

ANALYSIS OF TOURIST AWARENESS PROCESS IN SAN MIGUEL ALMAYA, MÉXICO

Yothzín Yacare Alpízar Domínguez
Graciela Cruz Jiménez
Rocío del Carmen Serrano Barquín
Universidad Autónoma del Estado de México
Toluca - México

The present article analyses the process of awareness (2011-2012) in San Miguel Almaya, promoted by the authorities of that Mexican town with an Otomi background; all with the intention to guide the opinion and participation of both inhabitants and governing authorities at different levels towards the implementation of tourist actions. One of the most relevant assumptions in public policy is the intervention of different actors from the beginning until the end of its implementation, generating substantial progress in terms of participation, joint responsibility and transparency. It is also assumed that if actions are emanated from a symmetric process, they will be more likely to be concreted. The theoretical framework supporting the investigation was based on Policy Networks approach which elucidates interactions between actors who get together around a problem and solve it. This paper is part of a qualitative research and methodologically was based on documental information, in-depth interviews and participatory action. Simultaneously, the analytic method was used to articulate the current situation of population with its past. As a whole, these essential elements gave the opportunity to identify the bonds created among different actors within the awareness process and the results proved disparity in objectives, lack of cooperation, dependency of superior levels of government and no interest to help tourism; all associated to different problems faced by the community from decades ago.

KEY WORDS: *policy networks, tourism, Almaya, Mexico.*