios del puerto?

S: Si los principales patrocinadores que era lo que le comentaba hacemos es de alguna manera se le podría llamar como enlaces con las demás instituciones no recibimos efectivo todos en especie. Entonces por ejemplo el sindicato nos apoya con transportes para trasladar a los niños hacia otras actividades. La escuela nos apoya presentando haciendo actividades para presentar no opresan las instalaciones cuando las cosas se hacen esterilizaciones o otras actividades que no se puedan hacer acá por el tema de que el espacio es pequeño y es un poco más grande tiene más aulas más ventilación e igual en eso nos apoya el preescolar también el puerto igual nos apoye en especie no nos bolsas o cosas así que podemos utilizar para lo que es todo el mantenimiento del centro comunitario.

**N: Y los estudiantes se producen productos de aquí como el miel. Qué otras habilidades tienen los estudiantes?**

S: Pues aquí tenemos hortalizas hacemos hortalizas se producen alimentos no estamos aquí por nosotros por lo general sacamos cacahuates, cilantro, jitomate y chile habanero. Lo que nosotros tenemos por lo general en cada periodo que se hace el proyecto de las hortalizas. También tenemos es de la miel que es lo que se produce igual de la abeja me lo ponen en el mediofondo lo que tenemos y tenemos también hacemos pulseras aretes bolsas ecológicas y civet.

**N: Y los estudiantes producen todos las cosas ahora o es un proyecto...**

S: Es un proyecto por un mes. Exactamente cada mes destinamos un proyecto por ejemplo este mes de piñatas este mes están naciendo sus niñatas para el final para el final del mes se rompen las piñatas se hace un convivio con los estudiantes y cada mes en enero nos toca retomar el tema de los jabones. Entonces empezamos nuevamente a producir jabón un mes cada mes y hacemos un programa para destinar los materiales para esa actividad de ese mes.

**N: Y piensas que es posible de mostrar a los turistas que los estudiantes hacen?**

S: Sí sí sí sí es posible. Nosotros lo que hacemos es tomar imagen fotográfica también y vamos de alguna manera un historial en el cual presentamos las actividades que desarrollamos cada, cada mes y los avances que se presentan de acuerdo al año en curso. Por ejemplo este año 2019 justo en eso estoy trabajando en presentar cuánto ingresó cuánto ingresó cuánto se trabajó o qué actividades en qué periodo y qué productos logramos de esas actividades y las mejoras que se hayan hecho tanto en el centro comunitario como en las clases porque cada mes van cambiando las clases dependiendo de la demanda que tenga. Sí hay mucha demanda de esa clase se queda si las clases no funcionó se quita porque es complicado mantener unas clases que no está teniendo de alguna manera un poco de Fórum.

**N: Y sabe si los turistas que vienen de aquí que llenan el centro ahora para ver los proyectos?**

S: Si tenemos visitas a manera y visitas periódicas. Por ejemplo ese programa tenemos una colaboración con la FCCA la Florida Caribbean con ellos sí. Entonces ellos por ejemplo cada año vienen a donar juguetes y ellos vienen y entregan esos juguetes. Entonces es el momento cuando podemos mostrar una mesa de productos todo lo que se generó en ese año entonces ellos también tienen la oportunidad de una manera de comprar y de visualizar qué tanto se trabajó con los niños. Al igual hacemos un mural con fotos y ahí colocamos cómo se desarrolló por cada una de las etapas de los proyectos.

**N: Sí sí. Y qué piensa sobre la idea porque tengo la idea de crear un recorrido en Mahahual por los turistas porque no hay ahorita un producto turístico como este aquí. Y la idea es de visitar lugares que son interesantes como el centro comunitario y piensas que es posible de mostrar a los turistas los proyectos?**

S: Sí sí sí sí es posible porque por lo general a veces cuando nos lo solicitan para obtener de alguna manera también algún patrocinio obtener algún poder mostrar el trabajo que estamos haciendo. Nos programamos y hacemos una exhibición de todas las actividades de todos los productos que se trabajan y una explicación breve de cómo se trabaja cómo se desarrolla qué ingredientes se utilizan ahí y por qué alumnos desarrollar. Así pues esa es la principal función que seamos centro productivo de alguna manera pero también que tenga un espacio para actividades de esparcimiento social porque aquí en Mahahual no hay

parques no hay nada. Entonces este es un lugar donde los niños pueden estar seguros pueden venir a jugar fútbol puedes venir a hacer como le llaman es así contra la pared como **N: El Badminton.**

S: Aha, si pueden venir a hacer diferentes actividades si pues lo único que la única restricción que tenemos es que no pueden introducir bebidas alcohólicas ni ninguna otra sustancia que genera adicción el cuerpo. Es lo único que les pedimos y pues ellos fueron le digo todas las actividades pues cualquiera puede tener acceso a ellas.

**N: Perfecto y que piensas que es un beneficio que la gente quiera recibir para participar en un recorrido?**

S: Pues yo creo que sí siempre y cuando se sepa plantear la meta. Yo creo que todos los proyectos funcionan. A nosotros nos ha funcionado mucho hacerlo como le comenté de manera mensual para tener un tiempo para desarrollar mi proyecto y poder concluirlo y poder hacer la presentación del producto en este caso. Yo creo que sí hay muchos de los jóvenes igual están trabajando mucho en ellos en muchas cosas en proyectos en crear pequeñas microempresas se atienden como esa intención de hacer cosas de mejorar de poder diseñar un producto que les beneficie y les digo a mí me ha sorprendido mucho el conocer cómo los jóvenes pueden hacer diferentes productos y pues lo que hacemos es impulsarlos o ayudarlos a que no se queden hasta ahí y que sigan desarrollando todo todo esto. Toda esa mentalidad que tienen.

**N: Y piensas que ellos también quieren ganar un poco?**

S: Si hicimos una tablita más o menos de los costos que pueden llegar a tener un producto producido por ellos y realmente los costos son muy bajos no sé si se pueden vender y yo creo que muchos de ellos tendrían una buena demanda. Aquí nada más es darle un poquito como lo que hemos trabajado como son jóvenes como son niños en esa parte de la mercadotecnia del marketing todo esto no solamente es como orientar al final del día todos los productos son buenos y es bonito porque son productos que son que cuiden el medio ambiente que son ecológicos con los que con empaques reutilizables entonces todo eso se está rescatando y está mucho ahorita se puede decir mucho entender siempre entre la comunidad el poder reutilizar el de hace productos que sean reciclados o utilizar materiales que ya la gente no utiliza y nosotros por ejemplo somos un centro de acopio estamos participando con los de cómo se llama Pul proximal del mariposario. Estamos participando con ellos para igual ser un centro de acopio de aluminio, plástico y cartón para poder este pues igual aportar un poco y que la comunidad venga hasta aquí a dejar todo lo que es su basura a todos lo mismo cenizas que nos traen en su cartón que nos traigan sus latas de que nos traigan sus suspensa que nos traigan todo lo que ellos necesitan y nosotros aquí concentrarlo y mandarnos lo que sea reutilizado.

**N: Es un centro de reciclaje?**

S: Exactamente. Si tenemos de cosacos ahí donde nos acostamos se coloca la basura y está clasificada cada una con su letrero de culparán y pues igual estamos trabajando en esa parte ya aportando pues igual para que se reduzca un poco el consumo y creo que los jóvenes que están trabajando ahorita con nosotros y los que igual han trabajado en las escuelas van más por esa visión de cuidar el medio ambiente de reducir el impacto ambiental que estamos teniendo ya no tener tanta basura porque igual es muy importante que Mahahual hay mucha gente que tira su basura donde sea que sea que de por sí por la mercadotecnia somos consumistas no vamos a consumir hasta lo que no necesitamos entonces estamos hablando de reducir eso y de poder tener opciones de productos que son ecológicos. Hay un jabón que se hace con sólo será de miel y nada más se le complementa con bicarbonato y otras, otras otros materiales y ya es un jabón puedes utilizar para bañarte o uno que se hace con glicerina y puedes utilizar diferentes plantas aromáticas como el romero la albahaca o sea que son plantas que tenemos aquí y así reduces igual el consumo de otros tipos de jabones que utilizan grasas animales y pues eso es lo que estamos trabajando ahorita. Tenemos diferentes proyectos y gracias a ellos sí se han logrado consolidar la mayoría pero todavía nos falta mucho trabajo. El Centro Comunitario tiene cinco años de fundado pero de sus cinco años este dos estuvo entre definiendo para qué iba a hacer no como hicieron centros productivos y era un lugar donde la gente puede venir a jugar o si era un centro recreativo. Como no encontrábamos como que iba a ser. Ajá

entonces a partir del primer año pues ya nos tocó darle un poco de cimentación a la organización de lograr tener talleristas que sean comprometidos de que la gente venga de la credibilidad a la publicidad. Todo eso si ya el segundo año ya se consolidó toda esa parte ese tercer año nos tocó un poquito el tema de la administración de todos los recursos de cómo generar recursos cómo lograr que los empresarios participen y aporten y realmente si nos han apoyado o sea ya tienen la confianza de que en nuestra página de Facebook Centro Comunitario Wayak ahí ellos pueden ver todo lo que se trabaja cada año. No todas las actividades que se hacen y que es sin fines de lucro no serán todo lo que hacemos no tiene ningún costo ni buscamos tener algún interés más allá de lo meramente social y de compartir los conocimientos con los demás. Y después ya hemos logrado la participación de los empresarios patrocinando por ejemplo tenemos un torneo de fútbol que vamos a cerrar el día jueves. Ellos no nos patrocinaron balones nos patrocinaron este premio es el trofeo y todo esto para que los chavos tengan este es su evento y pues en eso estamos trabajando básicamente ahorita ya para el siguiente año nos toca la parte de evaluación de evaluar cuánto crecimos los talleres poder entrar a las certificaciones. Estamos haciendo igual este proyecto que se llama educación abierta para adultos en tema de la preparatoria entonces estamos gestionando conseguir computadoras y todo eso para que los adultos puedan tener una oportunidad en una escuela sabatina que sea gratuita y en la que ellos puedan venir a tomar clases de una manera. Solamente los sábados en los tiempos libres y presentar sus exámenes cada mes y poder tener un documento que los acredite como bachilleres.

**N: Y los talleres de aquí son libres para los niños también?**

S: Si, lo único que hacemos es hacerles una ficha de inscripción para saber quién es su tutor cuando se me edad, tiene alguna alergia a algún número de teléfono donde podamos llamar al papá por alguna emergencia y demás y si los talleres son completamente libres los niños vienen hacen las actividades y entonces este. Pues la verdad tenemos talleristas muy comprometidos y mucha gente que cree en el centro comunitario y que está tratando también de apoyar en la medida de las posibilidades para que sigamos con el trabajo que se ha venido realizando. Si no ha sido fácil pero tampoco es algo que sea imposible. Así es esto.

**N: Si, y cuantas personas trabajan ahí?**

S: Ahora tenemos colaboradores tenemos una matrícula de 12. 12 personas trabajamos y de asistencia tenemos una media en promedio de 120 personas.

**N: Y son voluntarios?**

S: No somos voluntarios exactamente sino de gente que viene aquí a tomar clases y demás.

**N: Y en general sobre la comunidad de Mahahual. Que piensa sobre vivir en Mahahual? Cómo es la estructura de aquí?**

S: Es un poco complicado. Mahahual es un lugar diferente no tiene muchas bellezas turísticas es que pues considero que han sido de alguna manera muy explotadas pero mal explotadas porque están por ejemplo trabajábamos con Víctor en el proyecto acá con él hemos tenido una relación muy bonita y él vino a dar talleres a los niños y nos enseña sobre las tortugas, sobre las aves sobre diferentes temas sobre el arrecife varios temas hemos trabajado con él. Pues veíamos igual que pues puede ser Mahahual le falta un poquito de no otro que haya no le falta nada. A nosotros nos falta un poquito de organización a los que vivimos en Mahahual nos faltó un poco de organización y de ser más exigentes en temas de calidad en el servicio. Por ejemplo siempre pues la oferta y la demanda van de la mano pero siento que exigimos más demanda. Cuando ofertamos poca calidad en los temas de servicios de alimentación hospedaje y demás. Igual el tema de la basura es un tema muy complicado recorrer el malecón y ver. Cómo está toda la basura que hay. Todo lo que se genera día a día sí es un poco lamentable no siento que nos falta un poquito más de educación de educación en temas de basura de educación en temas de cuidado. Entonces sí siento que ahí tenemos que trabajar un poquito más para poder crecer más como comunidad. Es una comunidad muy bonita la gente es muy empática si te acercas puedes trabajar con ellos de la mano le digo nunca hemos recibido uno de cuando vamos a pedir apoyo a los empresarios y demás pero sí es un problema fuerte porque, porque tanto el sector empresarial como el gobierno no están trabajando de la mano. 600 que los empresarios se están dando lo que pueden pero el Gobierno no está aportando lo que le

corresponde. Entonces ahí es donde está un poco el detalle cierto que nos hace falta un poco más de trabajo por parte de nuestras autoridades tanto municipales como estatales y federales para que realmente Mahahual pueda ser el Mahahual que debe de ser o sea por ejemplo en temas de recolecta de basura es deficiente o sea la recolecta no es la adecuada. El lugar en donde se va a depositar la basura es un basurero a cielo abierto o es un foco de contaminación muy muy muy amplio muy fuerte porque, porque el basurero está muy cerca del mariposario. Entonces toda el mariposario le genera muchas moscas que ayudan mucho a ellos les desafecta también la contaminación y al final del día. Por ejemplo también hablando de tema de las calles están en condiciones muy deplorables cuando no debería de ser así o los fraccionamientos no cuentan con el servicio de alumbrado que deberían detener ni tampoco contamos con la seguridad que nos debería de proporcionar de alguna manera el Gobierno. Tampoco tenemos como los servicios básicos que debemos entender o no tenemos al 100 por ciento el alumbrado no tenemos drenaje se rebosan las fosas entonces todas esas partes en lo que se necesita un poquito más de trabajo. Siento que también nos han abandonado muchos de estos últimos años de presencia de las autoridades ya que ya pasamos a ser como uno más. Yo creo no sé. Ajá entonces sí siento que hay que trabajar un poquito más el alcalde meterlo un poco más de presión más interés para que la economía fluya al final del día. Si la economía crece o sea si la educación crece la economía también se invertirá en la educación es invertir en la economía. Entre más se le invierta al tema de la educación del cuidado del medio ambiente del tema de la basura de los servicios básicos así más fácil sería para nosotros también poder crecer económicamente.

[phone rings]

**N: Entonces confías en el decisiones que toma el gobierno de aquí?**

S: La verdad estoy un poco como centro comunitario estamos un poco alejados de todos temas políticos todo de esta parte. Nosotros vemos un poco de temas sociales, de beneficios sociales apoyas a causase demás. Pero la verdad no, no porque para empezar tenemos un informe de las mejoras de que se realizan en la comunidad de manejo de recursos y presupuesto que se asigna a Mahahual como tal porque pues dicen dicen por ahí se asigna 3 millones y de 3 millones se vuelven en efectivos 300.000 pesos. Entonces no hay una transparencia de recursos, de actividades, trabajos por ciento porque estamos empezando a la gente no confíen en lo que se hagan. O cuando vas y se tocas [Phone rings, Senaida accepts call]

S: Pues sí considero que se necesita un poco más de transparencia y de información para que la gente igual pueda tener un poco más de seguridad y certeza en las actividades que se desarrolle.

**N: Piensas que dentro de la comunidad hay diferencias entre la gente de 55 o Casitas o el pueblo o es una comuneras unido?**

S: Pues la verdad en ese tema yo creo que es que en el país existe una clasificación ya no de los sectores. Pues de los pobres los ricos más ricos. Entonces este paisito que tiene Mahahual no o sea yo considero que no es cierto que la gente es empática esa mina convive o sea la división solamente por el fraccionamiento. Es Casitas, el pueblo es Mahahual 55. Pero siento que no siento que la gente convive cuando hay eventos conviven todos, se hablan todos se conocen todos estos edificios que no hay como esa división que algunos dicen los que no yo creo que. No por ejemplo aquí en el Centro Comunitario tenemos gentes de todos lugares de casitas tenemos 55 y tenemos del pueblo pues las clases ellos conviven normales como cualquier otra persona pues somos una sola comunidad.

**N: En general estás satisfecho con las actividades de ocio que hay en la comunidad o falta algo específico?**

S: Pues yo creo que nosotros como institución ofrecemos actividades en lo que diciendo por ejemplo actividades para niños para adultos y para este para toda la comunidad. Por ejemplo en otro estamos trabajando en que los niños tengan talleres para hacer actividades en que los adultos también pero también los deportistas tengan sus torneos de fútbol y todo

eso. Pensando en otros en lo que nos compete pues ofrecemos esa parte aunque claro no toman la comunidad viene también. Por el tema de sus trabajos más en esta temporada alta. Vemos bajar mucho la demanda por qué. Porque todo el mundo está trabajando los barcos se van muy tarde la gente termina cansada y entra a trabajar muy temprano. Entonces si nos baja un poco la matrícula de alumnos no pero pues si yo siento que sí. O sea las opciones creo que las hay. También sé que hay una casa de la cultura ahí es un domo entonces yo siento que no es suficiente. Tal vez no pero siento que sí tenemos algunas opciones en las que podemos también interactuar y también hacer uso de ellas.

**N: Y sabes si hay algunos problemas en la comunidad como el uso de alcohol y drogas? Sabes si hay algunas problemas de la comunidad?**

S: Yo siento que como en todos los lugares hay personas que consumen bebidas alcohólicas hay otras personas que igual usan drogas pero también hay opciones para rehabilitación. Entonces sí sé que hay un centro de Alcohólicos Anónimos y hay otro que se llama Nueva Vida que igual trata de que la gente vaya para poder disminuir sus adicciones. Sí y siento que por ser un lugar turístico es como normal se podría decir que haya gente que consume alcohol que use drogas. Claro que no todos le dijeron clean. Realmente la comunidad es muy tranquila es un lugar es un lugar pasivo donde puedes disfrutar puedes caminar en la playa no te van a asaltar no te van a robar. Es cierto que hay detallitos.

**N: Si, pero no es un problema masivo?**

S: No siento que todavía no se es controlado.

**N: Y las últimas preguntas son sobre el contacto que tiene con turistas cómo. Qué piensa sobre sus encuentros con turistas en Mahahual?**

S: Pues ha sido muy ameno la verdad han sido muy ameno. Bueno la experiencia que yo he tenido siempre de que ellos siempre quieren ayudar. A toda esta parte social les gusta mucho y siempre quieren aportar en el lugar quieren convivir y eso es muy bonito porque también genera una diversidad cultural y un aprendizaje recíproco tanto de parte de ellos como de nosotros nos aprendemos de ellos y ellos aprenden de nuestras costumbres de todo lo que realizamos de cómo trabajamos todas las actividades que se realizan aquí en el centro comunitario. Para mí ha sido muy grato la verdad la convivencia con ellos porque siempre se han interesado en apoyar a los jóvenes y a los niños a mejorar. A mejorar en el tema educativo a mejorar en temas productivos en que los niños sean felices y pues como le comentaba al inicio nuestra meta es nuestro país nuestra principal misión es regalar sonrisas.

Y que todos los sueños se realicen se hagan realidad. En este caso lo logramos haciendo eventos haciendo actividades trabajando con los niños presentando los proyectos y esto sí pero en sí para nosotros ha sido muy bonito la participación de todas las personas que han venido del extranjero. Nuestros maestros muchos son extranjeros y tenemos maestros que han venido. Tenemos una maestra de ballet que viene de Nueva York. Ella ha trabajado mucho tiempo allá y ha venido a compartir sus conocimientos con las niñas. Tenemos a otro maestro que viene de Italia en este instructor de kung fu y también de Taichi y también viene a compartir sus conocimientos por ejemplo el pastor y Meghan. Ellos por ejemplo vienen de la Iglesia Luterana y también hacemos vinculaciones con ellos porque ellos trabajan con los niños con el sector más vulnerable en este caso los niños de más bajos recursos de la comunidad no los que no tienen la posibilidad de ir a la escuela o así. Ellos trabajan con esa parte por lo general vienen los traen para que los niños jueguen interactúen conozcan a otros niños. Tenemos niños de diferentes nacionalidades tenemos de Canadá aprendemos de Alemania y de Nueva York aquí de México de diferentes lugares entonces hay como esa diversidad y no existen las etiquetas ya no es que sea eres acá o sea no. Decía no etiquetamos eso no es eso nuestro es nuestra parte. Pues también tenemos maestros de aquí de México tenemos maestros de donde más de Cuba. Así pues si alumnos igual tanto adultos y niños andemos en diferentes lugares entonces eso es lo bonito de ese centro comunitario que es como esa diversidad cultural no tanto en tanto los alumnos como los maestros y nos ha fluido muy bien todos participan porque saben que es una actividad noble la que se realiza en la comunidad.

**N: Y para realizar algo como un recorrido local qué piensas que falta la gente de aquí? Necesita un traductor un guía que puede traducir? Qué necesitas para realizar algo de este?**

S: Un recorrido local. Pues así podría ser una persona que traduzca como en lo que lo que se realiza y para que el mensaje sea más claro no también ni de fuera porque yo lo sabía. Es como una persona.

**N: Una persona y tiene el espacio?**

S: Si, ajá. Si los espacios están y ya se organiza uno con las personas que van a presentar o con los maestros que van a presentar cada uno de los proyectos y a ellos se cargan de coordinar los alumnos. Si.

**N: Perfecto, entonces creo que es todo. Muchas gracias.**

S: De nada por eso estamos.

**N: Es posible de cómo es un propuesto por Takata y es posible de pasar tu numero de teléfono a Cassiopea si en algún tiempo se realizan este idea?**

S: Si, si claro que sí. Es una intención que tenemos de hacer varios días igual previamente. Podemos hacer una exposición de todo de estos productos que hacemos como un pequeño stand. Me gustaría mucho si igual la gente conocen también todo que realizamos.

**N: Perfecto, gracias Senaida.**

S: Muy bien.

**Interview Transcript with Touroperator Ecotours Mahahual- Victor Rosales**

*This interview has been undertaken within the joint meeting with the owner of the Touroperator Ecotours Mahahual Victor Rosales and Elisabeth Boon and Nadia El-Edrissi.*

**Interviewer= Nadia El-Edrissi (N)**

**Interviewer= Elisabeth Boon**

**Interviewee = Victor Rosales**

Duration: 1 h 24,06 min

Date and Time: 8<sup>th</sup> December at 8 pm

Location: Café Tartaleta in Casitas, Mahahual

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***Original version in English***

**N: Ok so thanks Victor for conducting this interview with us today or like meeting up with us. Could you maybe tell a little bit about your business about Ecotours Mahahual?**

V: Well, thank you for inviting me. I think it is important when people start looking into businesses like me. It's not just me there are many people who are trying to make a business with what we have here and with a very interesting set of mind focusing on conservation and protection. Maybe not as much as me because I don't see many people really involved like that but some people are really thinking about it like you know how they can help. Well Mahahual Ecotours started because I saw many opportunities around here but it was just not about business wise. It was also about what I like. For instance I like nature, I grew up in the middle of nowhere surrounded by nature and I think that was something I wanted to share with people like for example I see many people that live here, there is one bird called Chachalaca and today someone asked and they happened to live here 15 years from the US and they don't know what Chachalaca is and everybody knows what Chachalaca is. That's just one thing that I do with community kids. If I like something I go on research and I do workshops and share. And with tourists you can do exactly the same because coming to Mexico is not just to come and drink, get a burger on the beach. It's about learning about our culture, history or nature you know the species we have here you know like in many different places in the world we have different endemic species, we are a very interesting country because we have a biodiversity about 600 species of bird in Yucatan Peninsula about 1180 in whole Mexico. We are number 7 in worldwide biodiversity. The Yucatan Peninsula is very interesting because this is a new land, it used to be under the water so everything is new. There are some species they have to discover. Four month ago a new bird in Cozumel for instance it is different genetically and stuff. There are a lot of things where I think, I was diving. Before I was in the tourism I was working for the government but then I started diving , scuba diving I was working as a diving instructor for a long time I was managing a dive center for a long time and then I travelled and then I worked.

And then I wanted to have my own business, diving was my first thought but then it's quite expensive and it's quite a lot of work. You depend a lot on the weather because if you have bad weather you can not go diving you know what I mean. And then I had kind of the idea, I had some friends who come every year scuba diving and one day we couldn't go diving and they said oh I would like to go to the Mayan ruins and I didn't know much about the history and I took them but I didn't know much. They were happy and I brought everybody the whole family, the grandmother and the kids, the divers and I saw this is a good business opportunity.

Because when you are diving and you are having a family, you have grandma and grandpa, they can not go diving most of the times. So you can have a big package where you can put everybody a family package. Because I didn't know much about history so I talk about trees and animals and my personal experiences, so they said oh that was great, that was really good. So that guy told me I would like to see birds and I took him on an island somewhere about 30 min from here through the mangrove and, and they loved it. Absolutely loved it. They said you should start this as a business. I was in England as well so I started a little bit of bird watching in England, because that's kind of like the first well German and England were the first people in history in ornithology. There are a lot of people that are involved in bird watching there, so I started combining a few things, diving Mayan ruins and stuff. I worked as a uhm I was taking people around for a year and then I managed to get a certification to become a history guide and studied with the National Institute of Anthropological History to become a general, federal guide so I can guide everywhere in Mexico. Then I got another certification as a naturalist to have a specialty in ethnobotanic and photography, so I started to get more into competition as a richer brand so I started what nobody was having or say it in a different way. So for example Mayan ruins, everybody goes to Mayan ruins every tour operator now. When I started it was great, it was just a few of us. Now it's changing the main business I've at the moment is birdwatching.

**N: As a tour then?**

V: As a tour. Tomorrow I have a woman who is coming every year and she is great. It's a couple and they pay for a private tour. It's a good business.

**N: And normally how big are your groups?**

V: I focus into private tours, tailor made activities and for birdwatching the biggest group I ever had was 6 people but normal is 2-4, 5 or 3, but normally 2-4. But they pay good money like 120 to 150 dollars per person just to go and watch birds.

**N: Is it a whole day tour?**

V: It starts in the morning and last about 4 to 5 hours. Normally I include some food and stuff. And it's very interesting because when you look at the business worldwide, first was golf, second fishing, third is the birdwatching, but now birdwatching is going more popular than fishing, because people are more vegan and stuff. So now birdwatching is going up. I just finished a workshop in Bacalar with like 60 kids so I use my photos, I print them.

*[Victor shows pictures of birds on his tablet]*

So basically, because this is in Bacalar, the lagoon is very fragile we have some species of birds and snails.

*[Victor explains about different birds and snails]*

So many people don't know about very basic things so I talk to the kids. And I took a catapult, a slingshot and I gave this guy *[points at a photo of a young boy]* my bird guide so he can do birdwatching and he gave me his weapon.

**N: So is this in a school?**

V: It is in a school.

**E: Do you arrange this with the schools and you tell them I want to teach the children or do they contact you and say we would like for the kids to learn?**

V: Yes, so this is they throw stones at the birds and I teach them you know. Some of the birds come all the way from Canada, US and fly thousand kilometres from here to rest and breed. And then they come and hurt them so it's not fair you know. Also they are important for the

ecosystem. So like Napoleon said before if you want to educate a child you have to start 20 years before.

**E: And you said that you did two activities birdwatching and what is the other one?**

V: Birdwatching and kayaking. Kayaking because I promote it as well in the sense that we don't pollute and we really enjoy nature and the only connection to my business is nature.

**N: And where do you do those kayak tours?**

V: I have two places which is 40 km north in the Mangrove forest and now I have one in Bacalar. Bacalar is really, really nice I had a group of people there so yeah birdwatching and kayaking is the main tours, scuba diving and snorkelling, Mayan ruins I think is the third most popular tour people ask but when I offer Mayan ruins because I'm already there and I tell them everything about birds and plants. So it's a combination of history, culture, flora and fauna and people really like that. It's not just going and seeing Mayan ruins.

**N: And who is your target group?**

V: I don't really promote my business. I get a lot of people from the cruise ship. The business I have is not focussing on cruise ship it focuses on local people like driving around more word of mouth. I know a lot of people here and they recommend me, people in the restaurant and hotel people who want to go diving, snorkelling so that was the idea but then I started with Tripadvisor. A lot of people checked it and they found my page and send me a message on Facebook and Instagram, but I get a lot of nature minded people. So I took this photo yesterday.

*[Victor shows a picture of a bird on his Instagram profile and explains about the bird]*

**N: And do you have a background in Biology or is it all from your pure interest?**

V: No, if I see something and I like it I do research.

*[Victor shows another picture of a monkey and explains about it]*

V: So people can find me there and they see the photos and they are more into this kind of thing. I don't like to put like girls in Bikinis, like a lot of people are trying to target that market. It's not what I like as a business. I work with the Cornell Lab, Programa de Aves urbanas. It's an online bird programme it started in the USA. So what I'm doing is combining the tours with conservation.

**N: Ok, and are there certain specific certifications or trainings?**

V: I have to get a training to become a bird coordinator, it's a national ornithologist event so people from Canada, the US, Panama. We have some from Colombia, Taiwan was there. You might be thinking there are no birds in Taiwan and the reason they came here is because they have a very interesting technology to track birds with a microchip you can put them.

*[Victor talks about birds]*

V: So talking about business the tours I do they are focusing on teaching as well. Some of the customers are already very knowledgeable about birds, because they want to birdwatch so they know what they are looking for. Some of them have no clue, I saw your photos and I have a very good camera. Or they are a little into birds and they want to know more about it.

**N: And how do you teach them? In the beginning of your tour do you give specific instructions?**

V: Well, most of the people already have an idea. They want to see some local bird so we target those birds and I do the whole package I bring them to the Mayan ruins and we are not just looking at the Mayan architecture but also the birds and the monkeys and that is very

attractive for people. Because if you go to other businesses and you have the Mayan ruin tour that's it. I say Mayan ruin tour, birds, wildlife, plants and that's it. It is more stuff. And we are always from a marketing point of view, the more you get for the same amount of money, the higher you get it.

**N: Since when do you have this business?**

V: Four and a half years ago.

**N: And what challenges did you face?**

V: Many challenges. Number one I never got help from anybody not even from the government. I have to pay taxes and the reason many people don't pay taxes because you can, but I don't want to have any problem with anybody. People are sometimes funny, they get jealous oh you are doing very well so let's see what is going on, so I pay taxes, I have an accountant I've everything right and I try to live by example. If I see someone doing something which is not right, screaming at the monkeys or clapping because they want them to move because they want to take a picture and there was a guide there and I told him you can not do that. You are the guide you are supposed to be teaching them many things and how to treat the animal. You can not do that.

**N: So how many guides or employees do you have?**

V: I have two but they are more like freelance. I have one guide who is more like permanent but the other one is freelance and if I need it I can get some guides. But those things with this guide one is he likes kayaking and snorkelling, he is very good at it he knows a lot. The other one is more for history. He doesn't know about trees and birds, I asked him to learn but he said no they have a lot of knowledge about Mayan and Latinamerican history but I can't put them together. I'm trying to but no. Ok less competition always look for the positive.

**N: And were there other challenges that you faced?**

V: Challenges when I first started the business nobody knew me so it was like one tour and I got invited 'oh hey we have some friends you want to come over and talk about Mayan ruins'. I didn't have experience, so it was very difficult in the beginning. The first challenge nobody knew me and then I started more and more people and then it was transportation, because here we have taxes so you can not use your personal car you have everything registered and if you want to use a transportation even though you can not use your own transportation because taxi drivers are not very smart people and they always try to make it hard for you. So transportation is one of the problems. How do you say unfair competition from the cruise, because if you look at the cruise business they have built shopping centers there and a little gate that is very confusing for customers to get out of the port. The reason why they do that is because they want to keep all the customers inside. Obviously if you go to Costa Maya things to do, the cruise ship port the waterpark and all those activities they sell comes first. I can see it, this year is hard for everybody. And looking at businesses we had problems with sargassum, we had a problem with the port growing and offering more activities. So it's a lot of challenges because I don't have any money and I don't have like a partner, business partners. So this is how the port is built, so they have to walk all of the shops and then there is a little gate here and then they can get out.

**E: So there isn't many signs either.**

V: They have the monopoly of the business. But luckily we have Tripadvisor, Facebook, Instagram and now because I have not much business I start a little with promotion with Google. So we invest 100 dollars and we see what happens.

**N: Oh with the Google search terms ok.**

V: Yeah, we will see because business is low. What else I don't know weather, sargassum that was one of the problems and we had no customers because no one wants to come to the beaches absolutely terrible.

**N: Ok, hmm maybe coming to the next question. There is also nothing like a support from the government for sustainable actions?**

V: I went twice, more than twice and there is some event. They said yeah yeah we will help you your project is fantastic. I did twice a presentation, one was a politician who tried to run for election, oh if I get the place I'm going to help you for sure. I will get you some kayaks.

**N: Was that here in Mahahual?**

V: That was in Chetumal, but I never hear anything. So I learned something don't trust them, don't believe in them and don't waste your time on them. I have invested and I have 14 kayaks at the moment and that is really good because they are my working tool.

**N: So you do not offer any tours in Mahahual?**

V: Yes, I do. I have two packages I have a local birding you can go around here and looking. I know some places where they can see birds. I have a friend who has a farm about 10 min from here, we walk around here and then we go there. And then I have the other option of just going to the Mayan ruins or the Jungle around here. Two prices and two packages. I always bring drinks, fresh fruit and for lunch I go to local restaurants.

**N: So you cooperate with local businesses?**

V: Local businesses, I help local businesses. I think if we start helping each other it's so much better. You know I like the, the port is here because there are a lot of businesses and development, but it's not how they picture it for the customer. We are helping the community and they do shit you know. Massive tourism, the business is not assigned to help the local, the business is assigned to exploit local, natural resources and then adios. That's what they do.

**N: Ok maybe we can just introduce you a bit in the idea. So we thought of maybe a so called community based tourism initiative, so that's basically where benefits should be geared towards residents, like the local community. And uhm there are like different forms which can be for instance a local walking tour where tourists can get to know like different people in Mahahual where they can show them handicrafts and their skills and it's really about visiting those places of interest and also combining it with some educational and awareness elements.**

V: But how are you going to do that?

**N: The thing we would need to find like people who have special skills and who can show tourists something and yeah collaborate with those people and offer a product like that.**

V: I think the idea is great I'm sure many people tried it before, it is not easy you are competing with the cruise and if you try to talk to the cruise ship port they say oh yeah, yeah we are going to help you. No, they sell more Chacchoben Mayan ruins and it's going cheap and cheap. They don't care. I have learned many things in these years because I'm by myself trying to do things and back and forth. It's not easy but I like it and I don't care if I don't make any money.

**N: The idea is to really provide them an authentic tourism experience.**

V: There is something interesting about that because I had a customer a big family and they told me. First they want to cancel the tour because they hear in the news there was some shooting close to Bacalar and they want to cancel and then I said ok that is fine. I can tell you I can understand your point of view very well with the safety of your family, the shooting was like 6 months ago and it was not in Bacalar it was like close to Tulum. That's just the news and then she is like 'Oh but I'm not sure'. Just decide it, I'm taking people to Bacalar almost three times a week and the cruise companies take them as well there. 'But the problem is if something happens to us and it's not over a cruise company then there is no insurance'. So the cruise use fear to ensure those people. And also they say if you book a tour that is not from the cruise company, if you are late the cruise ship will not wait for you. If you go to the same place where they are going and you make sure that everything is alright. My goal is we have

to be at the gate of the cruise port one hour before the cruise leaves and if we go to Bacalar we have to be back 1.5 hour before the cruise leaves, so I've 1.5 hour time in case we have a problem. I'm so lucky that I never had a problem.

**E: The farm that you have mentioned which is 1 hour away, what far is it?**

V: It's just a little farm there is a little path there in the jungle where we can do birdwatching.

**E: It's not someone's house and you go there for lunch it's like a big land?**

V: No. It's a big land and it has access there and for lunch I normally take them to the beach because it's the combination. When we had a lot of Sargasso I used to take them back into the pineapple plantation, because I do a pineapple plantation tour so I have Mayan ruins with pineapple plantation, butterfly farm and flora and fauna, history and culture. There are many options it's a tailor-made experience. I have many options there so we can cook in the pineapple farm, we have a family there who can make everything for us and I need a minimum of 4 people to pay everyone. We start a little pineapple plantation to show tourists other plants so that is my specialty. This is for headache, this is for skin problems. So I try to help the farmers with that approach. I've signed it, because I don't have a big business, they are also offering to other tour operators. So the only deal is that I don't want to clash with them, so we go sooner or later so we don't have two groups. That's one of the things I want to do right, if I can not help them with money maybe we can share a business. The other people that are going there, with their money they are helping to keep my idea, the garden nice because I can not pay. It's not like oh it's just my idea, my pineapple tour it's for everybody.

**E: And what is the other tour that is going there?**

V: It's a new one called Costa Maya Adventours, it's new with Christopher. You have Costa Maya Experience Tour which is new. Marco is new the Costa Maya Experiences is new, Chak ec is new and there is the four sisters who are opening a business and four of them are tour guides they are from Chacchoben. I don't remember the name.

**E: And are you in good contact in good relation with all of these tour operators?**

V: Yeah.

**E: Is there an association for local tour operators?**

V: No, for tour operators there are not any.

**E: Do you know why that is?**

V: Because we never go together to put something like this.

**E: Do you think that would be something useful to create? Or would you be willing to create one?**

V: I have been in many groups and it is really hard to get together because for instance Toucan Tours, the oldest tour operator here and there is always a fight between Taxi drivers and Toucan tours because you have me and Native Choice. So Native Choice and Toucan Tours they can't even see each other. I know this because we had a meeting and we had a lot of problems with Taxis so Native Choice and Toucan Tours they were kind of friends because they wanted to fight against taxis.

**N: Why did they have a problem with the taxis?**

V: Because they want to take all the customers to the activities. Now it's way better before it was oh my god. I was so close to get my own transportation, the second and the third year of my business there was absolutely the third year I was so happy you don't know how much money I was making because I had two tours every day. Last year, the year before in December I had two days off and sometimes I had two tours. I go quickly finish that and go back and one guy was helping me, but many problems with guides. They are not responsible it's hard and I tried to do my best, like 100%. I don't care if we have one tour a day, do it. And sometimes it's hard because you have 4 people and you get an email a week before well we have 12 people. I just told them I'm fully booked sorry. Before I tried to do as many as possible

but not anymore. And then we were in a meeting trying to organize the transportation part, so David one of the owners of Native Choice he feels like he is the best human on the planet he was like oh my English is so good I have the best business ever and Toucan Tours is kind of similar so they kind of got together because they were fighting the Taxi drivers and I was in the middle because I don't have transportation. And the reason why I don't have transportation is because I didn't want to deal with the taxi drivers so I rent transportation from Toucan Tours. She has many transportation. So whenever I need a van when I have 4 to 6 people I don't worry about transportation like a driver I don't worry about insurance because she has everything.

**N: So you are still collaborating with Toucan Tours?**

V: I collaborate with Toucan Tours and I used to collaborate with taxis because I want to help them but they just not. I think all of the taxis around the world they have a situation in their head, but anyway. I saw that in a meeting figuring out how to do transportation Teresa from Toucan Tours and David, just the way they talk to each other we are in the same thing and we can not agree on when we are doing the next meeting. Trying to work with them is impossible. It's a lot of personal issues like in the diving industry. I have a very good relationship with everybody, I talk to everybody, I'm very friendly with everybody but I don't do business with them because I don't think they are to the standards what I want to offer my customers but that doesn't mean that I'm a horrible person. I'm honest I say I don't like the way you are, I prefer to stay away from you but that's it. With Marco we work very well. The other day he called me and said oh I have so many tours and I said don't worry I have a tour at 6am sunrise tour in Bacalar and the tour he had was in Bacalar so I finished the tour at 9. The customers were from here and they arrived at 9:30 it was perfect.

**N: Marco is from?**

**E: He is from Adventours.**

V: Ah there is another branch from the cruise ship the one is inside the port Mayan Trips.

**E: Yeah, I'm trying to get an interview with them but it is impossible.**

V: What the cruises are doing is to create a company which is not connected to the cruise ship but it is the cruise ship and they try to because people are I don't want a tour from the cruise. The cruise are like oh there is some business escaping so they have a business and it's completely Mexican but it's not and they have like 10 vans and everything. And people are like oh I'm not booking through the cruise ship but it is the cruise ship. It's very interesting to look at this and I think the hardest thing is if you put them together. First of all they will never be together, good luck with that and second if you manage to do that it will be very interesting to see how they start talking not in a good way. Any other question?

**E: So as Nadia said we want to develop this walking tour around and just have the local community benefit more so if you have any ideas or suggestions as how we could make the local community benefit more from tourism apart from obviously the monopoly of the port.**

V: Do you have a paper?

*[Elisabeth hands Victor some paper]*

So one thing I was looking at is with Fernando he is a very good friend of mine and he said I want to work with you with the tours for lunch and he is a conoisseur of Tequila and Mescal. He is from Tequila the town in Guadalajara his knowledge is amazing you know. So I wanted to make a walking tour and going to authentic restaurants and then my idea was to get the people that have things that are not from China someone who is making things right here. Or have someone who go to Mayan villages buy 10 items which are authentic. Items where they didn't

killing anything like snails or birds and feathers, so find local producers they have beautiful artwork. So my idea was first to buy stuff local stuff so art things.

**N: But would that be from outside of Mahahual?**

V: From outside of Mahahual and inside. But the thing is nobody is making good things you know. If you walk on the malecón how many people are making things there? They have silver which is no silver, they have peanuts there they bought it in China so nobody is doing anything. How do you want to make it attractive to tourists so while you will promote it. We have ten items from ten different Mayan villages around Mahahual and then people who some of them make thing here and people who make things here are conch shells they cut it and make a plate. I don't want them to cut conch shell no. I have a guy now who is making some really good with [inaudible] lamps without conch shells. I will show you this is a really good project. It's something I didn't continue because I had no time and money. Which was making the conch shells with a fibre glass, decorating and painting it like green. The selling point is this one is real and this one is fake but this one is fake because I don't want to kill this one. First local art things from Mayan communities and then how to do get together you can have two options there is so many gorditos of the cruise and they can not even ride a bicycle and they would be like self tired. They have two options number one you can have taxis for the gordos, number two you can have a bici should be with local people. So you are bringing economy here so the bici bring them lead the way and stop at interesting places. So you need to find from the port to here it's like 500 m and in those 500 m you have three stops and at these stops you are seeing this and that. So a taxi or a bici and then you do the walking tour to go to the local art or anything that is interested. I was thinking to do that here put Proyecto Aak a gallery and a museum of territorial, pictures and where they can stop and have a briefly explanation of the conservation for example Menos Plasticos they have some stuff, so you can put it there. So we have like a stop for non-profit organizations and then they have a donation box or gift shop or whatever. And then the next stop is like Tequila tasting but that's at the end otherwise they are drunk. I was thinking to have a place where you can bring all ten items in a place, local producers whatever they do in one place.

**E, N: A market?**

V: That could be a market and the thing that people really like is our culture our roots to have two Mayan ladies there doing the braiderly and this stuff but really doing that.

**N: But do you know anyone from here from Mahahual who could do that?**

V: No, but from those Mayan villages. You can pay them 200 pesos they have to come here for a day. You can make 200 pesos in 5 days.

**E: Do you think they would be willing to commute all the way to Mahahual? To do this tour?**

V: Oh yes.

**E: So the minimum price that we would give them, the profit they just want to make is 200 pesos?**

V: Well, do you know how much the basic salary is? 105 pesos before it was like 75 pesos per day.

**E: So if you pay them 200 pesos for one trip**

V: So if you pay them 200 pesos for one trip it's great. Obviously you pay for transportation and stuff. If your salaries is in dollars people are greedy and that's why there are not many good employers here. Talk to the restaurants the meseros they get paid 50 pesos per day, they get tips but they steal to the customers. That's why all the coast from Cancun to Xcalak it's completely fucked up because the people who have a restaurant they are not happy to share their income. When someone was like oh when I was working in the dive center they paid nothing I worked half of the tips and then get some commissions no. I want to get paid well

because I'm doing a proper job. If you are not really into sharing your profit, because you are not making peanuts, if you pay peanuts you get monkeys. If you pay me well I will. I can guarantee the minimum wage to pay those women with transport and with food is 200 pesos clear. They would be so happy. Apart from the tips if you get some tips.

**N: But how could that benefit really the people living in Mahahual if we bring all those others?**

V: Well if you don't want me to bring those others bring me some authentic things.

**N: And that's tricky to find here?**

V: Just think about it, you will have the answer for your situation. We have been moving around the planet since, I don't care I don't know why people don't understand the moving part oh if you are from there. We are in one planet and if you want to bring those Mayan ladies to this then why don't you do it and pay. And the people who are here will not get 200 pesos, they would want to get more. Because they used to steal money from the customers. But anyway I'm sure you can find good people that is the hard part, so you have a job for the taxis, local art and food. Food is something interesting I know people that worry about eating mole some authentic Mexican food but we are missing that. I wish I had money I would open an authentic Mexican cuisine not food cuisine. Authentic I don't go to Walmart to buy stuff good stuff and if you charge those people a lot of money they would pay because nobody is selling it. There is no competition everybody is like pizzas and burritos and burgers crab they sell and very expensive. So the value is for what you are getting so cheap.

**N: Apart from mole what else is typical for this region?**

V: Well the Yucatan peninsula has a very famous soup called Sopa de Lima, we have Cochinita pibil, we have Ticinchi which is more the coast which is fish cooked in spice. We have another very ceviche, you can make ceviche with very fresh stuff. We can have relleno negro which is it doesn't look good but tastes good. But that's the thing people don't give that to the tourists they want a burger, no they don't want a burger they are tired of eating burgers they want something authentic. That's one of the thing that people don't get. They might not eat everything and enjoy it, but taste it, it's a cultural thing.

**E: And do you know anyone who does one of those typical dishes?**

V: You can find someone who can do it and it's not really hard. The people who make that, you can find it. All those people let's be honest they can do that. It's possible and then you do a website, and you do a Facebook and Tripadvisor and Instagram and everything and they like it and you show a video how they are making tortillas you can sell it, good business. But I don't want to talk to people and convince them because if I don't work there is no money and this is not my business I can not work full-time, I do a lot of conservation and protection but this I thought it before. I was thinking and combining it, doing a tour and come back but it's too long. If they are tired after the Mayan ruins and they just want to eat, drink and go back to the port. The last one with the tequila and mezcal and other authentic alcoholic drinks. We have Xtabentún which is a Mayan drink, Chicha which is a drink from corn we have tequila, mezcal, those drinks you have them on the ground.

