

TOURISM AND DEVELOPMENT COOPERATION
An Approximation to the Bahía de Banderas Case, Nayarit (Mexico)

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Tourism represented for various coastal areas of Mexico an exit to the diversification of productive activities that allowed it to access greater prosperity and economic prosperity from the second half of the twentieth century, while allowing its population and safeguard against threats external warfare of the time. It is in this sense that tourism in Banderas Bay meant a shift from primary to tertiary activities, which meant the exponential increase of the population attracted by economic growth and job creation. Although these aspects have led to an acceleration in social demands, the objective of this communication is to propose an alternative to the new paradigm of more responsible tourism in the framework of sustainability, one of the main challenges since the second decade The 21st century for Bahía de Banderas is the use of its rural heritage from an endogenous development approach within the framework of development cooperation. The theoretical approach is based on the notion of Totality of Lefebvre (2011) based on tourism as a development model (César & Arnaiz, 2012). Consequently, potential for local development is identified through a public policy that allows the balance to be balanced through the participation of small producers and tourism service providers in rural areas, as well as allowing the appropriation of public spaces and minimizing the loss of local identity.

KEY WORDS: *tourism, sustainable development, Banderas Bay.*