

FISHING COOPERATIVE AND THEIR ENDOGENOUS TOURISTIC STRENGTHS AS A LOCAL DEVELOPMENT OPTION

María Estela Torres Jacquez¹

Abstract:

The fishing cooperative organizations seek to become the revenues to improve the living standards of those involved and their populations. However, periods of capture, comprising about six months a year, the other month's fishermen engaged in alternative activities to fishing, on the other hand when these possess endogenous strengths that can be leveraged through the exploitation of ecotourism and influence in local development. This document is part of a broader investigation aimed at identifying tourism resources of fishing cooperatives as an endogenous factor for local development. The research is qualitative and techniques used to obtain information were semi-structured interviews with partners and managers of fishing cooperatives, along with observation. Empirical evidence shows that fishing cooperatives, without professional training, perform the tourist services in the estuaries through boat tours where appreciates the diverse flora such as mangroves, endemic and migratory bird watching, and fishing, among others. Therefore, we conclude that cooperatives develop alternative tourism activities generating additional revenue for community development, but their services are limited because they do empirically.

Keywords: Fishing cooperatives. Alternative tourism. Local development.

LA COOPERATIVA PESQUERA Y SUS FORTALEZAS TURÍSTICAS ENDÓGENAS COMO OPCIÓN DE DESARROLLO LOCAL

Resumen:

Las organizaciones cooperativas pesqueras al constituirse pretenden que los ingresos obtenidos permitan mejorar el nivel de vida los actores involucrados y de sus poblaciones. Sin embargo, a los periodos de captura, que comprenden alrededor de seis meses al año, en los otros meses los pescadores se dedican a actividades alternas a la pesca, cuando por otro lado estas poseen fortalezas endógenas que pueden aprovecharse a través de la explotación del ecoturismo e incidir en el desarrollo local. El presente documento es parte de una investigación más amplia cuyo objetivo es identificar los recursos turísticos de las cooperativas pesqueras, como un factor endógeno de desarrollo local. El tipo de investigación es cualitativa y las técnicas utilizadas para la obtención de la información fueron entrevistas semiestructuradas a socios y directivos de las cooperativas pesqueras, además de la observación. La evidencia empírica muestra que en las cooperativas pesqueras, aunque no cuentan con capacitación profesional, llevan a cabo la oferta de servicios turísticos en los esteros a través de recorridos en lancha, donde se aprecia la flora diversa, como los manglares, el avistamiento de aves endémicas y migratorias, y la pesca deportiva, entre otros. Por lo tanto, podemos concluir que las cooperativas desarrollan actividades alternas de turismo generando ingresos adicionales para el desarrollo de la comunidad, pero los servicios que ofrecen tienen limitaciones por que lo hacen empíricamente.

Palabras clave: cooperativas pesqueras. Turismo alternativo. Desarrollo local.

COOPERATIVA PESQUEIRA E SUAS POTENCIALIDADES TURÍSTICAS ENDÓGENAS COMO OPÇÃO AO DESENVOLVIMENTO LOCAL

Resumo:

As organizações cooperativas de pesca buscam maximizar receitas para melhorar os padrões de vida dos envolvidos e de suas populações. No entanto, nos períodos de não captura, que compreende cerca de seis meses do ano, os pescadores precisam conseguir fontes de renda em atividades alternativas, mas complementares à pesca, como por exemplo turismo. Nesse contexto, atividade pesqueira possui forças endógenas que podem ser aproveitados através da exploração do ecoturismo e influência no desenvolvimento local. Este documento é parte de uma investigação mais ampla que visa identificar recursos turísticos de cooperativas de pesca como um fator endógeno para o desenvolvimento local. A pesquisa é qualitativa e as técnicas utilizadas para obter informações foram entrevistas semi-estruturadas com parceiros e gerentes de cooperativas de pesca, juntamente com a técnica

¹ Doctora en Ciencias Administrativas. Maestra en Gestión y Políticas Públicas por la UdeO. Profesora Investigadora de la Facultad de Estudios Internacionales y Políticas Públicas, Universidad Autónoma de Sinaloa - UAS (México). Dirección: Josefa Ortiz de Domínguez, Sn, Ciudad Universitaria, 80040 Culiacán, Sinaloa, Tel. 01 (667) 712.79.37, correo electrónico: torresjacques@yahoo.com.mx

de observação não participante. A evidência empírica mostra que nas cooperativas de pesca, mas sem formação profissional, a execução dos serviços turísticos nos estuários se dá através de passeios de barco, onde se valoriza a diversidade da flora, como manguezais, observação de aves endêmicas e migratórias, e pesca, entre outros. Portanto, conclui-se que as cooperativas desenvolvem atividades turísticas alternativas geradoras de receita adicional para o desenvolvimento da comunidade, mas os seus serviços são limitados, porque eles fazem intuitivamente.

Palavras-chave: Cooperativas de pesca. Turismo alternativo. Desenvolvimento local.

1 INTRODUCTION

In a macro level, there are three organizational forms differentiated by their constitution and operation; according to Bastidas (2010) these are capital-profit organizations, public organizations and social economy (OES's). Within the OES's identify social organizations (OS), a concept that is used interchangeably with the following way: solidarity economy, "Third Sector, Third System, Alternative Economics, Indian Economy, Marginal Economics, Labour Economics, Participatory Economics Communal Economy, nonprofit organizations" (BASTIDAS, 2010, p. 125).

The OS is characterized by a constitutive manner that seeks to promote development, generating in turn, economic and social value which results in a better quality of life for residents of communities that constitute it. These organizations have relied on the practice and philosophy of cooperatives and are precisely cooperative organization (OC) the classic prototype of social enterprise (LARA, 2011).