**E: Because obviously Takata wouldn't either be able to like offer this tour itself, they would be able to make, create the network and everything but offering is too difficult. Would you potentially be willing to offer the tour if we organize it and find partnerships and everything?**

V: Well you don't have to offer directly, you have to invest in it on a website and actually if you are talking to some people who are doing websites, this is your project and say I need help, they will help you. If there is something like this I would offer it, I don't have hundreds of people.

**E: We would start small.**

V: Yeah, and there are people who already have bicycles here ask them, taxis and stuff yeah

that is something that could work.

*[left out]*

**E: What do you think, you have mentioned that there is not really the sense of community in Mahahual. What do you think would help to increase this feeling like make it more like Bacalar for example?**

V: Wow that is a very difficult one because I don't know I think the problem is that most of the local people, very, very local from Mahahual they are so sad and angry with themselves now because they sold their land so cheap.

**N: For the port?**

V: For the port, for the beach properties because hotels and restaurants they paid like nothing you know. Like there were two properties I know the owner he was a fisherman no offense but many foreigners come here and take advantage of the situation. Why do they do that because they can. So all those families of those people are angry with them. They are like my dad sold this for 25.000 pesos 25 years ago and now they are making 25.000 pesos per hour. It's not the fishermen's fault, it was the situation where someone with a different mind came and they did it. So it's common in every development country we will see most of the businesses are not from there because we as locals we don't really think about money, we don't think about hotels, 5 stars and cruise ships we are happy we have our basic needs, we go there fishing, having kids and that's it. If you are coming from Italy, London from Canada and the US there are in a different state of mind. They have a different perspective of life and take advantage of the situation. We can not change that this is in our inside us we are human beings. And I have been talking to some people and the political and economical social problem we are having at the moment in Cancun, Playa de la Carmen I have a lot of tours from Mayan Ruins people are completely lost from the US and Canada they come oh what do you think of the history that the Mayan disappeared and went to another planet. The idea is that the Mayans disappeared. If you want to see Mayan people, I'm here I'm not from Germany and then you go to Cancun and Playa del Carmen and go to the big hotels and ask for the guy who is doing the gardening, the laundry or fixing the roof which are the last descendants of the Mayans. Ask how much they get paid, ask how much money the people who bought where is Chichen Itza is making per day. How much they get paid at the entrance. Why are there so many vendors at the entrance of Chichen Itza because the payment they get is not fair. The people are leasing this land they have to share their money with the ethnic group there. It's easy to come here and judge the locals oh they are dirty, they don't take care of the dogs and they don't know the history.

*[left out]*

**Interview Transcript with Menos Plásticos- Ana**

*This interview has been undertaken within the joint meeting with the owner of the local initiative Menos Plasticos, Ana and Elisabeth Boon and Nadia El-Edrissi.*

**Interviewer= Nadia El-Edrissi (N)**

**Interviewer= Elisabeth Boon**

**Interviewee = Ana**

Duration: 1h 13min

Date and Time: 3<sup>rd</sup> January at 4 pm

Location: Café Tartalata in Casitas, Mahahual

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***Original version in Spanish***

**N: Hacemos un proyecto por Takata y el proyecto es como la comunidad de Mahahual se puede beneficiar un poquito más de turismo y hablamos con diferentes personas, residentes o negocios de aquí y si puedes explicarnos un poquito sobre menos plástico y su inactiva.**

A: Bueno Menos Plásticos ya lleva como 4 años desde antes estamos emoción prestado trabajando en este tema al inicio comencé yo personalmente con reciclaje, estamos hablando de hace más de 8, 10 años después del huracán Dean y ahí yo aprendí me di cuenta que el reciclaje realmente no es ni el camino ni la solución por un tema de que daba talleres a los niños por ejemplo de talleres para no ser reciclar botellas de plástico convertirlo en un lapicero por ejemplo. Si es útil, pero realmente esa botella, lo único que estás tardando en el tiempo a llegar al basurero, entonces una solución real donde la invitación cuando nace menos plástico, nace de realmente que tomemos conciencia de nuestro consumo de todo lo que vamos a consumir en dónde va acabar ese empaque. Ya sea plástico papel vidrio no etc. Es volverte responsable como consumidor primero por ti mismo, no? Y luego obviamente ir compartiendo tips con consciente, por ejemplo nosotros con el grupo. Siempre estamos hablando dándonos tips entre todos cómo hacer cosas de limpieza y deja revisar el cloro y el fabuloso todo eso que viene en empaque de plástico no hay cosas caseras que puedes fabricar y fíjate deshacerse de los envases y por ejemplo había algo que yo consumía mucho realmente el yogurt por las niñas. Yo siempre tenía un montón de plástico y aunque compraba el envase grande igual tiene plástico entonces al final una amiga me convidó los búlgaros. Y entonces ya entré el equipo, por ejemplo, ahora todos consumimos búlgaros finalmente también tomar este camino hacia un nuevo hábito de consumo de vapor mando y te vas volviendo también más saludable, no? Porque vas buscando las cosas como más naturales y por lo mismo ya está consumiendo una forma más saludable para ti mis manos y a nivel local nace por el tema de la problemática que tenemos primero como comunidad como siempre el tema quién Mahahual es el tema de la basura, el problema la recolección. En semana santa un año hace dos años, si no me equivoco, hicimos el para semana santa va como concientización con la gente hicimos el menos plástico y Takata, la mañana estaba la chica nosotros de tarde o nos turnavamos y ahí, nosotros hicimos un poco de estudio ver qué es lo que más se encontraba como en el malecón o en los basureros entregarán de tipo de basura y fue la botella plástica y luego por corriente Marina Cuando hacemos las limpiezas de playas también el plástico número uno en la botella plástico tanto de agua refrescos bebidas energizantes y ya luego sobre esos datos tomamos una iniciativa que fue crear una botella como con la promoción de ellos anual o sea no. No, porque no me anda como en cuidar el medio ambiente no hay que finalmente estamos viviendo del océano del Mar Caribe y el océano en una botella de acero inoxidable donde se invitó a participar a diferentes establecimientos la comunidad con un aporte afija y eso hizo posible de que hasta unos amigos en Bacalar que tiene negocio se

sumarán. Entonces pudimos venderla algo que estábamos también pensando por el costo que igual 450 un costo elevado no es barata, pero es una botella que te sirve para tener agua fría por 12 horas y agua caliente como por 24 o al revés ya no me acuerdo como un super producto y pensábamos que iba a ser mucho más como comprado para el turista que cinturita obviamente la compra pero nos dimos cuenta que finalmente varios locales también adquirieron entonces eso era como es una primera partes de un proyecto que tenemos en camino la segunda parte es crear estaciones de agua para llenar. No hemos demorado un poco porque estamos viendo cual es la mejor manera y buscando que también lo sea una inversión tan alta y estamos todavía analizando porque tenemos como dos o tres estamos ahora estamos pensando más por los filtros porque eso le serviría ya un negocio para siempre, o sea no sólo para una estación de agua. Mira primero estuvimos cotizando los filtros en cerámica y que en esos tú puedes ponerlo pero realmente en octubre nos fuimos un foro de agua amarillo océano y nos dimos cuenta que el agua de México el 95% del agua subterránea está contaminada donde el agua que estamos también tomando tiene un porcentaje super alto de contaminación y yo no confío tanto en lo seco filtro por lo mismo porque si mata pero el más los rayos ultravioleta son los que realmente ya matan toda la bacteria y vino lo que puedo encontrar en el agua. Entonces nos detuvimos por eso porque teníamos todo para hacerlo pero luego no queremos como desarmar a la población lo que hay algo malo. Entonces estamos viendo que el que los negocios invitarlo a poner filtros, por ejemplo el precio es mucho más bajo y no sólo lo pueden ocupar para un ecofiltro con litros como limitado no sino que al final toda su agua puede ser para beber y utilizar entonces ahí estamos todavía en este proceso es lo que quedó ahí y que estamos trabajando en él. Luego antes porque del año pasado de octubre ya cancelamos los eventos mensuales, hacíamos de ventas mensuales para también concientizar a la comunidad y todo, pero como también empezamos cómo crecer en diferentes proyectos y también enfocar la energía en dónde en cuál realmente íbamos a tener como más datos más información y un impacto que ya lo estábamos viendo en poco tiempo. Nos enfocamos en punta radura el año pasado todo el 2019 hicimos limpieza de playa en una zona de anidación de tortugas marinas que también Takata fue algunas veces a hacer y checar nido. Entonces empezamos a hacer estas limpiezas la intención era hacer lo hago una vez a la semana como era un proyecto al inicio sin fondos y vamos realmente cuando podía pero el primer los primeros primer mes enero fuimos como dos tres veces fue como bien.

**N: Y cómo describirías la participación de la comunidad?**

A: Estaban activos nada más que estábamos super limitados porque vamos solamente en mi auto entonces como que no podíamos por no tener los recursos no era que podíamos invitar a un público abierto. Cuando venía Roberto Herrera que con él como el tortuguero y especialista cuando él venía ya podíamos convocar a más, porque él tiene una camioneta entonces ya la camioneta, podíamos invitar y subir más gente siempre la verdad fuimos así llenos, o sea, como que había mucha participación de la gente y más conciencia todavía cuando ven a las tortugas cuando ven que está afectando directamente una especie la gente sí se ve también afectada y eso le motiva más para participar. Muchos niños también y ya luego cambió todo un poco en noviembre que presentamos un proyecto a un grupo en Estados Unidos que estaba interesado para apoyar este proyecto de [inaudible] dura y entonces desde noviembre empezamos ya hacerlas todos los sábados a las 3 de la tarde y beneficiando a 10 personas de la comunidad con una cuota económica, no? Y ya tenemos como el recurso de la gasolina, nos permite ir. Es un grupo que se llama Positive legacy y ellos no nos acompañan, son nuestros partners, nuestros socio en este proyecto porque pagan por la gasolina y para el proyecto que nos representamos fue nosotros queríamos crear como empleos con esta problemática. No podemos contemplarlo como un empleo porque realmente yo no trabajo 8 horas y aquí en México si no trabajas 8 horas, no entran como un estudio entonces realmente es una cuota es como una donación que nosotros le hacemos las personas son 10 personas de la comunidad de las 18 son mujeres dos son hombres, entonces también estamos trabajando ahí el tema del empoderamiento hacia la mujer no la ayuda económica la mayoría va con sus niños y niñas y la verdad va super bien. Están super contentos super comprometidos.

Hemos la pusimos una meta de que en cada limpieza mínimo sacábamos 7 kilos, cada uno, la verdad, estamos sacando arriba de 10. Entonces cada limpieza estamos pagando arriba de 100 150 kilos 175 kilos de basura y es terrible, pero a la vez es bueno porque estamos ya estamos sobre pasados de hecho con el número y expectativa que estábamos pensando que vamos a levantar y en áreas también como ya ahora dividimos el año vivimos todos juntos reduro porque estamos haciendo un estudio con el biólogo entonces tenemos segmentos de limpieza

**E: Para ver si hay lugares con más basura?**

A: Eso exacto y después por tiempo para saber cada cuánto está regalando otra vez y ahí son las por ejemplo la hace dos sábados pasados una zona que tuve y así decía bueno ahí está súper limpio.

Comparado con otras zonas que deben pasado super bien fea y con muchísima basura visualmente y luego avanzando nos dimos cuenta que había un montón eso ya sacamos 165 kilos acuerdo pero 65 kilos fueron puras sogas nos dimos cuenta cómo cuántas soga puede regalar también y lo que no nos motiva mucho descontinuar este proyecto fue que para el festival del año pasado en junio invitamos como a la gente a limpiar la punta norte de punta redonda porque esa parte era como la más contaminada y buena parte de la gente la comunidad que se sumó el año pasado se sumó también parte del gobierno SEMA, la PPA que son como todas los departamentos de ecológico, no.

**N: Que es SEMA?**

A: La Secretaría Medio Ambiente y también se sumó como un área de salud SESA con ellos realizamos la primera reciclatón de medicamentos medicatón se llama. Porque también todos los medicamentos aquí los tiran al basurero y eso también es el contaminante como para las aguas subterráneas como súper malo todos los antibióticos entonces en esa limpieza de playa éramos 50 personas en total y recogimos 300 kilos de plástico en 40 minutos y todavía la playa no es no quedó limpia y después de Transfusión junio todavía temporada de anidación entonces después cuando Roberto revisó los nidos el año pasado en esta zona sólo una tortuga llegó a desovar en la punta Norte y después de esta limpieza de playa encontraron 10000 entonces nos dimos cuenta que obviamente el plástico es estaba haciendo un impedimento para la tortuga para ayudarnos y ahí teníamos que tener problemas habituales junio seis meses seis meses de estar haciendo limpieza y obtuvimos como resultado no? Entonces la verdad no lo estábamos esperando porque nada más queremos limpiar porque sí o sea, porque como que ya es demasiada la contaminación pero eso de ver un resultado en tan corto plazo fue lo que nos motivo de que bueno tenemos que continuar por qué porque sí o sea sí está viendo un resultado. Y la verdad que vamos súper bien la gente está contenta si quieren irse a la playa. Y en eso vamos a hacer el proyecto hasta por 6 meses más pagado y tal vez nos van a dar nos van a cubrir un año entero.

Entonces la idea es también si esta playa ya se puede mantener limpia y obviamente monitorearla, pero si logramos que quede limpia porque la verdad lo que yo veo es que aunque hemos limpiado el recalde, sigue llegando y es mucho, no sé qué va a pasar en este momento, pero si logramos la meta que de verdad dejarla limpia y estará monitoreando cada tanto es después movernos a otra zona que tenga la misma problemática, no? Y que sabemos que en todas las playas están aquí es como la meta.

**N: Fabricas artesanías o productos del material que se pueden reciclar?**

A: En este momento no que hacemos, tenemos un programa de separación de residuos cuando estemos limpieza nos separamos como chanclas las botellas de plástico botellas de vidrio, las tapas ya los plásticos más duros no por un tiempo estuvimos viendo la posibilidad de ver a dónde podríamos enviar este plástico. Contactamos a una empresa de Inglaterra que estaba interesada, pero sólo querían plástico número 5, entonces hicimos el intento de hacer la separación que súper complicado porque no todo está y no todo estaba con los con los números sabes ahí te das cuenta que las tapas te dicen, no las tapas son número 5 y después la paz número 1 número 3 número 5 sin número, entonces al final es súper confuso y más después el tema del envío es súper caro entonces realmente no era realmente un proyecto que te iba a funcionar también haciendo eso y buscando más como a otros Partner en ese aspecto, no dimos cuenta que no existe o no existe realmente alguien que diga Bueno si tomo todo el plástico de la playa tengo ahora como gente contactándome están

creando proyecto para tomar la basura en la playa y crear algo, pero yo tampoco lo veo no es que sea negativa, pero no lo veo como algo tan real. Realmente lo que estamos ahora intentando enfocar y cómo podemos crear algo una solución real, no? Porque ahora toda la basura de la playa tenemos aquí acumulado entonces lo que queremos hacer es este Museo de artes de plástico como de arte de plásticos del mar al inicio realmente no me gustaba mucho este proyecto el plástico expresión estas máquinas que tú metes plasticos producto porque también siento que es lo que hace que sí le va a dar una segunda vida por ejemplo pero luego al final es lo mismo que hacer un taller de reciclaje le vas a dar la vida por cuánto tiempo es la materia del ciclo es lamentable pero realmente lo que nos queremos enfocar con estas máquinas se puede transformarlo en piezas en donde podamos crear arte.

Y que este arte tan chido, no como tan bonito que realmente se lo compré no. Está, por ejemplo es una pieza de puras chanclas que se realizó en un festival son puras chanclas y Marcia Quién hace ella, es una artista local ella vive en el norte Mayan Beach Garden tiene un hotel y en una de las colaboradoras también de nuestro proyecto. Entonces hay soluciones en este festival también en junio que tuvimos hicimos la primera convocatoria a artistas a nivel nacional internacional y la mayoría crearon obra también como súper interesante no algunos trabajaron con sargazo y el papel que hizo un origami de tortuga que ocupó la basura plástica, hay cosas que pienso que a través del arte se puede ser mucho más atractivo de crear una solución que crean un producto en sí también lo otro que hay que considerar que todo estos ladrillos toda esa cosa que se hacen no sabemos vivir, por ejemplo la durabilidad sabemos que es bastante, pero no sabemos como el tema de los tóxicos y qué es lo que pasa nivel salud. Todo lo que va a desprender este plástico estilo entonces yo como en ese tema de la construcción, sino es una construcción que tal vez que no vas a estar tanto tiempo como ir a un baño tal vez una construcción no secundaria restaurar un allá donde van a ver niño, dónde vas a dar clase como que no soy muy mucho que apoyó eso porque es algo que todavía realmente está desconocido.

Y luego lo otro que hemos encontrado en esta limpieza de playa también fue en el festival en junio, cuando vino Manuel Maqueda que fue uno de nuestros invitados con Brian que es una bióloga especialista microplásticos de Canadá hicimos un hicimos como el primer estudio de microplásticos en Arena porque estaba también en él en agua, la mayoría lo hace en agua y nosotros le hicimos como el en tierra y fue súper interesante porque también abrimos que la comunidad participe y la gente se se conmovió mucho cuando veía hasta pequeños pequeños pieza y luego de ver la arena, Qué es viernes y que ya al final esta de todos colores entonces como gris, pero también hay un toque de amarillo verde azul y todo eso fue un shock algo que también nos ayudó mucho tanto como con turistas del Hotel gente local niños y de todas edades no, que cuando tuviera la experiencia de hacerlo quedaban así como no de verdad esto está mal. Tenemos que hacer como un cambio, así que dentro de este estudio nos dimos cuenta también de los Vélez o neutros o las perlas de sirenas que lamentablemente también en Mahahual tenemos un gran gran regalo de ellos y que la verdad es algo que se desconoce y que la Industria del plástico tampoco se ha hecho cargo, no? Y qué bueno, que ahí estamos trabajando, también estuvimos contactando también en México uno de los laboratorios con la más alta tecnología no tenía ni idea tampoco quiera o sea no sabes algo que se desconoce porque también lo ocupan para filtrar el agua entonces eso fue lo único que necesito para filtrar el agua.

Y luego hay un científico en Japón qué nombre súper complicado, pero el apellido [inaudible] para cada el recibe muestras de diferentes partes del mundo y las analiza y después de un año te da los resultados. Entonces en un acuerdo y así fue en noviembre o diciembre, juntamos las dos muestras que te pide y se las enviamos entonces estaba súper contento porque nos dijo bueno, es que como Gracias menos plástico, porque realmente es la primera muestra que no llega del caribe mexicano y estamos como súper contento y emocionado de poder estudiarlo. Entonces en este aspecto también como que no estamos volviendo como pioneros porque cuando fuimos en octubre también a este foro para saber de la problemática de los plásticos en el océano y todo eso nos dimos cuenta que en México en este aspecto está súper atrasado las chicas que presentaron no es por desmerecer el trabajo, no, pero presentaron cosas de Canadá o sea cosas que no están ocurriendo aquí y

eso me pareció como una falta de respeto a su propio país porque finalmente hay una problemática grande y que si si realmente se pusiera el foco en esto los dineros están para generar el cambio y el gobierno también pudiera interés también son esta situación, se podría revertir más rápido y más fácil, pero es como siempre siento que no, que mientras las cosas permanezcan allí y sin nadie sepa mejor. Eso a ver con el gobierno trabajamos re poco hemos estado en contacto lo que más no lloran este año fue SESA porque ellos también tienen adentro del departamento de salud SESA es el que está contra los riesgos sanitarios y por ejemplo este problema de contaminación de plásticos también les toca. SEMA ellos saben de nuestro trabajo, pero también el acercamiento ha sido muy poco y me imagino porque obviamente no sólo Mahahual se vuelven como todas todos lados y si este año fue como realmente el primer acercamiento directo de que ellos participen con nosotros durante el festival el primer año el festival fue dirigido al agente local a la comunidad fue solo nivel local Manuel maqueda, vino también. Él hizo todo el tema idea de cómo empoderamiento a la comunidad tomamos quisimos capacitaciones y ya luego en el segundo festival lo hicimos llamas como enlazar el gobierno y artista de nacionales y también para la comunidad obviamente y a través también de acciones como concreta y llevamos de año queremos hacer el tercer festival y ya enfocarlo más a este tema de la solución grande que es el museo porque finalmente si lo vemos como un como un supergoal dónde nos va a generar una economía circular porque a través de la limpieza de playa puede crear fuentes de trabajo luego poner quién es el material que es el plástico si tenemos las máquinas vamos a poder crear un producto este producto puede entrar dentro de una obra de arte lo queremos trabajar exclusivamente también con mujeres artistas mujeres para el empoderamiento hacia la mujer. Luego eso aparte de que sea como un lugar como interactivo en donde la gente pueda aparte de tener una charla en vivo o participar en una obra de arte de la transformación de un producto que se queda con la experiencia porque el tiempo que estado en este proyecto me dado cuenta que la única forma que la gente va a tener un cambio real, es a través de su propia experiencia. Tú te puedes parar y hablarle a la problemática, pero si esa gente no se ve tocada por algo su cambio podría ser, pero no va a ser por tan inmediato o por un largo plazo.

**N: Y tiene un lugar por el museo ahora?**

A: Si, estamos haciendo estamos creando el proyecto. Estamos en la etapa de buscar también los partners y están apareciendo varios, hay una gran posibilidad de que no se dan un terreno por 10 años en Casitas y ahí estamos viendo porque obviamente todo eso es tiempo, no hay que hacer papeles desarrollo urbano pero hay gente, hay mucha gente que la verdad está interesada en colaborar como que eso lo otro que me ha llamado como la atención. Como que cuando yo se lo presenta al equipo dominicano, mirando así como ésta loca así como yo venía también llegando de México y también venía con la cabeza mucho más amplia, de que hay que apuntar a una solución grande y se vale soñar yo creo no, no y también, o sea, uno dice un museo y te imaginas qué sé cualquier cosa, no, no sólo queremos hacer algo real con un costo real también, o sea, no vamos a gastar un montón de dinero porque también es y ese lugar no los prestan va a ser por 10 años, no vamos a dar una construcción. Queremos tener cosas que sean móviles movibles y entonces ahí estamos también tenemos una cita dentro del equipo y ella está creando Cómo cómo puede ser eso también como que sea atractivo y que si nos tenemos que mudar vamos con todo lo que necesitamos. Lo que necesitamos crear obviamente va a ser como una sala de exposiciones o cómo lo único físico y que no importa perder eso porque también no le vamos a invertir tanto, pero lo demás como por ejemplo, donde estén las máquinas para la para hacer el plástico otra cosa que sean algo móvil.

[the interview has been continued 2 hours later]

**N: Hemos hablado sobre el museo y que el puerto tiene interés de participar. Y entonces qué iniciativas tiene kilómetros 55 hay algunos proyectos en este barrio?**

A: Hay un proyecto, pero todavía no está consolidado a veces voy a la escuela con los niños a la escuela primaria como que más me enfoqué va por ahí. Vamos a hacer el comedor. Queremos ayudar a terminarlo pero también ellos tienen que nosotros tenemos

que ver que ellos también avanza y se fijen metas para poder entrar a colaborarma, pero si van bien ahora quedamos de que cuando ya lo tenga listo, vamos a atraer a alguien que es muy realista y vamos a poder como los niños y con la escuela no, Pero eso sería como dentro del comedor.

**E: Quieres hacer un mural dentro del comedor?**

A: Por fuera como por dentro pero es muy chiquito con los niños, el año pasado se hizo un trabajo con los con los niños y un grupo de chile, que fue un intercambio de música y cultural y los niños crearon una canción de Mahahual nos queremos como con respecto a esta temática y algunas letras de la canción. Yo tengo el proyecto de murales en 55 ahí estamos hablando con la gente pero ahí necesitamos tiempo como para hacerlo realmente bien. No sé no creo que va a suceder por lo menos ahora no. Tal vez para el festival hay una dinámica con tiempo porque hay que hacer un todo. No no es llegar pintar es como buscar la temáticas y quién.

**N: Pero hay un interés de la comunidad?**

A: Si hay de gente que sí quieren otros dicen que no y otros no saben y otros también lo que pasa mucho, tengo una amiga que muralista Carmen Mondragón cuando inician Chacchoben todos primero nadie quería y cuando empezaron a ver los murales, después todos querían que le pintan la casa. Entonces la gente cuando no conoce algo obviamente tiene temor o está cerrada, pero ya luego cuando quiero saber el proyecto se exite integrar y sumar.

**N: Y tiene una lista con gente que quieran participar?**

A: No tengo lista trabajo en este tengo los contactos, no he hecho nada andar porque no tengo fecha, no tengo nada, no? Hay como 4 artistas nada más como locales y ya viven acá. Viven acá y los otros son como que transitan.

**N: Y puedes pasar a nosotros los nombres?**

A: Sabrina Cocosuna y un italiano que nombre es Armando Aguilera pero que está de viaje en Guatemala no se va no se va a regresar y creo que son. Voy a mandar el teléfono de Sabrina pregunto si le puedo dar, el del italiano no tengo.

**N: Porque también en el Walking tour queremos posiblemente si hay murales queremos que el tour pasa por allá para que la gente que ve.**

A: Pero eso no sé si la gente quiere hacer como eso, porque también una de las cosas y nosotros queremos hacer este proyecto. Queremos que ellos son poderes uno que otro proyecto en una de las cosas como súper importante porque si no se presta justamente para eso que después vengan otros hacer como el trabajo y lo que tienes que hacer a través del muralismo es empoderar a la misma gente que yo mismo como comunidad ellos pueden hacer ser capaz de generar como un negocio y levantar eso. Me refiero el mismo tour después es la cosa que sí se va a generar un espacio para eso es que ellos mismos sean capaces o sea que no sean dirigidos, por ejemplo por menos plástico por Takata o por el puerto. Eso es yo creo que es súper importante con los proyectos locales y sociales empoderan empoderar a la comunidad y qué es cómo generar proyecto que ellos puedan aprender cómo montar el proyecto y luego que ellos lo puedan seguir arrancando es como lo que yo hago en el comedor por ejemplo.

**N: También queremos que el guía del tour es un local.**

A: Pero con eso yo creo que eso es como todo un proceso mediante es bueno, creo que van a estar primero pintar un mural es un proceso segundo. Es que ellos se sientan parte de eso y después cómo manejar, eso. Y aquí la comunidad tampoco están abiertas.

**N: Y en general qué beneficios piensas que la gente quieren obtener al participar en este tour?**

A: No sé qué beneficios están ofreciendo ustedes son ustedes la que lo están organizando nosotros el museo o todavía no sabemos en el museo o centro, Qué nombre, no? Porque también tenemos que pensar en una estrategia con un nombre atractivo. Entonces nosotros de hecho queremos cobrar, no sé de qué va a haber un cobro y qué va a haber un cobro para local o turista mexicano, eso es una cosa y luego para el puerto y como un tour eso va a ser otra cosa. Estudia cuando tienes el todo el gasto en general y también tiene que ser un proyecto que se pueda sustentar podemos hacerlo gratis o no porque si va haber muchísimo

trabajo. Y justamente lo que queremos crear eso de seguir creando empleo a través de una solución.

**N: Y en general, qué opinas sobre la idea de un tour local?**

A: Me parece bien, pero hay que ver muy bien que que quieren ofrecer?

N: La idea es de incluir Wayak el centro comunitario, porque ellos tienen diferentes proyectos también con la escuela hay estudiantes que producen jabones ecológicos.

A: Quiénes son que producen?

**N: Son estudiantes de bachillerato.**

A: Yo no lo haría tanto con el centro. Es que caes en lo mismo no cae dentro de los brazos del puerto tú lo que tienes que aquí lograr que el puerto diga si te compro el Tour pero tú empoderar a la comunidad, tú te vas a la escuela vendedes un tour que los jóvenes te van a exponer un favor en la escuela, me entiendes. Porque sino, se sigue quedando el dinero o la cosa ahí, porque ellos lo que tienen un deber social por la comunidad están cumpliendo.

**N: Porque la idea es de buscar gente que producen algo de aquí pero no hay mucha no hay mucha gente y entonces es un poquito difícil y por eso debemos de trabajar con el puerto.**

E: Porque nuestro proyecto del tour es también de crear un mercado local desarrollar un mercado local aquí. Los dos proyectos son para desarrollar Mahahual en un lugar más eco-responsable donde la gente local benefician mas del turismo que viene aquí y hay una un producto que estaba suficiente atractivo porque la gente de los cruceros salen del puerto para mirar un poco y pasar por la calle y todo esto.

A: Y mercado eso, en dónde lo están pensando?

**E: Es un proyecto futuro pero por qué en primero necesitamos de buscar un lugar y también de ser que son los productores de los artesanos que pueden vender sus cosas y está. Pero creo que la idea sería de empezar con una vez solos durante el festival quedaste de pasar en este festival en marzo para ver si funciona o no y luego después de esto empezar con la idea de un mercado local que se quedan cada semana.**

[left out]

**N: Piensas que es realizable de mantener y gestionar este proyecto por la comunidad?**

A: Si, que va a tomar tiempo porque todo el tiempo sea murales imagínate el tiempo y el tema la credibilidad que tú te pones a trabajar con el tema muralismo tiene que estar ahí tiene que convivir con la gente que tiene que sentar a comer con ellos me entiendes realmente estar para para que yo confié en ti y que lo que estás haciendo. No es que va a quedar allí nunca más va a pasar nada. Ese es el problema que también ha pasado ya es tu último año y no tanto pero años atrás, por ejemplo, venía mucha gente también con ideas y cosas que te dicen que van a hacer cosas y al final nada sucedía. Entonces eso era como que la gente empezó a dudar lo mismo como un poco el tema político y no había nadie cree en nadie, porque mientes mientes de la gente mucho al final. Pero pero sí yo creo que hace falta un mercado sin duda en Mahahual y tour necesitan mas tour ya hicieron el mismo parte que me funciona por un tema de que las navieras estaban demandando más las cosas y eso también un cambio a nivel turístico, sea yo lo veo. Ya no es lo mismo que todos vienen a emborracharte de años atrás, hay un cambio más de conciencia que la gente lo ve en el hotel, por ejemplo, dejamos cuarto, hay botellas de vidrio, los jabones los hago yo evitamos el plástico lo máximo posible y la gente lo ve muy poquito se dan cuenta y ahora ya todo así como no qué bueno que ya no platicó y ya después hablamos un poco de proyecto lo que hay muchos se suman a las limpiezas también. Pues entonces todo eso te vas viendo que hay un hay un cambio de conciencia también en el turista y yo creo que Mahahual también a nivel siempre he pensado que si lo supiéramos enfocar todo como colecciones de Takata, Menos plástico Víctor y quién más se siga sumando con el tema medioambiental se podrían empezar como a vender los hoteles con el tema de investigación. Hay un montón de investigadores a nivel internacional que busca lugares como esto más baja sigue siendo un misterio a nivel internacional y y que puede ser un super turismo, porque al final si te trae dinero te trae aprendiz vienen a ver también cómo está la zona. Hay un festival para mí una de las cosas que Mahahual se pueda reconocer como a nivel internacional, qué es un

pueblo chico y que podemos realmente vivir sin el plástico es como una brecha muy grande, no? Porque en la vida real ahora en temporada alta, por ejemplo, mucha gente separación de residuos, pero por lo menos. Ahí van poco a poco gente, que ya no esté, no sabes que ya de verdad no, no llevo bolsa llevo mi canasta mis cajas para que no me dé más bolsas plásticas que te lleve. Si hay cosas que los mismos hoteleros también o restaurantero están cambiando el lento, pero creo que no hay que no hay que cómo darse por vencida y mientras la gente también te ve haciendo cosa o uno sigue inspirando.

Y que uno mismo haga el cambio. Finalmente de eso se trata también.

**E: Y piensas que el gobierno sería disponible a ayudar con el dinero para para que no te ayuda para nosotros y para desarrollar en un lugar mas responsable?**

A: Mira el problema con el gobierno que al gobierno no le importa desarrollan las costaría en México en general. Que de verdad quiere cuidar esto con la última parte quería mexicano. Ya estarían haciendo, pero no hay ninguna institución ni profepa y semarnat que deberían ser las personas que están aquí checando finalizando porque. Mira yo les dije para el festival tenemos diferentes como niveles de aportación que la gente puede hacer para el patrocinio y nadie en junio bueno mayo cuando estaba juntando el dinero todas las oficinas de gobierno dijeron que no tenían dinero todas. Como en serio bueno no pasa nada y es como si no tienen dinero, le mandé una carta de invitación a que se presenten con algún estan adentro del día del Domo o limpieza de playa nadie me respondió. Hasta el último día que festival inició miércoles. El jueves era la limpieza de playa las 9 de la mañana y el jueves hacia el montaje en el Domo el miércoles en la tarde a las 7 de la tarde me llaman me llamas SEMA y me llama la otra la secretaría de Ecología y me dice. Ah sí sí vamos a ir me dice. Bueno no pero mira cuando me lo dijeron así que me vale, o sea, ni siquiera sé si van a venir. SESA el único que se comprometió que dijo si vengo con el reciclaton América Tony vamos a llevar 100 para limpieza de playa ellos me respondieron con tiempo. Entonces es medio complicado el tema del gobierno y ahora el 25 me invitaron a participar para el foro medioambiental o algo así como a nivel estado y voy a exponer lo de punta madura y ahí van a estar todo va a estar una semana todo como a nivel estado y vamos a ver qué pasa, o sea, porque finalmente fuimos en Cancún también a contar todo lo que hemos hecho y también siento como que hay un poco como de indiferencia, en vez de decir bueno que falta no, entonces ahí estamos.

El cambio ya no viene a nivel gobierno, el cambio viene de nivel social, viene de abajo hacia arriba y pero más que la empresa es de nosotros mismos como como sociedad civil. Porque si nosotros empezamos a generar cambio o hacer proyecto o movernos por este camino y buscar el apoyo de las empresas privadas la empresa privada ya casi la mayoría tiene una responsabilidad social, que tampoco hoy en día la está cumpliendo. Entonces eso es super importante que es una oportunidad para que las cosas sucedan porque ya el gobierno estuvo todos estos años y no ha hecho nada la agenda 2030 cuando el gobierno de México dijo lo dijo así en Ciudad de México pero cuando lo dijo a nivel estado ya la agenda 2030 la conocí en octubre la escuchó un poco hace 16 años atrás, pero realmente no, no pensé que era tan profunda cuando la leí. Hay otra agenda 2050 y pero quién te das información sólo en foro a nivel político a nivel diputado a nivel senado a nivel las empresas grandes porque no se hace información a nivel público y por todos lados que sea como una ley por qué no les conviene. Ahí está todo lo que los gobiernos deberían haber hecho para llegar al 2030 de una mejor manera a nivel medioambiental.

**N: Y no hay estrategias por Mahahual solamente por el estado Quintana Roo.**

A: Supuestamente en el foro, lo que hablaban, que lo que sé que México estaba super bien con el tema de la agenda 2030 porque sabían porque habían creado nuevas, áreas naturales, y que ahora nosotros Mahahual es un área protegida y todo, pero al final cuando se otra presentación se mostró dijeron bueno qué pasa con las áreas protegidas porque en Mahahual pero no tenemos claridad de donde hasta dónde es protegido, qué significa lo que es proteger o sea hay un vacío grande. Si tú lo busca en internet también es super como poco, o sea no es como una información contundente que no se pueden en Chile le yo sé qué tal parte eso es una reserva Natural y se cuántos kilómetros son o sea como que eso como que la información está acá siento que todo es muy fácil inestable. No sabes nada no hay mucha claridad cuando le preguntás también a la misma gente la oficina como que ni

ellos mismos saben y al final es como es como el tema de las como si México está protegiendo zonas. El problema de las zonas protegidas como para invertir hay 0 pesos entonces volvemos a lo mismo que se saca de poner un letrero de que es una zona protegida de aquí allá si en realidad no estás haciendo nada, estás haciendo absolutamente nada no tiene sentido.

**N: Solamente para el tour sabes si hay alguien que es necesario para integrar en este tour o alguien con específico habilidades de cocinar, con manualidades o sabes si hay alguien que practica sus tradiciones?**

A: No hay mucho. No se tendría que pensarlo un poco más y puedo cómo ayudarle, también le puedo ayudar a desarrollar cosas que se puedan integrar. Por ejemplo yo hago bati, hago ecoclean y siempre pensado cómo hacer eso como en masivo con la gente y que el pueblo sea no sé la 55 todas las mujeres haciendo bate y hacer una exposición o con el ecoprint de hacer ropa como un súper también algo que que se puede hacerlo acá el tema como esto para crear cosas también es cómo crear capacitación. Creo que eso también es súper importante y cosas nuevas, que también se pueden traer que son que no sean con impacto te pasas sencilla que están. Por ejemplo Antonia costillas de ropa pero ella está ahora tiempo entero en el comedor de la escuela. Antonia de 55 ella es costurera, hay una señora por ejemplo y también la 55 que hace pasteles, pero no me sé su nombre y piñatas. Voy a pensar en la gente que hace cosas.

[left out]

**E: Creo que ya esta.**

**N: Si, creo que es todo. Muchas gracias por todo.**

A: De nada.

**Interview Transcript with Local- Leo**

*This interview has been conducted with a souvenir shop owner at the malecón. The interviewee has been informed prior to the recording about the aim of the research.*

**Interviewer= Nadia El-Edrissi (N)**

Interviewee = Leo (L)

Duration: 40 min

Date and Time: 30<sup>th</sup> November 2019 at 4 pm

Location: In souvenir shop at the malecón in Mahahual

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***Original Version in Spanish***

**N: Bueno ahora muchas gracias para hacer entrevista conmigo. Luis puedes decirnos algo sobre tu, tu edad?**

L: Yo tengo 46 años.

**N: Y eres de Mahahual?**

L: No, no pero ya tengo años viviendo aquí.

**N: De dónde eres?**

L: Yo soy de Acapulco Guerrero tengo años viviendo aquí y llego en el 2001.

**N: Y te gusta vivir aquí?**

L: Si, me gusta está muy tranquilo y muy tranquilo y vivo enfrente del mar.

**N: Vives en Pueblo o?**

L: No allá vuelta de la multicitada.

**N: Bueno, y eso es tu tienda?**

L: Si.

**N: Y por cuánto tiempo tienes este tienda?**

L: Como 10 años.

**N: Y las cosas se venden bien?**

L: Hay días que sí hay día que no. Como aurita es muy lento.

**N: Y hay un cambio también en las temporadas?**

L: Si, son seis meses muy activo y seis meses no. Cuando nos relajamos.

**N: Y cuántos meses son mas activo?**

L: Son seis de noviembre hasta abril mayo es temporada alta, mayo hasta octubre baja.

**N: Y entonces estamos ahora en la temporada alta.**

L: Así es. Nadie.

**N: Y qué opina sobre esta comunidad en Mahahual?**

L: Opino y siempre he opinado de que aquí es en el mar pues no es así. Es algo padre a vivir aquí pues relajas. Punto que perlada también aquí mi negocio tengo mi negocio.

**N: Y qué haces en tu tiempo libre?**

L: En mi tiempo libre me voy a correr ni me voy a nadar de vez en cuando me tomo mis cervecitas y cuando no tengo nada que hacer.

*[phone is ringing, conversation is interrupted]*

**N: Estás satisfecho con las ofertas de ocio de Mahahual?**

Hay un que económico es acá la tiendita en casita la mala tiendita ahí son precios económicos módicos.

**N: Y qué falta en Mahahual?**

L: Falta un supermercado y un cinema, falta un banco de un parque y hace falta.

**N: Y algo más?**

L: Algo grande donde divertirnos para algo para que haya diversión algo. No hay dónde divertirse así como un cinema o un parque de una plaza un cinema. Habiendo un cinema también se distraigamos.

**N: Si, si y un mercado también?**

L: Un mercados de frutas de frutas un supermercado y un precio módico.

**N: Si, y suele tener contacto directo con los turistas?**

L: Si.

**N: Cada día en tu tienda? Pero a algunos lugares donde te encuentras también turistas?**

L: Aquí aquí o en o cuando voy viajando hacia Playa del Carmen.

**N: Y qué piensas de esas interacciones con los turistas?**

L: Pues voy a aprender a sus costumbres voy aprendiendo otro idioma.

**N: Y hablas inglés también?**

L: Un poco un poco supongo que porque es necesario el inglés. Hay muchas de los Estados Unidos y de otros lados como vienen de Holanda también de otros como de Puerto Rico y otros países.

*[customer asks questions, conversation is interrupted]*

**N: Sí hemos hablado sobre el contacto con los turistas. Y qué piensas sobre éstas encuentras?**

L: Han venido, tengo amigos que llevan y luego regresan y me buscan.

**N: Entonces tienes un buen contacto con los turistas?**

L: La amistad.

**N: Y de dónde vienen los turistas?**

L: Vienen de Estados Unidos vienen de Canadá vienen de Holanda vienen de París Francia y Francia se de además. Vienen chino y los chinos tienen muy poco inglés muchos en Inglaterra.

**N: Y la mayoría de los turistas vienen con él cruceros?**

J: Si, tengo amistades con diferentes personas.

**N: Y los turistas cómo afectan los turistas tu vida diaria?**

L: No me afectan porque vienen a derramado a ayudar también informa de que podemos comprar nuestro producto ayudar y mucho más dinero. Normalmente los restaurantes y bares.

**N: Cómo es la situación en los otros barrios hay muchas turistas que vienen a Casitas o 55?**

L: No hay en 55. Ellos son aquí. En Casitas un poco y aquí en pueblo, en 55 con muy poco porque hay mucho mosco.

**N: Eres personalmente dependiente de la industria turística?**

L: Si, estoy dependiente.

**N: Y en general los residentes de Mahahual dejan la comunidad para buscar empleo?**

L: La mayoría es de aquí desde aquí muchos vienen llegando al otro lado de otras partes de la República Mexicana y de muy lejos lugares o cerca. Como se publica Amigos unidos por Mahahual en el Face y mucha gente ya conocen este lugar. Muchos vienen conocen y regresan a quedarse.

**N: Hay grupos de Facebook por Mahahual?**

L: Si, como ellos llaman Unidos por Mahahual. Puedes entrar.

**N: Y la gente venden cosas sobre el grupo ellos usan el grupo de Facebook para vender?**

L: Si, para comunicarnos para ayudarnos y también para vender, si tú no estás a alguna ayuda. También te contactamos todos nos ayudamos desde que se ocupa para cuando no vamos a hacer limpieza me limpia las casitas, limpieza hasta el faro. Los usan el Face por Amigos unidos de Mahahual.

**N: Y en general cómo o qué opinas como está el gobierno involucrado en el desarrollo de turismo? Hay iniciativas del gobierno?**

L: Nos ayuda un poco.

**N: Cómo?**

L: Pues nos ayuda un poco nomás. Mayormente todos somos independientes aquí, somos independientes. Si los mismos ayudan un poco.

*[customer passes by, conversation is interrupted]*

**N: Hemos hablado sobre el gobierno y como el gobierno ayuda la gente de aquí.**

L: Nos ayuda en la forma que a veces la gente adulta nos ayuda con dinero a los adultos. A los señores adultos y a las mujeres adultas más bienestar.

**N: Y tienes confianza en las decisiones que toma el gobierno?**

L: Si el Gobierno así que está actualmente les llama López Obrador. Se llama hasta entonces más un nombre completo es Andrés Manuel López Obrador.

**N: Ah el Presidente de México?**

L: Aha, atacó la confianza en el que está ayudando a la gente todos los adultos a las mujeres adultas y a los estudiantes también. Como tu aquí en México a las mujeres.

**N: Si, es una pregunta creo que es difícil pero sabes si hay ayudas del gobierno para actividades sostenibles? Por actividades turístico que son sostenible?**

L: No, no hay ayuda.

**N: No hay apoyas financieros?**

L: No hay a veces sí a ver un poquito más un poco.

**N: Pero los negocios de aquí no reciben beneficios?**

L: No.

**N: En general cómo piensas o qué opinas como hacen los negocios en Mahahual? Se venden bien?**

L: Pues todo o casi todo desde el puerto si no tenemos que vender calidad. Si bien el ejemplo internacional le tenemos que dar calidad en todo el producto. Vender calidad como teniendo en cuenta esto es original.

*[Louis points at bottle of vanilla]*

**N: Es producido en Mahahual?**

L: Está aquí, todos son de aquí. *[Louis pointing at vanilla bottles]*

**N: Todas las cosas son de aquí?**

L: No todas cosas, esa limitación no tenemos apartado vender calidad. Este lo verdad lo demás viene de afuera toda la artesanía de toda la República Mexicana o de Acapulco Guerrero de Puebla de la Ciudad de México de diferente de Chiapas diferente de las artesanías de México.

**N: Y tu produces algo en tu tienda?**

L: Los brazaletes creo en mi casa.

**N: Y sabes que los turistas quieren ver como tu hazlos?**

L: A veces si que a ellos quieren que les haga algo si puedo muestro.

N: Qué bueno.

*[friend of Louis passes by, conversation is interrupted]*

L: Es una pipa Maya *[Louis pointing at pipes]*

**N: Produces este? [researcher pointing at pipes]**

L: No esto viene de otro lugar.

**N: Sabes si hay algunas productos aparte en tu tienda que se producen en Mahahual?**

L: El dulce de coco.

*[customer passing by, conversation is interrupted]*

**N: Ah si sabes si hay algunos productos que se producen en Mahahual?**

L: El limón, coco, o el dulce de coco. Aceite de coco con los aromas y propone la cabecita en tu piel.

**N: Conoces la gente que producen el dulce de coco?**

L: Si.

**N: Que es el nombre? Para la referencia.**

L: Eso es lo que se produce aquí. El aceite de coco dulce de coco que es. No hay mucho más.

**N: Y tu conoces algunas personas que tienen específicos habilidades como los artesanías?**

L: Hay un amigo que hace con los cocos se agarro los cocos a bordo de dónde está para que lo veas. Dónde está la preparatoria enfrenta a estos muchachos. Pregunta Monsacro la noche de mañana lo ves lo mismo pero no es aire almorcé tal vez hay una preparatoria en la Facultad de Derecho está la prepa. Enfrente está el muchacho donde lo hace lo está haciendo. Hay otro que tiene unas monedas unas monedas de monedas una moneda esta moneda le van quitando lo de aquí le van abriendo y le hacen un forma de un pescado diferentes cosas o le quitan de acá y le hacen un huequito para que se lo pongan.

**N: Donde esta la preparatoria?**

L: En la preparatoria saca todo el equipo Borriquito que lo ha colocasen a mano hacen con los coco. El muchacho hace un pajarito diciendo Nosotros le decimos colibrí el que lleva chupa rosas se llama colibri la llega la flor y el pajarito llega y está la flor no sé si adivina que el pajarito chupa como le llama un colibrí el colibrí corazón así se baña y se inscribe lo hacen en forma de coco y el otro que está al lado hace las monedas los van donde está haciendo hacen un pescadito hace un pájaro diferente animalito.

**N: El nombre de él es?**

L: Se llama Chacho y el otro se llama el muchacho no sé cómo se llama. Creo que tal vez el muchacho haciendo los pajaritos los colibrí que hace las monedas mañana va a estar mañana una vuelta. Y es mi mascota la abortando les voy a dar de comer. Con dos palomitas de maíz otras ya viendo porque quieren comer que les daba de comer.

**N: Y piensas que los dos hombres que hacen las artesanías quieren compartir sus o quieren mostrar sus habilidades con turistas?**

L: Si como usted te pueden ayudar. Lo que tenemos ahora los mexicanos por lo menos vamos amigable todos nos quieren en todo el mundo pero tengo amistades que regresan a verme sí de Canadá y el otro se llamaba Mike de Inglaterra y el otro de Canadá también. Los ingleses también americanos también vienen y regresan a buscarnos. Dominicana también sí conocemos los nombres de esta muchacha. Vienen y me buscan. Por qué porque somos amables como usted me dijo que quería que le ayudara en la encuesta. Pero si vas a encontrar personas que te van a ser que no sois raro o vas a encontrar personas que se van a decir que si otras personas te van a decir que sí y sí esto es normal en la vida vas a encontrar personas que te van a ayudar. Y también tengo una amiga que se llama. Como se llama y llama a su esposo se llama Nacho ella se llama ella es de Alemania se llama Caro ella a la vez mañana. Ellos hacen su esposo hace collares a mano, collares y brazaletes de esas piedras permíteme.

*[customer passes, conversation interrupted]*

**N: Porque la idea es que no hay un mercado o este en Mahahual y la idea es para conocer la gente de aquí es crear un tour local. Y es como podemos caminar con los**

**turistas de los diferentes lugares y una persona que tiene una tienda y quiere hablar un poquito sobre sus artesanías o productos. Que piensas sobre la idea?**

L: Creo que esta bien porque este lugar que es precioso este lugar está muy bonito lo debe de conocer mucha gente porque este es padre gracias a Dios nos dio hermosos paisajes cuando nos conozcan más mamá somos que todos lo conozcan.

**N: Y piensas que los turistas quieren también conocer la gente de Mahahual?**

L: Si, esta bien.

**N: Que piensas que beneficios cuando tú participas también te gustaría recibir al participar de una actividad con turistas? Que forma de beneficios?**

L: Me enseñaron lo escuchando aprender inglés los beneficios voy conociendo a otras personas y me voy por aquí pues si te digo hay muchos beneficios también porque también me vienen me compraron un producto y entonces me ayudan también.

**N: Perfecto. Solo tengo dos preguntas mas sé si tienes tiempo. Que opinas sobre la calidad ambiental de Mahahual?**

L: Está superada al 100 por ciento porque aquí la calidad y la comida y el agua ya no tenemos que dar calidad.

**N: Hay una comida específico de Mahahual?**

L: Aquí el cerviche, caracol, culpo, camarón el pescados y mariscos. Es la comida tradicional de aquí.

[friend talks to Louis and the researcher, conversation is interrupted]

**N: Y donde se requiere restauración? Hay algunas cosas que se deben cambiar o que se deben mejorar como la infraestructura o el medio ambiente?**

L: La restauración si es la parte de allá donde está el faro hay muchas hay mucho oro así como viene la corriente traen mucha basura de diferentes partes y por el medio ambiente nos afecta porque es basura que no es de aquí vienen en la Corrientes lo traen. Si y también el medio ambiente a veces nos afectó un momento el sargazo. Calidad Ambiental del también por el cuidado del manglar trabajo no aporta nada más la otra cuadra es desde el manglar eso nos da oxígeno. Cuando viajas puedes ser y deseable pero no está el manglar. Empiezas en el manglar y eso nos da oxígeno.

[customer walks into store, conversation is interrupted]

**N: Y en general como es la situación con el basura?**

L: Es la misma gente a veces son de aquí o a veces afuera que aspiran tener a veces el mismo aire cuando hay basura de otro lado. Hasta el faro todo esta limpio.

**N: Pero son los negocios que limpian sus partes?**

L: Si, ándale como si es.

**N: Entonces creo que es todo. Muchísimas gracias. Tienes algunas preguntas para mí?**

L: De nada. No ahorita.

## Interview Transcript with Local – Antonio

*This interview has been conducted with Antonio, a local resident of Mahahual. The interviewee has been informed prior to the recording about the aim of the research.*

**Interviewer= Nadia El-Edrissi (N)**

Interviewee = Antonio (A)

Duration: 31,08 min

Date and Time: 22<sup>nd</sup> November 2019 at 8 pm

Location: Calle Kohunlich, Las Casitas, Mahahual

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### ***Original Version in English***

**N: Thank you Antonio for agreeing to conduct this interview with me.**

A: It's my pleasure.

**N: I've been mentioning before what I'm doing, what I'm researching. So just to start it off maybe you could tell me a little bit about yourself. About what you are doing for living, what's your age and information like that.**

A: Alright my name is Arturo, I'm an architect and I'm 26 years old and I've been living here in Mahahual since 2 years. I came here, I'm from Guadalajara in Mexico so I came here just to work, to start a project. Then I started to have more projects more clients and so I stayed.

**N: Ok so you have been living here since two years now.**

A: Yeah.

**N: And how do you like it so far here?**

A: Yeah I love the place. I mean Mahahual is a lovely town. I'm from a big city in Mexico so Mahahual is like the opposite. It's a small town there are 3.000 people living here. So it's really quiet and really calm. And it's what I like.

**N: What do you like the most about Mahahual? What makes it so special for you?**

A: I think it's like a conjunction of things, it's not only one thing. One is obviously the people as a little town everybody knows each other. So I think that's a good thing. Also for me it's one of the most beautiful beaches in the Caribbean. This is awesome there uhm is the reef as well. There are a lot of activities that you can do like snorkeling, diving, kiteboarding or just hang out whatever.

**N: That's good. You mentioned before that you are from Guadalajara, what is typical for Guadalajara.**

A: Guadalajara is the second biggest city in Mexico as I've told you uhm actually there are a lot of things that are known from Mexico are from Guadalajara or from Jalisco that is the state and Guadalajara is the city. So from Guadalajara you can find the Mariachi, Tequila, they are originally from there. A lot of gastronomic uhm uhm...

**N: Dishes**

A: Yeah, yeah that's the word. Also the most beautiful people from Mexico are from there.  
[laughter]

A: Of course yeah. I would say Tequila and Moriatchi are the most important ones.

**N: Are there any handicrafts or anything else that is typical from that region?**

A: Hmm handicraft I don't know. I think the most important thing are gastronomical dishes. It's also really known from Gualajara is the Tortugada, the Carmen del jugo, their own juice. Uh also pozole, menudo there are a lot of dishes that are known from there from Mexico.

**N: And you can not find them here in Mahahual?**

A: It's actually one thing that I miss the most, it's from Guadalajara it's the food and also the people but yeah I would say food.

**N: Ok interesting. Now maybe coming back to you living here what do you think about living at this place?**

A: Well it's not for everybody it's a lot of heat, it's really warm here. Most of the time most of the year. Uhm not everybody likes the warmth also you can't find a lot of stuff here in Mahahual. Sometimes you need to go to Chetumal or Tulum or something else. Someplace else you find whatever you need. I mean it could be food it could be services. There is no hospital here for example. If your car breaks you need to go to a big city to fix it, so there are kind of things that are not that comfortable about Mahahual but I think it's worth it.

**N: Ok interesting things you mention. Uhm is there anything specific that you are proud of in the community?**

A: I would say there is a feeling of community actually where everybody helps each other. One thing that I like a lot of living in Mahahual is that you can know people from around the world and everybody is like super nice and open to know new things new people. For example my best friends here are Italians, also Paraguayans it's really interesting.

**N: So it's a very multicultural place.**

A: Yeah it is. It is also that helps for everybody to know different points of views and perspectives and cultures as well.

**N: Uhm just now a personal question what activities or leisure activities do you really like to do in your free time?**

A: Well I like, like I've told you here in Mahahual you can do a lot of stuff. I do like snorkelling, I'm not a swimmer but an activity like snorkelling or diving I love it. I also practice kiteboard which is really fun but it depends on the wind. If there is wind you can kiteboard but then you can't dive so, so if you are not diving you can kiteboard that's really fun and I like it a lot.

**N: Ok and are you satisfied with the range of leisure activities in your community?**

A: Yeah I would say I'm because it's different from the city. I mean In the city you can obviously do a lot of activities but here I think there are more connected to the nature you know as well there are a lot of activities that can be more extreme sports or something like that. So yeah I would say I'm satisfied.

**N: And is there anything missing facility wise in the community? Besides you have mentioned earlier the hospital?**

A: Besides hospital I would say schools, I mean I don't have children but I do know people who have children and they struggle a lot because the level of education here is not as good as it should be. But I would say schools, hospitals, a market there is no market here so yeah I would say those.

**N: Ok interesting. And uhm because Mahahual is affected by so large tourism streams how do you feel like sharing all these facilities with like the snorkeling with tourists?**

A: Well I think the thing with Mahahual and tourists is most of them come in the cruise ships and the cruise ship just stays for a while I mean they don't spend the night here so they come in the morning and in the afternoon they are gone, I'm ok. I know when there is a cruise ship I don't go out too much. I stay at home or stay in the residential area.

**N: So you really avoid it when too many tourists are around?**

A: Yeah, I prefer to avoid them, because I mean I have nothing to do there since I don't work with tourism so for me it's the same. So I prefer to avoid them yeah.

**N: Ok, ok. Are you sometimes very saturation point?**

A: No I wouldn't say that. I had bad experiences with tourist since I've told you I don't work with tourists. No I wouldn't say that I have a problem or something. It could be, what I think it's a problem here with tourism it's uhm obviously the taxis. There is a lot of cabs and there is a lot of people and that's a little bit chaotic I would say.

**N: So there are too many cab drivers...**

A: Yeah and they don't give a service to the local people they are only interested in tourists. So if you need a taxi they won't listen to you they won't give you a ride so that's a problem not for me I do have a car here but for most people I know yeah they have trouble with that.

**N: Ok, so do they charge also way more?**

A: Yeah.

**N: Ah so the taxi service is not much used by the locals?**

A: We locals don't like too much the taxi drivers yeah.

**N: Interesting info to hear. Just maybe because we talked a bit about it already your attitude towards tourists. Do you often have direct contact with tourists?**

A: Not often I mean. I mean I don't gather in my house all the time for hours. So yeah I sometimes go out and yeah. Sometimes a tourist asks you for the directions or for info so I mean I can answer with no problem but I wouldn't say I have often contact with them, not much.

**N: And in which neighbourhood do you live?**

A: The neighbourhood is called Casitas, it's the residential area. Mahahual has three areas, it's the old town which is on the beach and there is a lot of restaurants and hotels etcetera. There is the residential area called Casitas it's where I live and there is also another one which is called 55, it's on the 55 kilometre from the highway. Those are the three areas.

**N: And are a lot of tourists in Casitas?**

A: Well no just passing by because the port actually when the cruise ship arrives is in Casitas but there are as I told you a lot of taxis. And there is also different transportation for tourists so they can move to the old town.

**N: Ok uhm you said earlier that you kind of avoid tourists but it's not an unpleasant thing to see or when you are encountering them. You remain very helpful.**

A: No, no, no I mean I don't have a problem with anybody. Everybody is welcome here. If I can help someone then I'm willing to do it. My problem is not with tourists but with the consequences of tourism for example the taxis, the trash is another thing there is a lot of garbage in the streets or in the town so that's a consequence. But I don't have a particular problem with tourism.

**N: So like you have mentioned before you are an architect you are not working in the tourism industry at all so you don't have any economic dependence on it, but just in general is the employment, unemployment changing per season here? Is there anything you can observe or you know from other people?**

A: Actually in Mahahual there are 3000 persons living which I would say a 1000 of those people come and go like could be every 6 months or so every year they are changing because of, it can change because of a lot of reasons that can affect that. For example there are a lot of young people that come here just looking for a temporary job they finish and for example the high season finishes and they go. Also I would say there are a lot of jobs here, there is a lot of work. You can find for tourism, I mean the port could have at least 1000 people working. I would say the other 2000 are people that have their own business and other people that used to live here before like 20 years or more time.

**N: So people that have their business outside of the port.**

A: Yeah, yeah there is a lot of foreign investments for example there are a lot of Italians here. They are the owners of restaurants and hotels. I mean they are not local obviously they are Italian but they are local now they have been living here for at least 10 or 15 years.

**N: Do you know besides those international expats basically from which parts of Mexico are other residents coming? Do you maybe know?**

A: Uhm I would say from all over Mexico. There are a lot of people from this state Quintana Roo. A lot are coming from Cancun or Bacalar or Chetumal but as well I know people from Mexico City and Monterrey which is up north. I know people from Guadalajara as well like me. Yeah I would say people from all over the country come here because it's interesting they come for example to Playa del Carmen or Tulum to find some place to work and if they don't find they come down south to Mahahual.

**N: Ok interesting. You as a resident of Mahahual do you feel like involved in management, planning or decision processes of tourism development in Mahahual? Do you feel like your local voice is being heard?**

A: Well speaking of tourism I would say no. There are a lot of groups of people living here in which we organize things. But for tourism no.

**N: Who do you think would be involved?**

A: In tourism well for start the owners of restaurants, beach clubs I would also say the owners of the dive centers you know. Because the divers work a lot with tourists and well obviously the person who owns the port. The management of the port, they are the first ones besides the way they wanna work, they wanna receive all the tourists.

[interruption, friend is coming over]

**N: So earlier we were talking about whether you feel as a resident being involved in decision, planning or management in tourism and also the stakeholders that are involved. Uhm and now just a question. Do you think or is the government supporting tourism?**

A: Well that could be a sensible subject they are supposed to be helping and supporting but no the reality is that they don't. Since the port is a private enterprise it's not from the government. But the government only does is to charge taxes, yeah it's the only thing they do they don't actually help much here. When there was the sargazo problem here only the local people and the business owners they did unite to solve the problem but the government is not helping much.

**N: So there is no support or nothing coming from them?**

A: No nothing. Even though with the problem the sargassum so they are not helping much. They should but they aren't.

**N: So there is not even support for any sustainable activities? It's probably difficult for you to assess that now.**

A: No but really there is no support. There is a management here that they call like the mayor but it's an official mayor but it's more like for saying Mahahual has a mayor. There is not even a legal, it's not helping in any way.

**N: It is a representative but not very official.**

A: That's the thing yeah.

**N: So no support from this government or anything is coming. Uhm now that we talked a bit about the sargassum that we mentioned. What do you think in general about the environmental quality of Mahahual?**

A: I would say that Mahahual it's now in a situation that we can improve the healthy of the environment it's not too late for Mahahual I would say. Uhm the reef is a little sick and it's not as sick as in Cozumel for example or Tulum. So I think there is hope here in Mahahual with a

good management with a good planning we could help the environment.

**N: Where do you think is restoration required?**

A: Restauration in what sense?

**N: In environmental or in infrastructure?**

A: Well infrastructure there is not too much here in Mahahual. It's a little town but for example I do know as an architect where this should go so uhm all the sanitary installations that can be improved it could be better planned. So all the residual water you know could be treated or something else than just throw it away. I think that could be a help to the environment.

**N: Is there a specific area in Mahahual where you think needs some improvement?**

A: I would say in the coast mainly because it's where most of the population goes. Is the area where most of the restaurants and hotels are, there is the malecón all the tourists goes there. A lot of local people go there daily. So I would say for the start on the coast.

**N: So you have given me a lot of interesting information, facts I didn't know about Mahahual so far. So basically my research tries to look into the so called community based tourism. So that is an initiative where more power is given back to the community. So they basically come up with activities or something that could be homestays or cooking classes whatever that locals offer and basically they manage themselves and benefits should go back to the community. It's not like there is one business that operates and gains all of the profits.**

A: Actually you nailed it with your concept with your idea because that's the main problem in tourism in Mahahual.

**N: So an unequal distribution of benefits?**

A: Exactly that. It's unequal distribution of benefits yeah that's the problem. So for example it also depends on the community because they are not interested in sharing. They are just interested in their own benefits. I do understand I mean I'm not sharing that point of view but I do understand why they are doing that because they don't receive support from their neighbors. I mean there are a lot of people that help each other do know owners of dive centers that work together and not like a partnership but more like neighbours they help each other. I do know also people from restaurants that could help another restaurant but it's not a common thing to see.

**N: You mentioned earlier they are not much into sharing what do you mean by that?**

A: For example uhm sharing tourists I would say. Even the taxi drivers are bothering each other, they fight each other for to grab a passage to pick up any tourist. So they fight each other hey man you are from the same enterprise so everybody has to win. To start with the taxis as an example uhm they don't like to share the benefits at the end. So the same thing happened to the dive centers and restaurants, hotels.

**N: There is a high competitiveness.**

A: Yes, there is a lot of competition between all the businesses.

**N: Would you say there is a sense of community here?**

A: There is a sense of community between people that know each other. They are friends and they happen to be owners from business from any local business or restaurant. So as they are friends they can help each other but help somebody that is not my friend no it's not a common thing to see here in Mahahual.

**N: Ok, so you are an architect so probably this is not really applicable to you because you probably don't want to be working within tourism but uhm can you maybe think of some residents who have specific skills like this can be like cooking, crafting or even dancing. Could you refer to someone maybe who has like specific skills that could maybe be shown to tourists?**

A: The people that I know that kind of have skills they actually own businesses. I know people

that can cook very well but they have restaurants so they are working with tourism. So I will think about somebody else.

**N: Because you are from Guadalajara and you mentioned earlier the great dishes, the great gastronomy. Could you maybe imagine that someone else from another part of Mexico would like to maybe make cooking classes where he presents specific dishes from his region to tourist? Could you think that could work?**

A: That could be hard to find because people that I know that have those kind of skills they are here working in something else. They have to be working because they have to live, to make something for living. So if you propose to them to give a free class or something like that I'm not sure they want to do it.

**N: So this community based initiative is more like an addition, because we do not want people to leave their old employment. So it's more like an additional source of income for them.**

A: That could work yeah depends on the plan you have. The workshops you are giving for example there is here in Mahahual a community center in that place you can find classes of all kind of things. Like kungfu or dancing, I don't know about cooking but I know dancing, Zumba, workout. There are a lot of different workshops there. You can ask there at the community center and there are people giving those kind of things.

**N: Alright this is a very good tip actually. Just to round it off with two more questions. What do you think would locals like to receive as a benefit from such an activity, project? Just monetary benefits or anything else?**

A: I mean if they are working to give the workshop, classes or something I would say almost everybody will ask for an economic remuneration. Uhm if they are taking the class, I would say, if I'm taking the class I would expect that it lasts. Not like just take one class and then there is no more classes it's pointless you know. It would be useless. So for me it's a least, that the class the lessons can endure for a minimum of two or three months. It's worth it.

**N: Yeah, I think we covered it all. We did it. Thanks Arturo for taking all your time and answer all of my questions.**

A: Perfect. Thank you.

**Interview Transcript with Local- Miguel**

*This interview has been conducted a local resident of Pueblo in Mahahual. The interviewee has been informed prior to the recording about the aim of the research. The respondent has been approached in front a snack bar in Casitas.*

**Interviewer= Nadia El-Edrissi (N)**

Interviewee = Manuel

Duration: 38,02 min

Date and Time: 27<sup>th</sup> December 2019 at 1 pm

Location: Angela's Snackbar, Las Casitas, Mahahual

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***Original version in Spanish*****N: Primero para empezar buenos días.**

M: Buenos días.

**N: Cuál es tu nombre?**

M: Mi nombre es Miguel Carvajal.

**N: Y tu eres de Mahahual?**

M: Si yo soy nativo de aquí de las costas de Mahahual Caribe mexicano y que yo aquí crecí.

**N: Y en que parte vives?**

M: En Pueblo pegado a la costa.

**N: Y qué opinas sobre vivir esta comunidad?**

M: Actualmente se vive lo que es el turismo la mayoría de las personas viven en lo que es el turismo y anteriormente era la pesca. Pero conforme ha ido incrementando el turismo. El Gobierno ha ido prohibiendo las capturas de ciertos peces como por ejemplo el tiburón restringido a áreas de pesca antiguas y que ahora ya son son como se le puede llamar. Como empresas naturales que forman aquí cerca para que el turismo pueda puedan ver los animales que existen.

**N: Entonces el turismo ha afectado mucho Mahahual?**

M: El turismo no afecta lo que relativamente nos afecta es la forma en cómo se maneja el turismo aquí. Porque el muelle de cruceros tiene monopolizado todo el turismo de pueblo de Mahahual que supuestamente el turismo iba a venir para que el pueblo salga adelante y tenga trabajo. Ahora el monopolio existe con el muelle. Al turismo lo acaparan ellos lo agarran a ellos y al pueblo no les dejan nada. Entonces a nosotros nos está beneficiando el turismo en muchas muchas veces en pocas porciones.

**N: Y has mencionado que eras un pesca. Tu eres ahora un pesca también?**

M: Yo actualmente pescó por deporte los trabajos ahora son otros mi persona y yo trabajo la construcción. En muchos tipos de modalidades como carpintería albañilería fibra de vidrio porque reparar barcos hago lanchas también sé bucear con tanques sin tanque construido casas de madera palapas y casas de material de bloques de cemento.

**N: Y entonces el turismo no afecta tu ocupación?**

M: A mí no me afecta en mi ocupación para mí en otro momento me beneficia cuando cuando hay turismo y la gente tiene trabajo por qué pues esto es una cadena feos tienen trabajo, tienen dinero para construirse y obviamente me contratan y yo hago lo que puedo hacer. Yo soy mi propio patrón si yo no tengo patronos yo solito trabajo cuando ellos quieren cuando no quiero más trabajo pero siempre trabajando no me gusta flojear blocos. Sin hacer nada. Y

actualmente hay muchas personas que no les gusta trabajar pero el proceso ya es de cada quien. En mi caso no me gusta trabajar.

**N: Y sabes si empleo está cambiando por la temporada?**

M: Si cuando son seis meses de temporada alta y seis meses de temporada baja. Cuando es temporada alta hay un poco más de afluencia turística hay más dinero gira más dinero más dólares aquí en esta región y por consiguiente hay más trabajo. Cuando es temporada baja hay trabajo en cuestión de Turismo de la región turismo mexicano y extranjero. Salvo a los extranjeros que vienen por carretera y no a un barco vienen por avión. Pero hoy hay mucho turismo que viene una vez viene la segunda vez y mejor se queda a vivir acá porque les gusta aquí. Aquí es un lugar un paraíso natural y está muy bonito y muchos se quedan.

**N: Y como un residente de Mahahual piensas que estás involucrado en las decisiones de turismo del gobierno?**

M: Bueno. Desde que uno vive en un pueblo ya sea de cualquier pueblo de tu ciudad y estás involucrado porque eres perteneciente a ese lugar. Pero qué es lo que sucede aquí en Mahahual como en otros muchos pueblos de México existen monopolios no sólo en lugares turísticos sino que también en las ciudades o pueblos de las ciudades y eso perjudica. Hay mucha corrupción aquí en México mucha demasiada corrupción. Entonces así es muy duro. Avanzar con la corrupción ya que por ejemplo aquí tenemos un alcalde pero de nada sirve. Las calles están llenas de baches llenos de huecos. Es un lugar turístico que no tiene por qué existir huecos se supone que esto debe mostrar una bonita imagen una buena representación al lugar en el que tú vives sobre todo porque les vas a enseñar a las personas al turismo que está bien organizado pero aquí no hay organización. Todo lo que ganan para él para él para él lo que roba porque lo que hace es robar lo voy a decir así claramente robar y no lo distribuya al pueblo como como legalmente debe ser. O realmente debe ser.

**N: Y entonces el desarrollo de la infraestructura no está en un buen nivel ahora?**

M: No está bien por qué. Porque es un es un pueblo en pleno desarrollo para una ciudad. Pero su desarrollo va muy lento. Por qué. Porque las mismas autoridades obstruyen ese desarrollo. Pero al momento que hacen una pequeña construcción se paran el cuello diciendo que Mahahual tiene tanto invirtieron tantos millones cuando no han invertido nada. Hay muchas veces que el pueblo va y tapa los baches de la carretera porque el Gobierno aquí no hace nada. El gobierno aquí es ladrón. Igual que el presidente municipal. Igual que todos los representantes de todos los ejidos todo para ellos.

**N: Y qué otros problemas tiene Mahahual aparte de la infraestructura?**

M: En cuestiones de la gente. Hay mucha gente que no es de acá mucha gente que le gusta ser sucia porque así le gusta vivir. Yo estoy de acuerdo que su gusto es de cada quien y que tomen si quieren tomar pero sus botellas por ejemplo. Darle barden deposite en un bote de basura. Pero no. Siempre fijas al lado de la banqueta y dos botellas rotas y eso es un peligro es un daño para los vehículos en las llantas. El daño para la misma gente porque pasa un vehículo quiero a la botella pasa a la gente y se corta y qué sucede. Pero entonces todo va en masa a lo que es la Alcaldía de aquí porque el alcalde debe estar obligado a ventilar todas sus cosas que pasan porque no lo hace porque dinero que cae es dinero que se clava su bolsa que se agarra para él.

**N: Entonces que opina sobre la calidad ambiental de Mahahual?**

M: Bueno la calidad ambiental de los árboles autóctonos de la fauna silvestre. Cuál es tu mano punto. Tu primera pregunta cuál es?

**N: Es un poquito sobre la basura.**

M: Eso se llama organización. No hay tal organización aquí nadie se organiza a nadie le interesa que todos. Todos se quejan por el Facebook pero nadie hace nada sólo bla bla bla bla y nada más.

**N: En el Facebook?**

M: Es así en Facebook. Aquí hay una aplicación que puedes ver. Aquí aparece una que se llama Amigos unidos. Todas las clases de las personas lo que se quejan de lo que hay quienes sí opinan cosas buenas hacen cosas buenas pero son muy pocos los que hacen cosas malas.

**N: Pero la gente en este grupo se ayudan mucho?**

M: En ocasiones digamos cuando hay un ladrón lo publican. Tengan cuidado de este ladrón y cuiden sus pertenencias. Eso ayuda a la comunidad porque lo ponen visto lo da a conocer y al día cuando lo ven cerca de alguna casa ahí aléjate de aquí. Aquí no te queremos y eso es bueno para la sociedad porque porque te cuidas de alimañas personas malas que dañan a la sociedad.

**N: Si algunas preguntas sobre tu contactos con turistas de aquí. Suelen tener contacto directo con las turistas que vienen por aquí?**

M: Yo en mi persona yo tengo muchos amigos extranjeros que llegan a Estados Unidos en Canadá. Los alemanes de Puerto Rico o de diferentes partes de mundo tengo muchos amigos. Obvio están aquí porque viven ellos viven en su país. Entonces en cuanto a mi persona con el turismo de aquí me trata bien los trata bien. Y vienen ocasional yo soy el desplante les llamo la atención Hey amigo por favor que hicieron por el levante todos aunque yo no tengo queja de el turismo o el turista. Por lo regular es muy hacia muy ordenado. Ellos no tiran basura en la vía pública. Puedo hablar bien de ellos. Yquizás no de todos pero sí de la mayoría. Sí he aprendido eso. Como Estados Unidos no creo vanagloriar a Estados Unidos porque es un país que me gusta como se maneja pero no me gusta vivir allá es muy aburrido muy aburrido. Quizás como tu país no hacer nada.

**N: Alemania es un país muy aburrido también.**

M: Cuando el turismo yo cuando antes tenía mi lancha. Y tenía que yo lo veía y soy viendo y ya quieren ir. Vamos lo llevo porque mi postura mi forma de pensar es hacer amigos y no enemigos como cuando tú llegaste y te pregunto hola como estas buscar relacionarme contigo y no decir o hacerte una cara mala y esto es a quienes no, no se trata de hacer amigos. Acá me cara de malo pero bueno no hace mal.

**N: Bueno y como es las turistas afectan tu vida diaria aquí? Hay algunas espacios donde encuentras muchas turistas?**

M: No el turismo no afecta y nada porque para mí todas las personas son bienvenidas a ver a mi pueblo por decir así a mi ciudad a mi país son muy bienvenidos. Qué es lo que afecta en realidad. Te lo vuelvo a repetir es la mala organización que existe entre nosotros mismos como mexicanos. Si eso es lo que realmente afecta. Y que bajan los carros y yo estoy trabajando yo ando con mi tiempo con todo medido en lo más alto un alto para que pasen los turistas. Cuando en realidad debe haber una orden mejor es decir no sabes que. Tienes que esperar a que pasen los carros que son de aquí porque así lo hacen en otros países también. Le dan la preferencia que aquí o simplemente para todo te digo la verdad es que no tiene carros cruzando rápido la calle. Pero porque también es como todo. No voy a hablar de porque somos todos extranjeros no porque también aquí en México hay y en todos lados del mundo hay personas que son bien perezosas no lo dicen apenas lleva con lentitud cruzando la calle y viendo a ver qué ve. Cuando está cruzando una avenida o una calle mientras el tráfico está parado. Por esa razón. Pero no es culpa de turismo es culpa de la mala organización que hay en el país.

**N: Entonces no confías en las decisiones del gobierno?**

M: No no aquí el gobierno es corrupto al 100 por ciento. Son mentirosos con tal de poder de la línea de las estrellas. Pero falta que uno les crea.

**N: Sabe si hay algo típico de Mahahual? Algunos productos que se diseña aquí o algunas comidas?**

M: Pues la comida si tú comprenderás y tú sabrás todo esto regido por lo que viene siendo la Península de Yucatán aquí rigen comidas típicas como lo que los domingos en la cochinita pibil que es un puerco un cerdo chicha cochinita pibil y que el domingo vengan aquí si quieres te invito. Pero aquí en la costa pues es el marisco el marisco y Caracol langosta pescado no puede ser un abadejo un mero pescado.

**N: Sabes si hay algo otro que se producen de aquí?**

M: Aquí pues aquí cerca sobre la carretera ahí hay una fábrica que hace salsas.

**N: Oh donde esta?**

M: Esta como cinco kilómetros antes de salir a la carretera federal de este lado yendo de aquí para allá de este lado ahí es. Donde hacen salsas picosa de chile habanero y todos.

**N: Sabes el nombre de la persona?**

M: No conozco. Si tú avanzas un poquito están los pueblos y producen maderas aserraderos retablos. Lo que hacen es talar árboles y sacar tablas. Pero ellos tienen permiso tienen todo.

**N: Porque la idea es crear un concepto turístico que beneficia más a la comunidad es un proyecto que se llama turismo basada en la comunidad y hay muchas formas. Por ejemplo si tienes una empresa turística y ofrecen los recorridos todos los beneficios...**

M: En la costa hay muchas empresas turísticas se hacen paseos en lancha. Pero. Hasta ahí nomás llega el pueblo en paseos en lancha y paseos en lancha snorkel de buceo con tanque y también te enseñan a anunciar con tanque y hasta ahí porque que el pueblo tenga vehículos que te saquen. Me parece que hay algunas combis unos vans que son de algunas personas de aquí veo que son inversionistas porque no son de aquí tampoco por fin inversionistas que tienen van y quedan dando uso a las ruinas Chacoben van a Bacalar también. De vez en cuando van a avilesinas. Y las reglas que están más para financiar su.

**N: La idea de crear un nuevo recorrido en Mahahual y la gente es la idea es que los turistas conocen un poquito más la gente de aquí. Son gente que producen algo y pueden hablar un poquito de lugar como los pescas.**

M: Que vuelvo a repetir mi nombre. Aquí hay mucha gente que no es de aquí y si es así qué te voy a decir si no es de aquí. Mentira nada más. Porque no es de aquí.

**N: Pero hay poca gente.**

M: Yo crecí aquí habían venados en la playa todavía vista ni no había faisanes pavos de monte pumas jaguares ya. Había muerto no. Había mucho cangrejo del manglar 200 ahorita no hay.

**N: Entonces no piensas que es un buen concepto por aquí? La idea es de**

M: O sea tu país quiero crear algo de aquí?

**N: Sí la idea es que mucha gente trabaja en el turismo pero no benifician mucho o no tienen un gana justo. La idea es formar un grupo como una asociación o algo de este y la idea es de crear un producto turístico como un recorrido local. La idea es de pasar por ejemplo al centro comunitario a Wayak de ver que diferentes proyectos tiene. Entonces el segundo lugar es lo que**

M: Bueno pero quien quiera puede apoyar eso?

**N: A la gente que quieran participar del día a un grupo quiere participar.**

M: Bueno. Pero pienso que eso es muy difícil de lograrlo porque existe voy a ser claro en las personas con muy gandallas y la mayoría de las personas quieren todo para ellos. Piensan para ellos y no piensan para su proyecto.

**N: Entonces un beneficio económico es más importante para ellos?**

M: Si

A: Manuel pero o sea el plan es hacer un negocio o hacer algo así como una beneficencia al pueblo.

**N: Es una beneficencia al pueblo.**

A: Tengo una idea y sería un centro de rehabilitación para alcohólicos y drogadictos. Eso sería ideal.

**N: Hay un gran problema aquí el uso de drogas?**

A: Si mucho problema. Pero necesitaríamos unos especialistas tendríamos psiquiatras psicólogos y drogadicción.

M: Hay mucha marihuana muestro cocaína y la mayoría son adictos a esas porquerías no veo que se dediquen a trabajar trabajar metiéndolos su cuerpo sustancias tóxicas.

A: Ganan muy bien. Lo que ganan muy bien tienen el dinero para hacerlo. Pero sabes por qué también yo me he dado cuenta que lo hacen porque emocionalmente no tienen en qué distraerse o en qué otras cosas conocer otras cosas se les podría dar este se les podría dar literatura a los que quieran pintura arte esas cosas que son que son este que te mantienen ocupado mentalmente y a veces ya ni se dan cuenta que el tiempo ya pasó y esos no quieren ellos aquí. Por eso se refugian en la droga y en el alcohol.

**N: Y la mayoría de la gente que usan drogas son**

M: Viene de todo lados. La mayoría son bien borrachos.

A: Pero ese centro de rehabilitación se tendría que mantener con el apoyo de los grandes empresarios. Con el apoyo de la gran empresa hay una parte de los empresarios. Ellos pondrían un apoyo y otra parte sería el pueblo o sea los mismos rehabilitados. Me entiendes. Sí es algo bonito pero es muy difícil que se celebre.

**N: Y piensas que la gente que usan las drogas también aquí porque falta de cosas de hacer?**

M: No, yo no estoy muy de acuerdo con lo que no. Pero alguien que se droga es porque su gusto así lo quiere y convincente se siente bien se siente bien así. Se siente que es un superman pero en real es un tanto. Con se está corriendo a sí mismo y está escribiendo lo que le rodea porque se cierran las puertas. Al menos yo no le daría trabajo a una persona que piense que soy responsable y con tal de inventar un churro un mota o un perico de cosas. Me van a robar algo. No si no yo no trabajaría con una persona. En mi caso yo no tengo vicios me dedico a trabajar honestamente.

**N: Y en general que servicios faltan en la comunidad?**

M: Bueno incluyendo los servicios si hacen falta servicios. Aquí el alcalde manipula o lo que tiene la tesorería lo que hay ahí. Cómo se llama Telecom Maridueña donde hacer los pagos. Aquí como el pueblo ha pedido un oxo porque en un lapso puedes pagar la luz puedes pagar el agua. Puedes mandar dinero y aquí no. Lo puedes hacer pero menos lo mismo. Corto lo monopolizan todos. Pero ellos no quisieron que entre un oxo. Hay por ejemplo enterado de que también Llodra y quiere comprar un terreno para poner una tienda pero pues se traduce en la tienda muy grande de abarrotes y no la oportunidad de hablar con el alcalde pero el alcalde de esta pareja tapadera del Gobierno. El gobierno es corrupto el alcalde por lo tanto es igual es corrupto. Todo es corrupción.

**N: Qué piensas como se puede ayudar a la comunidad?**

M: Bueno una de las platinas que si yo creo que sí podría ayudar es con los niños. Enseñando una nueva lengua o Bevelle jóvenes. Enseñándoles inglés alemán francés y otros otros idiomas. Por qué. Porque no se disculpó por lo que voy a decir pero hay personas que son extranjeros miren como ellos hablan se quedan acá y agarran el trabajo. Yo no digo que está mal digo está bien porque aquí como decimos aquí los mexicanos. Si ellos tienen la oportunidad más adelante si doy a entender que se quiere superar porque por tanto es así por qué no se quiere superar. Yo siempre he dicho que todas las personas todas sin excepción de ninguna. Todas las personas son inteligentes pero hay quienes usan vodkas pero hay quienes hoy hay personas quienes no usan esa inteligencia para hacer cosas positivas la usan para hacer cosas negativas y eso es lo que está mal. Se puede comenzar con los niños.

Mucha culpa de esto son los padres de familia. Por qué no educan a sus hijos. No es que el niño salga mal que ellos no tuvieron la educación suficiente para salir adelante con un buen futuro pero sí si tratamos de apoyar eso de que vayan a la escuela. O que les imparten clases. Ya sea gratuitas o que se les cobre un mínimo. Yo pienso que los niños aprenderían inglés. Los niños de hoy en día tienen mucha capacidad intelectual. Pero en lugar de enseñarles cosas malas enseñemos cosas buenas. Si por ejemplo yo te digo recorrido en estos días de niño todo el día lo ves en la calle dónde están los papás qué hacen los papás ven drogas. Qué les van a enseñar al niño y todo el día lo ves en la calle en su bicicleta todo el día no lo ves así es como dicen aquí un ninis ni trabajan ni estudian ni trabajan ni estudian. Sin oficio ni beneficio. Es un cero a la izquierda. Entonces yo pienso que por ese lado se pueden inculcar a los niños para que empecemos a ver un pequeño cambio en un pequeño futuro.

**N: Entonces necesitamos empezar en la escuela con la educación.**

M: Hay escuelas pero creo que están no sé no sé cuánto cobren no sé qué tanto que también imparten las clases. No sé cómo atrapen la luz qué es lo que sucede. Necesitamos un que le llevó un maestro que hable bien el español que diga las palabras correctas en español para que pueda enseñar bien el inglés o el francés o el alemán o lo que le vaya a enseñar. Por qué. Porque si uno así como hablas no capta lo entiende. Pues el niño se queda sin saber dónde. No sé qué dijo y se va con el saludo a su casa. Ya no aprende a aprender nada porque se va con esa duda y se trata de que alguien que hable bien español le diga no es que esto es así. Esto es así se le pone así antes de eso hace los porque tanto conoce el idioma como sea. Pero en inglés a mí no me gusta hablar inglés lo entiendo un poco esas buenas palabras. Pero no me gusta hablarlo. Porque eso es otra lengua. Es como que te hable en claves. Y da a entender claves son números. Y doy a entender lo mismo como hablar en inglés. No lo mismo pero se refiere a que la 10:14. Es una cerveza pero vamos a modulador una 14. Vamos a tomar una cerveza a Messi. Y así es el inglés se dice igual pero se refiere a diferentes cosas. Pero para que se entienda eso yo necesito saber la clave para que yo pueda entender cómo. Cómo se dice exactamente. Me comprendes. Entonces eso es lo que realmente le gusta que le enseñen a los niños. Lo digo porque eso es una traba que yo he tenido a mi enseñame. Dime cómo. El perro ladra en la noche. Pero no sé como es una palabra pero no menos semanalmente. Pero cómo conjugar lo que se le da bien y lo que es al revés me carga la voladora porque no es como debe ser.

**N: Entonces hay poca gente de aquí que hablan inglés?**

M: Mayores que los que dan clases son los extranjeros mayormente de Estados Unidos no sé como que tú vengas y yo voy a impartir clases y mi costo va a ser de diez pesos la Hora veinte pesos los tres o dos horas. Muchas veces imparten por muchas horas y yo pienso que no es por muchas horas debe ser por lo mucho una hora y media porque no burros no pacis a la persona y hace que te entienda bien. Le das muchas horas y horas. De algo te voy a Sani que ni qué le dijiste porque está aprendiendo entonces poco a poco.

**N: Y hemos hablado anterior mucho sobre la comunidad que la gente de aquí son de diferentes partes y**

M: Ya los antiguos nativos de aquí casi no hay

**N: Y no a gente que practican tradiciones mayas.**

M: No de los que habla maya pero los que vienen de arriba. Es porque vienen de unos pueblos que son de Yucatán vienen a trabajar acá. Pero ellos hablan maya no son no son de Quintana Roo son de Yucatán pero les vuelvo a repetir todo esto Quintana Roo Yucatán Campeche en la Península de Yucatán viene siendo uno solo aunque seamos de Quintana Roo pero pertenecemos a la Península de Yucatán donde prácticamente somos yucatecos pero no hablamos maya.

**N: Entonces sobre el concepto no piensas que se realiza.**

M: Las mismas leyes o el mismo desarrollo del mismo Estado. A nosotros los mexicanos los ciudadanos los que vivimos en la región nos ponen muchas trabas y muchos obstáculos cuando no es así deben de lo que quieren y dice que quieren impulsar el turismo pero jodiendo mucho a nosotros. Y así no se vale.

Obvio la gente o el turismo el turismo no tiene la culpa de nada ni los turistas vienen a pasear de la kafala aquí y eso es bueno para el pueblo pero para el Gobierno a nosotros nos hostiga mucho nos perjudica mucho.

**N: Ok, gracias creo que es todo. Muchísimas gracias.**

M: Va a servir mucho ya.

**Interview Transcript with Local- Anna**

*This interview has been conducted with Anna, owner of a little snack stand in Casitas. Angela is selling Mexican dishes such as empanadas, quesadillas and sopes. She is an active member in the Protestant church in Casitas, which is located right next to her stand. The interviewee has been informed about the recording prior.*

**Interviewer= Nadia El-Edrissi (N)**

Interviewee = Anna (A)

Duration: 22,22 min

Date and Time: 27th December 2019 at 2 pm

Location: In front of Angela's snack stand in Casitas, Mahahual

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***Original Version in Spanish***

**N: Muchas gracias Anna para hacer este entrevista conmigo. Puedes decirme algo sobre tu? Por quanto tiempo vives en Mahahual?**

A: Tengo tres años viviendo en Mahahual. Llegué en el 2016. Solo vine de paseo y me quedé. N: Y de donde eres orginalmente?

A: Yo soy originaria de Veracruz porque estoy aquí trabajando. En el comercio hago mis guisos para la gente de aquí. Sí me gustó me gusta mucho Mahahual está muy tranquilo más que nada no hay delincuencia. Me siento muy bien.

**N: Qué piensas sobre la comunidad de Mahahual? Sobre la gente de aquí?**

A: Pues para mí la gente de aquí es muy difícil. Siento que les hace falta mucha. Mucha sociabilidad no son sociable. No tienen este como mucha cultura. Y entonces éste se hace más difícil el trato con ellos se hace más difícil pero sí así como hay gente que es un poco difícil. Hay un poco hay gente que en verdad es diferente y eso es lo que te puedo decir de las personas de aquí.

**N: Que piensas que es el razón por la gente que no son tan sociables?**

A: Sí me imagino que por su infancia por sus relaciones por su manera de que cómo los criaron su manera de ser muy aislados porque aquí no había nada de aquí no había nada antes estaba todo muy solo se dedicaban a la pesca hasta hasta hoy hay niños que no estudian que no van a la escuela. Los papás no se preocupan. Por eso y yo siento que por eso más que nada la dificultad para para la lanzarse al mundo normal que ahora vivimos que es que es la tecnología el Internet el teléfono.

**N: Entonces no es obligatorio por los niños de ir al escuela?**

A: Sí es obligatorio pero no ha habido quien lo denuncie ni quien ni quien diga nada me entiendes. Por eso los papás se preocupan.

**N: Y estás satisfecho con o que falta en general en la comunidad? Hay algunos servicios?**

A: Además que falta yo siento que falta más cultura. Más personas que se interesen por enseñarles algo. No sé coser bordar a las mujeres inglés algunos idiomas y pues como te decía al principio a lo mejor un centro de rehabilitación para jóvenes todas esas cosas siendo que hacen mucha falta. Sí pero pues no sé. Bien quien me interesaría por hacer algo aquí no eso porque la mayoría de los que vienen acá vienen con el plan de negocio con tal de hacer dinero ni nadie se preocupó por la estabilidad de los de los habitantes. Más que nada.

**N: Y entonces piensas que la gente de aquí no practica sus tradiciones?**

A: No practican tradiciones ni siquiera sus religiones dicen que son católicos entonces que son adventistas. Otros dicen que son cristianos pero no practican sus religiones sólo nos dicen que son nada mas. Y así por ejemplo la Iglesia Católica yo era yo vine de iniciarán siendo católica y yo me ofrecí mi servicio en la Iglesia Católica. No nos tomaron en cuenta fue por eso que me acerqué a la iglesia luterana o sea con el pastor. Fue que ahí sí me aceptaron. Y ahí ya puedo dar mis servicios eso me gustó. Y me quedé ahí.

**N: Entonces tú eres un miembro activo en la Iglesia?**

A: En la Iglesia tanto cristiana luterana luterana. Yo soy un miembro activo y me gusta me gusta mucho.

**N: Y sabes si hay algunos proyectos que la Iglesia organiza por la comunidad?**

A: Los únicos proyectos que la Iglesia organiza para la comunidad es la enseñanza del inglés sólo eso hasta ahorita lugar y doctrina en este compartimiento de la palabra en la playa. Pero el paso tiene muchas ideas para el próximo año para la explosión. Hoy van a haber más actividades van a haber más y se van a hacer más cosas para la comunidad. Pero la comunidad muy poco le interesa. Por ejemplo esa enseñanza de inglés es muy bueno para los niños pero vienen muy pocos relativamente.

**N: Son las clases te Chris?**

A: Si, de Chris. Tienen muy pocos niños.

**N: Y las clases son libre también?**

A: Son libres solo son una hora dos veces a la semana y cobran mínimo únicamente para la papelería. Entonces pues yo no sé cómo podría ayudar a las personas de Mahahual. No lo sé pero bueno. Yo siendo como dice Manuel sería cuestión de empezar con los chiquitos a ellos implantarle enseñanzas tradiciones y cosas así.

**N: Que es típico de Veracruz? Que son prácticas típicas de Veracruz?**

A: Veracruz hay muchas su especialidad la tan pequeña. Si conoces la taficeña como un platillo muy sabroso los chilaquiles Chivas picaditas es el típico de Veracruz y sus prácticas pues la mayoría de sus habitantes son católicos y hacen muchas actividades de tradiciones. Como el día de muertos el día de la Virgen de Guadalupe y esas cosas que son tradiciones no son no es parte de la religión es parte de las tradiciones.

**N: Hay algunas festivos que se celebran en Mahahual?**

A: Acá solamente celebran el 20 de noviembre. El carnaval que es en enero ahorita que me caiga enero febrero o abril pero siempre que hay en esos tres meses el carnaval. Y la semana santa. Que para la mayoría es días de guardar y para Mahahual es día de fiesta.

**N: Y a qué fecha es?**

A: Los carnavales ahorita en enero febrero. Esa fecha. Y la semana santa me parece que este año es en abril. Y celebran el 20 de noviembre hacen desfile.

**N: Y como la gente celebran?**

A: Con la comunidad el desfile de todos los niños de las escuelas lo dicen y hacen un desfile por todos en pueblo. Sólo los dos celebran ellos aca porque ya de ahí tradición de religiosas no lo celebran nada. Mahahual me gusta porque es nunca vez muertos acá no hay velorios acá el que se muere lo sacan de Mahahual porque como no hay panteón aquí siempre están alegres nunca y tristes.

M: También borrachos.

A: No de verdad no hay como no hay panteón no hay velorios aquí quebrarían un altar de muertos.

**N: Que piensas que falta en Mahahual?**

A: Te decía pero muchas cosas que se pudieran ayudar pues ahorita como quien dice a los jóvenes incluyéramos rescatar a los jóvenes y a los niños y a los que van parriba.

**N: Qué piensa sobre un mercado porque no hay un mercado en Mahahual?**

A: No serviría no serviría a un mercado. Porque a lo mejor venden mucho por ejemplo los pueblos aledaños a vender aquí un mercado pero les saldría muy caro el pasaje entonces. Entonces a cuánto tendrían que vender sus productos. Me entiendes. Sí y aparte tendrían que transbordar en combis porque la mayoría a lo mejor no tiene camioneta o cómo transportarse porque es larga la entrada del entronque para cada parte de los pueblitos más lejos somos Pedro Santos y así entonces no creo que les convendría a las personas venir a vender hasta acá tendrían que vender caro. Y pues la gente no lo compraría caro. Yo creo que sí compraría más a los locales porque los locales tienen sus camionetas para traer sus hijos. Y pueden ser más económico. Yo siento que un mercado no funcionaría pero bueno es mi opinión.

**N: Y como son los precios en Mahahual?**

A: Son muy alta.

M: Mahahual es caro.

**N: Y piensas que porque es muy turístico?**

A: Pienso que es muy turístico y también yo siento que por la manera de abordar los productos la mercancía y todo eso. Pienso que por eso es caro. Porque a ellos también les cuesta mucho la gasolina y todas las cosas así. Yo creo que tienen que sacar su inversión y su ganancia por eso se encarecen las cosas

**N: Y suelen tener contacto directo con los turistas?**

A: Casi no muy poco. Estoy en el negocio y este pasan de largo. No tengo mucho contacto solo los que vienen a la Iglesia. Porque la Iglesia luterana es de americanos. Cuando vienen a la iglesia me el paso de comer de aquí nada mas.

**N: Cuando pasas en la playa tienes contacto con ellos?**

A: Casi no porque la verdad yo casi no vamos en la playa.

**N: Entonces los turistas no afectan tu vida diaria y ellos no pasan por comer de aquí?**

A: No, casi raro.

**N: Entonces tú no eres dependiente del turismo?**

A: No soy dependiente

M: Pero sí es benéfica. Porque ellos producen a otros como en beneficio de cierta manera. Hacer negocios.

A: Así no dependo de ellos pero sí me beneficia que lleguen porque algo al tener trabajo los demás yo vendo.

**N: Y sí entonces hemos hablado anterior sobre este recorrido local y porque qué tipos de comida cocinas?**

A: Solo cocino con antojitos mexicanos. Todos saben lo que es antojitos mexicanos como empanadas Sopes tostadas, tostadas garnachas y todos los tipos de antojitos mexicanos chilaquiles.

**N: Y cuando sí hay un recorrido turístico quieres participar? Te interesas cuando los turistas ven aquí para comer una empanada o para comer algo de tu tienda?**

A: Que sí me interesa? Sí me gustaría la verdad. Que ellos probaran el sabor mexicano sea el sabor de las comida mexicana y me gustaría.

**N: En general qué opinas sobre un recorrido local donde los turistas pueden conocer a la gente de Mahahual y pueden comer algo típico mexicano?**

A: Como una feria? Una feria pues viene a ser como una feria en el tomo de un platillo de aquí de la región Nivia antojitos mexicanos sería bueno. Que los turistas vinieran a ese lugar específicamente un día no sé qué día lo pueden hacer sería bueno.

**N: Que crees que la gente que como una persona que produce salsas o un artisano que piensas que ellos quieren obtener de participar?**

A: Si alguna mira los del malecón no todos son artesanos.

**N: No no no son la mayoría son revendedores.**

A: Pero sí conozco realmente artesanos sí hay conozco uno.

N: Como se llama?

A: Bidal.

N: Si he hablando con Bidal.

A: Es el único que yo conozco. Y hay otro señor que. No sé si se lo comentaron un señor barbón que tiene una barba larga un viejito grande ya. Que él hace cosas de plata aretes cadenas él está ahí en el Malecón por donde está en la tienda de la abuelita de qué lado damas que no sé cómo se llama. Pero él también es artesano. Y qué hacía ahí en fuera artesanos artesanos Macario empécé hace un poco. Macario, Bidal ese viejito que te digo. Quien más sólo ellos creo. Hay en Blue Kay un muchacho que no sé si lo conoces es un gran faquir en alto él también es artesano porque hace las cosas ahí fuera de Blue Kay. Hace cosas muy bonitas. De hecho yo compré un burro los hace de ese alambre como se llama cobre.

**N: Y en Blue Kay hay también un temascal. Es algo típico de aquí?**

A: No sé eso no es típico de tal temascal. No.

**N: Qué piensas qué beneficios quieres obtener para participar?**

A: Pues un gran beneficio solo me gusta eso que invierta. O sea si yo participo a lo mejor no voy a dar tan caro pero si lo que voy a invertir o únicamente me interesa. Si yo voy a participar en ese por ejemplo como Feria de me gustaría sacar una vez nada más mi

inversión. A lo mejor la ganancia no va a ser tanta porque no le voy a dar al turista o sea no me voy a aprovechar de eso para darle caro al turista o darle el precio que yo doy. Y eso es todo.

**N: Para ti está bien si los turistas ven aquí comen algo y después caminan al malecón para visitar un otro lugar y no es como una feria es como visitar los locales que existen ahora como**

A: Claro, no sé si que deberían venir para acá venir hasta acá. Uno de ustedes si una feria especialmente ahí en el malecón no sé cómo le podrían ustedes hacer. Porque aquí todos se mueven alrededor del puerto hacia el puerto por fuera accesible a eso.

**N: Sí claro es una gran competencia.**

A: Una gran competencia con el.

[conversation interrupted, customer ordering food]

**N: Y cuando los turistas vienen quieres mostrar como tu cocinas las empanadas?**

A: Como se hacen? Si, claro que ellos quieren ver no hay problema por mi. No hay problema.

**N: Y hablas inglés?**

A: Muy poco solo para comunicar con ellos y a la mejor para dar expresó. Pero para así hablar en una conversación no.

**N: Y en general que piensas la gente que quieren participar, que quieren obtener para beneficios? Solamente beneficios económicos o piensas que la gente también quieren conocer la cultura de las turistas?**

A: No creo que los interesan mucho hay otro que así, igual es si. Con a mí me interesaría.

**N: Entonces creo que es todo. Gracias a ti.**

A: Gracias.

**Interview Transcript with Local - Paula**

*This interview has been conducted with, a local resident of 'kilometro 55' in Mahahual. The interviewee has been informed prior to the recording about the aim of the research. The respondent has been approached in front of her house in Kilometre 55.*

**Interviewer= Nadia El-Edrissi (N)****Interviewee = Paula**

Duration: 18,16 min

Date and Time: 23<sup>rd</sup> November 2019 at 5:30 pm

Location: House Kilometro 55, Mahahual

***Original Version in Spanish*****N: ¿Puede decirme algo sobre usted tu nombre, tu edad, ocupación?**

P: Mi nombre es Paula Revoredo y yo trabajo como guía de turistas adentro del puerto Costa Maya. Tengo 38 años [laughter].

**N: Voy a cambiar la edad.**

P: De este pues si yo trabajo mas genaha de turismo y estuve trabajando en ventas también, en tours ventas de juguetería y aurita soy guía de turista.

**N: Que bueno que coincidencia. Por cuanto tiempo trabajas en el turismo en total?**

P: En total como 20 años. He trabajado la mayoría de mis trabajos siempre con el turismo.

**N: Y por cuanto tiempo has sido residente en Mahahual?**

P: En Mahahual por trece años.

**N: Y en 55 por todo el tiempo o has viviendo en otro lugar?**

P: Hace 13 años, vivimos 10 años en Cozumel, nosotros somos originales de Veracruz. Se llevamos a Mahahual 13 años.

**N: Y que es típico por la cultura en Veracruz?**

P: Pues es un puerto pesquero. Si como Mahahual pero no hay turismo de los cruceros es mas turismo Mexicano que hay allá.

**N: Y que opinas sobre vivir en esta comunidad?**

P: Ah me encanta. Esta muy bonito esta muy tranquilo. Las playas son muy lindas excepto cuando hay mucho sargazo, mucho alga. El trabajo en general me gusta porque puedes trabajar con turistas y conocer gente diferente todo los días. La gente son a veces muy amable y a veces no tan amable. Nos tocan de todos, pero pues es bonito. Me gusta.

**N: ¿Hay algo en la comunidad de lo que estés orgulloso?**

P: De la gente?

**N: De la gente o algo..**

P: De la playa. Hay gente muy buena aquí, también hay gente mala como todos. Me gusta mucha porque esta tranquila. Es mucho mas tranquilo de otro lugares. Nosotros dormimos con la puerta abierta y estamos tranquilos aquí por eso me gusta vivir acá.

**N: Perfecto, y una pregunta personal que actividades de ocio te gusta hacer en tu tiempo libre?**

P: Pues a veces salgo a dar una vuelta en bicicleta al malecón ahorita estoy haciendo pulseritas porque se la regalo a mis turistas, la gente de me llega te la regalo de Navidad. Estoy haciendo pulseritas brinda si dormir a veces me gusta ir al gimnasio pero yo no ha ido ahí.

**N: Hay un gimnasio?**

P: Hay un gimnasio al pueblo pero no me gusta.

**N: No te gusta porque?**

P: Mas que nada pues estar en mi casa yo soy mucho de andar en la calle.

**N: Y estas satisfecho con los actividades de ocio en tu comunidad?**

P: A veces me aburren porque no hay mucho de hacer. Me voy a Chetumal así. A veces si cuando pasan muchos días sin que haya abarco y no tengo nada de hacer me aburro. Si, pero si me gusta.

**N: Y como se siente al compartir sus entornos de recreación de ocio con los turistas?**

P: Pues hay días buenos hay días malos, yo lo que hago es pues tratar de alegrar a la gente que se sientan cómodas también.

**N: Como es con el playa? Hay mucha gente?**

P: Exacta, hay muchos turistas hoy fueron 4 barcos demasiada gente anda. Hasta para mi la misma gente de los cruceros también como que se ahogan porque es un puerto pequeño para tanta gente. Pero en general cuando es uno o dos barcos pues eso está muy bien y hace muy bien.

**N: Y suele tener contacto directo con los turistas?**

P: Siempre, siempre.

**N: Se sientes involucrado en los procesos de decisión planificación y gestión del desarrollo turístico en Mahahual?**

P: No mucho.

**N: Piensas que tienes un voz en la decisiones?**

P: En todas no hay ciertos comentarios que uno puede aportar porque los jefes pues ellos te dicen una cosa pero ellos no están en contacto directo con los turistas y ellos mismos te dicen que les gustan. Entonces ya como tratas directo con ellos pues ya les puedes comentar a tus superiores que puedes que si seria bueno que seria que se esta haciendo mal que se esta haciendo bien pues ya es decisión de ellos y toman el consejo o no. Las opiniones de cada persona que trabaja directo con el turista pues también tienen mucha importancia.

**N: Y piensas que el gobierno apoya el turismo?**

P: No mucho no mucho. Bueno las carreteras de entrada y avisase y eso es solo la compone más que nada gente de la comunidad y tal vez se apoye pero no creo que mucho sinceramente.

**N: Y confía en las decisiones que toma el gobierno sobre el turismo?**

A: pues las pocas que hacen sí. De la mayoría te digo mira como están las calles en eso no se ve mucho apoyo en ciertos lados más que lo que ve el turista directamente que es el Malecón la playa. Ahí sí está más al pendiente cuando hay otras partes de aquí no benefician mucho.

**N: Y qué opinas sobre la calidad ambiental de Mahahual en total?**

A: Mahahual pues está bien. Hay mucha gente que la verdad que se cuida mucha gente que no pero sí tratamos un poquito apoyar en lo que se pueda y entonces sí hay mucha gente que apoya que apoya eso de la ecología y de ambiente de Mahahual se protegen los arrecifes no se dejan hacer ciertos actividades cerca de la playa. Sí estoy de acuerdo.

**N: Y donde se requiere restauración?**

A: [laughter] Calles, la carretera de entrada pues en las colonias más que nada. Hasta entrada a las casitas también sería igual si se relaje porque el agua no se va cuando llueve entonces eso siento que sería se requiere más apoyo en la comunidad. Hay mucho turismo si ingresa dinero. Entonces yo creo que sí podrían destinar un poco las calles al drenaje.

[dog arrives, conversation interrupted]

**N: Hay un tipo de turismo que se llama turismo basada en la comunidad. No sé si sabes lo que es. Es un tipo de turismo sostenible y es como los administradores son de la comunidad. No es un negocio o un travel agency que ofrecen un tour local o algo de este. Pero es una iniciativa de la comunidad y hay varias formas por ejemplo un tour local o si hay algunas gentes que quieren cocinar y pueden ofrecer a un workshop de cocinar o algo de este y todos los beneficios son para la comunidad. Qué piensas sobre este tipo?**

P: Pues no creo que lo apliquen aquí todavía pero estaría muy bien sería bien para apoyar más que nada a la comunidad también. Hay mucha gente que pues la mayoría todos vivimos del turismo. Si hay más turismo si hay más ingresos para la comunidad. Hace dinero para aquí no para afuera, hay mucho dinero que entra a Mahahual pero todo se queda aquí. Entonces eso estaría muy bien.

**N: Piensas que es posible de aplicar algo así?**

P: Posiblemente yo seria es una buena idea.

**N: Es muy positivo. Y que habilidades tienes o sabes si hay algunas personas en el barrio que tienen específicos habilidades de cocinar o hacen manualidades o algo de este?**

P: Soy sincera no soy muy sociable. No sabría decirle.

**N: Esta bien, que habilidades tienes tu?**

P: Me gusta tratar con la gente. Entonces pues de vez en cuando cocino y se lavar planchar. Después el inglés no se me da tan mal. Porque me gusta. Pues estoy tratando también de aprender otros idiomas como el italiano. Mi hermana sabe hacer muchas manualidades y sabe pintar. Ella era el artista de la familia. Mi hijo es mecánico.

**N: Y personalmente te interesaría compartir sus habilidades con turistas?**

P: Pues tal vez. Hay algo que quiere enseñar. No soy buena maestra no tengo paciencia así que no mucha pero pues podría intentarlo tal vez.

**N: Y que piensas que beneficios la gente quieren recibir a participar en una actividad con turistas?**

P: Posiblemente sí por qué pues también mucha gente busca algo que hacer. Mucha gente no sabe qué hacer y si necesitan una pequeña ayudita o un pequeño empujón para poder hacerlo.

**N: Crees que son solamente de beneficio financiero?**

P: Pues la mayoría de gente busca seamos honestos la mayoría o por algo buscan un beneficio financiero. A veces des mucho a veces no eso es mi bebe.

*[a second dog arrives, conversation is interrupted]*

**N: Si sobre los beneficios financieros hay algo más que piensas que la gente quieren recibir?**

P: Bueno hay gente que también le gusta aprender y entonces también con un propósito pueden poner sus propio negocio y propósitos financieros también. Pero hay gente que sí le gusta mucho aprender manualidades o cositas nuevas.

**N: Los idiomas también?**

P: Si, sí especialmente es inglés seguramente porque es lo que más se necesita.

**N: Sí es la verdad. Voy a ver falta dos preguntas. Porque hago la investigación por Takata y hay una idea para crear el barrio un poquito mas atractivo. Hay una idea de poner graffiti o algo con arte a los muros. Que piensas sobre esta idea?**

P: Ahí hay arte muy bonito la verdad si sí sería muy triste la colonización. Entonces si es una buena idea la verdad también.Como que alegra los colores.

**N: Y te gustaría si sería pintar una de sus paredes?**

P: Si, para mi no hay un problema. Esta bien.

**N: perfecto, creo que es todo. Muchísimas gracias.**

P: De nada sí se puede ayudar ayudar.

**N: Muchísimas gracias por todo.**

### Interview Transcript with Local- Juan

*This interview has been conducted with, a local resident of 'Kilometre 55' in Mahahual. The interviewee has been informed prior to the recording about the aim of the research. The respondent has been approached in front of her house in Kilometre 55.*

**Interviewer= Nadia El-Edrissi (N)**

**Interviewee = Juan**

Duration: 21,22 min

Date and Time: 21<sup>st</sup> December 2019 at 10 am

Location: House Kilometre 55, Mahahual

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### *Original Version in Spanish*

**N: Entonces Juan muchas gracias para hablar conmigo. Puede decirme algo sobre usted? Por cuanto tiempo vive en 55?**

J: Aquí en Mahahual, tengo aproximadamente 15 años. Cuando llegué aquí no estaba poblado todavía era una sola calle nada más. Esto no tenía no tenía todavía casas para avanzar un poquito a causa de una sola calle cuando yo llegué aquí no era eso. Al poco tiempo se puso a venir la gente empezó a poblar más adelante si ella y ahí poco a poco empezaron a hacer los negocios empezó a venir la gente y después de llegar los cruceros empezaron a hacer el muelle y al final fue creciendo Mahahual poco a poco pues hasta ahorita como la despedida está más estoy a la expectativa de más crecimiento de hecho están haciendo más hoteles por acá ya están haciendo hoteles tanto por donde quiera ahorita que estoy sigue creciendo poco a poco.

**N: Y qué opina sobre este cambio?**

J: Buena parte está bien lo que decía falta a un pueblo que sea turístico pues para que vengan los turistas a pasear y se relajen acá. Aparte pues el puerto estar allá. Entonces las calles han de venir espacios rácana Mahahual y otra parte pues como ejemplo estoy trabajando acá porque tres restaurantes también voy a trabajar ya no le desde un tiempo estoy en el puerto los turistas van y vienen. Para ellos esta es la mayor parte del atractivo eso ya está en el puerto desde la parte más atractiva acá pues nota no tanto porque cuesta excolonias partes aparte que hay monte parte que no se ha construido casi toda la casa hasta allá va a quedar le empiezan a quedar más bonito pues ya apenas van levantando las obras acá.

**N: Trabajas en el turismo?**

J: No, no yo trabajo aparte en el puerto pero estoy aparte no trabajo con los turismo y no ser parte de una empresa del puerto pero la parte.

**N: Por que empresa?**

J: En el Puerto Costa Maya causa entre otras cosas mantenimiento no darle mantenimiento limpieza alrededor del puerto nada más pero no lo directamente como turismo no trabajo. Esos son mis compañeros de aparcas los que están allá otros somos aparte somos otro equipo aparte de otro equipo aparte que se dedica al turismo en otra parte.

**N: Si, y estás satisfecho con tu trabajo?**

J: Si claro que si los pastores todos tenemos trabajo gracias a Dios no nos ha faltado. Estamos bien el trabajo nos pagan bien ya llevamos.

**N: Puedo preguntar cuanto es su gano per mes?**

J: No nos pagan mes. Es quincena nos pagan las quincenas son 1500 por la quincena supuestamente entrando este año no iban a aumentar los productos a los que vamos a ver con los compañeros se lo damos contra el sueldo o seguimos igual. Por una parte seguimos igual no pasa nada de todas maneras seguimos trabajando mientras tenga trabajo hay que trabajar.

**N: Entonces es un gano justo?**

J: Claro que si, un buen año para nosotros gracias a Dios trabajamos bien. Pues bien gracias a Dios este año que pasó esperamos que también este año nos vaya bien.

**N: Y el sueldo es lo mismo por todo el año?**

J: Si lo mismo.

**N: No cambia por la temporada alta o baja?**

J: Si, cuando es temporada baja vienen más un barco, un o dos así pero por semanas llegan para estos días imaginarían todos allá cuando esta temporada llega hasta tres o cuatro barcos diarios. Cuando es temporada baja cuando llega uno o dos por semana nada más. Ya no me llega mucho con esta plata se llega en tres, dos hasta 6, 7 barcos que llegan a la semana. Y media temporada abarca todas los dos o tres barcos por semana ya no llegan mucho.

**N: Si, no llega mucho. Y que falta en Mahahual en general?**

J: Así estamos trabajando en el condiciones podremos bien nos faltaba otra pues además de la falta falta un oxxo para poder depositar la tratáramos acá donde depositar Telecom propagadas llegas se llena mucho.

**N: Que es Telecom?**

J: Telecom con telégrafos para depositar dinero es un oxxo casi la gente que tenga más posibilidad de depositar su dinero más rápido y lo que el asesinato rápido con cabeza de lo que más se endeuda aquí van al cajero en Costa Maya y no sirve está echada a perder y no sirve. Se acuerdan de algunos para retirar su dinero que nos beneficia a nosotros. Nosotros no no cobramos en efectivo siendo por tarjeta. Te lo dan dificultas nosotros que abecedarios no tenemos que esperar no tenemos dónde tirar dinero. [family members passing by]

Es mi tio.

**N: Todo tu familia vive aquí?**

J: Si, mis dos tíos esposo de mi tía mi mamá mientras sobrinos que están acá ellos ya acá. De hecho yo acabo de llegar apenas. Además no hay acá va de viaje que regresar a callar son los días por acá y allá como usted no trabaja acá ya no puedo estar viajando como fin el fin de año puedo viajar a ver a mi papá o mi amigo regresamos apenas estamos llegando. Mañana me incorporo otra vez a mi trabajo y ya voy a seguir adelante trabajando como estaba seguro.

**N: Si, y qué opina sobre la comunidad de aquí?**

J: Pues aquí no hay tanta maldad como en otros lugares que van a estar ahí roban, matas de aquí está todo tranquilo que gracias a Dios en la noche camina tranquilo nadie se molesta pasa que la sociedad está tranquilo que la gente no te agrede ni nada así que puedes salir hasta las once de la mañana vas caminando.

**N: Es igual por todos los barrios?**

J: Bueno pues como yo no he salido así pues vaya a otras comunidades. No sabría decirlo. Siempre he estado acá. Bueno he ido a Chetumal dos o tres días igual por allá es diferente porque es más tráfico está más grande la ciudad ya tienes que andar en taxi parte de trabajo no es como aquí que vas caminando allá no tener que andar en taxi creo que tienes que ir en taxi quieras de otro lado taxi acá nos quedamos caminando. Te puedes llegar más abajo caminando y aquí es de verdad que vas caminando es más fácil porque tienes que adaptarse que está más beneficiaria porque es caminar pues va caminando al pueblo y ya taxi.

**N: Entonces en Mahahual es una comunidad muy unido?**

J: Sí claro que sí cuando hay evento pues toda la comunidad para hacer eventos especiales a fin de año así que se hace fiesta para los niños las normas las rutas la gente se hace la reunión.

Y cómo vive la gente junto a toda la gente pasó de los sucesos a los madruga los papás los niños eso es muy unido a la gente.

**N: Y quien organiza los festivos?**

J: Festivos el día de las Madres el padre del niño medio ambiente los movimientos que ellos organizan acá se hacen acá aquí en la Casa de la cultura que ya está hecho ya lo hicieron en dos monedas de Mahahual pero mayormente lo hacen igual en el Domo en la Casa de la cultura acá la van a hacer cada vez mayor todavía acá está más cerca la gente se va a llegar cerca vaya hasta allá por las personas de la tercera que vienen acá que no pueden estar desbordándose hasta allá pues aquí les conviene hacer sintonizaron claro.

**N: Si, y conoces alguien que produce algo en Mahahual?**

J: Pues aquí todavía no vamos a dejar que se produzca el campo. Todavía no todavía no hay gente. Yo tengo mi padrastro que él cosecha su sandía le cante el chile habanero o me lo piden a veces conocían va a hacer calabaza pero así pero no lo vende pues no van estos productos y sólo para nosotros. A veces sale bastante pues tenemos que venderlo pues nos vamos a echar a perder apareceremos sacará antes de la cruda pues es lo barato para que la gente lo consume igual no sale cara a la comunidad no vale barato. A veces pensábamos que sí pero luego nos apuramos poco y no nos eche a perder la plata lo cultivado. Que lleva tiempo para eso una sandía tiene tres o cuatro meses para que produzca un producto y tiene mucho trabajo es mucho trabajo.

**N: Que es el nombre de la persona que produce sandias?**

J: Es mi padrastro se llama Abelardo Hernández mi padrastro es vivo tiene su rancho y atrás como yo no tuve la misma se ha separado de él y salimos del rancho La Flaca hasta ahorita no se equivocaba mi amigo seguido una comunicación con él. Casi no puede convivir con otros por diferentes puntos ya no más tranquilos pues cuando estoy enfocada en mi trabajo no puedo estar yendo y viniendo aquí pues estoy más cerca de mi trabajo , eso es mi mamá ya estaba más retirado para apoyar a mi equipo estoy más cerca que voy rápido. Aparte que estamos tratando temprano a las cinco y media tarde mientras tengo que madrugar para trabajar.

**N: Y conoces alguien con específicos habilidades o que produce algo?**

J: Tengo un amigo que la semana lleva sus pinturas cuadritos así podría hacer dibujos pero está trabajando en el Puerto Costa Maya vive atrás de falta de alcatraces de los políticos que los pinta con el diagnosticamos con el dedo con los acentos las manualidades y los cuartos él mismo pasa.

**N: La persona no tiene una tienda en el malecón?**

J: No, no las lleva ya pues como tiene un amigo en el puerto ya lo aprovecha él nos hace caso amigo les pide el producto y él acaso los hace y ya lo lleva para el puerto. Cuando no tenía trabajo se dedicará a sus padres y de ahí con otra lana que le dé un dinero extra que le cambiará la parte de su sueldo de trabajo pues la ayuda es de lo único que conozco hace eso ayer los artesanos que están en el pueblo que usan collares de Caracol fundación de diferentes materiales son los que están en el puerto son los que llevan a cabo de hecho por aquí hay un artesano acá atrás quienes han caído de sus éxitos y acaba de salir de viaje. Salió de viaje con su esposa se fue de viaje que aprendan a las artesanías collares.

**N: Porque la idea es que hay mucha gente que trabaja en el turismo pero no ganan mucho.**

J: Pues algunos algunos ganan más que otros para que más o porque fue mejor en inglés que ellos tienen otro no tuve la oportunidad de estudiar el inglés no estaban dando la oportunidad

no tuve la oportunidad estudiarla hubiera ido más vez con ellos en donde el turismo puede adelante no sé si estoy un poco no negamos entonces tendré que estudiar como unos 10 o 15 por ciento de inglés no entiende algunas palabras pero no mucho. Mis compañeros siempre de la vida desde los 13 años me dediqué a trabajar. Salir de la escuela porque además mi mamá no se separa igual de mi papá y yo era el único que estaba con él pues tenía que trabajar más que salir de la escuela para trabajar y no seguir estudiando. Y ahora tiene que seguir estudiando pero no podía por la edad que tengo para voy a seguir estudiando.

**N: Tu puedes aprenderlo pero si es mucho más difícil**

J: Si es mucho mas difícil para nosotros a nosotros se nos complica más la vida no tiene caso seguir estudiando no puede hacer ya que quisiera terminar la secundaria se Bigito anunciando que anda haciendo esquina estudiando con nosotros sigo trabajando como ustedes.

**N: Porque tenemos también una idea de hacer un mercado porque no hay**

J: Ya en centro está en proceso en un mercado que supuestamente lo van a hacer aquí en 55 supuestamente el mercado. Está ahí al lado de la casa de la cultura y el mercado pero hasta ahorita no lo han hecho todavía no.

**N: Pero hay planes de crear uno?**

J: Todo esta en pleno los que tienen un mercado donde vaya el cementerio. No se cree que los parques también van a hacer acá. Ya está todo contemplado pues hasta ahorita no está en proyecto todavía aunque una vez que empiecen a hacer batén más o más va a tomar siete pulgadas que ya va a tener este turismo Mahahual que para que vengan las niñas al debate por lo y que salgan al parque de botes a su casa cerrado. Las chances para eso.

**N: No sabía si hay un plan por un mercado de ahí.**

J: Si hay, Hay por un parque. De hecho cree que hay una zona controlada para no se qué van a hacer para los turistas que llegan los turistas alla. Pero siendo parte de ello no del centro turístico para qué cuando a bañar y no sé más allá va más allá si esta reservado. Todavía no está el proyecto todavía. Ya está el proyecto con la puesta en marcha.

**N: Y es el gobierno que tiene que darle marcha?**

J: Si, es el gobierno que tiene que darle marcha atrás cuando se lo que tiene que dar el permiso para que empiecen las obras. No se puede hacer nada.

**N: Confías en el gobierno?**

J: La verdad no me confió del gobierno mayormente el Gobierno van y yo no veo ningún avance que ve en la calle como están. Nunca se iban a reparar [inaudible] No obstante estar más accesibles a todas las calles ahorita.

**N: Entonces qué piensa sobre la calidad ambiental de Mahahual?**

J: Voto de todo alcalde se puede aventurar que lo está viendo ya lo de la penetración para componer las calles con los vehículos que lleva luchando con los barrios de la Habana para echarle pavimento y para un más accesible para los vehículos voto por los taxistas que vienen trabajando para él de que tengan más acceso a la entrada alejada a la calle a la gente que trabaja en el puerto de entrar y salir pasa por los vehículos no se deterioran tanto.

**N: Que tenemos una idea aunque sea un recorrido local para la gente, para las turistas que conoce a diferentes barrios porque muchas turistas son solamente en el puerto o al malecón pero ellos no pueden ver este entonces la idea es de crear un tour donde los turistas pueden conocer a la gente de aquí y otros lugares. Y los residentes pueden explicar un poquito sobre el lugar y como todo ha cambiado. Que opinas sobre esa idea?**

J: La idea está bien para que si se de turismo cuando vienen los turistas a conocer otros lugares de aquí de Mahahual cuando hay varios lugares de aquí que no han ido a ver los turistas por acá por Xcalak porque hay un muelle está muy bonito para que puedan llegar los turistas. Aquí nadie nos ha llevado por allí.

**N: Donde está?**

J: Es es Xcalak ya que yendo para el otro pueblo es otro pueblo parece más adelante su crucero está acá por la gasolinera hasta la entrada son 60 kilómetros igual a otro pueblito un poquito más chico que este pero igual tienen a mucha gente pero si.

**N: Sí, pero la idea es hacer un tour en dentro de Mahahual no hay no hay todavía y sí.****Qué opina sobre la idea que piensas quien puede participar?**

J: Pues la idea está habiendo esperado tour para los turistas. Si bien después te lleva a distintos lugares conocer lagunas otro lugar azul para que los turistas vean más adecuadas ese es el problema. Eso es lo que debes iniciar más proyectos aquí en Mahahual para que el turista venga y además la estancia en una turista con la idea de llevarlos a lugares a tener antecedentes para llegar que todo esto se emocione y venga más seguido a Mahahual.

**N: Si quieres participar?**

J: Claro que sí.

**N: Perfecto y que beneficios quieres obtener?**

J: Un beneficio para mí cuando yo voy de salida pues para el pueblo nada más turismo al turista se vaya a pesar del hecho de que Mahahual de dar un buen ejemplo al turista para que darle una buena impresión al turista que vaya. Para que pueda pasar si queda un turista regresa siempre igual lleva una mala impresión de que en Mahahual.

**N: Sí, y a qué piensas por la gente que quieren participar? Qué piensas que es que los participantes quieren obtener? Un beneficio económico?**

J: Pues bueno recurrirlo no tanto. Ya dependerá de cómo nos organicemos y si sale algún beneficio para el pueblo beneficiado por el pueblo no tanto para nosotros. Bueno un poco pues fueron todos los cuales. Pero el problema es que el pueblo para que el pueblo tenga más de turista y llevarlos a otros lugares más servir para que el turista venga más agua se llevó una buena impresión de que nuestros pueblos ya no vaya a Mahahual porque esto no lleva una buena impresión de que queda una buena impresión de Mahahual.

**N: Para crear 55 más atractivo qué piensa sobre la idea de pintar un poquito de los muros con imágenes que son representativo de la gente que viven aca.**

J: Esta bien, les pide permiso a las personas es su muro para que sea un poquito más este tenga más creatividad. Así que nadie te ver. La idea está bien de pintadas en los muros e imágenes bonitas no para que la gente vea lo que es Mahahual acá que dibujaba paisajes de aquí del pueblo para cuando vengan los turistas vean en dónde qué parte dónde es así.

**N: Para ti esta bien?**

J: Si, está bien si se está muy bien.

**N: Perfecto, creo que es todo muchísimas gracias. Fue una conversación muy interesante.**

*[researcher exchanges contact details with interviewee]*

### Interview Transcript with Local- Bella

*This interview has been conducted with Bella, a local resident of 'Kilometre 55' in Mahahual. The interviewee has been informed prior to the recording about the aim of the research. The respondent has been approached in front of the community center in Kilometre 55. The recordings have started a bit later as approval was asked by the researcher.*

**Interviewer= Nadia El-Edrissi (N)**

Interviewee = Bella (B)

Duration: 61 min

Date and Time: 23<sup>rd</sup> November 2019 at 10 am

Location: Community Center, Kilometro 55, Mahahual

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#### ***Original version in Spanish***

*[The interviewee has been asked whether she would like to participate in an interview on the tourism development]*

B: Discriminar al turista. No tendrían trabajo. La gente de acá no tendría trabajo. Pero qué es lo que pasa que la gente de acá prefiere más al turista que a la propia comunidad. O sea por qué. Porque nosotros no aportamos dólares en el caso de los taxistas pues ellos prefieren subir a un extranjero que subirnos a nosotros en su auto. Entonces allá nosotros qué hacemos. O caminamos igual fuerza tenemos que tener una bicicleta para que nos podamos transportar entonces somos discriminados por parte de ellos. En el aspecto mar. Tenemos discriminación por esa parte. Porque nosotros no somos libres de nuestras playas. En el mar aceptan al extranjero al que va a ir a dejar dinero y a nosotros como comunidad y como personas nos hacemos a un lado porque nuestras playas no son libres para nosotros, tenemos que alejarnos. Nos tenemos que ir a otras partes porque no somos bienvenidos en los lugares donde donde está limpio donde pueden pasar una tarde a nuestros hijos entonces es otro segundo acto de discriminación.

**N: Es el gobierno que es responsable por eso?**

B: No es la parte empresaria que hagas estos por nosotros o sea que en vez de que diga bueno si ellos son de la comunidad no vamos a dejarlos ahí no nosotros si agarramos un mismo y hay barco nosotros no podemos estar en esa playa donde están todos los extranjeros porque a nosotros no nos atienden. Entonces esto es un segundo acto de discriminación a un tercero. Nuestro kilómetro 55 por parte de nuestras autoridades está descuidado. Tenemos moscos, ranas, inundaciones, culebras bichos esto lo otro y aquello y nuestros niños se enferman porque se clavan los mosquitos porque hay un montón de infecciones con esas aguas que están ahí jaiba.

Por qué nuestras autoridades solamente hacen del otro lado de la parte empresarial de la parte de casitas y a nosotros en kilómetro 55 nos margina. Oh sea que es ahí otro acto de discriminación. Por qué. Porque ellos no están enfocados en que nos ayuden. A nosotros este instituto está formado por varias mujeres voluntarias que vienen a trabajar acá. Apenas tiene unos meses que se les tramita una beca por el gobierno federal y es que ellas ya perciben un sueldo. Acá no tenemos sueldo acá no hay,

**N: Que es sueldo?**

B: Sueldo, dinero una paga. Ellos no tenían eso para conmigo. Ellas trabajaban voluntario conmigo dando cursos a la comunidad. A través de eso es que ahorita ya con que ya tenemos. Ellas ya tienen una beca ellas les pagan 3600 que no es mucho pero pues con eso se ayudan para, para estar. Aunque sean a comer con sus hijos. Acá solo vienen cuatro horas.

**N: Y es un jardín es una escuela?**

B: Este es un comedor donde se le da de comer al trabajador. Es un centro de trabajo de madera. Aca es una casa de cultura. Al lado le damos clase a los niños y por las tardes son talleres dan masaje blanco de uñas. Hay unas que vienen y quieren dar inglés así la mayoría de las personas siempre lo da gratuito para la comunidad para los niños hay un curso de piñatas que lo están dando gratuito por las tardes en el curso de masajes no lo dan gratuito porque está certificado y una certificación pues cuesta de 25 mil a 15 mil pesos. Para certificar certificarlo entender lo que hemos estado haciendo a través del Instituto y se dé en 2500 para que tener pues una certificación valida ante gobiernos que han tomado un curso de capacitación viene. Acá prácticamente empieza a elaborarse a partir de las ocho de la mañana a 8 de la noche. 12 horas está abierto el instituto.

**N: Y aquí están los masajes y que otras actividades hacen aquí?**

B: Dar un curso de cocina cursos de piñatas, manualidades, belleza pura. O sea tenemos un poquito de todo para las mujeres. Lo poco y lo mucho ahí está.

**N: Es muy interesante. Y te interesa a mostrar tu habilidades o los cursos a turistas?**

B: Ha convenido varios turistas pero no a la brigada pasada que estuvo acá fueron dos muchachas igual de tu colega usa de 6 hace bien todas las que estuvieron dando clases de inglés si bien fueron dos muchachas y ellas fueron las que aportaron inglés para unos niños gratuito venían dos veces por semana y a Calaza. El Instituto sirve para muchas cosas en cambio en caso. En caso de ciclón en caso de mal tiempo y la gente viva inundada o no tenga donde estar se les permite los tres días el espacio se cebé donde las acomode el alcalde y acá se queda a dormir. Entonces la dirección de esto no ha sido fácil no ha sido fácil porque acá esto no lo mantiene el Gobierno. Lo mantengo yo salgo vuelvo de los pasos volarlo y sueldos muy aparte de las personas que tienen beca lo pago yo y acá el mundo empresarial entra más. Cuando es por decir en festivales o sea que el Día del Niño que nos aporta el juguito que nos apuntarla o sea la merienda que va a tener los niños. Acá sin gas luz agua.

Material didáctico material de baño. Todo eso corre por mi cuenta. Yo necesito tener el comedor comunitario trabajar y de acá sale el pago de los instructores el pago de luz pago de agua pago de todo. O sea que si yo trabajo nomás para todo lo que sale todo día acá el gobierno no entra acá mi dirección general no entra porque es un convenio que yo tengo con mi asociación para mantener el instituto. Son 10 años de convenio donde yo me tengo que hacer cargo del Instituto. Para que acá podamos laborar y acá se le da la prioridad pues lo que viene siendo los maestros que quieran trabajar con nosotros ahorita y dos maestros que están trabajando en convenio conmigo.

Que lo que hacen es venir ellos aportar su pues lo que ellos saben pero ellos hacen cobro de lo que ellos trabajan y de lo que ellos trabajan tienen que aportar el 30 por ciento al instituto. De ese sueldo que ganen. Por decir sin la mesa de masaje cobro 500 pesos y tiene 15 alumnos se divide y ella tiene que aportar el 30 por ciento al Instituto. Para que se compre material de limpieza o se compre lo que lo que haga falta por decir ahorita la semana pasada nos robaron la bomba solamente de mano de obra fueron 1200 de mano de obra y la bomba salió 600 pesos toda la tubería en sí como mil y cacho se sale de mi dinero y sale reponiendo lo después si alguno de los maestros paga su paga su cuota de alguno de algún curso que cede. Pero si encima todo acá corre por mi cuenta acá no lo mantiene ni el alcalde no lo mantiene nadie ni el gobierno del estado acá.

Yo es un convenio para tumbará con el pueblo. Para que varios de nosotros. Había 10 mujeres trabajando casi ahorita ya no más quedan cuatro pero porque no aguantan vara. Son las típicas que creo que nomás quieren que les den dinero y no quieren trabajar acá. Yo siempre lo he dicho acá el que trabajamos por necesidad porque creo que nadie trabaja por gusto. Acá la que diga que trabaja por gusto pues bendecida porque, porque creo que acá es por necesidad. Yo trabajo por necesidad. Yo si no trabajo acá la que le gusta estirar la mano y que le den pues adelante pero así si. No y así hacer nuestra vida acá.

*[women asks questions]*

**N: Porque hay un tipo de turismo que se llama turismo basado en la comunidad y es una forma de turismo sostenible que apoya a las comunidades para mejorar su situación de vida. Y hay diferentes tipos por ejemplo una tour local o hay un workshop de cocinar porque me he escuchado que la gente esté aquí son de diferentes partes de México y creo que hay muchos diferentes tipos de comida y todo de este. Y qué piensas sobre algo como turistas van ahí?**

B: Van a ayudar a la comunidad. Pues son muy contados creo que. No hay eso no. Yo no he visto que acá la única que veo que aporta algo siempre es Simone pero ella no se mete en esta parte de acá.

**N: No, no es algo completo nuevo. Es una idea que como es posible de mejorar la vida de todos los residentes de 55.**

B: Sabes qué pasa con la gente de acá? Que al ver que turista ayuda a la comunidad. Ellos adoptan como que nos tienen lastimas que nos están ayudando porque nos tienen lástima nos están ayudando porque somos los marginados. Y me imagino que eso es lo que ellos piensan y no se dejan ni ayudar pero tú que uno o dos turistas quizás son los que toquen puerta acá dilucide. Demás no usar la comunidad turística acá por decir los italianos toda esa gente que viene a acampar y todos los que están por ahí. A veces mundo nos va a ser la onda que andan ahí no. No aquí creo no. Veo que no sea. Te digo la vez pasada. Fueron esas dos muchachas que vinieron y que estuvieron dando clase acá. Y de allá no hemos tenido otra. Visita de nadie que quiera aportar algo.

**N: Piensas que no funciona aquí?**

B: Es que la gente se enfoca a trabajar todo el día y no está en sus casas y ya en que trabajan todo el día los que menos quieren es aportar algo y no es así. Mira yo sabes yo estudié todo eso y trabajan de que por día y por mar porque si el barco llegó seis de la mañana toda la comunidad de acá es la que trabaja en el puerto y trabaja en el malecon. Entonces qué hace se van a trabajar a las cinco de la mañana. Salen de trabajar seis siete de la noche y entonces ya no vienen a aportar nada en la colonia ya no quieren recoger basura les vale como viven, les vale a sus casas si no está sucia su casa se les voló una lámina se les la musa trabajan todo diría que lo que menos quieren es aportar. Algo para su vivienda dónde están.

**N: Y si es solamente una vez a la semana una vez por do horas?**

B: Si hay alguna vez a la semana que pueden disponer de horario o ocupar para irse a emborracharse o se ocupan de quién sabe otra cosa de salir de acá para hacer sus compras o equis cosa pero así es si no tienen esa cultura de que digan bueno hoy es sábado. Hoy le dedico tiempo a mi hogar no lo hay. Es tan complejo tú dices. Por decir acá. Somos cuatro y de esas cuatro así sinceramente no hacemos nada. Y no hacemos nada porque las cuatro nos enfocamos acá adentro y ninguna hacemos de bueno ya está Brico acá pues ellas tres ahí la otra y la otra y la otra ahí y no hacemos nada. Y nos llega la semana y sigue el instituto así porque no hicimos nada. Entonces hablamos de que atendemos acá de que somos una cocina y que la cocina tiene que estar limpia porque atendemos gente no podemos

descuidarlo a ponerlo sucio y que vean la gente que estamos trabajando en algo sucio pero nos estamos olvidando del exterior y nuestra presencia por fuera. Nos enfocamos acá pero nuestra presencia por fuera se nos olvida entonces así pasa con ellos. Ellos viven en su núcleo de que llegan de trabajar y lo único que quieren es que esté limpio adentro exterior que esté sucio. Entonces cuando les dices la dinámica.

Vamos a pasar a recoger basura porque hay muchos moscos. Yo puse el programa. De que nos regalen sus cacharros. Nos regalen sus llantas que nos regalen sus botes que no utilizan para que nosotros hagamos la siembra. Moritán nosotros tenemos siembra y afuera estamos sembramos rábano y si sembramos cilantro y a ellos les pedimos que nos regalen sus llantas que ya no usan para rellenarlas y allá plantar. Tú crees que nos las regalamos. Usan las tienen tiradas en sus patios y están llenas de agua y se están criando los moscos y los moscos. No nos las regalan. Aunque sea que nos digan pues acá tengo dos acaté con una pasa a buscarlo yo voy a buscarlo pero no nos las regalan.

Ni siquiera los botes que digan tengo hasta tres botes que si no me sirven y no los regalan. O sea acá no tenemos una comunidad organizada. Mira te voy a contar así algo fácil. Aquí yo pues qué fue lo que yo hice. Tengo implementado a que quiero hacer un parque digo ese parque lo quiero terminar y no por mi ego propio lo quiero terminar porque yo sé que un día de estos esto va a acabar me entiendes a esto va a venir otro y lo va a ocupar va a venir el cambio de gobierno y no sé a quién vaya a poner. No, no me voy a quedar eternamente. Entonces el parque si el parque va a ser para los niños son cositas que tú dices te enfocas y dices esto lo otro aquello. Simplemente no hay la ayuda tampoco. No hay la persona que te quiera ayudar a venir a chapear a limpiarlo. No lo hay y las que han estado trabajando conmigo venimos por las tardes un ratito pero ahí lo dejamos. No hay un equipo voluntario que te diga bueno vamos a echarle andar a ese proyecto que tú quieras para que cómo se llama para que haya ese parque no lo hay. Aunque yo quisiera hacerlo y quisiera terminarlo. La gente no se presta para que te diga. Bueno a mí me dicen maestra. Maestra y qué le parece si hoy nos vamos a chapear al parque. Y sabes por qué? Porque no tienen la misma perspectiva que yo sea yo veo a futuro algo para el pueblo y ellos no. Si ellos ven algo que está tan loca. Es loca y así es ver entre mi locura creer que lo voy a terminar y cuando yo las vea ahí sentadas ahí voy a decir ahí está la loca que creyeron que estaba loca y que no lo hizo. No la gente es difícil. Yo he catalogado llevo dos años acá viviendo, he catalogado a la gente de acá prepotente prepotentes en el aspecto de que todo te mal contestan no tienen una palabra amable para ti. Pero qué tal si le habla el gringo. El gringo hola mi Friends y mira los de la obra, si eres de la comunidad. Que deseas? O sea es una prepotencia yo así catalogó a la gente de acá. Así te habla. Así se expresa. Yo no sé si porque todos pretende a todos tienen un pequeño negocio porque todos tienen un pequeño negocio tú haces una encuesta y todos tienen un pequeño negocio. Todos son dueños de pequeños negocios. No sé si eso los hace prepotentes y humillarte. Porque yo así los veo no o viven tan frustrados de todo el día que nomás lo que hacen que te gritan. Te gritan. Entonces para mí que son gente que vive nomás trabajando y sin amor. Dónde está. Porque yo sí amo donde trabajo no tengo porque agredir ni porque gritarte. A terminar yo te voy a decir algo el personal de acá es buenos días buenas tardes. Acá nosotros evitamos como quien dice Mira. El 95 por ciento de nuestros clientes de acá son hombres ya el 5 por ciento son mujeres. Entonces es el 95 por ciento de hombres no les vamos a pelar los dientes todos los días. Por qué. Por qué no vamos a caer en esa interpretación de que hoy esas mujeres atienden a los hombres con la sonrisa de oreja a oreja de las mujeres las maltratan. No vamos a caer en esta provocación. Acá somos parejos decimos buenos días buenas tardes y ninguno platicamos. Estamos a lo que estamos todo el día trabajando porque es lo único que hacemos todo el día trabajar. Acá entramos a ellas entran a las ocho yo entro a veces a las 6 a las 7 yo preparo todo lo que tengo que preparar

se los dejo ahí ya preparado y ellas se dedican a hacer lo que hace y de ahí adentro el rol que tengo que preparar la comida ahorita que me encontrase estoy allá izando para allá al mediodía. Por qué. Porque acá tiene que salir la comida a las 12 del día a las 12 del día y está la gente preguntando qué hicimos de comer. Entonces empiezan los encargos los encargos los encargos y sólo es sacar sacar sacar sacar hasta que nos den las 2 las 3 de la tarde que ya no hay nada. Mira ahí empieza el nuevo trabajo. De a tres de la tarde. En la que se queda conmigo solo. Agarramos diez minutos para comer y de esos diez minutos nos levantamos. A dejar limpio todo el lugar. Trastes, ollas ver qué vamos a guisar mañana en descongelarlo trapear el piso barrer las instalaciones entonces son tres etapas de trabajo 10 todo el día qué cree que cuando llegamos a las seis de la tarde quizás ya nuestro hogar nosotros ya no queremos saber nada.

Así que por inercia creo que sólo llegamos nos sentamos nos acostamos dormimos porque al día siguiente ya nos tenemos que levantar. Entonces me imagino que la jornada de toda la gente del exterior es igual casi como la de nosotros que trabaja todo el día para percibir un sueldo. Y lo que menos quiere es hacer algo. Voluntario me imagino. Porque si yo vivo la vida agitada sí me imagino que ellos también. Entonces ya lo que menos les queda es eso. Hacer compaginar y hacer un grupo de voluntariado para que podamos trabajar en el pueblo. Me imagino que eso. Sea porque yo lo veo en mi persona. Yo atacase si es cierto me divido. 4 de la tarde a veces llegan mis clientes Soy estilista y si la uña que si el pelo que pintarme mi pelo que corte me mi pelo. Juro que si me dan. Chance me quedo hasta las 6 ocho de la noche pero si me siento realmente así que no puedo ni con mi alma le digo ve mañana o le digo sabes qué el sábado te lo corto. El domingo te lo corto y así me la paso.

**N: Es tu profesión?**

B: Es mi profesión está bueno. Ha sido una de mis pasiones me entiendes porque yo inicié con el mundo de la cocina. Yo allá de donde vengo tuve tres restaurantes grandes, grandes donde tuve un restaurant donde yo atendía. A todos los Tuz que llegaban a un hotel prestigiado. Y si llegaban 5 6 tours de 50 personas yo tenía que atender a toda esa gente durante todo el día. Mi negocio era tan grande que se abría a las 6 de la mañana y se cerraba a las dos de la madrugada. Allá ellos hacían la fiesta. Había piscina y se bañaba y a como se vendía bebidas. Entonces era así como un restaurant bar. Entonces era abierto de 8 de la mañana hasta 2 de la madrugada. Entonces tenía personal de tres horarios. Pero tú sabes que un negocio no lo puedes abandonar. Tú tienes que vivir en ese negocio aunque tu personal sea de confianza y tú tengas que tener una cabecera ahí no lo puedes descuidar porque las cosas tu tienes que dirigir como dicen la orquesta para que pueda funcionar bien. Entonces cree que entre todas mis pasiones ha sido eso. Llevo ocho años de labor altruista. 9 ya. Yo aquí en Chetumal tuve un más mujeres grandes te puedo mostrar tengo fotos de mujeres grandes donde he dado cursos a mujeres. Por decir esto acá es lo que. Si no se hace por las tardes ningún y tenemos páginas. Tenemos página donde subimos.

**N: Cual es tu nombre no he preguntado?**

B: Yo soy Marian Salazar.

**N: Marian. Mucho gusto.**

B: Acá por decir encanten. Hemos trabajado con el equipo de Bianchi ha trabajado. [Marian shows pictures of a workshop]

**N: Y la comida es para quien?**

B: La comida es para el público, para la comunidad. Pero la damos a bajo costo. Si no recibe mi enfoque ha sido ayudarán al cómo se llama ayudar al trabajador porque es poca. Poco a veces lo monetario. No podemos decir vamos a comer con nuestra familia bien. Tú vas al malecón o a las haciendas aledañas una empanada te cuesta 10 pesos. Tú quieres comer con tus hijos. Tienes que gastar 150 pesos para que le den a sus hijos. Acá con 20 pesos tú

vienes compra cinco empanadas. O pontos con 60 pesos hileras de comer bien a tus hijos te vas a llevar 15 empanadas y van a comer cientos de niños. Igual la comida. Donde tú vayas vas a conseguir la comida 85, 70 pesos marca con 40 pesos la misma comida que te bien servido. Es lo que tú vas a llevar aquí y con todo lo que lleva. Entonces te vuelvo a repetir son dos citas que dices o sea uno tiene que pensar. Bueno a mí mi enfoque ha sido ese ayudar a la comunidad a caminar en el tiempo de Huracán. Mi jefe me daba muchas despensas para atender a todas esas mujeres que se les había deshecho su hogar acababa de dar a luz mi mía tenía y le llenes.

**N: No hay un hospital aquí?**

B: Aquí no tenemos un hospital para la comunidad no hay. Un hospital privado donde tienes que pagar. Aquí atiendo muchas, muchas mujeres hoy en día yo nací aquí caemos gratis. Gratis las enseñaba esta casa la tengo en Chetumal y allá llegan todas estas mujeres a estudiar. Es una asociación civil que yo tengo en Chetumal y ellas toman clases ahí.

**N: Como se llama la asociación?**

B: Nada nada es prometido así. Esa es mi asociación civil es una asociación civil para madres solteras. Yo allá les doy clase a ellas con todo el material incluido. Y salen con diploma.

**N: Y quien pago para el material?**

B: No pagan nada. Ellas no pagan nada por el material no pagan nada porque esto todo el material este se los da mi jefe.

**N: Quien es tu jefe?**

B: Mi jefe fue un ex gobernador del estado. Preso pues en el reclusorio ese es mi jefe.

**N: Y que ha creado este edificio?**

B: Ese edificio es de él como se llama este gobierno. Pero está en convenio con mi asociación. Nosotros hicimos un convenio que yo mantengo yo le doy trabajo a mujeres y acá ellos solo yo les mando. Mi trabajo diario para que ellos puedan verificar de que se utiliza el edificio para es.

**N: Y vives en Mahahual desde dos años. De dónde eres?**

B: Yo soy mexicana de Chetumal. Así la hemos pasado primera vez que estoy llorando por la cebolla. [laughter]

**N: Y en general que piensas sobre las actividades de ocio o estas satisfecho**

B: Mira que a mí me gusta, me gusta esa gente que hace proyectos aquí en Mahahual. Cuando yo llegué a Mahahual no había ninguna gente que hacía proyectos que no cómo te podía decir acá me siento feliz porque fui como esa manzana de la discordia de que yo haría algo. El otro si algo yo hacía algo a mí en el otro ese proyecto que tú dices Takata, Takata, Takata se lo tiene mucho. Apenas sin un año. Y fue porque allá andaba yo haciendo esto lo otro aquello y ellos dijeron vamos a hacer una iniciativa y ya hicieron su iniciativa entonces fue así que ahora y ya hay asociaciones civiles, hay programas que se que en la tortuguita y yo cuando este muchacho. Por primera vez crucé palabra con él yo le dije cosas yo le dije te voy a creer voy a creer en tu programa. Cuando tengas gente leal a tu lado cuando tengas gente que de verdad vale la pena con los que estás trabajando. Pero estás trabajando con gente vividora que yo la conozco porque yo le he dado yo le he dado y me ha robado. Entonces cuando tú hagas un proyecto bien leal con gente bien que esté dedicada y entregada al pueblo te voy a voy a creer en tus proyectos pero mientras tengas a toda esa gente a tu lado a tu alrededor cree que tu proyecto no me interesa. Porque había gente que vivía con él solo manipulando pidiendo para este grupo y no era una gente porque realmente quiere al pueblo o porque quiere ayudar no veía un beneficio económico para ellos por que lo va a ayudar. Y era gente que se la pasaba pidiéndole a éste al este al oeste y al este y al este porque están haciendo un proyecto y eso no es así. Yo no le pido a nadie porque yo digo tengo manos tengo pies y puedo trabajar para solventarlo. Al único que le he pedido le he pedido a mi jefe

cuando inicié esto y fue porque estaba yo desesperada porque si yo hubiese tenido el dinero cree que lo levanto sola. Gracias a Dios creo que no lo he defraudado porque desde que me dio el dinero el comedor no ha dejado de trabajar un día al contrario día a día hemos crecido más. Yo trabajaba. O trabajé un día con miedo diciendo voy a invertir y si no se vende. Y quiere lo que desde que hemos.

Trabajado el comedor aunque sea los 300 pesos o 400 pesos en empanada. Lo vendemos diario lo vendemos diario y la comida a veces ya la comida ya ni nos preocupamos sabemos de que ya se vende sola la tenemos ahí. Y con eso solventamos. Porque lo que menos quiero que de sueldo de ellas gasten.

**N: Gasten?**

B: Gasten en el aspecto que su dinero que ellos reciben ellas tengan que tocarlo para venir comer gastar ese pasaje, desayunar o que yo les pida cosas no. Aquí no hay nada de eso acá todo libre acá comemos acá tomamos comen los niños y todo es gratis yo acá no les pido a ellas un peso entonces son cositas que tú dices en otro trabajo. Vas gastos tu pasaje ida y vuelta ahora ya no es 25 a 20 pesos ahora son 25 es 25 de ida 25 de vuelta. Y si estás allá el jefe no te va a dar de comer. Te dará una comida pero no dos y tienes que sacar de tu dinerito para que tú puedas comer. Entonces dónde queda tu sueldo. No, entonces acá no pasa eso acá viven cerca van y vienen caminando. Acá comemos, comemos lo que queremos, queremos comemos huevo frijoles sal lo que sea lo comemos no hay esa que digamos.

Y hoy qué vamos a comer. Padecemos de eso acá nosotros comemos bien y hasta los niños comen bien ya no existe lesha de que pensemos que vamos a comer al contrario creo que hasta nos aburre ya pensar que vamos a desayunar. Mi corazón me han dado de comer. Son muchas inquietudes las que hay. Sin embargo no hay esa persona idónea que te diga te voy a echar la mano. Acá míralo hay mucho trabajo acá llega el día que nos tenemos que poner de acuerdo para que las tres vengamos a chambear porque acá no hay quien nos ayude a chapear, acá nos tenemos que a veces entre las tres. Ahorita viene Navidad tenemos que pintar tenemos que hacer flores para Navidad diseño para cambiar todo nuestro eso tenemos que cambiarlo todo para Navidad. Entonces ahora vienen nosotros. Cada 27 hay una evaluación y esa evaluación consiste en que yo a ellas las tengo que ver sus habilidades y en su programa de trabajo yo les tengo que decir a su jefe de ellas qué tal se desenvuelven o qué hicieron el día de su evaluación porque yo no soy su jefe. Ellos trabajan para el instituto Inacap yo tengo que supervisar que ellas trabajen aquí en el instituto. Ahorita ellas vienen balas la evaluación yo tengo una captura de masaje pero esta vez no me voy a meter su evaluación de ella yo ya. Yo ya mandé oficios de que va a ser que cada una se va a ocupar de un área por decir en la cocina yo tengo que dejar bien la cocina con adornos de Navidad. Se tiene que dejar el taller de los niños con adornos de Navidad y se tiene que pintar el local somos cuatro. Vamos a hacer cuatro papelitos y a la que le toque en esa área se va a ocupar. Entonces aca ya actividad no crean que porque trabajamos en la cocina. Nosotros no tenemos en el hogar las cosas y acá nos ocupamos de eso. Acá ellas tienen que aprender a ser flores tienen que aprender a cocinar tienen que aprender a cosas. Somos cuatro. Solo cuatro mujeres. Entonces si tú te das cuenta o sea somos mujeres eso del chapeo no lo podemos hacer o tengo que pagar o le digo a mi hijo a mi esposo que nos ayude ahorita ya sea una chapeado. Ya compré gasolina solo es ir a buscarlo y ponerme a chambear en la tarde a ver. Si no está lloviendo lo voy a hacer así porque ya nos ganó el monte dónde está el área de donde está la siembra. Ya está el monte. Son cositas que te digo. Aquí hasta los taxistas ya. Hasta los taxistas ya traen a los tours.

Traen a la gente de fuera para darles el recorrido donde les dicen que acá la gente come con pocos pesos y que se cocina rico y cositas así. Me gusta, me gusta me gusta que los traigan porque vengo a hacer las tareas de las noches y creerlos que me gustaría que esto como

Casa de Cultura tuviera cosas de cultura. No de una buena pintura. Fuera como días de Ercali que cuando venga el turista vea la pintura. Si no se. Ponen unas banquetas de madera con estructura de bambú con sus techos de paja y que cuando venga el turista vea mirá qué bonito hay dónde sentarse. Tengo cosas. Pero somos mujeres y no lo podemos hacer porque yo a veces quiero cortar y no puedo.

**N: Pero quien puede ayudarte?**

B: No es que acá no te ayuda nadie. Aquellas les vale. Sí, sí si tenemos o no tenemos aca no ayude a nadie. No hay una ayuda de la comunidad. No hay.

**N: Pero a ti te gusta la idea?**

B: Me gusta la idea de que por decir Bueno casa de la cultura. Bueno así van a venir turistas que vean cosas de cultura. Que allá no sea una pintura de gasísticas o visitamos Carrillo Puerto en la Casa de Cultura de Carrillo Puerto todo es bonito por dentro tienen cosas de cultura. Y nosotros no llegamos ni a una madera hecha de cultura. Ellos tienen maderas así pintadas bonito. No sé tienen cosas de cultura. Nosotros no tenemos cosas de cultura.

**N: Pero es posible de crear cosas de cultura.**

B: Si, en un tiempo voy a osar trataremos.

**N: Es posible de crear algo como un cursos de manualidades de aquí?**

B: Hay cursos de manualidades acá viene la gente con manualidades.

**N: Y que cosas producen?**

B: Acá de manualidades hay tejido, hay bordado, hacen flores y permite [phone is ringing, conversation is interrupted]

**N: Tengo más preguntas si tienes tiempo?**

B: 5 minutos más o menos así que si no tengo que hacer salsa jajaja.

**N: Qué beneficios le gustaría recibir a participar en una actividad con turistas como...**

B: Qué beneficios, qué beneficios nos gustaría tener de parte de los turistas. Pues los beneficios que a mi me gustaría que tuviera el edificio es que pues como tú dices gratuitamente les enseñarán inglés que es algo importante para ellos o sea que tuvieran esa herramienta de pues básica porque prácticamente acá si no sabemos inglés no nos movemos. Si tú te das cuenta en la escuela quizás si lo enseñan pero no es el 100 por ciento y acá la persona altruista que viene solamente uno, dos veces y se olvida entonces el inglés tiene que ser diario para que el niño lo pueda digerir para aprenderlo.

Entonces yo sí voy a aportar algo o sea lo aportaré un mes diario para que al niño se le pueda se le pueda quedar lo básico invita a mucha gente por decir adulta que lo requiere y que pide que se le enseñe. Sin embargo no tenemos ese apoyo de gente acá si quieres inglés te cuesta. Quieres italiano le cuesta. Quieres francés te cuesta todo te cuesta. Las cosas realmente no son así a yo sí voy a aportar algo lo voy a aportar gratuito porque realmente acaso acá te digo. Yo no tengo paga para un maestro guié a mí es difícil conseguir una paga para que yo pueda decir voy a pagarle a un maestro para que nos dé un curso.

Eso es muy difícil. Fíjate que este pueblo es dividido porque los niños de casitas no se rozan con los niños de acá del 50.

**N: Es separado?**

B: Exactamente. La gente humilde los niños humildes. Así los tienen catalogado ellos. Acá viven los humildes viven los ricos los hijos de empresarios la gente empresarial la gente que trabaja en el puerto y acá vive la gente humilde la gente trabajadora la de clase media. Y entonces a los niños de acá. Pues eso en es la calle y los niños de allá es de allá uno que otro se da su taco su baño que no convive con los de y aparece apparentas a los de allá. Pero bueno fíjate yo llevo dos años acá yo no sé dónde queda el centro comunitario no lo conozco. No lo conozco. No me da el ir y preguntar dónde es.

Pero a mí sí me gustaría ese beneficio. Bueno sí vamos a interactuar te vuelvo a te vuelvo a comentar lo que a veces la gente piensa de acá. No muy muy aceptarle americano porque eso es pensar de que piensan que nos saquen lo que ellos nos tienen lástima a nosotros. Que siempre nos queda en diciembre siempre vienen esos grupos de altruistas regalándoles juguetes, ropa o cosas así y ellos no lo toman más bien. Nos lo toma mamadas. Pero por qué nos están regalando cosas. Quién sabe. Bueno pero ya al fin y al cabo yo siempre lo he dicho hasta el que viene hasta donar ropa bienvenido. Yo tengo que ver a quién se lo doy. Yo busco a quien se lo digo de verdad busco a quien le regalo. A quien se lo voy. Pero pues. Viene como cuatro o cinco días vino una señora me trajo una bolsa de ropa. Yo si le sirve a las muchachas que lo agarren que lo abonen que lo lleven y si no le sirve pues ahí veo a quien se lo regalo y que se lo lleven. Pues si no no sedosas si uno no lo va a poner pues si hay otras personas que lo quieren poner que no hacen bien y que lo utilicen y trajo muchas blusas bonitas la señora se lo que es así como descontara o sea que así sin espalda así de señores enteros pero así cosas y si a ellas les gusta poner lo Lavabit se lo pongan. Ya no pasa nada. Yo no creas que acá todo lo que se regala o se trae es para mí. Al que lo que le gusta y llevarlo que lo lleve. A su decisión.

**N: Si, si la última pregunta. Cómo en general suelen ser encuentros con los turistas agradables o desagradables?**

B: Mis encuentros con los turistas pues he tenido encuentros muy pocos. Casi no soy de convivir con turistas mayormente y solamente con el pueblo. No aquí si vine aquí del 55 o así. Permite [talks to co-worker] Pero así no.

**N: Pero los turistas preguntan cosas o solamente pasan?**

B: Pasan, lo que tengas no lo que pasa que viven siempre con gente que les traduce. Que saben inglés. Entonces a nosotros sólo nos de trabajar que estamos aplastando tortillas o que estamos ahí sí. Por decir así como me encontrase que estoy en el fogón. Entramos salimos solamente eso hacemos. Entonces ellos vienen y prueban lo que nosotros hacemos. Recorren ya. Les dicen que ha calado estudian los niños porque a veces no son los niños allá. Hoy no vinieron muchos por el clima pero ellos sí están tomando clase ya pasean ven a los niños. Pasan para acá. Comen se van ya.

**N: Qué piensas sobre este?**

B: También nos gusta. Nos tratan bien no está tan mal. Si, el turista hay quienes son bondadosos y hay quienes son arrogantes me entiendes. La etiqueta siempre está del que le gusta hacer el bien. Yo amigos turistas Allen Río Indio tengo como dos que cuidarme unas casas ahí. Me gusta su carácter recalentarse y nuevo vecino de acá.

[phone rings, Marian pick up]

B: Te gustaría venir a una practica?

**N: Sí sí a qué hora?**

B: A las tres de la tarde va ser llega un grupo de mujeres de Chetumal que son policías y van a venir a dar una practica de equidad de género. Ustedes me están diciendo que todo mi personal tiene que asistir ni que tengo que buscar otras 10 15 mujeres pero ahorita voy a llamarle a la del alcalde. Cómo se llama esa mujer? [calls someone on the phone]

**N: Qué hacemos en este practica?**

B: Hacemos, sería venir a las tres de la tarde aquí para escuchar la plática la ponemos agarrábamos voy a desalojar ahorita el pizarrón y voy a limpiar ahí para que pongamos la silla ese ya sea el tema.

**N: Sí, sí claro sí a las tres.**

B: Voy a ver si me contactó arregla maestra. No la voy a poder contactar no tengo un número de esa maestra. [types in phone]

[The conversation ended at this point since Marian had to organize the practice sesión. The researcher thanked the interviewee for his time and joined the event late at 3 pm]

**Interview Transcript with Local Artisan- Toni**

*This interview has been conducted with Toni an artisan from Kilometre 55, who sells artisans made out of shells, corals and coconut. The interviewee has been informed prior to the recording about the aim of the research.*

**Interviewer= Nadia El-Edrissi (N)**

Interviewee = Toni

Duration: 45,43 min

Date and Time: 4<sup>th</sup> January 2020

Location: In front of the respondent's house in Kilometre 55, in Mahahual

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***Original version in Spanish***

**N: Muchísimas gracias para hacer este entrevista conmigo. Usted puede decirme un poquito sobre ustedes por cuanto tiempo viven en 55?**

T: Viven acá llevamos 16 años viviendo en Mahahual y la vida en Mahahual en una vida muy tranquila. Robos pues sí es ahí donde sea un poco robo pero a veces son conocidas las personas que nos roban y a veces después el alcalde les dice que va a sacar a esas personas. De todas maneras no las saca y eso siempre no se puede evitar. De que la vida es muy tranquila. Aquí la mayoría de gente vive de los cruceros del turismo. Toda la gente y los meseros todo el pueblo vive siempre de los cruceros y la gente del pueblo está dedicada a su trabajo de albañilería herrería y varios oficios. Yo en lo particular por medio de mi peluquería yo era contratista albañilería decidió trabajar con planos y un año que me retiré hice la obra en tres niveles de alquitrán en el kilómetro 8 y fue el último día y ya no puedo trabajar y hacer mal mis rodillas. Solo estoy dedicado a mi peluquería y ellos es muy conocido en el puerto los Jamey del pueblo y toda la gente me conoce aquí también soy artesano, hago lámparas de Caracol.

Es lo que ha entregado timbres amoladora tucanes con cáscara de coco.

**N: Y vendes los productos?**

T: Lo entrego en el pueblo termino lo entrego a veces lo tengo percibieran pero no tratar bien a la gente y lo voy a comprar porque yo con mi esposa solos.

**N: Y tienen también una tienda en el malecón?**

T: No, no, no me da tiempo para poner tienda. Trabajo en mi casa me piden y me entreguen. Si fuera ropa del bazar y si ella también trabaja los días de barco fue totalmente enfermita de la gripe.

**N: Entonces tienes dos ocupaciones?**

T: Si y ella acá a la casa. Nos dos trabajamos mayormente yo porque nomás. A veces cuando quiere alguien le digo no tienes necesidad pero le gusta trabajar se acaba cuando llega de viaje y ella la paso con su familia sus hijos sus mamás. Chetumal que también ayer me y nos divertimos viendo ahorita trabajar otra vez.

**N: Y las artesanías se venden bien?**

T: Si la artesanía es muy fuerte les voy a mostrar mi celular bonito de ver viviendo bastante. Y de todo vendo aquí pues mermen de eso vivimos el pueblo también de los cruceros.

**N: Entonces eres dependiente del turismo?**

T: Yo soy independiente si en el principio de que el propio patrón. Yo no tengo patrón por mi cuenta propia trabajo o corte de cabello de hombre de mujer. Cualquier corte de cabello de

hombre de moda o no. Yo lo tengo actualizado mis genes nada lo simbólico. Si se quiere publicarme de artesanía de peluquería lo público las mejores cortes de cabello y peluquería al tigre y los negros artesanía sólo con el Tigre son únicas las artesanías que hago yo es artesanía hago nadie lo trabaja.

**N: Puedes mostrarme después?**

T: Si, claro mayormente acá del pueblo artesanos no hay si un vendedor es al vendedor tiene sus proveedores que le Transamerica y revende. Somos como dos o tres personas más que somos artesanos aca en Mahahual. Pero en las que yo hago es única porque el caracol cortado de rosado desde que dejó la concha sólo yo lo trabajo corto hago los timbres que cuelgan de yo no sé que tiene de carcolita de la Laguna por el contrario un puro Caracol de malos corta hago pescaditos delfines. Y estrellas los cuelgo un fondo al que viene el bling bling. Ahí te lo voy a mostrar.

**N: Quien son las otras artesanas que producen artesanías de aquí? Tienes los contactos de los otros artesanos?**

T: Cuando la gente me conoce la gente pero en el fondo marino.

**N: Si sabes que es típico de Mahahual alguna comida o algunas otras productos?**

T: Bueno hay comedidas este año así medicando donde venden mucho más.

[wife shows dreamcatcher and hanging shells, researcher takes photos]

**N: Y cuánto tiempo necesitas para producir?**

T: Para hacerlo. Sí eso me lo traen mi hija de Bacalar. [pointing at dreamcatcher].

Estos pescaditos así los hacía yo. Ahora ya lo oral con esta. Tengo la foto de mi celular y en la cocina también.. Casa lo malo lo vende a sus amigos donde publicó mi peluquería.

**N: Tu hija fabricas este?**

T: Ella los hace en Bacalar.

**N: Y ella tiene una tienda?**

T: No ella los hace en su casa se vende a sus amigos. En la mañana de este corte me lo voy a publicar [shows pictures of haircut].

**N: En general qué opina sobre el puerto?**

T: Sobre el puerto Costa Maya. Yo trabajé en Puerto Costa Maya allá también. Más que el Puerto Costa Maya lo que tiene es que a veces quiere acaparar todo el turismo y a veces le habla mal del pueblo para que el turismo no tenga acceso en el pueblo a acaparar todo el turismo si es posible también porque el auge del turismo viene para conocer la población y de que viven sus costumbres. Hay tours que llegan de acá. Hay autobuses que lo llevan a aquella Chacchoben hay ruinas arqueológicas se la llevan por otros huberos, minijeep dentro de la selva. Es muy divertido entre la selva y la playa se lo llevan a Bacalar que es muy bonito. Yo crecí ahí en Bacalar allá es muy bonito también llevaba ya iban a un Kohunlich los autobuses del glauco del Puerto. Y entonces ahorita yo creo que también les están cobrando a cada pasajero que pagan por estar allá en el cuarto. También se les cobra y por la salida también que sale yo creo que ya también les están cobrando.

**N: Y que opinas sobre un tour en Mahahual, dentro de Mahahual? Que opinas sobre la idea porque tenemos la idea de crear un tour de la gente de aquí para conocer las historias de la gente. Y la idea es que las turistas pasan a los diferentes barrios y ellos**

T: Donde quieren ir? Porque cuando vienen a ver les dicen de allá mismo hay información dónde están los buenos restaurantes que van a visitar.

**N: Sí pero la idea es crear un tour. Si se puede vender al puerto pero la idea es crear un tour de la gente de la comunidad por la comunidad.**

T: Llegan también así como ustedes estudiantes para investigación amas de casa te piden permiso un café mientras. Hay delfines adentro el parque también está temático. No todos vivimos porque yo trabajé ahí pero yo trabajé en ocho meses más y renuncié me obligaron a renunciar porque había uno de los jefes de yo mal y tuve que regresar quise entrar y me bloqueó porque yo no podía trabajar y no lo haces te puede salir bien como albañil me sale una obra me voy a trabajar ahorita ya está muy bonito. También allá dentro del parque temático es muy bonito. Hay ríos en la tirolesa y la mujer vino con mi esposa cuando recién se abrió ya boletos gratis para entrar a conocer después de vueltas ya cobra caro la entrada.

**N: No es posible de entrar ahora.**

T: Si cuando hay barco pienso que no. Si no hay cruceras se pueden pedir permiso y le dan entre estudiantes es posible.

**N: He preguntado tres veces y me dicho que no es posible.**

T: Cuando no hay barco.

**N: Voy a probarlo.**

T: Si hay familias que quieren venir a veces y a ver el espectáculo los delfines no hay barco en el silencio espero que no haya cruceros por cada actividad así que es privado. No ha ido cualquiera puede entrar.

**N: Porque la idea es porque hay mucha gente que trabaja en el turismo afuera del puerto y hay mucha gente que lo ganan bueno. Entonces la idea de crear un tour local que la gente organiza, se organizan la gente que quieren participar. Si hay alguien artisano que quiere participar podemos a pasar a este lugar y la persona puede explicar un poquito sobre su trabajo.**

T: Como yo hice aquí en esa casa. Sí claro. Sí puedo hacer trabajos que vean cómo lo hago. [shows pictures of New Years celebration]

**N: Y que opinas sobre la idea de un tour local?**

T: Muy bien. Es una muy imperfecta la lampas qué hago. Si es que en mi casa las vendo a 400 pesos cada lámpara en mayoreo las doy menos para que los artesanos las ganen. Me pierdo pero al mismo tiempo veo mi dinero de contado que yo le pego. No importa pero como yo las hago cada cual al comprarlo tengo que comprar limpiarle. Aquí están prendidas también de noche.

**N: Y tienes una página de Facebook?**

T: No tengo no he abierto, me han dicho que yo abra que no tenga mercado pero no sé cómo. Como mira bonita tengo fotos de los pescaditos que es donde hago los timbres. Esa es mi peluquería la tengo acá tenía yo bastantes cosas. [shows pictures]

**N: Y es posible de pasar estos fotos a mí?**

T: Si, me das tu número y puedo pasar de todas las fotos. Eso yo lo pinto.

**Y: Y donde compras las caracoles?**

T: Me traen las pescadores. El me provee, el mi trae. Mira este es un cactus que hice con cáscara de coco. La primera vez que lo hago. Me contactó una señora por teléfono de Bacalar y me dijo que desde el que hace artesanías y como lo público y me dije que si era posible hacerlo de madera pero le dije madera. También soy carpintero pero no tengo herramienta y me dice con su manera con concha de caracol no es posible pero con cáscara coco pues es original y se lo hice a la muchachita quedó muy bonita. Y es una cáscara de coco.

**N: Y entonces como es posible de crear este con coco?**

T: Le quito todo. Es la pura pulpa de esas son dos cocos dos o una se corta me quedo. Con eso hago volcanes busca. Romper la cáscara pero lo trabajo.

**N: Es solamente de coco?**

T: Si, los pintores la flor son de un coquito. De esas palmeras palmeritas que traen coquitos. Entonces le quité una Palmita de trae así muy suavecito con Tigre y le di la forma. Esto lo descargué en YouTube. Para ver cómo todas las flores de los cactus ya lo hice igualito. Los todos los palillos de dientes de corte a tres les aquejar alguna pizquita se lo voy metiendo. Después ya hice todo lo largo le empecé a cortar los canales que tiene ya luego todas esas con un espray tiene que ser siempre la flor por lo cubre que no se mancha ni al descubierto.

**N: Y las venden bien?**

T: No es un cargo. Nuevo pedido no hago para vender, es exclusivo la perdónate me lo pide se lo hago. Hay cosas que no son posibles y yo las hago en realidad me gusta es como un reto para mí ya tengo pensado en mi mente y a veces los hígados los Garrobo que son gatillando. Quiero hacer uno con cáncer es un deseo que tengo ganas de hacerlo y eso sí lo hago también desde que.

**N: Es muy interesante de ver.**

T: Y también a mis lámparas cómo quedó. Estoy viendo un disco en un libro de Discovery y lo voy a hacer con cascara de coco también. Lo voy a hacer es pero que hacer con un coco entero helado que tenga la bola y

Y que quiénes son tus clientes son turistas?

N: No no los turistas son los mismos artesanos que venden y así. Mira qué bonita es una lámpara con puras puntas de caracoles. Curioseando y me sale una lámpara. Una amiga me dice pero no era lámpara me de una lámpara. Pues lo más difícil para mí pero lo voy a conseguir cómo era su cumpleaños. Se lo concedía y mira lo que hace. El caracol de cerrar no hay entre la avenida 700 pesos y hay que venir 600 un poco más largos langosta la cual es original lo demás es Coco hice en buscarlo y me salió de mi mente busqué un varal. Yo le puse. La lengua los ojos los cuernos y yo se lo puse y padres embozado en las Alija le pude analistas. A los que tiene son puros unas de Caracol saca la punta supuestamente cuáles son varal oral muy bonito.

[Tigre shows more photos and hands over a Little colibrí made out of coconut]

**N: Opina sobre la idea? Es solamente de coco?**

T: Solamente de coco. Colibríes y le puede llevar los regalos.

**N: Muchas gracias es muy bonito.**

T: Si, los colibríes van acá arriba y los colectores grandes también. Así suelto no es para poner aquí.

**N: Entonces quieres participar en algo como un tour local?**

T: Si, si . Es un plato de caracoles. Esto lo mandé a Corozal Belice. Me pidió tengo varianzas y tengo primos me dijo que si lucha puede hacerse con 30 escucharon las vendía a 250 pesos para la ensalada el pico de gallo ese que va mucho japonés allá en Belice.

**N: Y que opinas sobre un mercado donde se puede mostrar las cosas?**

T: Pues sería bueno. Sería bueno pero ya eso está. Muy malo. Pues es algo que ahí tienes los negocios pero sería bueno que haya aumentado lo puro artesanía.

**N: Y donde se vende las frutas y verduras.**

T: Si hace falta para que haya frutas verduras cuando hay más el bonito Cargol de la masa Lamasón los caracoles y lo hago bonito lo dibujo yo hago los cortísimo y acá tengo un bur cascara de coco.

**N: Es solamente coco y nada mas?**

T: Solamente coco, nada más. Yo le puse unos gritos de los clientes siempre se lo vendía en 350 pesos tan barato. Está empotrado en un bambú como ese Vueltabajo digámoslo corta y le pude también puede hacer lámparas porque era redondo. No le puedo barrenar que le meto la lámpara y calumnioso un poquito de noche y mi oficio me iba de muy bonito todos los días.

Estas son los tucanes que son también de coco las vendo a 150 pesos por ya no los van a vender 200, 300 pero yo aca así las 150.

**N: Y cuánto tiempo necesitas para hacerlo?**

T: Hasta puedes hasta 10 al día con café. Tengo que preparar el material desde lejos y está dispuesto pelarlo y quitarle esa Pelusa después ponerme a hacer alas bastante ala pongo me armar le doy la forma de la cabecita y buen trato y al menos de dos días. Entrego 10 una docena de. Me da tu número.

**N: Si claro.**

[exchanging phone numbers and Facebook contacts]

N: Porque son mis últimos días en Mahahual y voy a pasar el proyecto a otros estudiantes que vienen. Es posible para ti cuando voy a pasar tu contacto a los otros estudiantes?

T: Sí, sclaro.

**N: Y otra idea de Takata es de porque falta un poquito de arte y cultura de aquí ellos tienen la idea de pintar las murales. Que piensas sobre la idea?**

T: Yo adoro el proyecto. También es bueno para la moral da realce a la población y participa también como un pueblo turístico. Sí es bueno.

**N: Y tienes un poquito espacio para pintar algo sobre tu historia?**

T: Sí sí seas bueno.

**N: En general cómo es la comunidad de aquí? Es una unión no hay separaciones entre las barrios?**

T: No, hay donde Cuerva hay colonias donde sí son tan unidos acá no. La Policía viene a veces no ve a los rateros hace mal los policías nos roban que ponen droga. Nunca ha terminado ni con el nuevo presidente de la República. Lo que iba a combatir esto iba a acabar muchos ya los que publican en Facebook cómo te están golpeando los policías le quitan su cartera y hay uno que lo están viendo desde logrado y lo publica. Si están mal están para que nos protejan como civil y al contrario nos dan robando. Ellos sí tienen permiso para robar con uniforme y los otros rateros a quedar en los meros rateros. Ellos sí pueden robar libremente te pagan tu carro te exigen tus papeles y no te multan cómo sacarte dinero esto no se eso yo lo veo mal. Yo siempre hablo mal de la policía porque porque no él no nos apoya.

**N: Entonces no confías en el gobierno?**

T: Pérdida de confianza hasta allá por si veo un pobre que te toma del lugar que lo lleven a la cárcel a quitarle su cartera lo que tiene multas se aprovechan que le dan un rey que lo lleven a su casa donde te pide que lo lleven. Ese es un acto de Sociedad.

**N: Entonces no es tan seguro?**

T: No, al contrario ven un borracho por eso lo no ya por él le quitan todos los avales o lo meten al bote. De cargos si acusa a la vez burlando a los policías les ponen más cargos y aparte tiene que pagar más multa. Eso es lo que hace la policía. Y eso está muy mal.

**N: Si claro. Tengo mas preguntas sobre las turistas de aquí. Tienes contacto directo con los turistas?**

T: No.

**N: No hay mucha gente que pasan?**

T: Aquí casi no pasa nada raro cuando pasa algún carrito de a conocer la colonia anda su guía en los pueblos que van para allá conociendo a todos.

**N: Como es la situación en pueblo? Encuentras turistas de aquí o hablas aquí con ellos? Tienes encuentros con turistas?**

T: No casi no el tuyo también lo levada y mantener tu privacidad de calle.

**N: Entonces las turistas no afectan tu vida diaria?**

T: No.

**N: En general qué opinas sobre la calidad ambiental?**

T: Se puede decir de la limpieza, lo que pasa del recogiendo la basura. Aquí tenemos un problema que los cambios de todo se echan a perder. No hay que pasen en recoger la basura

**N: No hay en 55 un camión?**

T: Si hay, no hay otro camión creo que todo es uno y eso lo debe solicitar la Alcaldía uno o dos camiones y ahí están los de acá está la Comisión hay otro contenedor. De todos la colonia y gira como una peste y dan mal aspecto a la población. Como se a perder también en el pueblo de los restaurantes basura de comida y ahí está la peste también llama la atención al turismo y el cambio para los tres días y los restauranteros están pagando y ese es el problema.

**N: Cuántas veces pasa el camión?**

T: Cada tres días. A veces a la semana. Pero yo no saco mayormente las botellas de chelas en un momento mayormente estás dedicando a ello porque viene lo sacamos no los dejamos afuera ni de bolsas de basura porque ya ves que los perros se van regando mejor cuando vienen los sacamos o ponemos ya ellos vienen acá. Así si no llegamos a la toma pasa como desde que tienen ahí. Todo el tiradero a la gente es muy cochina de pedir perdón no lo hacen deben de ver qué es lo que no tirado. Van a mandar primero este.

**N: Para participar en un tour local o un marcado que piensas o que tu quieres obtener para un beneficio que quéquieres?**

T: O si es un mercado por tener un puesto puede exprimir mis artesanías para poner un anillo para poder vender. Porque acá el turismo no llega aquí donde yo no tuve modo viene a comprar aquí además los locales los revendedores me compraron si hay terreno se lo que no voy a ganar más sí sé que son dólares americanos ya los vendo a como yo debo de vender. Eso sí beneficia a mi me beneficia ya tengo mi tienda hago mis artesanías y me niego a vender. Ya no lo llevaría y porque tengo mucha venta pues no tengo ni idea vendérselo a otros si lo hago supuestamente porque me da la oportunidad.

**N: Que es un buen gana? Cuanto pesos quieres obtener diaria? Que es un buen venta por ti?**

T: Pues, yo cuando vendo aca en mi casa yo vendo a veces también alguna vez vendo mil quinientos pesos a veces lo vendo mil a veces no vendo eso.

**N: Y para participar**

T: Porque también al tener puesto hay que pagar también tienen que pagar renta.

**N: Sí pero cuando los turistas pasan por aquí no tienes que pagar.**

T: Ya no tengo ni idea de pagar así que un permiso, aca no pasa permiso. Pero si por el pueblo agarran la mesa diario viendas o no vendas eso sí si daña si no vendo.

**N: Sabes el precio?**

T: No se, más o menos son como 20 dólares diarios creo diarios vendas o no vendas. Pues si son puestos grandes pagan más pero una mesita así no es poco. Y eso sí perjudica porque si ya vendes poquito a lo que yo vendí se lo voy a dar ya no gané nada al otro día si hay tres o cuatro barcos bueno puede que me vaya mejor. Ya gane voy a reponer y si no me va mal siempre se lo voy a pagar pero bueno donde he querido poner esto me han dicho pero yo no he tenido.

**N: Si claro. Creo que es todo, muchísimas gracias a ti.**

T: De nada.

**Interview Transcript with Local- Sarah**

*This interview has been conducted with Sarah an employee in the pharmacy in Kilometre 55 in Mahahual. The interviewee has been informed prior to the recording about the aim of the research.*

**Interviewer= Nadia El-Edrissi (N)**

Interviewee = Sarah (S)

Duration: 25,05 min

Date and Time: 28<sup>th</sup> November 2019 at 11 am

Location: Pharmacy in Kilometre 55, Mahahual

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***Original version in Spanish***

**N: Como te llamas?**

S: Sarah

**N: Mucho gusto yo soy Nadia.**

S: Mucho gusto.

**N: Si para empezar puedes decirme algo sobre tu. Tu nombre tu edad y tu ocupación.**

S: Como no entendiste perdon?

**N: Puedes decirme algo sobre tu. Tu edad donde vives en que barrio?**

S: Ah vivo en kilometre 55. Este es 55 alla es el pueblo el centro. Sí y tengo 32 años. Pues trabajo aquí en la farmacia. Tengo tres hijas.

**N: Cuántos años tienen?**

S: Una tiene la primera tiene 10 años. La segunda tiene siete años. La bebé tiene un año.

**N: Que bueno [laughter]. Y está satisfecho con tu trabajo aquí en la farmacia?**

S: Sí sí esta bien me gusta me gusta desentender así saber un poquito más de la medicina. Igual he trabajado de camarista. Me gusta aprender nuevas cosas.

**N: Que cosas?**

S: La verdad aprender otras cosas que para que el día de mañana o sea no sabemos que puede pasar verdad. Para poder sacar a nuestros hijos adelante. Porque antes yo era muy negativa muy tímida. Antes yo pensaba si busco un trabajo es que no voy a poder o no voy a aprender. Pero ya cuando dije al levantarme dije no tengo que aprender porque voy a aprender. Y si empecé a trabajar primero de ayudante de cocina. Y después trabajé de camarista me gustó. Y ahora estoy en Farmacia y la verdad las tres tres trabajado que he trabajado me ha gustado. Por qué ahora sí que para no tener miedo. De salir adelante no cuando uno se queda sola a veces esta puede pasar algo. No tu esposo te deja o se muere. Sí si ellas saben salir adelante

**N: Y entonces tu eres independiente.**

S: Ah, ah si. Mi esposo él me da a semana. Ahora sí que es lo que yo gano es para mí y para mis gastos personales. Si algo que me gusta compro algo que mis hijas me gusta para mis hijas con prudencia es independiente.

**N: Si, si. Y es tu tienda?**

S: No trabajo aquí.

**N: Interesante y por cuánto tiempo has sido un residente en Mahahual?**

S: En Mahahual 13 años. 13 trece años llevo viviendo aquí.

**N: De dónde eres?**

S: Yo bueno nací aquí en México Quintana Roo y crecí en Guatemala. Mis papás son guatemaltecos. Mis papás vinieron a vivir aquí. Cuando hubo guerra en Guatemala. Vinieron como refugiados a refugiarse en México y aquí no hacemos nos registraron y tenía como seis años. Regresaron a Guatemala. Crecimos en Guatemala y a los 18 años mayor de edad decidimos nosotros regresar.

**N: Te gusta mucho mas mejor de vivir aquí?**

S: Me vine a trabajar vine a trabajar y ya me quedé. Me gustó lo que se hacía.

**N: Y qué es típico para tu cultura de Guatemala?**

S: Típico vestirse. La comida mayormente en las fiestas de Día de los muertos, 24 de diciembre y 31 de diciembre allá se hacen tamales.

**N: Tamales los pequeños...**

S: Si, si. Eso se hace y ya la vestimenta se viste cada allá es dialectos no es idiomas cada dialecto tiene su forma de vestir su forma de comer.

**N: Y es típico de Guatemala. Para comer a los tamales por los festivos.**

S: Sí sí lo primero que se piensa tamal. [laughter] Tamales son lo típico en Guatemala.

**N: Y hay algo típico de Mahahual?**

S: Marisco [laughter] El Marisco, carne asada si.

**N: Oh y hay algún otro? Hay festividades o hay actividades muy típico?**

S: Hmm pues en las fiestas que se vayan acercando. El pavo. En las navidades pavo. Eso es típico en diciembre el pavo horneado en pavo noble que pase el pavo es más.

**N: Hay algún tipicos de actividades?**

S: O actividades. Apenas pasó lo del 20 de noviembre. Lo de la revolución en la población. El día de los muertos se viene la Navidad y este es lo típico acá. Y el 12 de diciembre creo que viene la Guadalupana. La Guadalupana es la Virgen María. El 12 de diciembre.

**N: Y sabes si se producen algo de aquí? Alguna bebida algo específico de Mahahual?**

S: Casi no.

**N: Y qué opina sobre vivir en esta comunidad?**

S: La verdad es muy bonito muy tranquilo. A mí me gusta mucho desde que yo llegué acá dije aquí voy a Playa del Carmen no me gustó regresé a Mahahual.

**N: Porque?**

S: Sí porque es más tranquilo es más tranquilo no estoy acostumbrado a vivir en ciudades. Y yo vengo desde muy pequeño pero bonito y tranquilo. Hasta ahorita gracias a Dios tranquilo.

**N: Hay algo en la comunidad lo que estes orgulloso?**

S: Como?

**N: Hay un edificio de aquí o las características de la gente que te gustas mucho de aquí?**

S: Ah que me gustaba la playa. La playa y este y la verdad que no es más no es grande no es grande de que uno se puede perderse o es como Cancún tienes que transportar de lugares lejos es más caro no es más pequeña.

[customer comes in and pays]

**N: Y que actividades de ocio te gusta hacer en tu tiempo libre?**

S: En mi tiempo libre. Qué actividades me gusta hacer en el tiempo libre. Ir a la playa, nadar. De llevar a mis hijos alla.

**N: Y que opinas sobre todos los turistas que llegan aquí?**

S: Los turistas. Pues muy bien tiene aportan lo poquito que nosotros ganamos. De ellos ganamos nosotros. Ajá. Pues si no fuera por ellos tal vez no hay dinero es muy poco.

**N: Y entonces piensas que el puerto está bien por toda la comunidad?**

S: Sí sí es muy bien. Es un apoyo para el pueblo.

**N: Suelen tener contacto directo con los turistas?**

S: No. No. Hasta ahorita.

**N: Pero tienes contacto en la playa?**

S: Si, si.

**N: Pero de aquí no?**

S: En el pueblo no. Aquí en el pueblo no en la playa sí o a veces que vienen a comprar así. Sí son muy amables.

**N: En general tus encuentros con los turistas son amables? No es mal para ti?**

S: No no.

**N: Los turistas cómo se afectan tu vida diaria?**

S: No.

**N: Sabes si el empleo cambia por la temporada?**

S: Sí mucho mucho. Baja mucho la venta en temporada baja y en temporada alta porque hasta aquí nos damos cuenta cuando es temporada baja. Es muy poca la venta y cuando es temporada alta ya sube un poco la venta se ve la diferencia.

**N: Y cuando esta la temporada baja o alta?**

S: La temporada baja empieza como a mediados de abril y termina a finales de octubre con la temporada alta empieza de finales de octubre a mediados de abril. La mitad y mitad. Ya empezamos en temporada alta.

**N: Estás satisfecho con las actividades de ocio en tu comunidad? Hay muchos cosas de hacer aquí?**

S: Como?

**N: Hay un gimnasio o algo de recreación?**

S: Si hay pero particulares tienes que pagar. Pues si hay dinero pagas y si no hay no se. Pero así el pueblo no como que el pueblo está un poco descuidado. No hay parque, las carreteras están muy feas las lluvias hay muchos baches. Si como que está un poco descuidada.

*[baby is crying goes to get the baby]*

**N: Y que piensas que hacen la gente, yo se que la gente trabajan mucho de aquí, pero sabes que la gente hacen en sus tiempos libres?**

S: La mayoría de las mujeres trabajamos. Y ahora sí que del trabajo a la casa hacer los trabajos de la casa. Para hacer comida nuestros hijos de todo. La verdad rato libre. Pues uno se dedican a hacer artesanías.

**N: Sabes alguien específico que hace las artesanías?**

S: En la playa hay mucha gente que hace artesanías.

**N: Entonces no son productos de otros lugares?**

S: Ellos como las pulseras sí las hay menos que ellos mismos lo hacen. Ellos mismos ahí en la playa. Aurita que hay barco por el malecón, caminas. Ahí están haciendo pulseras y allá en la playa o hacen artesanías con coco. O con madera o con otros materiales hacen artesanías. Si allá por el malecón caminas el malecón hay mucha gente. Hay cosas que traen del otro lado y hay cosas que ellos mismos lo hacen.

**N: Bueno voy a ir. Una pregunta económica. Se sientes involucrado en los procesos de decisión planificación y gestión del desarrollo turístico en Mahahual?**

*[Seneida's phone rings]*

**N: Esta bien tengo mucho tiempo.**

S: No, no es una llamada y que me está molestando. *[laughter]*

**N: Se piensas involucrado en el desarrollo turístico? Como una residente. Piensas que la gente de la comunidad tienen una voz.**

S: Si, si. Yo digo que sí porque ahora sí que todos formamos todos los que vivimos aquí formamos el pueblo.

**N: Sabes si el gobierno apoya el turismo?**

S: Yo creo que así.

**N: He visto en 55 no hay calles.**

S: Está muy abandonado. Pero no sé por qué. No sé si son los alcaldes de aquí no gestionan o es el gobierno que no quiere apoyar. Eso sí no sabemos.

**N: Es una pregunta muy difícil. Y qué opina sobre la calidad ambiental de Mahahual?**

S: Pues la verdad no es total de calidad hay mucha basura si. Hay tumba muchos árboles como que no.

**N: Hay muchas negativas impactos?**

S: Pues la playa la verdad a veces cuando hay mucho sargazo. Está muy feo. Ajá. Horita más o menos está limpio.. Porque llevo tiempo que apesta mucho la sargazo.

**N: Y donde se requiere restauración?**

S: Como?

**N: En la infraestructura o por las calles o que se debe cambiar?**

S: No entiendo.

**N: Donde se requiere restauración. Cómo se debe poner la calles 55 u otro mas?**

S: Y eso lo puede el alcalde de aquí de Mahahual debe de gestionar eso para pedir apoyo al Gobierno que meta la para asfaltar la carretera o meter otras así como parque así como luz como agua todo eso. El alcalde debe de ser el que debe de gestionar de pedir al Gobierno.

**N: Sabes si hay gente aquí como las artesanías, artisanos que quieren compartir sus habilidades con turistas o quieren mostrar su productos?**

S: Yo digo que si. Si hay.

**N: Sabes si hay algunas actividades que le gustaría compartir?**

S: No se.

**N: Sí, porque la idea es porque hay muchas personas que trabajan en el turismo pero no ganan mucho. Y la idea es crear una forma de turismo que se llama basada en la comunidad y es como algunas personas en la comunidad encontramos para crear una actividad turístico como un tour local o un taller de cocina o algo de éste y la idea de ganar un buen pega y cambiar las calles o algo que se necesitan en la comunidad.**

**Entonces necesito ver que cosas los residentes quieren mostrar o si hay algo específico culturales. Todo de este. Mahahual es un lugar muy bonita.**

S: Si es muy bonito. Luego hace falta conocer si los aspectos culturales o de otro.

**N: Entonces creo que todo es. Muchísimo gracias.**

S: De nada.

**Interview Transcript with Artisan Association – Valerie**

*This interview has been undertaken with Valerie a member of the Artisan Association in Mahahual. The interviewee has been informed prior of the recording.*

**Interviewer= Nadia El-Edrissi (N)**

Interviewee = Valerie (V)

Duration: 12,14 min

Date and Time: 6<sup>th</sup> December 2019 at 2pm

Location: Bench at the Malecón, Mahahual

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***Original version in Spanish***

**N: Cuál es tu nombre?**

V: Valerie.

**N: Mucho gusto. Puedes decirme algo sobre la Asociación de artesanos?**

V: Pero como que quieres saber?

**N: Cuántos miembros son en la asociación?**

V: Hay varias asociaciones. La verdad no sabría cuántas es cuántos miembros tienen de nosotros. Si son más de más de 200 amigos.

**N: Y que hace la asociación?**

V: Pues sí la asociación estaba. Nos reunimos para ponernos de acuerdo en algunas cosas. Por ejemplo cuando no baja la gente tenemos que apoyar a alguien o buscar la manera de que tengamos ventaja con cosas de este. Somos miembros que participamos ahí porque como líderes buscamos soluciones. Por ejemplo el puerto no deja que baje la gente para acá y entonces todo eso es lo que nosotros dialogamos y tratamos de ver de qué manera podemos hacerlo para que la gente pueda bajar.

**N: Y porque el puerto no quiere dejar a los turistas de aquí?**

V: Se adueña de todo prácticamente. El puerto es el que acapara todo el mundo no para todo desde que nos dice que la gente llega al puerto ya traen tours vendidos esnórquel haceos al parque acuático y se los llevan a la ruina nos llevan a todos lados incluso le comentan a la gente que no baje porque el pueblo es inseguro y mucha gente mucho turismo no baja al pueblo porque piensa que es inseguro es lo que comenta el puerto. Entonces a nosotros nos afecta mucho nos afecta mucho el hecho de que digan que en el pueblo les roban. Que digan que es inseguro, nos afecta bastante porque la venta no hay venta tenemos venta hay días que vengo a trabajar y gano 5 dólares. Es dólares entonces sabes a qué estamos jugando o a qué voy a abrir un negocio que no me sale. Entonces hemos hecho pagos en negro en la entrada del muelle para que no salga la gente para que dejen bajar la gente para que manden carretas para acá para el pueblo quedaron que sí pero ahorita no. La mayoría la gente, la gente se queda ahí ahí los tienen dicen. Yo no he entrado al muelle que ahí adentro es como un laberinto hay tiendas y ahí venden de todo, entonces la gente se concentra ahí y ahí ellos tratan de vender lo más que puedan. La gente ya no baja la gente como se está viendo se entonces eso es un problema a nosotros nos afectó bastante. No estamos pidiendo que la podemos comprar si baja bajar con miedo de que vayan a robar.

**N: Pero es muy muy seguro.**

V: Sí es un lugar que nos pasa nada, no pasan absolutamente nada. Entonces yo no entiendo. Por qué motivo uno de ellos ya tienen demasiado y quieren más y mientras Mahahual está

decayendo está en el sentido de que se vende nuncas. Es mira cómo está. La gente ya se está desanimando mucho y ya se quieren y entonces se está perdiendo esa chispa y es lo que no queremos nosotros prácticamente siempre estamos ahí. Cuando estaba el problema de sargazo siempre íbamos a limpiar los apoyábamos a limpiar todo el tiempo para que se vea bonito no nosotros necesitamos una solución que el puerto deje bajar a la gente y que la gente venga que no que lo estén presionando que la gente baje libremente. De hecho nosotros cuando bajan carretas de lado para acá dejamos que caminen bajáramos paramos en la puerta de nuestro local y lo ofrecemos no estamos atrás de ellos hostigando los nada por el estilo. Unos caminan y entran en la tienda que quieren al restaurante que así debería de ser que baje la gente y que decida donde quiere ir.

**N: Entonces falta de información en el puesto sobre la seguridad de Mahahual.**

V: Exactamente dicen que no baje nada al pueblo porque Mahahual es inseguro porque les van a robar o que por casartan. Entonces a la gente y gente que vandalaos allá por ejemplo que ha entrado a mi negocio y granizos con ellos lo ha dicho en el p dicen que no es inseguro.

**N: Y sabes cuánto la gente ganan diaria? Los artesanos cuánto gana?**

V: Aurita no se.

**N: Pero no es justo gana?**

V: No hubiera buenas ventas como anteriormente a veces gana 100- 200 dólares hasta tu 100 dólares está contento pero ahorita ganan 10 dólares 5 dólares, yo gané 5 dólares ayer gané 8 dólares y pagamos renta tenemos que pagar los permisos, pagar la comida.

**N: Y cuánto es la tasa o la renta?**

V: La renta yo pago 6 mil pesos de renta por mes y el permiso que se paga mejor dos cien cincuenta.

**N: Y tu tienda está abierta todo el año o cierra en la temporada baja?**

V: En la temporada baja o temporada alta y una mantengo abierta de alguna manera hay que sobrevivir y si no hay turismo cómo sobrevivimos.

**N: Es una industria muy dependiente de puerto.**

V: Si así es.

**N: Hay algunas otras iniciativas en la comunidad para cambiar la situación o para ganar algo?**

V: A alguna extraña pues en realidad no nosotros vivimos de esto que vivimos del turismo y si no hay turismo no hay venta ganancias no hay nada. No hay no hay otra actividad que puedan hacer incluso los esposos que van a pescar o cosas así pues está igual al día. Por ejemplo si un pescador se va en su lancha a pescar y viene con el pescado tiene que venderlo en los restaurantes pero si los restaurantes no tienen ventas ese pescado se estanquen no sale es lo mismo. Yo me dedico a hacer sombreros a elaborar bolsas si no hay turismo no las vendo y si no las vendo hay ingresos es lo que pasa.

**N: La idea de este crear un producto turístico que se llama turismo basada en la comunidad y la idea es que la gente que viven aquí los artesanos o las otras personas que son dependientes de turismo hacen una iniciativa como un recorrido local porque aquí en Mahahual no hay un concepto recorrido local. La idea es que los turistas caminan en el malecón y los otros barrios de Mahahual y conocen la gente, la historia de la gente. Y qué opina sobre la idea?**

V: Pienso que esta muy bien. Realmente me encantaría.

**N: Quieres participar?**

V: Sí me gustaría participar. Claro que sí.

**N: Porque sí la idea es de conocer el lugar, conocer las historias y las problemas que la gente tienen, con la basura y la idea es de informar a los turistas.**

V: Exactamente es que desgraciadamente los turistas tienen una información errónea y no les dan la información correcta entonces ellos se van con esa idea y ya no conocen a fondo. Por ejemplo existen muchos negocios que en el país no aparecen en ciertas y no aparece en algún lugar donde ellos y donde el turismo entra y checka Mahahual no aparecemos. Entonces a mí me gustaría que apareciera todo lo que es Mahahual que aparecieran los pasillos las tiendas las camas de masajes los restaurantes que vean que hay vida aquí sí. Existe gente que se la pasa día a día esperándolos y ellos luego no bajan pero por qué no bajan porque tienen una información equivocada.

**N: Si, si es muy difícil de cambiar esta información pero la gente que ven aquí es importante para informar a ellos.**

V: Claro.

**N: Bueno y sabe si hay algunos lugares de interés aquí? Hay algunas personas que crecen pulseritas o algo que es muy interesante de ver o de conocer?**

V: Pues en realidad no hay unos chicos que caminan que son los que hacen pulseras unas manos y con hilo porque si te refieres a talleres de artesanías o a taller taller donde se elabora y no hay no viene de fuera.

**N: O hay algunas personas que pueden cocinar algo típico de Mahahual?**

V: Si, si puede por ejemplo yo esas máscaras que ves ahí de colores las máscaras las elaboro los pinto.

**N: En tu casa?**

V: Eso es trabajo sí pero las hago y las traigo y las pinto entonces las bolsas las compro así simples y las voy elaborando les voy poniendo detalles los sombreros como los sombreros solos y yo los pinto los que han pintado todo eso yo lo hago. Por ejemplo los caracoles están allá abajo que están pintados con un paisaje de la playa igual yo los elaboro con pintura a mano con pincel.

**N: Pero hay muchas cosas en el malecon que no son de aquí o que no se producen?**

V: Aha [nodding]

**N: Sabe si hay algo gastronómico típico de Mahahual?**

V: Bueno no. Bueno probablemente sí haya pero no tengo conocimiento de los aquí al hartito antiguo mujer aquí en la libreta hay dos centros de madera ahí hay dos hay dos chicos que están muy bien informados es una chica y un chico de aquí de Mahahual se pueden contar porque ellos viven años aquí y ellos también están en la Asociación.

**N: Si, me gustaría a conocer a ellos.**

V: Son los que pasaron cuando le dijeron al señor alcalde que la reunión que estaban esperando ellos, ellos sacan aquí nomás al ámbito ellos te puedes dar la información que tú necesites ellos tienen años aquí.

**N: Perfecto. Cuáles son sus nombres?**

V: Es Ana y Kike. Ana y Kike.

**N: Si bueno puedes escribir tu número de teléfono entonces estamos en contacto. Muchas gracias.**

[The researcher notes down Virginia's phone number]

**Interview Transcript with Local Coconut oil producer - Victoria**

*This interview has been conducted with Victoria, a local coconut oil producer. The interviewee has been informed prior to the recording about the aim of the research.*

**Interviewer= Nadia El-Edrissi (N)**

Interviewee = Victoria (V)

Duration: 6 min

Date and Time: 27<sup>th</sup> December at 3:30 pm

Location: Coconut farm, in Mahahual

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***Original version in Spanish***

**N: Soy una estudiante de Turismo y hago un proyecto por Takata. No sé si conozco el centro de bucear porque la idea es de que porque mucha gente de aquí que trabajan en turismo no benefician mucho y la idea es crear un concepto turístico que incluye los residentes de aquí. La idea es crear un recorrido local donde los turistas pueden visitar diferentes lugares que hacen cosas interesantes como aquí el lugar donde se crean el aceite de coco y si es posible de hablar un poquito sobre su negocio.**

**Entonces puedes decirme un poquito sobre tu?**

V: Bueno pues aquí nosotros vendemos langosta pescado agua aceite de coco vendo postres. Aquí tienes tu cosito que tu gustes tu familia y este pues qué más te puedo decir es el turismo el turismo el turismo si bien pero no quiere nada no compra nada no nos deja nada a nosotros a los mexicanos casi no quieren ni pueden llegar hasta cuatro o cinco barcos y este año nada muy poquito muy poquito comprando la gente. Pues de qué sirve que vengan no nos van a apoyar a los mexicanos. De nada sirve.

**N: Entonces no turistas pasan por aquí?**

V: No muy poquitos muy poquitos muy poquitos y si pasan no compran nada no quieren gastar todo tienen en el barco.

**N: Y quiénes son tus clientes?**

V: No precisamente mis clientes cuando vienen nos consumen sea de fuera o sea de aquí las consumen la gente que viene en el barco es la gente que no deja nada. Muy poquito muy poquito no quieren gastar no quieren nada.

**N: Y cómo produces este aceite?**

V: Es el aceite con este coco pelamos lo partimos no rajamos y se lava se expresa y se deja para el día siguiente y queda una nata de este grueso y abajo de la nata aceite transparente y todo eso yo lo tengo que recoger sin que le vaya al agua el agua queda al fondo puro aceite y nata tengo que recoger echarlo en una olla y cocinarlo. Este lo acabo de preparar está caliente y puedes olerlo sin ningún compromiso está caliente. Ya hice así el aceite de coco esto ya es.

**N: Y cuánto tiempo necesitas para hacerlo?**

V: Es una noche de fermentación y como media hora de cocimiento y después pones en frío lecho se lo meto aquí con que se enfrié y sólo se enfrié ya en vaso. Salimos a vender.

**N: Y cuánto cuesta una botella de aceite?**

V: 120 el medio litro y litro vale 300. Te podemos vender una botellita de 120. Sí es buenísimo para cabello el masaje a las comidas sirve para el colon para ver varices para aplicarse en las noches si vas un poquito pa que se vaya bajando lo que como se dice no le vaya a caer agua porque se echa a perder. Tienes que tener tu mano bien secretito para que lo puedas usar el cabello bien seco seco se corta no te dan nada de agua te lo pueden acercarse y lo puedes comer puedes hacer tu arroz tus Frijolito tus huevitos revueltos con el aceite está muy rico tiene un buen sabor.

**N: Si, interesante. Y por cuánto tiempo estás aquí?**

V: Cuánto tiempo tengo viviendo aquí? Seis años.

**N: Y de dónde eres?**

V: Yo soy de Bacalar nací crecí en Bacalar y mi mamá es yucateca y mi papá es veracruzano. Ellos son de otro Estado y yo soy de Bacalar y ya tengo 14 años viviendo aquí en Mahahual pero aquí en casita 6 años. Todo es el terreno todo todo todo son tres 3 kilómetros de fondo. Cuánto largo 3 y 3.

**N: Es un terreno muy grande.**

V: Es un terreno grandísimo.

**N: Y este parte [pointing towards the beach] es tambien tuyo?**

V: También a la playa de aquí son lo mismo.

**N: Entonces porque has dicho que nunca turistas vienen por aquí.**

V: Muy poco muy pocos muy poquitos.

**N: Y cómo es tu encuentro con los turistas en general en los otros partes en Mahahual?**

V: Pues, allá se llegan allá si llegan aquí muy pocos llegan el turismo no y cuando llegan pues no quieren no comprar nada como ahorita. Ahora terminan lo más vendido ya vendieron cuatro cocos? [asking her son]

S: No

V: Velo como corazón una 44 allá fíjate y hasta ahorita nada hay ahí y eso?

**N: Y como fue las ventas del año pasado?**

V: Pues, no vamos a decir mucho ni poco lo normal. A veces ganamos cuando nos va bien no ganamos más de 2000 pesos.

**N: Por la temporada?**

V: la buena temporada y cuando no puedo gastar 300, 200 pesos al día como ahorita ahorita no hemos vendido nada pero no sabemos en la tarde que viene y ya hay venta y pues a veces en el día no hacemos nada en la noche nos cae a veces 200, 500 pero.

**N: Puede preguntar como puedes sostener?**

V: Hago mis dulces de coco, mi aceite de oliva no salgo a venderlo bueno aquí no vendemos nada de cocos. No tenemos nada de venta hago mi aceite mi dulce mi Flan y nos vamos al pueblo a vender para poder tener dinero eso es a las tres de la tarde hasta cuatro salimos a vender a la orilla de la playa caminamos en las mesas donde veamos gente allá pregonamos nuestros postres y cuando nos va bien pues cuando se acaba toda mi venta pues ahí tenemos dinero. Pero cuando se me queda ni llorar es bueno.

**N: Y se cuesta también para tener una mesa en el malecón?**

V: Hay que pagar ese precio en 300 pesos por mes.

**N: En general que entonces tú eres personalmente dependiente de turismo? Como es la situación en la temporada baja?**

V: Como es en la temporada baja dios mio. Pésimo que pasamos ahorita. Bueno dicen que es temporada alta pero yo no veo nada de alta por qué no vendemos, no vendemos nada.

**N: Y entonces qué piensas en general sobre el puesto, el muelle?**

V: Pues no podemos pagar. No podemos estar en el pueblo porque demasiada, demasiada venteros y a veces casi lo mismo entonces prefiero vender aquí me callo pues ya viví. Si no salimos a vender las cosas en el pueblo. Ahorita vamos a salir a vender el aceite de coco para poder tener dinero porque aquí.

**N: Porque la idea es crear un recorrido local con los turistas y para mucha gente de aquí que tienen su tienda o que producen algo específico y la idea es de pasar estés lugares con los turistas. Y quieres participar en algo de este cuando los turistas ven aquí**

V: Cuando lo hacen la gente los italianos cuando hacen fiesta ellos para que ayuden a la gente supuestamente para que vea el turismo.

**N: Como ayuden?**

V: Los apoyen pero no siempre. A mí no me gustaría contarme con alguien. Yo no quiero ser dependiente para mis ventas.

**N: Entonces no quieres participar en algo de este? Porque es como es como un recorrido de conocer la gente de Mahahual porque hay muchos tours que son afuera de Mahahual pero no hay algo específico en Mahahual. Y sí que piensas que sí hay**

**turistas que vienen por aquí para ver tu campo y ellos pueden ver cómo produces el aceite. Te gusta mostrarlo a ellos?**

V: Si, me gusta enseñar me gusta que vengan a ver cómo hago cómo produzco para que vean que soy original las cosas que se hacen así.

**N: Porque no hay muchas cosas que se producen en Mahahual.**

V: Exactamente.

**N: Que beneficios quieres obtener para participar en este?**

V: Pues, tener mi máquina para seguir trabajando. No hacer la mano porque es poquito pesado quiero tener mi máquina para seguir trabajando porque supuestamente dicen que tienen que tomar están ayudando las personas que hacen negocios pueden ser apenitas puyita nada y a mí me gusta deferencias mi aparato para hacerlo más rápido.

**N: Entonces quieres un beneficio económico?**

V: Exactamente.

**N: Y tienes un precio específico?**

V: La verdad no.

**N: Si, es muy difícil estimar. En general sabes si hay otros lugares o alguna gente que producen algo en Mahahual aparte de aceite de coco? O hay algunas artesanías?**

V: Hay un señor que hace artesanías aquí cerca lo reproduce a mano todo es original y no conozco a otras personas que hagan las cosas.

**N: He hablado con un hombre que se llama Bidal que hago cosas con coco.**

V: Si, si Bidal.

**N: Hay gente que produce salsa o algo?**

V: No no conosco.

**N: Si entonces faltan dos preguntas son sobre el gobierno de aquí. Piensas que estás involucrado como en residente?**

V: No.

**N: Entonces el gobierno**

V: No apoyo.

**N: Creo que es todo muchísimas gracias. Es posible de escribir tu numero de teléfono?**

V: No tengo teléfono.

**N: Oh ok está bien.**

**Interview Transcript with Blue Kay (Eco-lodge) - Marta**

*This interview has been conducted with Marta, the receptionist of the Eco-lodge Blue Kay in Mahahual. In agreement with the General manager, Marta has been interviewed. The interviewee has been informed prior to the recording about the aim of the research.*

**Interviewer= Nadia El-Edrissi (N)**

Interviewee = Marta (M)

Duration: 56,13 min

Date and Time: 23<sup>rd</sup> November 4pm

Location: Blue Kay, Mahahual

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***Original version in English***

**N: Thank you first of all for agreeing to conduct this interview with me today. Maybe you can tell me a little bit about yourself, your age where you are from?**

M: Ok, I'm 60 years old my name is Marta and I've been coming to Mahahual for 4 years. But I went and came any times and now I'm here for a year because I stay let's say for 6 months and then I leave, then I came again and I leave for a few months. Now I'm living here. I live here.

**N: And you work here for Blue Kay?**

M: Yes, yes. I work here in the reception I interview, I make surveys, I interview the costumers that are leaving. And I ask them how was your stay here. What do they think how the people from the reception treated them. I ask if they will recommend Blue Kay. Or I take them to the rooms and explain the rules to them about here. Or about the town where to eat and those things.

**N: So it's like a satisfaction survey. Ok very interesting.**

M: It's very interesting. And I notice that the tourists like, if let's say I take them to the room and ask them if everything is fine things like that. Or if they need any beach towel I can give it to them. If I approach them like this they feel better. Like they feel we care.

**N: Yeah, so there is a lot of personal contact involved.**

P: And they like this. But the funny thing is, I've to tell them things about this town or where the restaurants are but many times they turn it around and they start asking about me. They are asking me about my name about my life you know what I think about this and what I think about that. It's so funny that they are asking me. So that is what happens most of the time with me here.

**N: So do you have a pleasant contact with tourists?**

P: Yeah, because I really like people much and I care. I just don't do it because it's my job I really like it you know. Or if I'm walking on the street and I find them 'ehh hi where have you been going? Did you go to this place?', so sometimes I talk there with them for an hour always I'm talking. Here they also talk with them. You know I become like an accomplice. It's so funny. [left out]

**N: So how is your contact in general with tourists apart from guests of Blue Kay?**

M: How is the contact with the tourist what do you mean?

**N: I mean there are lots of tourists coming to Mahahual. How do you feel about that?**

M: To me personally, I appreciate very much that they are coming. Because Mahahual is kind of a place that is isolated. Like it is not like Cancun that is more easy to go or Playa del Carmen so I appreciate they come all the way here you know. And then ahh I think they decorate the town, because the town without the tourists is nothing right. You know and ahh ahh I like that they come, because they also make some business for other people like the street vendors, the artisania so then these people can sell things to the tourists and they can send their children to school or pay things in their household. I think that tourism is very important and I like that they come and we also learn from them it's like an cultural exchange. I think so so we learn from them and they learn from us. So it's very important, it's very good.

**N: So you do not feel annoyed by the crowd of tourists that are sometimes approaching? It is not affecting you?**

M: Of course we have sometimes we have people that don't agree with the way we do things in the town or the way they sell things in the town whatever. But that doesn't annoy me everybody is different. They have their right to think something you know. I don't get annoyed by those things. I like that they come. I like it a lot. I also it is very interesting because here we get these cruise ships, like three or two or two or one and then all these people come off the boat and all these people to eat in the restaurants or eat to buy things and after some time in the afternoon it's lonely again. The town looks like nobody came, it looks like a ghost town. Usually Mahahual is very quiet and it is very nice for relaxing and resting your mind you know. But they come and they do everything very fast, because they have a cruise ship that has to go. So it's nice to see them also you know. How they are enjoying and how happy they can become I like that. But when you come in that moment you will never believe that there was somebody here. Or so many people because it becomes again lonely you know. And then only the guests of the hotels stay and go to the few restaurants we have in town. But when the cruise ship people come it looks like a big crowd noisy in a nice way, they have become very cheerful to have come here. It's very interesting that such a little town like Mahahual can produce all these movements of tourism, it's so small you know because it was a fisherman village before. And now these big cruise ships come. They come with cruise ships with like 1000 people with 12 or 15 floors so it's possibly the biggest cruise ship in the world. It's very amazing that such a little town like Mahahual can provoke all these movements you know. So that's very interesting. I mean it's good for the villagers you know to make money for themselves for their family.

**N: Are there a lot of people employed in tourism here?**

M: Yes, but they usually come from other villages, like the nearby towns and they come and they usually have a car if not an expensive car but a car and to transport their merchandise. And then they sell artisianas, handicrafts and then they come and sell it and then they go again in the afternoon or in the evening they go away again. Many of them don't live here. They just come to sell and go back to the village. And many workers are outsiders in Cancun, Playa del Carmen and here in all this Quintana Roo many workers are not from here they come from other cities like Mexico City or Chiapas, Tabasco. Many of them only work 6 months and after that they go and others come it's always like that.

**N: In which months do they come mostly?**

M: And here is my son.

*[Son approaching, introduction, small talk, left out]*

M: So let's go back to this.

**N: I think we stopped with the villagers, the employments.**

M: What did you ask me again?

**N: If there are specific months where a lot workers come to Mahahual?**

M: I'm not sure but I guess they come for the high season. So that's when they start approaching the towns to look for jobs.

**N: And when does high season start and end?**

M: It is supposed to start it can be November, December, January, February, March, April something like that.

**N: Ok, maybe you can tell me a little bit about Blue Kay?**

M: Ok, I love this place. I like it because you see all this nature you know. Blue Kay is very natural. I call it simply natural you know. You sleep here very well. If you sleep in a simple bungalow even if it is simple and looks simple at the end it is not simple because you are sleeping surrounded by the smell of the woods. You know and it's very interesting. And I always say they have here very good mattresses. Very good I don't know where they got them from but they are so excellent, you sleep like a baby. Even if it is a simple bungalow. They have higher prices with bathrooms but in those little bungalows you can listen to the sound of the sea when you are sleeping you know. And the other rooms the doors are closed with air condition but you don't hear the sounds of the sea, but it's another comfort it is very elegant and with very nice bathrooms, private with air condition with nice lights. And here it feels like a little village, it doesn't feel like you are in a hotel. It feels like you are in a little village you know. And at night they turn on the lights and they are kind of dim and then you can stroll between the trees and the plants and the flowers. I go to the bathroom in the night and I take a little walk almost to heaven even because I was going to the bathroom, from my room to the bungalow I look at the stars and I stop to look at the sky and the stars. I look at the frog jumping or at the plants. It's a very special place. And the staff they have at the moment it's very good people, they are educated with degrees of school education and they like what they are doing. They really like it and all of them together make a very good team. And everyone who is working here because he likes it. And that's how it should be in each business or restaurant or pharmacy or whatever.

**N: Hmm and what type of guests do you have? What type of tourists are coming?**

M: We have like couples, people that just got married or people that want to get married or families or friends 8 friends 10 friend. We have people that have never come to this part and are very cheerful to see this type of life because they come from Mexico city where it is so different so they are very amazed to come here.

**N: So you have domestic travellers as well?**

M: Yes, a lot of Mexicans. But also many Europeans from Germany from France you know. From Australia all those places. Before we had like an camping area, now we don't have it anymore. And yesterday came one guy a Mexican who was living in Canada for one and a half year and he wanted to do camping but I said we don't do camping anymore. But we have a dorm which is like 22 dollars uhh sorry 12 dollars sorry and he said that is cheap and I said yes it's clean and quiet so he stayed you know. In other places the camping is maybe 150 pesos or more and you can stay here in a dorm. It has very accessible prices for all kinds of pockets you know.

**N: So that's also why people choose you?**

M: Yes and Blue Kay has the best beach in town, the most beautiful waterfront. They have maintainers they clean it every day and it has security guys walking around all the time. Why security? We just want to make sure that no one is bothering here to the guests or on the beach or a dog maybe wanted to bother or anything you know. And the thing about Mahahual is that it is very safe and Blue Kay you can walk in your Pyjamas all the way to the beach to look at the stars and you will be fine nothing will happen to you. I don't know I like Blue Kay a lot. That's why I always come back because Blue Kay is here. If Blue Kay didn't exist maybe I wouldn't have been here. You know I tell you it's a little town or village.

**N: I mean I was amazed when I walked in. It was my first time in, normally I just passed by at the malecon. But when I walked in I thought actually wow this is very beautiful.**

M: At night it is much more beautiful when the night comes. And you know this malecon you can walk up and down til very late in the night and everything is fine you know. You can step in the beach and have a coco in the night and sit there and you will be fine. Not all Mexico is like this, you know Mexico. So not all Mexico is like that. We still have places like here where you can be fine where you can time to talk to someone, someone stranger you know. But for me Blue Kay is not just an hotel, it's for me like a spot to relax to meet friends or mediate about your life or your self. And it's a friendly place.

**N: Does Blue Kay offer other services besides accommodation. Do they offer tours?**

M: They offer tours like snorkelling or to rent a bicicles by the hour or by the day. And then also they also offer this snorkelling tour or they offer to take you to Costa maya to go to the not aquarium how do you call this thing.

**N: The waterpark?**

M: Yes, they have different also if you want to go fishing. They can help you with a boat to rent a boat.

**N: Ok, is that in corporation with other businesses here? Or does Blue Kay have its own boats?**

M: No, no it doesn't have their own boats they connect you. And we also rent some snorkelling equipment to take you snorkelling. The snorkelling is like 1.5 hours or 90 min. They give you a guide who gives you the snorkelling tour. And also they organise and work with this diving place it's called Mar al dentro. They organise these excursions to take you to the islands how do you call this island, let me remember it. Let me get this paper.

*[Maria leaving to the reception to grab a flyer]*

Chinchore is the island. But they don't have a boat themselves they connect you to someone else. Some organisations they take you to this Chincoro it's like an island. Then you can see over the turtles and fishes and the birds. They can also organize tours to take you to other town like what's the name of the town, the towns that are around the village.

**N: I just know Chetumal.**

M: Chakchoben. Or to go to Bakalar all these touristic places.

**N: So there are plenty of services that you offer.**

M: Yeah, yeah.

**N: And in general what are services and products offered here in Mahahual?**

M: They can also take you to a safari *[pointing at the flyer]* and you can rent a yet.

**N: There are plenty of things offered here and what other products, activities or services are offered in general in Mahahual?**

M: Oh in Mahahual. They have bars, restaurants, ahh little shops for shopping, buying the groceries. I don't exactly. I think the city hall organises some events where they can have a little market where people can sell.

**N: Oh there is a market?**

M: No there is not a market. They organize it once in a while, the artists show the paintings.

**N: Do you know who is organizing it?**

M: No, but I can show you to someone, she is a painter. She is from Colombia but she is just passing by, she doesn't live here she is just passing by. She can tell you a little bit, she is by the beach and has a little stand. And you ask her something. She is just collaborating with something but she doesn't live here.

**N: Because I have heard that there is nothing like a market here.**

M: No there is not a market. I saw one time maybe two months or something. That they organize something at the basketball court how do you call that la cancha. It's here in the town. I saw how some artists sell paintings there, how other people sell food. Like a kermis something like that.

**N: What would you think about a market?**

M: I have heard that they want to make a market for the artisanos for the people artisania, no it's not true for the vendors on the street. Because they don't want street vendors. They don't want ambulante. They don't want people walking up and down. How do you call them?

**N: Uhm pedestrians?**

M: People that are selling like cakes and peanuts. They don't want those people to walk like that. They want to make a little market for them. The proposal is ready and I don't know the city hall is doing it. We still don't know. I have just heard it. Because they want them to move out of the streets. Not the artisarias no the vendors that sell food or cake or whatever. So they want to make a market where they concentrate all of them.

And also there is a diving school which is called Mar al Dentro. They can take you for snorkelling or diving so that is one activity. I don't know many other activities.

**N: Hmm ok. Maybe just another question about tourists coming here. What are the main motivators of people coming to Mahahual?**

M: Oh I think the sea, the water, the beach you know. I think to look at this beautiful sea. And think to be in contact with the nature. To see the nature, to be contact with the nature to be swimming in the sea. To look at the beautiful water you know. I think that is a main reason why they come.

**N: And do you think tourists have lots of contact with local people like besides in a restaurant. Do you think there is sort of an intercultural exchange?**

M: Aha I see the tourists are doing that much when they come they talk to the vendors to buy something or to the restaurant people because they have to pay or buy the food. But I don't see them interacting very much with the people in general you know. I think most of the people that come here, they want to be by themselves, relax because they come from big cities where it is noisy and crowded and they just want to be away from everything. They are in contact because they have to talk, they have to say I want this food that food. But besides that I think they want to be on their own.

**N: Do you think there is not an interest on behalf of the tourists on the culture like really immerse themselves?**

M: No I don't have seen that. And then I want to say here at Blue Kay there is a restaurant and the restaurant offers like karaoke on Friday and they also rent bicycles. 150 pesos for the day and 80 pesos for an hour. But a day is from 8 in the morning until 9 in the night, it's very good price. And I think that is a very good idea to rent bicycles here. A car is not a very good idea. And they also offer this tour where you go by bus and there is a guy talking English or German and then they take you in the surroundings to the areas for the tourists go to Chacchoben or archaeological areas. They don't have the bus but they have the connections.

**N: So they are well connected ok.**

M: Very well connected here.

**N: Maybe now a bit of a tricky question do you know if the Mexican government provides support for sustainable tourism products or businesses? Is there any funding or support of the government.**

M: That one I don't know but I don't think the government helps very much with that. I don't see where. Or otherwise they would have build already a market. You know to stabilize the people, the vendors. But I don't know if the government is going to do it. Ahhh the other service

we have in Mahahual there is a clinic the Costa Maya with doctors, they have an ambulance and all of that.

**N: Because there is no hospital here.**

M: They have a little clinic. But this one from Costa Maya is very expensive it can cost 3000 pesos you know but they even take you by ambulance and they have specialized doctors. It's not that bad compared to Europe it is ok. What was the question?

**N: With the government, if there is any support funding?**

M: I really don't know I'm not sure about that. But me on my own I don't think so. And we also have a bakery la Tartaleta and they make real good bread. And we also have the, all the people that make home-made bread and they sell it in a tricycle in the afternoons. I don't know the Tartaleta is like a business you know and the owners are Italian and Mexican and the other who sell by tricycle they are more independent. They make it at home. But I dream that we have here a fish market because we have no fish market here where you can say there is a fish market open from this to this time. And I can buy this and this fish. But we don't have it there is a pick up truck which drives around selling fish with a microphone or something. I don't know at what time so I dream of a real fish market where I can go and buy fish. They are independent fishermen and sell on the street but I don't know when who they are. So I would love to have a fish market.

**N: Is there anything else that you can think of what is missing here in Mahahual concerning services?**

M: Oh there is also an English school where people can learn to speak English for a very little price. I think they only pay 200 pesos per month or so it's very cheap so that's a good thing. Well something missing well the fish market what else. A regular market besides the little stores, a regular market place you know like in the big cities. Where we know it is there because many people don't know where is the shop. There is four or five important grocery shops but most of the tourists don't know. They are not visible. So if there is a specific market like in any other city. Because many tourists are looking for fruits, mangos, bananas and they don't know where there is. So I think that is important.

**N: And what would you think of a local tour where..**

M: But they make already tours here at Blue Kay and the hotels make their own tours too.

**N: But to get to know the different barrios in Mahahual something like that?**

M: I wanted to invent something like that to invent a little tour myself and to show the people the streets and how they live or what's that or whatever. I know they make city tours but not here in Mahahual.

**N: Would you think that there would be an interest from tourists to get to know the different neighborhoods?**

M: Yes, yes I know a guy who can walk your dog if you have a dog. His name is Alonso and he can also take your dog for walking you know. Because here not many people care for their dogs but this guy really cares for the dogs. What else can I tell you ah yeah there should be like a tour if somebody just wants to talk if somebody will give them company so I will walk with you two hours and show you the town you know how do you call this type of tour?

**N: Maybe like a storytelling tour?**

M: Something like that I would like to do that. But I don't know I don't think there is something like that. Other cities there is but here no.

**N: Do you think it would be successful?**

M: Yes, I think so because people like to hear, I tell stories to people like tell you if there is a guest I talk to if I go and see them on the street I say hello how are you what do you do today are you happy here and did you go to the restaurant I told you like that. I do these things

because people like that. Tourists like that but I would like to do it more than just one time or something.

**N: Like regularly so really make a concept out of it?**

M: Like we are talking about. Yes, exactly. And here in Blue Kay we make Temascal. Can you see this thing outside the copula to the left.

*[Researcher looking outside the window]*

**N: Oh the colourful one?**

M: Yes, it's called Temazcal it's like a sweat lodge where inside, we get a shaman. Today we have it. We do it once or twice a week he comes from Chetumal this Shaman and it is from 7 to 9 the activity and in the middle of the activity from 7 to 8 after that they take you to the sea to bathe in the sea and do some ritual there and then they bring you back to the Temazcal, it's like an ancient sauna, they use like herbs it's an infusion of herbs that you breathe and sweat and it's to clean your skin to clean your body you know. And it makes you feel better and it lasts 2 hours from 7 to 9. Temazcal. And we do it twice a week and we have it today and tomorrow.

**N: And is it a general Mexican tradition or is it specific something from Mahahual?**

M: It's a general Mexican tradition, it's very old very ancient. It's what our ancestors used to do. Like a sauna, the same but only with they make stones hot and make it inside the Temazcal and the shaman is there and he makes some rituals there. It's very interesting. Sometime you should come and see. Right now they are charging 200 pesos. You can come someday and take pictures or interview people. The Temazcal in Blue Kay is the only one in Mahahual I think. Please let me drink some water.

*[Maria leaves to drink water]*

**N: Just thinking back about that tour like a tourism product that the community could kind of create what skills do you think locals have in general? Are there specific people who are really good at artesanias?**

M: I see there is a guy who paints very beautifully he makes small paintings so people that paint, the guy that carves the glass so they put your name in the glass you know or other people who do braids in the hair. So that's skill.

**N: So these are things people are already doing here at the malecon?**

M: Yes, yes.

**N: Is there anything else? Something that is not at the malecon where people from 55...**

M: I'm not sure maybe there is something else. It's like most of the time I'm in Blue Kay because it's like a little village. Sometimes I forget that the rest of the town exists because I'm always here because I like it so much. Now I go out more frequently but long time ago I didn't. Give me a second.

*[Maria typing on her phone]*

*[left out]*

**N: How is it actually with the community here? Are there any conflicts?**

M: Among themselves? I haven't heard it's mostly peaceful.

**N: From my experiences with people I've talked to a few respondents said that there is a division between las Casitas, 55 and Pueblo.**

M: Ah yes in Casitas mostly are foreigners that live there or people with more money. And in 55 you have more villagers, more workers it's cheaper. In casitas you can rent a furnished room or apartment and in 55 it's difficult to get.

**N: There is also not really a sewage system in 55.**

M: Oh I'm not sure I don't know about that. Oh we also have in Mahahual te taxi service. Bus services to go to other cities.

**N: Is there any difference like how taxi drivers treat tourists or locals?**

M: The difference in between what?

**N: From taxi drivers. I've just heard from another lady that taxi drivers don't want to take local people because..**

M: No they take local people but they charge more money from the foreigners. They charge 8 dollars to a foreigner to take them here to the Costa Maya. And to us they charge 30 pesos. That's a big difference. And one thing is true when the cruise come the taxi drivers are crazy and they only want to take these tourists. But that's when the cruise ship comes. If the cruise ship is not here they want to take anyone. They need the money right.

*[Maria talks to co-worker, irrelevant conversation left out]*

**N: Maybe just two more questions.**

M: No you can ask me more. The manager told me to answer to you. If I keep looking on my phone I'm just sending my son a text.

*[irrelevant conversation left out]*

**N: What do you think what would locals like to receive as a benefit if they provide a service or a product like a local tour. What benefit would they locals like to receive from that. If there is something like a local tour what benefits would they like to receive?**

M: To live better, to have a better place to live.

**N: So a financial benefit?**

M: I think so.

**N: Do you think it would motivate them for the intercultural exchange? The experience? To get to know different cultures?**

M: Yes of course but mostly they want to have for sure is money benefit. To live better to have a better live.

**N: And that would ultimately motivate them to participate?**

M: Yes.

**N: And could you imagine what locals would like to share about their daily lives? What they would like to share with tourists? Or if there is something specific of their culture that they would like to show?**

M: These people or the tourists?

**N: The locals. Would like to show to tourists. Is there anything typical in Mahahual?**

M: What they would like to share with tourists? I think when they make these handicrafts I think they want to show how they work.

**N: Is there anything traditional or general Mexican?**

M: Something traditional here?

**N: Or are actually certain products coming from Mahahual? Is anything specific produced here?**

M: I'm not sure. *[Maria turns to the Manager and speaks in Spanish]*

Laura disculpe una pregunta. Aquí en Mahahual hay algo que se producen en Mahahual que le dan al resto de país en el mundo?

L: No

M: There you go no. They don't.

**N: Or there is no typical dish or anything from here?**

M: I don't know I don't think so.

**N: Ok then I think that was more or less it.**

M: Yeah we talked a lot. A lot about Blue Kay.

**N: But that's what I asked for.**

M: It's ok I like it a lot. Because Blue Kay is an amazing place.

**N: Yes, I see it. Thank you so much Maria for taking all your time to talk with me.**

M: It's a good promotion for Blue Kay.

**N: It's a very good promotion for sure.**

**Interview Transcript with Restaurant Owner (Malecon21) – Luca**

*This interview has been conducted with the restaurant owner of Malecon21. The interviewee has been informed prior to the recording about the aim of the research.*

**Interviewer= Nadia El-Edrissi (N)**

Interviewee = Luca (L)

Duration: 25,05 min

Date and Time: 26<sup>th</sup> November 2019 at 5 pm

Location: Restaurant Malecon21, Mahahual

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***Original version in Spanish***

**N: Muchas gracias Luca para hacer este entrevista conmigo. Puedes decirme algo sobre tu, tu edad, tu ocupación y todo de este?**

L: Entonces tengo 37 años italiano y vivo en Mahahual. Son tres años que llegué hace tres años viajando. Encontré Mahahual me enamoré me quedé. Y ahorita son dos semanas que abrir este restaurante.

**N: Es muy nuevo. Es tu primer restaurante?**

L: No es el cuarto. Tengo dos en Italia, un en Alemania y aurita hay un en Mexico. Sí me alejé un poquito de Bogotá.

**N: Donde en Alemania?**

L: En Stuttgart.

**N: Ah, porque yo soy the Alemania.**

L: Y entonces es el cuarto y en Mexico cambia es un otra aventura.

**N: Y los conceptos son todos los mismos?**

L: No la verdad no. En Italia es un restaurante de alta calidad y tiene un estrella de Michelin. Y una pastelería que hace el postre, pasteles por el restaurante. Son dos cosas diferente pero una trabaja por la otra. En Alemania en Stuttgart es un coctel bar con una cocina bastante rápida son platos sencillos. Y esto es un concepto nuevo para mi un restaurante en la playa. No, es muy muy diferente de los otros.

**N: Pero se funciona bien, hay mucha gente todos los veces cuando yo estoy aquí.**

L: Si, si estamos felices claro son dos semanas, necesitamos mucho mas tiempo para trabajar per vamos arrancando bien. Ya empezamos muy bien. La verdad si.

**N: En que parte de Mahahual vives?**

L: Vivo en Casitas, rente una casa en la calle después Pizza Papi.

**N: Una pregunta mas de tu negocio que son la gente que vienen a tu restaurante?**

L: Mis clientes seguramente si quieren comer bien tenemos un menú bien pensado no. Son platos que no puedes encontrar aqui en Mahahual. Es un menu bien pensado, son productos refrescos y por esto no tenenos muchos platos con carne porque es difícil. Tenemos pescados, mariscos, langosta de Chinchay o pescado. Y creo que es un bonito lugar tranquilo para pasar disfrutar tus días en la playa y también aquí en las terraza. Toma un buen drink. Creo que es un buen mix puedes disfrutar un día en la playa en la terraza comer bien en una música tranquila un servicio amable. Entonces creo que son puntos de fuerza de nosotros.

**N: Y en general que te gusta en Mahahual?**

L: Me gusta que puede disfrutar tu vida, aquí hay un poquito de estrés tienes una empresa o algo pero puede disfrutar también tu vida. No se para dos, tres horas puedes en la playa, en el mar hay un buen clima se vive bien. No hay mucho violencia como en otro lugares en Mexico en el mundo. Y entonces todo esto es son punto de fuerza de Mahahual.

**N: Y que actividades o productos son típicos de Mahahual?**

L: Para actividad a mi me gusta mucho bucear.

**N: Que es bucear?**

L: Ehh diving. Y entonces es un lugar increíble pasarlo bien. La verdad disfrutar y clima y la playa del Mahahual. Que mas, conducir en bicicleta pero no lo mas me gusta es el bucear aquí en Mahahual y a cerca es Banco Chinchorro también está increíble nada más.

**N: Nada más. Hay algo específico culturales que es muy interesante?**

L: Culturales tienes que, culturales aquí en Mahahual es un poquito porque creció por el muelle de cruceros entonces de cultural hay poco nada. Aquí a una hora o una hora y media puede ir al ruinas del chancho ahí ya es un poquito más de historia. O Tulum más dos horas. Entonces ahí hay mucha más cultura.

**N: Pero no dentro de Mahahual?**

L: Aquí la verdad no. No veo nada de cultura.

**N: Y sabes si hay algunos productos que se producen de aquí? Productos de comida o de manualidades o artesanías?**

L: Artesanía, artesanía. La verdad no no no no conozco nada de esto. Veo que la verdad veo que hay muchos artesanos pero no sé si es cosas que producen ellos. Creo que son cosas que ellos compran y vender. Pero no creo que si se encargan de hacer estos profundicé no creo que tampoco tienen la posibilidad de trabajar algo así.

**N: Entonces todas las casas que se venden en el malecón son productos de otras partes de México?**

L: Para mí de Mahahual específico de manual no hay casi nada y esto falta mucho porque sí sería un si se tienen productos de Mahahual o artesanos de Mahahual que en verdad lo hacen aquí. Es un punto de fuerza. Aquí no veo nada de lo la verdad.

**N: Y qué opina sobre el Puerto? Que opinas sobre las turistas masivos que llegan aquí?**

**Que es tu opinión sobre el desarrollo turístico en Mahahual?**

L: Yo digo que por una empresa de Mahahual, puerto de los cruceros todos hablan mal pero traen mucho dinero. Muchas personas entonces mucho dinero. Al final sin Mahahual no había el puerto de los cruceros creo que sería un pueblito super pequeño pero no había nada casi nada. Entonces si no es turismo no es que no es rico como turismo pero trae mucha gente entonces gastan poco pero muchos entonces también por la economía no de Mahahual. Claro después hay mucho más también en la basura y de todo lo que hay pero creo que no es así se tendría que cuidar un poquito más por la basura porque claramente hay mucha basura. en el pueblo. Sí claro porque llevan trae mucha gente entonces mucha basura al final del día. Y muchas veces se no cambio la basura. Entonces por unos dos días tres días una semana ni recolecta la basura. Esto es un problema.

**N: Y quien recolecta la basura?**

L: El municipio lo tiene que hacer. El problema es que dicen que tienen un poco de dinero por hacerlo. El municipio lo dice, el puerto no se encarga de este. A veces tenemos muchas problemas de este tipo de basura. Yo lo veo como un turismo como que positivo, se veo así, se ve en el día de barco y no barco ya se ve la diferencia de temporada baja. De los barcos de pagan la renta del lugar y los empleados si se va por el turismo nacional aquí sería un problema.

**N: Entonces el gobierno mexicana hace nada para ayudar?**

L: No, no nada ayudar nada. No tiene una política de traer aquí gente nacional a disfrutar la belleza de Mahahual. Está desarrollando el proyecto turista del turismo nacional y este no.

**N: Y como es por tuyo te sientes apoyado por el gobierno?**

L:.. No la verdad no solamente llegan para pedirte dinero. Para sacarles dinero seguramente no ha apoyado no. Y a veces es prepotente te piden dinero. No es el gobierno es la gente que trabaja por el gobierno. El gobierno de pide de lo que se tiene que pagar y es normal.

**N: Entonces es la responsabilidad de la comunidad?**

L: Sí claro. La política que tiene la gente que trabaja de que es de robar en cualquier manera y en cualquier modo. Esto es un problema.

**N: Y en general son preguntas sobre la interacción con los turistas y con los residentes.**

**Crees que hay una buena interacción entre los turistas y residentes en Mahahual?**

L: La verdad no creo que el turista. No, no creo porque la verdad. Quien trabaja en la zona del Malecón por ejemplo la mayoría de los meseros y todos los demás son de afuera vienen solamente para trabajar. La gente que vive acá. Creo que ni nivel turista del crucero. Para mí no hay un buen mixto entre turista que se queda aquí para también interactuar con las personas que viven aquí en Mahahual para conocer la verdad la persona.

**N: Crees que es que son los turistas que no tienen el interés?**

L: No la mayoría de las veces la persona que vive acá. Es. Una gente que quiere sacar. Es muy difícil muy difícil porque también la gente que vive acá no le interesa. También por qué no habla inglés. Entonces cómo pueden comunicarse no pueden bastante. No pueden hablar con turista gringo. Porque tampoco al turista de Estados Unidos hablan solamente inglés y la persona que vive acá los españoles no pueden cómo pueden comunicarse. No los entiendo y esto es otro problema.

**N: Y en general que son los problemas de la comunidad?**

L: La verdad problemas de la comunidad. Yo creo que el problema más que es un problema que no llegan los recursos que Mahahual necesita. Pero esta es una parte que el Estado de Quintana Roo tiene que sacar dinero para tenemos las calles que son horribles. También el problema de las aguas negras cuando llueve mucho. Las calles serían otra vez y limpieza pero esta es un problema cultural del mexicano medio que termina en la y la tiran en suelo. Toda la basura al final termina en la calle porque ésta es la cultura de ellos. No están acostumbrados de esto es basuras se tiran acá, se tiren latas y botellas de plástico acá.

**N: Pero hay iniciativas para cambiarlo.**

L: Sí, sí seguramente si el problema es que la mayoría de la población. Sí porque es lo que van a dividir por ejemplo la basura son los hoteles, bars, restaurantes o cuantos son extranjeros y cuántos son mexicanos. El 90 por ciento es porque el extranjero se cuidan mucho porque sea otro tipo de cultura. Aquí aquí falta mucho cambiar la cabeza del Mexicano.

**N: Por mi proyecto voy a investigar cómo es el desarrollo del turismo y aquí he pensado en un concepto que se llama el turismo basada en la comunidad. Y es una iniciativa donde los residentes ofrecen actividades turísticos o algo que ellos producen y ellos pueden mostrar a los turistas. Y si sabes si hay alguna persona que puede demostrar sus habilidades. Sabe si hay una persona que produce algo?**

L: La verdad no. Conozco nada de aquí que produce algo para vender. A verdad como te decía antes se compras para revenderse. Entonces no son artesanos son vendedores. Que producen aquí no conozco no sé si existe no conozco nada.

**N: Si, la idea es de crear una tour de caminar, un walking tour con los turistas en los diferentes lugares de interés. Piensas que es posible en Mahahual de crear algo de este?**

L: Eso posible creo que es muy difícil pero sé si es posible.. Y sería un proyecto que seguramente interesante. Para Mahahual pero también por el turista creo también por la gente

que vive acá porque lo puede ofrecer yo lo puedo ofrecer a mis clientes porque ya sabes que hay esto puedes hacer un turno con una guía. Que te lleva a conocer este otro mundo es decir es muy interesante sería se hace un pequeño mercado de artesanos ahí puedes encontrar todos los artesanos de Mahahual. Un lugar que puede ser más ancho y ahí puedes encontrar todos los artesanos ese proyecto muy interesante.

**N: Crees que es también interesante para las residentes?**

L:. Para todos los también claro también un artesano también uno que se produce tomate y lo va a venderse fresca y todo de este es super interesante.

**N: Interesante, hay algunas restricciones que has experimentado cuando has establecido este restaurante? Hay algunas dificultades?**

L: No fue. Así nos ayudó claramente un contador. Tienes que tener un contador de demostradamente pero no fue todo es muy lento aquí en México todo el tiempo sin tener que tener mucha paciencia. Pero al final no es difícil. Solamente los que primero tienes que organizarte mucho tiempo antes que todo salga bien. Eso es lento pero no es lento y entonces por una empresa no es difícil abrir hacer cosas que solamente lento y claramente después claro que a veces nosotros encontramos gente que no estaba preparada como en el banco trabajar con un banco aquí en México es un gran problema. Todos los bancos son con la gente que trabaja y lo son preparados. Se pide un documento hoy y mañana te piden tres mas. No están preparados y esto es un gran problema. Por ejemplo yo estaba acostumbrado en Italia te piden 1 2 3 tres 3 sea de aquí hasta aquí te piden 1 hoy y 3 mañana y en dos semanas cinco más. Yo visto en el banco en el migración esto no saben. No tienen una manera de trabajar de dependienta las cosas son casi casi tienes que decirle maestro no lo necesito más y lo olvidé así es que el problema.

**N: Creo que es todo. Muchísimas gracias Luca por todo tu tiempo.**

L: Gracias a ti.

## Interview Transcript with CPTQ – Benjamin Jimenez

*This interview has been conducted via Skype with the Benjamin Jimenez from the marketing promotion agency for the Quintana Roo state- Consejo Promocion Turistico de Quintana Roo (CPTQ). The interview has been interrupted several times due to a bad internet connection. The interview was conducted by Elisabeth Boon and Nadia El-Edrissi.*

**Interviewer= Nadia El-Edrissi (N) & Elisabeth Boon (E)**

Interviewee = Benjamin

Duration: 31,32 min

Date and Time: 17<sup>th</sup> December 2019 at 9 am

Location: Via Skype

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### ***Original version in Spanish***

**N: Hi Benjamin can you hear us?**

B: Yeah.

**N: Ok perfect.**

B: Can you tell me a bit about you? Where are you and what do you study and then we will go to the Mahahual case.

**E: Sure. So I am from Belgium and I am studying tourism and I came to Mahahual to do an internship with Takeda which is a local organization. I don't know if you've heard of them before. And Takata has eight different projects which range from coral restoration to tourism which is what we are doing and they also have a recycling project. They have education as well. And so we are the second and third intern in tourism so it's a very new project and we're really just setting the scene and trying to find out as much information as possible on how tourism is structured to try and actually make Mahahual into a responsible tourism destination.**

B: Ok so you are in Mahahual right now?

**E: Yes.**

B: So how long are you going to stay there?

**E: So I'm here until end of January. And Nadia leaves in the beginning of January.**

**N: Yeah exactly.**

B: Ok. Perfect. And what do you want to know specifically about Mahahual?

**E: Well we want to first actually know a bit more about the organization that you work with. So if you could maybe just give us a general explanation about what you do as CPTQ What is your role and how maybe how do you push tourism in the region?**

B: Okay, well I think it was like in basics let's say that the CPTQ for the south of the state was created it was called the commercial promotion turistica de gran Costa Maya. You know Costa Maya is the area with Bacalar, Chetumal and Mahahual. Last year in 2019, 2018 the three offices the one in Cancun, the one in Playa del Carmen and the one in Chetumal, let's say they disappeared and the government created the new one which is CPTQ. And now we are in charge of the marketing for all the destinations. There are twelve destinations in the district. Twelve destinations and let's say they are 15 brands besides the destinations we have. We have the Riviera Maya brand, grand Costa Maya brand, and the Mexican Caribbean brand. Sorry, twelve destinations. I mean it's 12 destinations or twelve destinations. The new one is

Costa Mujeres it's right in front of Isla de Mujeres the continental part. And Mahahual is one of those twelve destinations. What do we do are basically three basic things. The first one is all the strategic planning marketing intelligence. The other area is the marketing area. And the third one is a promotion one. The one that goes to the trade shows and some trips and pitch. So I'm in charge of the strategic planning. That's what I do.

**N: Okay. And do you promote or market like all of these regions like separately or do you market it as a whole Quintana Roo?**

*[connection interrupted]*

B: Sorry I get it very well. Yeah. I think it's [the connection is] not very good.

**N: Yeah the connection is not so good. Do you promote each of these destinations within Quintana Roo separately or do you market it as a whole destination 'Quintana Roo'?**

B: It's each destination, under the Mexican Caribbean brand, but it's each destination. Let's say it's Mahahual under Mexican Caribbean brand. But each destination has its own market.

**E: Okay and is there conservation and Eco Responsibility and conservation part of these three strategy marketing and promotion of tourism within Quintana Roo?**

B: Basically, who is really in charge of this part is the Secretariat de Turismo. They're in charge of all the planning and tourism operations. It's in the 'Plan 2030'. It's the Tourism Sustainable Plan. It just promotes whatever actions they do. And we see what actions we can promote to tourism. Not to the companies or the stakeholders, but to the tourist, summer products. Kind of like those products. There are more like sustainable for markets that are into that. But basically, we promote.

**E: So you don't really decide?**

B: Yeah, right.

**E: Ok. So then speaking of SEDETUR we saw on their website that they have this document for tourism products and how to develop a good tourism product and the steps and everything. Were you involved in that, or do you promote that anywhere?**

B: Well, they are making the plan right now. In that process, of course they talk to us. We have meetings. And we are part of the process. We have got two or three more meetings pending before the document is ready. But that's all we would do. We are part of the process. Same. As idealistic coders you know.

**E: Who else is part of this process? Like who else it comes to these meetings that you have?**

B: Communities, hoteliers, local authorities, all people who have got to do with tourism in the state.

**E: And how do you promote it like do you do you send the message to, I don't know, the mayor of each of each area and tell them 'Okay we're having a meeting on this and this day. Whoever is interested can join or is there another way?**

B: I don't know how good what you said. I they [the mayors] are in one or two meetings. But basically in my case, there are some specific things. So it's not really a meeting, it's an interview.

**N: And is this plan annually published or is it sustainable tourism. No. No. Sorry. I was mistaken. Sorry.**

**E: And so in the in the e-mail that I had that we exchanged I asked you about if you maybe had data specifically for Mahahual because I saw that there's for Bacalar and there's for Chetumal and there isn't specifically one for Mahahual. I don't know if that's intentional or if there isn't actually that much data gathered on Mahahual.**

B: There isn't that much, also it's that tourists are in charge of all that data. What we do is we basically analyze strictly markets on how consumers buy, how they interact in the destination.

But the data, like the number of tourists and the number of hotel rooms and all that, its SEDETUR who is in charge of doing that. There is a document they have, I mean it's not so easy to get it because it's a small destination but it's still growing. There is no it's not really easy to know how many tourists are arriving into Mahahual, I know its like 140,000 thousand and there are like 600 hotel rooms. Plus, the same amount of rooms for vacation rentals. We know that because of the service that we've done there. But, we don't have a lot of information right now. We are working on that. I know three years ago we didn't have any information. So we are working on that. With [], so we can have as much information that we do have in our destinations.

**E: Ok, and what is what is the reason, is it because Mahahual is pretty small and that's why there isn't so much information on it?**

B: Correct, It is not growing as fast as the other destinations. That's the main reason, and we have been here only one and a half year, and we are still working on getting that system put together so that we can apply that system to all destinations.

**E: And so the tours tourism profiles and everything, that's also only you, you just don't have, enough data that you can collect here in Mahahual so that you can create a tourism profile just for the tourists who stay in Mahahual, or that arrive from the port?**

B: We have something there. It wasn't really working that well. So we decided to have a profile for the whole area for the whole Grand Costa Maya, because there is only one airport there and because we noticed that most of the tourists they stay in the three destinations, or at least two destinations. So basically we've found that the tourists that stay in Bacalar has pretty much the same profile as the one that stays in Mahahual. the spacing but color is pretty much the same profile as a wonder station in Hawaii. So it was kind of a waste of time and money doing three different studies when we found that there coincidences in the type of tourists. So what we're doing right now we're doing right now is the Grand Costa Maya tourist profile.

**E: Yeah okay. That's interesting to know because I was also collecting questionnaires here in Mahahual on the tourists who come and so my aim was to create a tourism profile but I wouldn't have to create a different questionnaire to try and answer those specific questions. So it's good to know that the data that you have on your Website can be used also for tourists who come to Mahahual.**

B: Did you check all the profiles from the website?

**E: Yes I did.**

B: Ok, excellent.

**E: Yeah, your data is very useful for my research.**

B: Yeah, you may notice that we don't have any more information from Mahahual, I think since July of this year. Since we saw that it was not necessary to have a lot of people there because the information is almost the exact same as in Bacalar.

**E: Regarding how you gathered the information before you were in Mahahual, how did you do it? Did you do it via like questionnaires that you distributed to tourists who were walking around or another method?**

B: Basically Chetumal Airport, bus stations, and sometimes in hotels in the area. But basically airport and bus stations.

**E: So not that many cruise tourists then?**

B: Sorry?

**E: You do not have a lot of information on the cruise tourists?**

B: No we don't do that.

**E: Ok, So they're not included in your tourism profiles?**

B: No we don't. There's a very good report that the Caribbean Cruise Association has about Mahahual so we don't think it's necessary.

**E: The Caribbean Cruises Association?**

B: Yes, they do a whole complete study from every port in the Caribbean. So we have Chetumal, we have Mahahual, satisfaction profiles and spending profiles. So if we need information they don't have we maybe do a study, but I don't think it is a priority right now. And also because we are more focused on tourists, the ones who stay the night, more than cruise [tourists].

**E: So we in our aim to develop Mahahual in to a responsible tourism destination. We have a few ideas of tours and projects and things like that, and we were wondering if CPTQ is able to, or knows of some funding for community based projects or initiatives within the Quintana Roo?**

B: Well I think the interest is there, the thing is that we cannot fund any project that is not related with promotion or marketing.

**N: Would you know who could be a potential funder?**

B: SEDETUR that's part of their job. I don't know if they would fund specifically a project like that. Maybe they might be, or maybe

**E: Or maybe what?**

B: The secretary of, how is it called,

**E: Or in Spanish is fine as well.**

B: I try to remember it.

**E: And so for the promotion of tours and products and things, do does it have to go through.**

*[connection interrupted]*

B: Excuse me?.

**E: For the promotion of tourists, does it have to first go through SEDETUR or can someone directly contact you and CPTQ you and...**

*[connection interrupted]*

B: We do it directly. We just have to do it according to the goals and objectives of the state government and also according to SEDETUR's goals. But we do it directly.

**E: Ok, so because have we have ideas of creating a local tour through Mahahual and also potentially one day having a market in Mahahual. And I don't know if CPTQ would be willing to promote that or help with the marketing of it.**

B: Of course, that's what we do. Additionally, when there is something interesting in the area. We do. We do it every week. We can send it to press. We can take it to the trade shows. We can put it on our social media. That's what we do.

**E: And are there any set basic requirements for a product that you would be willing to promote?**

B: Well, the basic one, and its not only for us, but also for SEDETUR and everyone, its you have to have your registro nacional de turismo. That is a federal license let's say.

**E: And other than that anything else?**

B: They go from CPTQ to the product and see if we can promote, if it is attractive, if it is safe, things like that.

**N: I'm not sure if you maybe have heard of the so-called community based projects. So basically these products they put a lot of emphasis on benefiting local communities. Do you maybe know if there are any community based projects in Quintana Roo at the moment?**

B: There is a whole bunch that gathers all this community projects, the grand is called Maya Ka'an and I think there are more than 14 communities working together in different brands and what we've done, we took that brand, and that brand was an initiative, let's say private initiative, and we took it as a public initiative. Have you heard about it?

**N: Yes I've actually heard about it. Yes, yes, about the Maya Ka'an. So you basically promote for them as well?**

B: Sure. As we do for them, as we do for Playa del Carmen, as we do for all the other destinations. The difference is the media, the target, everything according to their market segment.

**N: Ok, so potentially if we would create like a community based approach here in Mahahual, we could also let it all fall under this umbrella of Maya Ka'an?**

B: It has to be, in that case, it has to be under the Mahahual umbrella, because it's part of Mahahual. It's another product from Mahahual. It could be diving or fishing you know.

**E: Which other organizations, other than SEDETUR, are you associated with?**

B: Well we work with everyone, local authorities, state authorities, federal authorities, Secretariat de Turismo, local authorities and the hotel associations in the destination.

**E: And for some for our local market in the developments, I'm sure maybe from the research you have done and the tourism profiles and everything, do you think there is a demand for this or is there may be a specific kind of demand for tourists that you have noticed to come to the Costa Maya region that we should know about too that could help us maybe develop a product that really reaches and meets this demand.**

B: We don't have it so specific, like what is specifically they are looking for, but we know that how many of them, where they come from, especially the people that are looking for something like that is more related to culture, or exploring the area. We're talking about maybe two and a half million tourists in the whole state that are looking for things like that. And the destinations that they're looking for it's Mahahual, Bacalar, Chetumal, Tulum, and we have that segmentation but not exactly what they're specifically looking for. But we have the channel we use, where they come from, the type of accommodation they use, things like their spending.

**E: So you wouldn't know if there's like a gap in a product that could be filled by creating a new one?**

B: I think it would be good to create something more down there, south of the state. There is a huge amount of them, we're talking about two and a half million people looking for cultural and natural products.

**E: Culture and nature products.**

B: Or activities that explore nature, yes something like that.

**E: So are you the main person that I said stay in contact with, if ever Takata does then develop this product and wants it to be promoted, or is there someone else that is in charge of this?**

B: In that case that would be the marketing of the promotion. One side is the digital marketing social media and everything, including the website and in the case of the promotional area: [inaudible] some press trips. That would be great.

**E: Could I approach you, and then afterwards you give me the necessary contacts?**

B: Sure. As soon as you have everything, we can talk about it and I will contact you with them.

**E: Wonderful.**

**N: Maybe just one last question. Are there any long term goals or objectives for tourism in the Quintana Roo region?**

B: That's the 2030 Plan they're working on.

**E: Is the 2030 Plan going to be open to the public?**

B: Sure.

**E: Do you know when it will be?**

B: Have you talked to anyone yet about the plan?

**E: They put me in contact with you actually when I when I sent them my questions. So I will go back to them and ask them again.**

B: Specifically for the plan. The secretary Andres Abilar. He is in charge of the plan.

**E: You are not associated with the port then at all.**

B: No. The only thing we kept from the port is the number of tourists, cruise ship passengers. That's it.

**N: Maybe just a question about brand Maya Ka'an. Are there any specific requirements, or do you maybe know a person from there that we could get in contact with.**

B: I don't know who is in charge right now. But basically I work in that process a few years ago. So basically there are brand standards, and only the communities that are created and are promoting according to those brand standards can work under the Maya Ka'an umbrella. And those brand standards are very specific, they have to have social ethical responsibility and certifications so many things. There was in charge of that was or is Amigos de Sian Ka'an.

**E: Like the biosphere reservation.**

B: Correct. They created the brand, they created the project. And I don't know who's in charge right now maybe. I think it's Marai Tejo, I'm not sure. But if you contact them they will tell you.

**N: OK great. Thank you. OK.**

**E: Yeah. I think that that is all the questions we have for you for now. Excellent. I don't know that you have any other questions for us?**

B: No .

**E: OK. Well. Thank you so much for your time. Thanks a lot.**

B: You're welcome. Yeah.

**E: And I will. I'll stay in contact with you and send you an email when we have something a little bit more concrete that we can work with.**

B: Great. Fantastic support. Thank you very much. Thank you. Having a great too. Thank you. Bye bye.

**Interview Transcript with Mayor- Obed Durun Gonsalez**

*This interview has been conducted with the Mayor of Mahahual - Obed Durun Gonsalez. The interview has been conducted at a bench along the beach promenade malecon. The mayor was attending an governmental event on making cycling more prominent among female residents of Mahahual. The interview has been interrupted several times since people passed by, greeted the mayor and started conversations with him. The interviewee has been informed prior to the recording about the aim of the research.*

**Interviewer= Nadia El-Edrissi (N)**

Interviewee = Obed Durun Gonsalez

Duration: 21,40 min

Date and Time: 6<sup>th</sup> December at 1 pm

Location: Bench at malecón, Mahahual

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***Original version in Spanish***

D: Diez minutos voy a atender a los comandantes y después vamos a caminar y charlábamos todo lo que me quiero hacer. Estamos en el mismo momento viendo la acción levítica me parece justo. Me llamo Obi.

**N: Mucho gusto. Voy a esperar aquí.**

D: Si, si por favor.

*[researcher is waiting for the interview to start officially]*

D: Cómo nos comportamos si lo que hemos hecho pero donde estamos mal a lo bueno.

**N: Para empezar puede decirme algo sobre usted? Por cuanto tiempo es el alcalde de Mahahual?**

D: Primero Buenos dias.

**N: Buenos días. Perdon señor.**

D: Bienvenida. Mi nombre es Obed Duron Gonzales, alcalde de la comunidad de Mahahual, segundo destino de puertos de cruceros del segundo puerto nivel nacional el más importante de cruceristas que hemos ido desarrollando puedes ver. Venta de artesanos. Y venta de artesanos, hoteleros restauranteros náuticos servicios básicos para un buen trato a los turistas de todas las nacionalidades ir avanzando y por supuesto la educación es parte de la capacitación para que podamos avanzar como destino.

**N: Y cómo describirías la situación económica de Mahahual?**

D: Mal. Bueno primero me va a doler mucho decirlo y reconocerlo la farmacodependencia de los cruceros es una parte que me ha afectado mucho como desarrollo. Por qué? Porque se ve bonito cuando se va al crucero, se cierra. Son contados los puestecitos que abren en la noche. Entonces eso nos afecta porque la gente también se queja de que no vende que la economía está mala pero también como estrategia como desarrollo tendríamos que todos los días quienes salen al lugar. Como voy a venir al malecón está cerrado o sea los lugares los comercios eso sí nos ha afectado mucho por la falta de remesas en esa zona. Uno otro sargazo muy duro si realmente se compagina con la temporada de verano no queda otra pega muy dura que con humillarme desarrollo te puedes imaginar que se puede resolver la problemática del sargazos mosquetero con algunas playas hay que estar luchando y nobeles mucho. Porque por la farmacodependencia siempre de la discusión qué estrategia estoy buscando para combatir eso y lo del sargazo es una coordinación sí para poder tener una estrategia real, real para poder avanzar no me problema tales soluciones es cierto pero tras una coordinación limpieza de barreras maquinarias pesadas en cuestión de la

farmacodependencia también nuestra plataforma la del centro del país que nos interesa y 20 por ciento de lleno que casi todo el año casi todo el año. La estabilidad general de los conservadores nos ha ayudado mucho posecionados nos falta explotar mucho Guanajuato, Monterrey, Puebla, Tabasco y Ciudad de México Estado de México, Guadalajara todo esos estados puebla son ciudades industriales que hay un buen nivel de clase media que tiene la adquisición para disfrutar sus vacaciones.

**N: Y entonces el empleo cambiar en la temporada alta?**

D: En la farmacodependencia y modosita todo el año tenemos cruceros lo que nos favorece a veces son las temporadas altas que tenemos por el Florita empezó el 20 de noviembre. Entonces pero mira tenemos muy poca gente. Muchos factores como la economía mundial falta de promoción, trabajo de estrategia esto parte de las estrategias. Si uno no te funciona tienes que ir amoldando te cambian note para que esto no avanza otro. Vuelvo a reiterar la farmacodependencia hacia los cruceros y genera beneficios pero muchos problemas. Por qué llevar crucero se cierra entonces la muere. Entonces no debe ser así. Al contrario si ahorita me toca a mí cambiar esa perspectiva de que el alivio de empresarios pagan y se cambio.

**N: Y como se puede cambiar?**

D: Educación con capacitación, talleres. Incentivar a la gente a hacer el cambio. Buenos días [to a group of people passing by, chats with them]

Los Artesanos. Así son los directivos. A ver a ver permítame permítame.

**N: Hemos hablado antes sobre iniciativas de cambiar la dependencia del turismo con medios de la educación.**

D: Educación y capacitaciones y también mucho promoción en el centro del país por otros países. No. Para que eso nos ayude en la economía más competitivos más que nada parte de educados competitivos. Y eso va a cambiar la perspectiva de muchas cosas.

**N: Y por la gente que trabaja en el turismo opinas que el turismo proporciona un sustento un ingreso justo para la gente?**

D: Ha cambiando los durante muchos años ha cambiado mucho. Ahorita no hay monopolio hay mucha sobre población de pensamiento de jubilación de artesanos comercios. Por qué? Porque el desarrollo urbano no ha hecho su trabajo. Me entiendes. No tienes que ayudarme a abrir más lugares, más calles esto va a dar el fluido a la sobre población y eso es parte si no se hace me genera problemas.

**N: Y cuál es el opinión del gobierno sobre el puerto?**

D: Claro, es un tema de que yo soy políticamente hablando todo el cuerpo genera mucho empleo tampoco le conviene pelearse al contrario se organizan entre ellos los pagos en Hacienda del Estado.

[man passing by, greeting] Buenos días. [inaudible conversation]

De todas maneras voy a estar caminando si alguien me avisán aquí voy a estar todo el día. Discúlpame, es que nos quedamos.

**N: La opinión del gobierno sobre el puerto.**

D: Me ha ayudado también con el sargazo mucho. Y eso también no se había visto con gobiernos anteriores. Precisó sobresaliera solos, tengo mucho que agradecer especialmente aquí nos genera una problemática que se genera el destino y el sentido de que queda feo feo y no se queda. Ahí tanto igual los cruceros. Esto lo vemos casi todos los cruceros lo tienen todo y ese es uno de los supuestos que tenemos que hacer para cambiar comercialmente y solucionar.

**N: Y cómo es la situación sobre el basura?**

D: Bueno con dos camiones nuevos pero ya al 100 por ciento me toca Yubero Calacoto. Majahual por supuesto no tiene un paso y al ir cambiando para lo que tengo empieza desde las 8 de la noche y termina a las 3, 4 de la mañana a las 6 de la mañana empieza a terminar de las 4 de la tarde. Entonces necesitaría dos camiones nuevos para poder operar al 100 por ciento no para la sucursal sino para que yo pueda operar y eso conforme vayamos desarrollándonos incrementando el parque vehicular al servicio público. No tenemos cultura eso sí te puedo decir la educación vuelvo la educación que realmente es una herramienta muy grande el país para solucionar muchas cosas en este estadio también la basura. Por

qué. Porque va a ser un campo a la gente. A separarnos de la cultura nos están tirando la vida.

**N: Y qué opina sobre prohibir o limitar el uso del plástico?**

D: Organizar. Me interesa mucho organizar y regular con la educación.

**N: Y es posible de recibir ayudo del gobierno?**

D: Sí.

**N: No se si sabe Takata ellos...**

D: Han ayudado la problemática de la basura de la comunidad nos han ayudado mucho y nos falta mucho por hacer bueno recuperar muchas cosas que carecemos de es la meta. Te vuelvo a reiterar antes de las elecciones esto es la educación y la cultura y la perspectiva cambiándolas al 100 por ciento. Avanzaríamos ejemplo Japón. Después de la Segunda Guerra Mundial cómo ha avanzado muy posicionados hacia esta parte de lo que te deja la mala la mala experiencia de la guerra por su accionar resortes en países muy posicionados sofisticados desarrollados con educación siglos.

**N: Y hay algunas iniciativas en el momento sobre el reciclaje?**

D: La cultura no hay. Pececillo un poco no se le ha metido una propaganda al 3 por ciento. Por qué digo que tenemos que empezar a cambiar y empezar a buscar una estrategia que nos funcione mejor. Por qué? Porque si no vamos a colapsar el mundo en unos días.

**N: Entonces, si Takata ofrece un taller, talleres de reciclaje o...**

D: Tenemos el domo para hacer los talleres la plaza de la cultura. Ahí se pueden hacer todo tipo de talleres.

[talks to a street vendor passing by, more people start approaching the mayor]

D: Digame.

**N: Si hemos hablado sobre la basura en Mahahual y si hay algunas iniciativas para el reciclaje?**

D: La cultura cambiarlas es parte de la solución. Que si no, no puede hacer. Si con herramientas de desarrollo por supuesto.

**N: Cuáles son los problemas sociales económicos y ambientales que enfrenta Mahahual?**

D: Que?

**N: Cuales son los problemas ambientales aparte de sargazo o sociales. Hay algunas cosas que...**

D: La sobrepoblación de negocios. Por qué? Porque no hay un ordenamiento urbano como debe de ser que bien porque vaya de la mano eran biólogos licenciados otras diversas actividades. Muy pocas partes donde esto se da porque no fui el candidato que quería el gobierno municipal sarnoso esto fue su candidato ganamos porque el pueblo así lo quiso. Entonces qué queremos que realmente cómo puede cambiar esto no para que podamos usar un desarrollo urbano o un Consejo de Desarrollo Urbano Sustentable del Estado. Sea un comité donde se reiteran los tres niveles de gobierno todas las instancias y elecciones correspondientes comunidad. Ideólogos por supuesto diputados senadores todo eso tiene que ser para que esto vaya cambiando.

**N: Y sabes cuál es la estrategia turística de Mahahual? Hay algunas objetivos a largo plazo?**

D: Eh si el secretaria de turismo no tienen objetivos a largo plazo pero yo no creo que sea parte de la solución. La solución se hace en campo de trabajo. Ve la problemática de la raiz para tener una buena estrategia para desarrollo turísticamente sustentable.

**N: Entonces no hay un informe anual o algo así?**

D: Si hay. No tienes turismo de gratuitos pero realmente no se hace así se hace en el campo. Hacer un Consejo de turístico es sustentable pero en el área de trabajo lo que es el destino en la comunidad. Tienes oficinas. Esto se va si no quieren venir. Mira la problemática que le falta desarrollo urbano de la mano garantizarnos a los empresarios todos los objetivos que tenemos y luego uno de los más educados y organizados tenemos eso me llama mucho.

**N: Pero hay alguna institución que hace este planos. Es el SEDETUR o hay otra institución?**

D: Secretaría de Turismo del gobierno federal estatal y municipal. Y aparte nosotros como Alcaldía vamos, vamos viendo la problemática que como te digo el puerto ser farmacodependientes del puerto es bueno y malo. Malo porque sólo abrimos cuando hay cruceros bueno porque esos desarmes de ese mal no nos podemos hacer cosas buenas no decir mira que hay que atacar el centro del país meterle promoción a otros países para que vean que igual es su destino seguro y el desarrollo sustentable.

**N: Si hay algún apoyo del gobierno para acciones sostenibles para negocios sostenibles?**

D: Si hay emprendedores se les invita a los microempresarios y empresarios también. Sería dar incentivos capacitación taller. Sí eso si, contar que el gobierno federal y también el Gobierno de estado.

**N: Y como se dar ayuda? Con dinero, apoya financiero?**

D: Talleres hay incentivos no sólo que hay que darle acceso a proyectos de desarrollo todo ese tipo de beneficios.

**N: Que cosas faltan en Mahahual en general? Que servicios o productos?**

D: Un desarrollo urbano sustentable. Ahí integramos todos.

**N: La comunidad y el medio ambiente.**

D: Si.

**N: Hay planes por un mercado?**

D: Que mercado?

**N: Un mercado de artesanos y donde se venden..**

D: Si, hay un proyecto de tres o cuatro años atrás para un mercado de artesanía que no se ha fundamentado bien. Parte del proyecto sería gobierno, muelle y comunidad para que se lleve a cabo. Bueno tenemos el lugar.

**N: Donde está?**

D: Más adelante ya hay un lugar [points towards the left of the maelcon]. El dinero es el problema. Entiende [laughter]. Si no hay dinero aunque bueno ahí sí que lo tengo pero no tengo dinero. O más bien no se ha fundamentado el proyecto muy bien lo que nos ha faltado para que se lleve a cabo se aterricen. Parece los planos, planos de desarrollo urbano estás unificado ya lugar para tener menos pues.

**N: Creo que es todo. Muchísimas gracias para hacer esta entrevista conmigo.**

D: De nada. Gracias.

## Interview Transcript with PhD Anthropology student - Clara Malbos

*This interview has been conducted with Clara Malbos an Anthropology student writing her PhD for Takata. The interviewee has been informed prior to the recording of the interview..*

**Interviewer= Nadia El-Edrissi (N)**

Interviewee = Clara Malbos

Duration: 25 min

Date and Time: 28<sup>th</sup> December at 3 pm.

Location: Clara's home in Casitas, Mahahual

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### *Original version in English*

**N:** Just to give you a little bit of information about the project I'm working on. Community based tourism is a form of sustainable tourism where basically all the management and decision processes go back to the community. So basically the community develops a touristic product that can benefit the whole community. So that's what I'm doing at the moment so I talk to the people here and look if there is something profitable or something that they are producing that could be of value for a tourism product. And I see what benefits they would like to receive.

C: And what have you found so far?

**N:** It's a bit challenging I have to say. So I've found a people like today this one lady who is producing aceite de coco. Then the community center Wayak seems very interested and they have projects ongoing with the students from here. So they produce ecological bags, soaps and all of that. So they would be super interested in. From the artisan side I mean we have the malecon with where they sell a lot of stuff which is not from here it's not very authentic or anything so I have one guy who creates artisans out of coconuts. Exactly the comedor in 55 would also be interested.

C: Comedor?

**N:** They have food and provide workshops there.

C: Casa de la Cultura. I've been there this morning.

**N:** Ah ok, I've talked with Marian Salazar there and she would like to have tourists coming over and see what they are cooking. So the idea is to create a local tour for tourists to walk through different neighbourhoods.

C: Have you heard of Greeters that's the thing I was thinking about.

*[Clara shows website of Global Greeters Network]*

C: So this is basically you are a tourist and you go to any city in the world and you wanna have a tour but a local tour. And you want to see the city but from a native point of view. So what you do is you go to this website and you have the map.

*[phone rings, conversation is interrupted]*

And then they show you welcome to Greeters and then you book a tour and those guys who are doing the tour are volunteers but I was thinking in Mahahual it should not be volunteering but it will be a way so you visit the area but not just the malecon, like 55 and Casitas and

further. I think this is really interesting because it shows you the city from another point of view and just not the touristic part. That's what I was thinking about, it's interesting to create a tour and created by Takata to find some local people who are really interested in this project to build the tour with them.

**N: Yes, exactly. That would be really in line with the community based tourism approach.**

C: The only thing is I'm concerned about is finding those people.

**N: That has been a challenge for me now as well. Because they always wanted monetary benefits and they were like I don't know if this could work here because the community is apparently dispersed.**

C: Do you know why it is dispersed? Because what happened is because the port has been created like 20 years ago but at the beginning it was like a fishing village so you only had fishermen. But then when they build the port everyone from many other parts of Mexico came here. So what happened here there is no community. Why? Because there is no one from here originally. So no one feels like it's their territory. How could we do that people feel like home because most of the time what they do is they come here for high season and then they go. For example I remember last year that the director of the Primary School, he was like the kids are gone before the end of school time. They left school in May, April because it's the end of the high season. Then they go and come back next year. So that's the problem because it's very hard for them to get involved in the territory where they don't feel like it's their territory.

**N: Ok, so from your experience what were like challenges that you faced? What projects were you working on?**

C: Ok, so the first year I was doing like more of a like seeing how it was more than acting really. So I wanted to see the differences and complimentary between fishermen and tourist attraction. So I did like interviews with the hotels, restaurants and then with the fishermen to see what were their connections. The connection was mainly that the fishermen were selling the fish to the hotels and restaurants so the fishermen were directly benefiting from the tourism thanks to the fish of course. But at the same time there is not as much fish as it used to be and I don't think it's because of the way they are fishing but it's because of the cruise ship and the pollution it involves and so the pollution of people outside, the big boats and fuel they are putting off and everything. So the first year I did that and the second year I wanted to work on the citizen participation to understand what difference would the citizen participation have in all Mahahual in all different areas. So I met different people, different associations Menos Plasticos, Aak Mahahual and I've been in touch with the guy who is selling honey in the 55.

**N: Oh where is that? I haven't found that yet.**

C: Yeah, the thing is it's a bit complicated. I'm mixed feeling with this because it's really interesting but the guy is kind of a weirdo. So it's bad because at the same time I have spent a couple of time with him, in the mangrove and look for the honey and he is a countryside guy. So he had an association of many agricultural guys and wanted to provide a better way of working the land and everything but he is weird. So I remember some other interns wanted his contact but I was like I can give it to you but at the end I stopped talking to him because he was too weird and we didn't finish in really good terms because of this. I mean he was doing his honey with his family and he was involved in many associations. It was the guy wanted to do stuff here. He had the perfect profile but from a personal point of view it was weird. He was really pushy.

*[left out]*

C: Last year what I wanted to do too because I don't think she does it anymore. Have you met Simone?

**N: The Yoga instructor. Yeah I have unfortunately not talked to her because she said she is busy now with high season.**

C: Because she was doing some cleaning of las Casitas for like more than a year. And every Sunday they were all meeting and she would do the cleaning and everything it was working pretty well because she was there and she was like carrying all the project. But she is not doing it anymore so I think there is no one anymore and I'm following the Amigos Unidos they are not publishing anymore. She is not publishing anything yet so when I was here last year I wanted to do the same but in the 55 but it was so hard to get the population involved.

**N: How did you approach them?**

C: You walk in the street, you stop and talk to the people and then you do some quick interview what do you think about the environment and do you think there is some way to improve it. And then they are like yeah if you feel like we should improve it, I tell you we all go together and clean the street would you be interested in. All the time they were like oh yeah yeah of course we were planning on the date and everything. Almost no one was coming.

**N: I think that will be a main challenge.**

C: For me this so I found this problem with the cleaning thing in the 55 but I think this is the main problem here to find a way to involve the population. But on the other side if it is on a tourist approach at the Greeters or what you are working on. If they see that there is a money value, maybe they are more able to do something.

**N: Yeah, I think that is really a necessity the financial benefit. For sure Takata of course can not provide them salaries so it would need external funding. Ok, so from my interviews that I have done so far because a lot of people are from different parts of Mexico there is not really any cultural thing that they are practicing here. Is that as well from your experience?**

C: Yeah, yeah. And from noble Mayans people we have to find some here so like the traditional habits it's really hard to find. Apart from the fishermen which are fishing which would be a traditional thing, but even them for example like they are in fisher families since lie 100 years in Mahahual but now almost none of them is fishing, they guide tours for snorkel, driving the boat to bring the tourists to the snorkel and they are even loosing a bit of this, which was the only one traditional thing. And even this one is disappearing because they see that they will have more money with snorkel than doing fishing. For example what I'm doing right now because the two years I was there under the name of Takata so every time I used to introduce me to the people I was saying I was working for Takata it's easier if you have a label. But this year I'm like ok I don't have a label because I don't want to be assigned to Takata because it will be easier also for the people to talk to me knowing that I'm not just working for Takata. So what I'm pretty much doing right now I go to every church and I'm asking for if they are looking for volunteering for people to help them in their activities. Do you know the one in Casitas?

**N: Yeah, yeah I have contact to them.**

C: The pastor he is really nice. In the past few years he helped me in some projects and I needed a projector everything and he was really willing to help me every time. Earlier I went to the Jehovah Witnesses. Yeah they are here in the 55, it was closed and I found the lady next doors. There is a meeting tomorrow at 7 so I will go there. But I feel like these are communities. And I think the good thing with religion is it puts people together and people want to help. The essence of religion is helping each other so that's why I'm now, my kind of plan is to introduce me to these communities working with them, volunteering with them. And then trying to get to know them, because that is the only community I could find now. There is one which you should know it's Prestadores de Servicio Turistico. And this is an association with all the people selling artcart working as waiter at the malecon. You can recognize them

because some of them have a t-shirt with this label on. And they sometimes meet to do cleaning at the malecon and they have a community there.

**N: Ok, because I was talking to some lady from the Association de Artisanias. I have talked to Virginia she is a member and has a tienda at the malecon, where she sells masks that she paints and other crafts but from different places. Ok I didn't know this one existed.**

C: You just go at the malecon and ask a couple of people and for sure one can tell you go there or go there. And maybe them for those kind of projects would be easier to get them because they are already working in tourism.

**N: For them it would be definitely interesting. Like in general what would you say are social issues that are here? Is the drug and alcohol consumption a big issue here because I have heard very mixed opinions on that?**

C: Well from my point of view which is not the best. From what I saw is that there is a big drug issue here. Like people take a lot of crack and alcohol. I don't know if you have seen there is two in the village and two in the 55, a AA center.

**N: What is the AA center?**

C: Alcoholicos Anonymicos. I think if you want to know more about this you should go there. There is one for example in the village. You have the malecon and it's on the last one. I don't remember where it is exactly I'm sorry. And in the village there is another one and in 55. Can you tell me your question again?

**N: What are issues here?**

C: I think it's not that much of a poor town but the thing is it's very separated as well. And because of the geography, Las Casitas, 55 this doesn't help as well to the people to get together. Like for example for the trash in Casitas you have the big truck of Costa Maya, they come to pick up the trash because Simone she did kind of a deal with the port and now they are cleaning it 2-3 times a week. But the thing is why they are willing to do this deal it's because there are tourists go from the port to the malecon through Casitas to see how the streets are but no one goes in the 55. And the mayor there is a truck for the trash but it's just once a week plus it's always broken. I don't know if you have been to the 55 but there is trash all laying around. And people there really feel like they are left apart. In the Casitas are people to help with the trash and everything and no one comes to us and wants to help us. And you have electricity there since one year. So before that you didn't even have electricity either. I feel like it's not the same, the have less money the bigger problem is to see how they are put aside. They are outsiders like on a geographical point of view, social point of view every point of view. But at the same time it's the people working in the 55 are working on the malecon in tourism. It's like the guys working in the kitchen, in the service it's all of them.

**N: So basically you said Simone made this deal with the port to pick up the trash in Casitas. Do you know if they also pick it up in Pueblo?**

C: I don't know. I think no. I know for Casitas for sure but in town I'm not sure at all.

[left out]

**N: What do you think is lacking mostly in the community? What do you think where would aid be needed?**

C: Like finding a way so the people find a way so they own their territory. I think at the moment they are not feeling Mahahual is their town. If they are feeling part of it then they would be able to get together. But the thing is how to do to kind of create that because of how it is made geographically it seems very complicated plus with high season and low season.

**N: Then you have the fluent communities. For your projects did you organize like a town meeting or something like that?**

C: For the cleaning I did that at the kindergarten in the 55 and I had let's say 6 people 8 and I've reaching maybe around 50 people.

**N: Did you talk personally to them or did you make an announcement on the Facebook group?**

C: Both, both. I made an announcement on Facebook, like each person I was talking to like face to face I was taking their contact and that there will be a meeting soon. And then they didn't show up. And it was hard because I wanted to find a place so they would be feeling comfortable to come. That I did in the 55 in the kindergarten, I was careful in the time I was doing this. That the boats were always all gone because a lot of people are working in the port. So I was very careful not to have any barrier but still not a lot came. But at the same time I think if you ask or if you are ready to propose them like a new project but with money.

**N: That would motivate them?**

C: For sure. For example do you know Nacional Beachclub?

**N: Yes.**

C: I was working there the past 2 years and I was really good friend with the cooking ladies and I was telling them oh you want to come to one of my meetings? They were like Clara we are working all the time. But you don't have any day off? They were like no because on our day off we do all the work, like we are cookers at the National Beachclub we have two days off and this day off we are going to clean houses. So that's the thing.

**N: Yes, I have also heard of some respondents that they basically have no free time and in their free time they have to keep their household. It's understandable that they might not be so motivated.**

*[left out]*

C: I think the big thing will be to motivate people. And at the same time it's very hard for that because who are we to tell people to do this. How do we make it to make them trust us that's a big challenge as well. And on the bigger scale for all what Takata is doing I think that's a really big thing they have to think about now. That I want to do for my thesis right now is that we have a foreign association a NGO to come to a place and how do they do to get the trust of the people that they are working with.

**N: So that's now your PhD about then?**

C: That's what I'm interested because many different approaches didn't work so I'm thinking maybe the problem is not coming from them but more from us. So how can we do and what things could we do so they all feel comfortable and they will trust us and they will be able to work with us.

**N: It would be always great to have already the trust of one person and then it's easier to get trust of other people but of course that needs to start somewhere.**

C: Exactly and I think as well and I know that Cassie is trying to find interns like Mexican interns. And then you have someone not coming and not white people coming. But at least Mexicans who will be able to do this work and people will maybe feel it's someone from the inside how I have to live because I'm living this way since forever. Who is that person to change my habit like people from their own country. I don't know if you have any other question or if you want to know.

**N: Just like in general how would you say like are people perceiving tourism development here?**

C: I think there is two side I don't know if you have seen it as well because you have been talking to a lot of people. But one part there are like ah they are destroying the environment

and on the other point they want more tourists because they want more money. Me that was the two things that I have seen. Like tourists are great because they give us jobs and we want more tourists because we want more jobs, but they are destroying our beaches. It was really those two things at the same time. Sometimes the same people were telling me the same thing.

**N: Yes, I think that was more or less it from my questions.**

C: Just feel free to ask me anything.

**N: Thanks a lot.**

**Interview Transcript with Local – Luisa**

*This interview has been conducted with Luisa, a local resident of Kilometre 55 in Mahahual. The interviewee has been informed prior to the recording about the aim of the research.*

**Interviewer= Nadia El-Edrissi (N)**

Interviewee = Luisa (L)

Duration: 9,05 min

Date and Time: 4<sup>th</sup> January 2020 at 10 am

Location: Street in Kilometre 55, Mahahual

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***Original Version in Spanish***

**N: Muchas gracias para hacer este entrevista conmigo. Para empezar puedes decirme algo sobre tu? Tu edad, por cuanto tiempo vives en Mahahual?**

L: Pues tengo 30 años y después apenas hace como dos meses que llegué aquí en ese lugar a trabajar. Pues es un lugar tranquilo. No veo que haya mucha delincuencia. Por ejemplo en Playa como otros lugares es un lugar tranquilo y me gusta porque como te digo no hay delincuencia no hay miedo de salir a caminar un rato.

**N: Y de donde eres originalmente?**

L: Soy a aquí, nací en Quintana Roo por un pueblito más adelante.

**N: Ah perfecto y por dos meses vienes aquí por trabajar. Y trabajas en este tienda?**

L: No trabajo en la playa de masajista.

**N: Y te gusta tu trabajo?**

L: De verdad sí.

**N: Hay muchos clientes que vienen?**

L: Pues hay días que sí tenemos gente y hay días de igual manera que estaba.

**N: Y estas satisfecho con el dinero que ganas?**

L: La verdad sí se sale muy bien y bueno para mí no es nada pesado porque sí cuando yo empecé a trabajar porque he trabajado en otros lugares y a veces siento que no me gusta pero desde que entré a trabajar aquí con una amiga y pues me ha gustado. Me gusta es tranquilo, me gusta lo que yo hago.

**N: Sí, si claro. Y puedo preguntar cuanto ganas por día?**

L: Pues a mí me da sueldo y si.

**N: Un sueldo fijo?**

L: Aja, me da 35 dólares al día. Pues sí tengo propina pues es mía.

**N: Y eres una asociación? Eres un miembro en una asociación para los masajistas?**

L: La verdad no sabría decir.

**N: Bueno y en tu tiempo libre que actividades quieres hacer?**

L: Pues en mi tiempo libre a veces salimos a caminar en la playa no pasear sino a ver si salimos. En otros lugares en otros pueblos acerca. Así si no voy de visita a mi casa.

**N: Y qué piensas sobre, eres satisfecho con la oferta de turistico de aquí?**

L: Pues está bien pero escucho que dicen que esta bajando todo, esta bajando todo de acá. Porque si estuvieran al mismo precio que siempre está pues está bien. O sea lo que yo gano pero si va bajando pues igual mi sueldo disminuye. Y es la cantidad no se.

**N: Si, y cómo son tus encuentros con los turistas en general?**

L: Pues bien amables.

**N: Entonces eres personalmente dependiente de la industria turística o tienes también clientes que son residentes de aquí?**

L: No son turistas.

**N: Tu vives en 55 y qué opinas sobre esta comunidad este barrio?**

L: Pues es tranquilo como un lugar tranquilo no hay mucho delincuencia. Pues a mí me gustan los lugares para vivir.

**N: Y hay algunas cosas que faltan aquí?**

L: Pues como casi no salgo por ahí pero yo me imagino que hace falta que arreglen las calles por allá atrás pues de luces que son lo más importante para que las personas puedan salir a caminar y no tenemos seguro.

**N: La idea es por Takata de crear un recorrido local por los turistas en los diferentes barrios. La idea es de buscar gente que puedan mostrar algo que es muy interesante para ver si hay algunas personas que pueden cocinar una típica comida de Mahahual o de otros lugares de México. La idea es también de pasar a 55 y qué opinas que piensas es una buena idea de mostrar este barrio a los turistas?**

L: Pues si para conocer los lugares y las tradiciones de diferentes personas. Pienso que en ese lugar llegan muchas personas de diferentes lugares y de diferentes tradiciones y si los turistas llegan a visitar pues van a conocer cosas nuevas.

**N: Si, claro. Sabes si hay algunas personas de aquí que pueden mostrar algo? O quien tiene habilidades?**

L: La verdad no.

**N: O sabes si hay alguien que practica sus tradiciones?**

L: No.

**N: No, ok. Que piensas por la gente que quieren participar en algo de este que piensas que ellos quieren obtener como un beneficio?**

L: Pues muchos personas si muchos personas no. Algunas personas lo hacen porque les gusta y algunas personas esperan algo a cambio por un beneficio.

**N: Y es un beneficio económico o piensas algo otro?**

L: Pues hay personas que sí lo hacen por su beneficio económico y algunos que no tampoco.

**N: Y que piensas que es un justo gano para ellos?**

L: Ahhh no se.

N: Es difícil de estimar. Otra pregunta tenemos una otra idea también de crear 55 un poquito mas atractivo. Que piensas sobre la idea pintar las murales sobre las historias de la gente porque hay muchas pesces

L: No estaría nada mal esa idea de poner, conocer pintura para llamar la atención. Supone que es un lugar turístico un puente que atraerá a la gente a los que no visita.

**N: Quieres participar? Esta bien para ti de pintar un poquito espacio de tu casa?**

L: No es mi casa. No hay problema para mi pero no estoy la dueña. Estamos aquí nada más porque trabajamos aquí trabajamos con ellos y nos dan un lugar.

**N: Claro entonces perfecto, muchas gracias.**

L: De nada.

**Interview Transcript with Local – Tara**

*This interview has been conducted with Tara, a local resident of Kilometre 55 in Mahahual. The interviewee has been informed prior to the recording about the aim of the research.*

**Interviewer= Nadia El-Edrissi (N)**

Interviewee = Tara (T)

Duration: 17 min

Date and Time: 4<sup>th</sup> January 2020 at 10,30 am

Location: Street in Kilometre 55, Mahahual

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***Original Version in Spanish***

**N: Usted puede decirme algo sobre ustedes por cuánto tiempo ustedes viven en Mahahual?**

T: Hace 25 años.

**N: Y dónde es usted originalmente?**

T: Soy originario de Veracruz y de mi esposo era había fallecido de Tabasco.

**N: Y como le gusta vivir aquí?**

T: Si, es un lugar tranquilo todavía

**N: Y todo el tiempo has viviendo en 55?**

T: Si, 55 de que llegué aquí.

**N: Como son la gente de aquí? Qué opina sobre la comunidad de aquí?**

T: La gente aquí es muy calmada y a veces te hacen proyectos aquí de que para la comunidad y no veo bien que trabajen para

**N: Qué proyectos?**

T: Es como por decir de ahorita ya no pavimentaron casi un pedacito de la carretera en el camino pero ya lo hice. Ya la luz ya no las metió. No había agua ni luz ahorita tenemos la luz ya al agua. No nomás lo que es 55 y ya de ahí para allá atrás ya no tienen.

**N: Entonces el gobierno no apoya? No hay iniciativas?**

T: No sé si sea el gobierno o sean los dirigentes los que a veces no apoyan pero nos tenían muy olvidados hasta penas.

**N: Y qué opinas sobre el desarrollo turístico de aquí?**

T: El desarrollo turístico esta muy bien. Sí eso inició Mahahual tuvo vida y anteriormente no no había nada. A partir del desarrollo turístico éste fue el que más levantó.

**N: Y usted es dependiente de la industria turística?**

T: Directamente no porque aquí los que trabajan son [inaudible] los patrones que tienen hoteles que tienen restaurantes así hay trabaja.

**N: Y usted trabaja?**

T: Yo quede en hogar.

**N: Y su esposo?**

T: Falleció hace seis años.

**N: Oh no perdón. Y ahora qué opina que falta en el 55?**

T: 55 le falta mucho. Faltan pues los terrenos que le metan mano y gobiernos para regularizarlos porque nos tienen atrancado así que ya ve que entra la empresa que si del gobierno de las dependencias de que si la horita se va a dar algo así y pues ya tienen

atrancada no se quieren regularizar. El único que necesita que le regularicen pero no sé que quién mete mano que está trata autor, regularizaron. A veces te dicen que quieren un documento legal del terreno y si no te lo dan como lo vamos a tener.

**N: Porque tenemos la idea porque que hay mucha gente que trabajan en el turismo pero con la temporada alta y baja no lo gañan mucho a veces.**

L: Si porque por la temporada alta ganan les pagan más o menos en la temporada baja y a veces les bajan el salario. Aguantas pues la otra temporada que viene si sigues adelante pero hay una gran diferencia. Aguantar y seguirte.

**N: Sí claro y con la gente por ejemplo que trabajan en las que son de aquí o que trabajan la temporada alta la idea es crear un producto turístico que beneficia a ellos. Por ejemplo todavía no hay un recorrido local. No hay un recorrido entre los diferentes barrios para ver y conocer a la gente de aquí. La idea es crear un recorrido donde las turistas pueden conocer las historias de la gente. Y qué opinas sobre la idea de la idea de crear algo por la comunidad con la gente de la comunidad que quieren participar por la comunidad?**

T: Pues antes había grupos se formaban grupos que según andaban viendo de la regularización hacían sus juntas cada ocho días o cada 15 días pero había que cooperar.

**N: Quienes son la gente que se agrupan?**

T: Yo dejé de llegar porque te piden que si 100 pesos 50 pesos 200 pesos hasta 500 pesos a veces pero pase un año pasan dos y no ves avances. Te vienen diciendo lo mismo que ya sabemos desde hace años. Digo bueno entonces la inversión dónde está.

**N: Entonces falta una unión en la comunidad?**

T: Yo diría que lo que faltaría es prácticamente unión. Si falta la unión pero francamente quizá no porque a veces yo saco cuentas que llegan por decir 100 personas le dan de 100 pesos. Y cuánto cuesta el pasaje de aquí a Chetumal 200 pesos a comprar el resto.

**N: No la idea es buscar gente de aquí que trabaje que trabajen donde sí que puedan mostrar sus habilidades lo que están aquí sí. Si usted conoce a alguien que produce algo de aquí o que hace manualidades?**

T: A calle atras ahí viven unos artesanos. Allá los artesanos que se reducen de todo van a vender en la calle.

**N: Sí sí pero muchos de la gente son vendedores y no producen las cosas creo que traen de otros lugares.**

T: Hay algunos que producen aquí porque se van toda lo que es la vi en la playa que recogen con cáscara con caracolitos y lo que encuentran y de ahí van haciendo sus manualidad y hay otros que vienen a recoger el fruto del monte así van a hacer sus manualidades.

**N: Usted conocen alguien que puede cocinar algo típico de Mahahual o de otro lugares?**

T: Sinceramente yo casi no salgo y al mes que estoy aquí pero de ahí para acá ya para afuera no algo que hace como más de diez años yo ya no salgo para mí aquí me veo dando vueltas porque me siento que padeczo del ciático. El ciático duele mucho.

**N: Sí claro. Claro claro claro porque usted vive muchos años aquí, ha experimentado el cambio de la destinación.**

T: Cuando llegamos aquí como está ahorita. Sí mucho cambio. Todo el café se ve aquí en la montaña. Sí todo eran montañas. Cambiaron mucho mosco muchísimo y tienditas 2 o 3 no se veía nada.

**N: Y no hay una recolección de basura también?**

T: No había pero ahorita sí pasa el camión recolectando la basura y a veces malas saca uno pero el camión sí pasa.

**N: Y usted quiere participar en algo como un recorrido local para conocer las historias de la gente que viven aquí? Usted puede explicar un poquito sobre el lugar y como se ha cambiado. Usted quiere participar?**

T: No sé, si quiera a mi nuera o mi hija porque son las que pueden salir. Yo vi como ahorita ellas están trabajando ya que ahorita todavía en temporada alta están los hoteles llenos. En la temporada baja es que ya tienen un poco más de calma que a lo mejor pudieran pero no se.

**N: Y qué opinas de la gente que quieren participar que es un gano justo para ellos para participar en una actividad por un día para explicar un poquito sobre el lugar. Usted que piense que es un sueldo justo para gente que quieren participar?**

T: A lo mejor es más o menos es el sueldo que si se va uno por uno ya lo que es Veracruz, de Tabasco lo que estaba con salarios mínimos el gobierno en las noticias dice que la canasta básica y el salario siguen pero en realidad se poner comprar y no va porque los precios al menos va a estar Conasupo dice que es Conasupo ya que eso es para los pobres mentiras dan a veces más caro que en la tienda particular. Pues como dice el poco salario que uno gana nos da lo mismo.

**N: Y 200 pesos usted sabe que es bueno para la gente de aqui?**

T: Pues ahorita aquí lo que pagan donde quiera, 200 pesos si pero usted va a la tienda con 100 pesos y no trae nada.

**N: Otra idea es que Mahahual no hay mercado.**

T: No hay mercado una vez tuvo quien estuvo de alcalde Odón aunque dijeron que se iban a solicitar que pusieran en el mercado hasta no hay.

**N: Y que opina sobre un mercado?**

T: Estaría muy bien. Pienso yo que un mercado es un poco más económico .

**N: La última pregunta es para hacer 55 un poquito más atractivo. Que usted creen sobre la idea de pintar las murales con son por ejemplo si sí hay un casa de un pescador la idea de poner su historia afuera para la gente de ver.**

T: Si, creo que esta bien porque todos los lugarcito hay murales.

**N: Y usted quieren también participar?**

T: No se.

**N: Bueno porque creo que es todo. Muchísimas gracias.**

T: De nada.

**Interview Transcript with Tour operator – Aviomar**

*This interview has been conducted with Victor, an employee of the tour operator Aviomar. Aviomar is offering tours to cruise ship tourists only. The present interview remarks the presenting of tourism products as the walking tour and market and a potential collaboration for a CBT product like the walking tour or market. The interviewee has been informed prior to the recording about the aim of the research.*

**Interviewer= Nadia El-Edrissi (N), Elisabeth Boon (E)**

Interviewee = Victor (V)

Duration: 48,49 min

Date and Time: 6<sup>th</sup> January 2020 at 9 am

Location: Aviomar Office in Casitas, Mahahual

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***Original Version in English***

**N: Yeah, I mean I've heard from Eli that she has already had two meetings you prior could you maybe just tell me a little bit about Aviomar like the organization with whom you're collaborating with?**

V: Okay we are a company from 50 years of experience actually last year really we end up having 50 years mainly Aviomar was created for the cruise ship industry. So he was pretty much the first one to started doing this in 2000, 2001. They implied I mean the owner of the pier invite Aviomar like to become to Costa Maya and put all tours together you know as they already know how to operate. So what that's they did since 2001 they are here and this they were the big operation together with other sister companies that we used to be part of Aviomar. And so they basically they dedicated just for cruise ships tours and we are in Cozumel, I mean that's our main office. Cozumel, Playa del Carmen they extended because they have the main tourists. Then Progresso in Yucatan we have operations there and in Costa Maya. So in Costa Maya we have since 2001 we organized tours to Kohunlich, we do some other tours like Bacalar. We have that we went to it which is our newest tour together with raft in Pedros Santos in the mangrove and we have kayaking here, we have Segway tour and we have a truck, which is a designed truck I don't know if you have seen it, it's big the orange truck. So we have a tour that goes into the jungle and go to a little cenote after this. After the cenote they go to the beach, they have lunch , paddle boards and just like a picnic day. And then they go back to the ship. Those are the tours we have we were not that big here and we're trying to grow little by little. We used to be big but then after the Hurricane in 2007 the owner of the pier decided to open their own tour company as well so we split tours. So then they that's why they have Chacchoben and we used to have Chacchoben before as well.

**N: And which is the tour company?**

V: Turismo de Aventuras, the owner of the pier they have the tumbuggies the snorkel I don't know what's all their stuff they have like 20 tours or something like that. They're huge.

**N: Ok and operating inside to port?**

V: Aha and we take people only from cruise ships. Yeah we don't take people like from the resorts and things like that. No not as yet the company has different brands now and there is one in Cozumel that calls Tourlanders is dedicated like with the technology like traveling and going around now you search on the Internet and you are oh I don't want to book through the

cruise ship so I want to book with someone outside because it's cheaper. So the companies prepare for that and they and then they base themselves on commissions as well. So the cruise ships so they don't get upset with us we get in business outside. So everything has to be legal to them and loyal.

**N: Just in general how long are you tours on average?**

V: Ah it depends, the combo Kohunlich Dzibanche 8 hours because travelling time is about 2 hours and 15 min, each way.

**N: And that is fine with the cruise ship passengers?**

V: Yeah, yeah let's say they stay like nine hours nine 10 hours with some of them that they come with a short time report that we cannot go for that. And we have to offer other options. We have Kohunlich which is about six and a half hours to seven hours something like that. Some of them include that box lunch or a meal like they have they stop in Bacalar for a meal and then headed back to the ship. The tour tubing in Bacalar is 5 hours and 30 min. The raft is about 5 hours tour, Segway 3 hours.

**N: Segway would be then through Mahahual?**

V: Aha, three hours and jaguar truck is three hours. So those are the times we use.

**N: The kayak, the Segway those are then tours within Mahahual. And do you have anything else in Mahahual itself?**

V: No those are the only ones we have.

**E: Yes, so this meeting was about the walking tour. So our objective is before Nadia leaves to write an action plan for Takata where we give Takata recommendations on what we can do to help develop tourism here in Mahahual. So one of them is a walking tour. And so obviously like the walking tour we thought the best way to start with that would be to work with you and help you. Because we do have the time.**

V: Yeah I know that would be really nice. Yeah.

**E: So we just I mean I just wanted to know maybe if you could explain what you have right now so far so that we can write that down in our action find one and show it to our supervisor and tell him like this is what we have so far. This is the steps that we need to take next. This is how we're going to work together with Aviomar to develop it so that we kind of have a very detailed understanding of what we're doing.**

V: Ok well basically well what I have in mind you know is to take people from the pier with transportation because they kind of walk through all the way from there to the lighthouse. And I want to start it or of course you know the reception area give them a little briefing. They go to the transportation like I'm not on an open air truck like the ones we have already. We don't have to weigh any extra drive in to do the lighthouse. And the first step will be the lighthouse you starting there with cultural information telling them all about what's in Mahahual and how it's been growing and how is the impact you know through having cruise ships on the area and then from there then we get we can start walking and then go Maya Bar. As our first stop for our refreshment. You know it could be like I don't all like a soft drink or even margarita or something that they can you know like can start to like have different tastes you know like or having like the recommendation drink of the area you know it could be Marguerita that could be something else.

And then from there after that as meet the owners because they have been here in Mahahual since Mahahual was nothing so they have a lot of information to share as well. So I've shared that with them. Have a drink and then walk again. For town through the Malecón and then make another stop. I haven't decide yet where to stop there but I'm trying to see trying to look for a place to organize maybe we after Maya Bar we walk all the way to the pier. So the fishermen's pier.

So and then from there of course you know how fast people can get tired maybe we can do another refreshment stop in one of the places there that I have not decided yet. Could be we have a beach now which is next to No Hotchkai maybe there we can stop and give them you know refreshments. Could be alcohol non-alcoholic. Then after that we can continue into the pier the other pier going suddenly Pier take some nice pictures and then you know you can put it like all the information you gave since the beginning on the lighthouse about fishermen's village. And you can complete that. You know at the pier with the boats there and the fishermen sometimes there are the boats from Chinchorro when they come and give them more general information.

**N: Also about like negative impacts or like general environmental ones?**

V: Definitely. Definitely could be like everything. You know like how how he's been. How is the impact that with having there is a lot of people in here and cruise ships and you know I think a good place to take them will be the pier as there is some if you go there there is a lot to see like you wouldn't see grass when they call you know you can see where they have it so can people see the reality. Well what's in here after that then go back to the to our beach and then being stay there and I want them to prepared their own salsa you know picco de gallo like a cooking class. But picco de gallo and guacamole something fast and easy. And then we can include some other drinks probably soft drinks water or cold drinks and then stay there for like one hour 30 minutes or even one hour to enjoy swim use some paddle boards you know and then and then we take them back to the pier.

**N: Do you already have someone for the salsa?**

V: No no no not right now but we organize I'd like very easy. It doesn't take days. The thing is to have the idea only you can buy it can get some tables or put some wooden tables there you know that they can prepare they own and have everything like already like a lady that cut everything on pieces and just give them and they can mixed up with their salt with pepper and whatever they and other ingredients they want to do. The thing is to organize and put all the description, timing and sent them the proposal.

**N: What do you think would be a good time in total for the tour?**

V: It could be like 2.5 hours because you can take several departures.

**E: The guide that you would have would it be someone from Aviomar or would you try and find someone different?**

V: I'll try to find someone from here. All the guides that are in Aviomar are from our local people. I have few ones that are coming from other states now that are looking for something different and that we are hiring some of them. But I think if a tour like that is the best thing is to have a man or a gentleman or lady that are from the area. Speak good English understandable but someone that has been living here for with all this change so they can explore because is it different when someone comes from other part and learn his speech. Someone somebody told them how things are here they don't feel it. You know like it's not the same. So that need to be a good impact to the guest that's that's for sure.

**E: How do you how do you count on finding a guide for that? Or do you just like go around walk around 55 and ask people?**

V: I know a lot of people you know. So I just need to whenever I have everything like in paper and sent it and they said yes Victor we can buy the tour we're going to start promoting the Tour then I'll go to the next step alone to finding all the equipment to operate for example like if I need what I need to prepare salsas. So I went through that in finding the guide because I need to as well to bring the assurance short skirts and stuff out show them the program. Take them on the tour. So I need to find already those really things need to be ready. So when guests come we are all set. Next step after like the description is the cost because for every tour has a cost. And I don't know if you are aware of but every tour company that goes inside

of the pier we need to pay taxes. I mean like their tax. It's about it depends on the tour. It's like commissions per person. I believe like three to four dollars per person to take them out on tours. So that is a cost already. Then the other cost is the insurance. Every tour is covered by insurance as well so the cost I have them all the on the system. I need to just find them. So that's that's one two transportation. You know what's the cost to take them from the from the pier to the lighthouse and then after the tour take them back and you know what's it cause. Even if I'm gonna do it with taxi or we're still going to use a transportation.

**N: So transportation would then be in those big vans?**

V: It could be the big van or it could be the big truck that we have already we know that when we just pay like a significant like diesel and we already have the driver but wanted to put all that together as well the costs of administering like admin costs like management is a percentage you know percent that needs to be together with the tours. So at the end it will be a tour of for a crush ship like 30 dollars something like that with a profit already. So normally profit on all our tours like that is a not more than ten dollars for a person. But so that's a study that we need to do when they send a proposal. They do it because of my input. Okay. So this is your cost. The tour will be 30 dollars so that this the profit.

**E: So if you have like let's see the lady who's teaching people how to make the salsa and the guacamole how much does she get?**

V: Operation here random like 300 pesos per day.

**N: So that would be a good salary?**

V: Yeah yeah I think that's good. No, no know when we play well here. I mean our guides the made if they're freelancers like they get the 500 pesos per day plus tips. They earn good money. That's why all the guides I have some of them been here for eight years five years so they would take care well of them.

**N: What do you think because we thought of maybe also attracting like women from Mayan villages to bring in their products. What would you think of having them as well next to the salsa lady having a stand with the art crafts? What would you think of that idea?**

V: Like a little market with all the ingredients there or?

**N: Yeah like different products that originate maybe also from Mayan villages. Could be food combined some art**

V: Ah like from Pedros Santos and surrounding. Yeah, we can do that for sure. You know all the ideas if you girls have like there is a lady that comes from Limones. I don't know this she's still doing that here, who brings in fruits and vegetables we can buy it from them so that when the lady with the you know she needs to cut the tomato or some things you know you just grab it from there and as well tell the guests where that fruit is coming from. No that's that's brilliant that could be a good idea.

*[presentation of our concept ideas]*

V: And then go to the local market like the store like Primo grab this stuff, grab what we need like the avocado the tomatoes the onion things like that. What we need to do to make the salsas and then take them to the beach have another drink. Leave them there. The lady can wash them out and everything and make everything ready and they go to the pier. And so when people come back they know that's what they bought at the little market and that's what they are gonna eat.

You make it more interesting you know in Cozumel there is a market and they love to go to the market. So I think yeah we that's why we need it.

*[presentation of our concept ideas]*

**E: And you would pass through Mayabar because it's already associated with the port?**

V: Yes, we collaborate with them for the Segway tour. They have really good service, they are very interesting on having tourists with them and we've been working with them for like a year and more than a year and think can they're really nice to people.

**N: Like for the food are there any safety requirements or anything that needs to be considered?**

V: Safety definitely I need to recommend people. Of course if they're gonna go to the ocean not to use sunscreen or long sleeves, T-shirts will be good to recommend them. The walk in your shoes like tennis shoes for Jordan or sandals because you're going to do pretty much a long walk. Hat, sunglasses I'm guessing that's it.

**N: Is there any governmental requirements or something when you when you create a tour and it involves food and let's say giving food and preparing food to the tourists?**

V: We need to have a license from the municipality. When I say that's the details we have to go through after we send the program is then to go to the local authorities or the government offices and create they call it the license health information. I mean when they are aware that you are preparing their meal. And make sure everything will be safe for people.

**E: And then so what would be the minimum amount of tourists?**

V: Depending on the cost that I will drop to then we can run with minimum of five people you know because then you cover the cost of the guide you cover because of the products you use and you covered the cost of transportation. So it could be like four, five, six people and then when you see you have to make a profit but at least my product is there and probably one of these days it will increase and then I start making some profit. But the idea is not to lose money is to is to make money and have everybody in, maximum could be 20 people. We can do it like three times a day.

**E: Because obviously we also want to try and include the non cruise tourists. Do you think Aviomar would be able to offer the tour to non- cruise tourists?**

V: No definitely we can if we find out a way you know promote with hotels, then we can set up every day one departure. And then we can say that everyday one departure you know we can offer one departure to two cruise ships and one departure for local people it could be like the weekends you know like people are here the most then we can create one departure. Let's say 10:00 a.m. local people.

**N: And where would you promote like in the hotels?**

V: In the hotels and then you just put like a

**N: So you have a website as well?**

V: Aha, or someone you can leave a brochure or something with the details the telephone number or e-mail that can make the reservation so you know how many people you will have on the next day. It's like in Bacalar a lot of a lot of people work like that now you know. Even the boats they leave their information to the hotel they base their sales information because then you need to give up donation to the person that is selling the tour it's a long process well step by step. But soon as you have everything to set up then you're ready to go.

**E: And do you have good contacts or any with certain hotels or restaurants?**

V: I do I d have a friend now that works for a rowboat with the pier and he's the person in charge of selling their tours to the local people to the hotels which is the Mayan kingdom the park day they sell a lot to the local people. So he can be my contact you know to do or even he can promote as well that that tour. So he already has everything set up.

**E: I don't know if we would want to mix like cruise tourists and local tourists in one tour if we want to keep them separate.**

V: The thing is that I don't think most of the local tourists coming from to the Merida or other places. They don't speak English so I would keep them separate. All of our tours especially

the Mayan ruins, we have MSE that comes they require always third language guides. And Mein Schiff as well which is Tui and a lot of Germans so we can find the groups because they drop 20 Germans and they have another 20 in Spanish. So what we do is we send two guides. You know one guy does the like the first part of the traveling does it on German and the other part in Spanish and they alternate. So that as well we have like the demands of the tour is huge. And so we'll probably have two guides or the same guy to speak both languages. Just explain that to the guys like very carefully by the way don't get not offended because sometimes what happens is that people that's that's speaking English and they send them with German group and they get upset. I don't pay these because I want to listen German few people but yeah they do.

**E: So we mostly really want to try and make the local community benefit as much as possible and so obviously include them in the tour as much as possible so have locals doing the guiding doing their cooking classes have them show their crafts. And so we did actually have like Nadia started looking for artisans and locals producers and things like that.**

V: I think we work as well with the locals. Make them half a spot a place where you can show their products.

**N: So that would be the market display then?**

V: Yes that's a right because we don't have a market yet so that could be really really good idea to start working on that because people were they looking for. A lot of people they did looking something cultural. So I'm saying it's something that they come learn from where they go and visit. Not everybody goes and drink. The people want to know their culture you know. And I'm sure if we create the tour it will be a good success and definitely any we have the market. It will help them for sure you but you will bring them to the place that will buy their stuff so you're going to start creating a good impact on their economy.

**N: Could you imagine where it a good place for a market could potentially be?**

V: I think there is a place and that's on the by the domo, by the soccer field. That area there I think there is a program to build a market there. Someone I think the alcaldia used to be working.

**N: Yeah. I've talked to the mayor. He said there were already like for four years plans for a market. He said it's due to money issues that it doesn't get realized.**

V: Yeah, yeah definitely but that's the area they want to do that. And when I was because I was drawn in those candidates for the last the past elections I was you know you had support in the one big girl that was you know going for that's one of our plans was to make the park to the market. So that's what I known that that area. And one of our goals was you know to push the government to help us. You know that was our priority that we could help the artisans but they didn't vote for her. They voted for this guy and they still have nothing. And so but that was our goal actually. That was a good really good team because we were looking so much to help you know their economy make a market and better roads and like when they seem cool you know help them out with something. So but at the end of the day they just vote for someone that is part of them but they don't have like not even you know like idea or the preparation you know like how to deal with what is not just go there and talk you know you need to go and make some good project. You know so there and they go back and explore you know how is it going. So I think that guy is just like is not doing well enough on that part. So and I know that the market is supposed to be there and this is been already that a time for them to have it but to be honest I don't know. But that's the place. So I don't. Yeah. Yeah. Check what they need to do or. Someone that wants to invest in money and or even with them even with those guys that make good money you know something a lot of them they use it for other things other

purposes but if they get all together all of them they can create the market. I'm sure of that. So you can maybe just find a way to push.

**N: So the legal obligations are not such an issue?**

V: Nah nah for sure won't be. It will be something that will help the community. Yeah that's no I don't think it will be an issue.

*[Elisabeth talking about urban development students coming in April]*

V: Yeah I mean these this could be a product that we can develop there in the year and but of course by April or May we need to send a proposal because we wont start until next season by October until it takes it takes a long time.

**N: So far and market would you just keep it up for high season?**

V: No it could be low season. The thing is that when a product starts is the high season and then it will continues all the way to high low season it will be already there.

**N: Would that also be possible to integrate some people from the 55 who can tell a bit about the neighborhood?**

V: It's with my experience it's hard sometimes to include people. You can impact their economy or but with the process is this way if you go over and ask them for their ideas most of them are very like negative. Some of them they don't want tourist even though they live there do you know their income comes due to tourists some of them are like that. Some of them think oh you're out of your mind just trying to make your company more rich. So what is this going to benefit me. You know the things that they go through that I think is like behind the scenes we should work on a way that will help them for sure. And with the years with a period of one year they will see the impact of how we are helping them. You know I think the idea needs to come from us from you know like to how we're gonna have them out create it and make it instead of and there will be definitely some people that you will involve for example the guides that is local. Yeah the market and the fruit market. Transportation. And if they go out and saw one local have someone sell stuff from the 55 it will impact them. Because you cannot help all 55 people.

**N: But single individual.**

V: Exactly. And that I think we need to talk to work with that now because that happened to me sometimes my company was allowed to be made the executive were like Victor you need to create a new tour and I was going knocking doors. Yes. And then at the end Oh no no no I won't be like that. It will be like this. And I already told you I already told you. And then when they see the product that when they see the product we were there and they like what happened. And those people already met and they will try their best to put your product down. So I think it's better like go slowly with the flow until we get to a point that would benefit them. I mean that's my perception. That's what I've been dealing with the past few years. And when you go in even though there is I made one program one day through the was this place called next to the Ice cream place there is a beach there Yaya because they had the place upstairs and I was trying to create like a tequila tasting thing so I made all the program and I went with them and at the end the owner of the pier didn't allow us to operate. But you know I already put my face there you know I was telling them you know I will work commissions at the end when we brought the program to Miami the owner of the pier they said no. We're gonna put it on the pier so we don't want another product from us competing so you know. We didn't make tequila tasting. So making a prologue that will affect them they won't approve it because we need their approval. So what happened is that those guys are they clever people clever guys they stopped talking to me. They don't talk to me, the owners are Italians. And that's why you know now when I'm doing something I'm a little bit careful on what I tell them. Well I need to tell them what they need to know. Now and since they begin I told and this is it's. not confirmed

yet. It's just trying to make the program and trying to see if they would buy it or not. So with that then I think we're safe.

*[explanation of product ideas]*

V: There is one guy in the 55 he's a friend of mine el Tigre.

**N: Yes I have talked to him and he would like to participate.**

V: That we can include already finding people like him it will help them for sure and they need it.

*[explanation of product idea concerning cooking classes in Casa de la Cultura]*

V: Because there is there is one product that is run by Explora and maybe you can go and check it out just like monitor them like next to 40 canones, salsa & salsa we cannot compete on what they are doing now. But we can create a better idea in a different things to do on the tour. For example you're not adding just a cooking class but you are a cooking class with visits to local artisans and things like that then it can be a new product without competing or you know with them. When you think we can create something create something like you know like cover everything?

*[explanation of tour concept stops, excluding Plastic Museum, murals since they are not there yet, and donation boxes of local organisation]*

V: That could work. And maybe we got a start even before October just add the times there and I can help you out on that.

*[Victor shows template of proposal, end of meeting]*

## Interview Transcript with Local- Raul

*This interview has been conducted with Raul, a local resident of Kilometre 55 in Mahahual. The interviewee has been informed prior to the recording about the aim of the research. The interview has ended abruptly since more customers walked in the store.*

**Interviewer= Nadia El-Edrissi (N)**

Interviewee = Raul (R)

Duration: 11,09 min

Date and Time: 2019 at 10 am

Location: Shop in Kilometre 55, Mahahual

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### ***Original Version in Spanish***

**N: Gracias Rafael para hacer este entrevista conmigo. Puedes decirme algo sobre usted? De donde es y su ocupación?**

R: Yo llevo de aquí y soy empleado y entonces la ocupación acá en Mahahual.

**N: Y eres de Mahahual?**

R: No lo soy de Campeche dedicársela de Campeche.

**N: Y por cuánto tiempo vives en Mahahual?**

R: Que tengo dos años y dos meses más y menos.

**N: Y te gusta vivir aquí?**

R: Pues está bonito pero no me gusta el 100 por ciento por qué pues es un lugar donde te como le puede decir. Hay mucho vicio. Y eso se tiene que andar siempre de eso.

**N: Hay mucho vicio? Que significa?**

R: Pues se toma mucho. De andar feote de todo eso para estar bien o tener algún problema en la calle tomar mayormente tomada andan tomados y tienen que andar cuidando.

**N: Y hay algo más porque no te gusta de aqui?**

R: No no la playito todo va bien demás a los.

**N: Y en que barrio vives?**

R: En 55.

[customer comes in store and pays]

**N: Que opinas sobre vivir en esta comunidad?**

R: Me gusta más la tranquilidad.

**N: Y que actividades de ocio te gusta hacer en tu tiempo libre?**

R: Normalmente ir al pueblo a la playa por un rato es todo no hay mas de aquí aparte de hacer el deporte.

**N: Si, si claro. Y está satisfecho con las ofertas turístico de aquí o los ofertas de ocio?**

R: Si, si está bueno.

**N: Hmm bueno. Hay algunas servicios o productos que faltan en Mahahual?**

R: Mayormente son los lugares de más o menos pueblo otro momento de días no son muy aislados.

**N: Y algo más?**

R: No lo demás nada es.

**N: Suele tener contacto directo con los turistas?**

R: Ocasionalmente ninguna ocasión he llegado aquí y en ocasiones no.

**N: Y qué piensas de esas interacciones?**

R: Pues alfalfa que pueden ser como medio de inglés o tengo muy poca relación con ellos.

**N: Sí sí. Pero el encuentro es agradable o desagradable?**

R: Desagradable con algunos porque otros no algunos hablan poco españoles. Y bueno y se hacen bromas de todo pero hay uno que no hace falta que dejar a

**N: Y los turistas afectan tu vida diaria?**

R: No, no, no.

**N: Y cómo es la situación en la playa? Cómo es la situación cuando vas a la playa?**

R: No afecta estado en su lado.

**N: Y sabe si el empleo cambia por temporada?**

R: Entre el empleo y el empleo fijado por algunas veces se puede emplear la temporada un par de una temporada más si afecta a las ventas.

**N: Entonces eres personalmente dependiente de la industria turístico?**

R: Ah así.

**N: Que más sabes que son productos típicos de Mahahual?**

R: Aún no se sabe de los productos típicos de Mahahual. La mayormente los mariscos todo

**N: No hay una comida típica de Mahahual?**

R: No hay que mirar con todo lo queda algún típico de Mahahual.

**N: O algo culturales?**

R: No hay, la mayoría de gente que viene aquí en Mahahual viene de otros lados todo es su cultura. No producen mayormente lo traen de otro lado cuando salió para otro lado no sé.

**N: Si y que opinas sobre el puerto?**

R: El puerto pues el otro que te entendido porque yo mayor no he estado en el puerto no llego al puerto no exactamente conozco como es el trabajo.

**N: Pero qué opinas sobre todo el desarrollo turístico de aquí?**

R: La verdad pienso que está bien sea que no mata comunicación. Que lo atienden bien se la tienen porque he visto lo que pasa y lo llevan.

**N: Qué opina sobre la calidad ambiental?**

R: Está bien no demasiado obvio el ambiente el clima no sé.

**N: Donde se requiera ayuda o restauración?**

R: En alumbrado de basura en corro de basura. Para sacar la basura porque si se tira mucha basura en Mahahual. Hay mucho tiradero de basura y eso a que.

**N: Y no hay colectores basura?**

R: Si hay pero no lo suficiente.

[customer walks in store, conversation interrupted]

**N: Sabes si el gobierno apoya el turismo?**

R: No se.

**N: Si es muy difícil y confías en las decisiones que toma el gobierno?**

R: Es una decisión muy difícil. Sí soy confiable.

[conversation ended since more customers walked in store]

## Interview Notes with Hotel Don Kike 55 – Manager

*This interview has been conducted with the Manager of the Hotel Don Kike 55, located in Kilometre 55. The interviewee did not agree to be recorded which is why following notes were taken. The interview was conducted in Spanish, however the notes prepared by the researcher have been kept in English.*

**Interviewer= Nadia El-Edrissi (N)**

Interviewee = Diego

Duration: approximately 20 min

Date and Time: 28<sup>th</sup> November 2019 at 5 pm

Location: Hotel Don Kike 55 in Kilometre 55 in Mahahual

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### ***Original notes in English***

#### **Could you tell me a bit about yourself?**

- Diego Lopez, 43 years old
- He is the manager of the Hotel Don Kike 55 located in Kilometre 55
- He is originally from Chiapas and living in Mahahual since 10 years
- He has worked in Chiapas in a hotel as well

#### **What types of hotel rooms does the hotel offer?**

- Intermediate rooms with WIFI and air conditioning

#### **Where do most guests come from?**

- Guests are coming from various countries such as Spain, Costa Rica, Belize, the United States, Peru
- Guest who are coming to Mahahual by car, bus

#### **What do you think about living in this community?**

- It is nice but it is very expensive
- The prices have changed a lot in the last years
- Massive settlements are taking place from people outside the village, who are not only coming to work here
- There are no robberies or assaults, which makes Mahahual a safe destination
- He feels safe in the community

#### **Does the hotel provide services or tours?**

- The hotel does not provide tours but passes on contact details of travel agencies. In case that a guest would like to snorkel or visit the aquatic park a contact person will be contacted.

#### **How do you like Mahahual?**

- He likes Mahahual, the view, the beach and the food

- Some places provide really good food

**Is there any typical dish originating from Mahahual?**

- No, the dishes here are more general Mexican
- Sea food dishes like shrimps and ceviche are widely eaten here
- Apart from that there is a variety of international dishes like hamburgers

**Is anything locally produced in Mahahual?**

- No, nothing is produced here

**What do you think about the port?**

- It's attractive with all its facilities
- The port generates a lot of employment for the community
- A lot of people moved to Mahahual in order to work in the port

**Do you know if the payment of port employees is good?**

- I don't know about that
- I can only see that the port provides a lot of employment for individuals and businesses

**Do these large visitor streams of the port affect your daily life?**

- No, because they are just walking along the beach
- I just see the vans passing by and tourists observing the surrounding
- Due to the tourists more businesses are open
- Tourists benefit us

**Do you often have contact with tourists and do you have the feeling that tourists would like to get to know the culture of Mahahual?**

- Partially tourists come and would like to get to know the culture of Mahahual, however here culture and traditions are missing
- Festivals celebrated are Carnival or a music festival in March, Semana Santa

**What is missing in Mahahual?**

- Banks, supermarkets, stores, market are missing
- It is not a traditional life in Mahahual
- Big companies are missing which on one side is good for small businesses however leads to high prices for products
- If big companies would enter more competition would lead to tensions

**Does the government support aid for sustainable tourism activities or products?**

- We pay taxes to the federal authorities, the municipality and from this a part should return on investments
- The port is a private company for this reason they have their own income

**Do you know if there are any people in Mahahual who have specific skills like cooking or in handicrafts?**

- Some artisans fabricate materials with snails, coral (material from the sea) and are preparing those at the malecón or in their homes

- There is an Association of Artisans, which is located at the coastline

**Do you know anyone specific?**

- There are many in the malecón

**Because the idea is to create a local tour or a cooking workshop in Mahahual and for this reason I'm looking for local producers or people who could show their skills to tourists. Do you know anyone specific?**

- No, because I'm just working in the hotel

**What do you think of a local tour, cooking workshop or a market?**

- Likes the idea
- Could however not refer to one specific person and suggested to go to the malecón

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Cover picture taken personally by the researcher on the 3<sup>rd</sup> of December 2019 in Mahahual

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