According to this, the cooperative has individual fishing to become motifs and also a strong reason, members of the same live in large coastal areas whose populations are in a state of underdevelopment. Therefore associating it is intended that the income obtained allow them to improve the standard of living of fishermen, workers linked to fishing and hence their communities.

According to the United Nations for Food and Agriculture, FAO (quoting MILLS et al 2011) indicates that small-scale fisheries contributes more than half of world catches continental and marine fisheries, mostly intended for human consumption. That same small scale activity employs more than 90% (33 million) of the total 36 million capture fishers worldwide, and 107 million people in the production, distribution and marketing of fish.

In Mexico, traditionally has not been considered local governments as responsible agents and promoters of local development, among other things by their lack of financial resources. Usually, this was a task that the federal government has delegated to state governments, however, increasingly changing scenarios, boosting productivity and globalization has opened up opportunities to influence local

development, which has uncovered, besides the lack of financial resources, lack of policy instruments to make it happen (CABRERO, 2005).

Thus, local governments have fulfilled the role of agencies providing basic services such as Article 115 of the Constitution, (drinking water, public lighting, paving, garbage collection, cemeteries, trails and transportation, among others). However, new contexts leads to play a more strategic role; as the axis of articulation of local public action, ie, to detonate their own development.

However, there are external weaknesses that local governments cannot control, including institutional found; preclude them flatly assume their roles in managing urban development and the economic and financial; making it dependent on other levels of government. However, there are also internal variables to be recognized; as noted by Enrique Cabrero.

Own administrative structures are poorly adapted to a local public action becomes more complex; local managers unprepared to meet the tasks professionally and without incentives to make a career in local government; outdated systems of public services, and precarious or nonexistent development planning instruments (CABRERO, 2005, p. 149).

In that sense, it is necessary that local governments develop an innovative management capacity and promote endogenous public action, in order to strengthen internally to handle both develop projects that allow them access to public policies and established programs, and design your own.

One option to patent management capacity of local governments, could potentiate the social economy organizations; specifically to cooperatives because through them is to promote development by generating economic and social value, since betting on a better quality of life for residents of communities.

Fishing cooperatives are producers of goods and services, where members contribute their personal, physical or intellectual work and are entitled to store, preserve, transport and market their products. Are located in rural communities, specifically in fishing camps and through the exploitation of fishing activity intended to detonate regional development, however, since that activity is carried out over a period of six months a year, given the natural and cultural wealth their communities, they may be susceptible to combine their main activity moving toward generating companies providing tourist services, activities performed empirically, why we believe it is necessary to generate service providers and do so in a professional manner.

Moreover, researchers interested in the subject, as Lisocka-Jaegermann (2011) review the community tourism in the context of local development, particularly in the case of Latin American experiences; they that this type of tourism is part of the endogenous local development strategies, and that is the agent community and management of economic activities related to the tourism. Identifies its main advantages the "use of local

resources to create jobs and employment opportunities, strengthening community structures and local identities and thus retaining the population in rural areas (LISOCKA-JAEGERMANN, 2011, p. 67).

In this paper we propose to perform the next task. At first, we identify the problem, by reviewing some experiences of community tourism from the endogenous development of proposed development plans of the different levels of government and references that indicate the need for further research on the role of local governments in community development, creating a niche of research that seeks to make contributions by this investigation. The instruments designed to collect field data were not participant observation, site visits, surveys and interviews.

The research objective was to diagnose the tourism potential of the fishing camp Las Aguamitas to identify tourism resources located there could exploit fisheries cooperatives, as an endogenous factor for local development. The scope of the research is exploratory and descriptive, the main product is to provide an assessment of the tourism potential of the fishing camp Las Aguamitas, in the municipality of Navolato, Sinaloa State, Mexico.

In a second step we present partial results of research, ie; fishing tourism resources field Las Aguamitas are identified, so that there installed fishing cooperatives combine fishing community tourism. At the end provide preliminary conclusions and recommendations

2 DEVELOPMENT

2.1 RESEARCH PROBLEM

On information from internet found that according to a study by the World Travel and Tourism Council (WTTC, for its acronym in English), coastal areas as tourist destinations have become important; noting that about 10% of all new jobs were created in 2012 did in the tourism sector.

The National Development Plan Mexico (2013-2018, p. 143) identify the target 4.11. plasma committed to leveraging the country's tourism potential to generate greater economic benefit in the country. We found four strategies with their respective lines of action. We emphasize the strategy 4.11.2 which is committed to driving innovation in supply and raise the competitiveness of the tourism sector through different lines of action, including that of strengthening research and generation of tourism knowledge and diversify and innovate the product offering and consolidate destinations detonating cultural tourism, ecotourism and adventure and foster collaboration and coordination with the private sector, local governments and service providers.

Since several regions seek new sources of development, at the low productivity of activities that engage and taking advantage of the Mexican Republic is rich in

natural and cultural resources that may be susceptible to tourist use and detonate the development of tourism services through service providers, which would bring revenue growth and their respective contribution to the national economy.

Regarding the state of Sinaloa, the National Development Plan (2011-2016) outlines three axes, including the rescue of Material Works, called Economic Prosperity with quality of life; we find that tourism is the new engine economy. It recognizes that Sinaloa has a strategic location for tourism development, basic communications infrastructure and large expanse of coastal and sun destinations, beach and mountains, and the diversity of natural, historical and cultural attractions.

Moreover, Sinaloa has 62 fishing communities, with more than 14,000 coastal fishermen exploit fisheries and make grouped into 141 cooperatives fish production. The most important fishing cooperatives regarding production are located in the town of Mazatlan and Topolobampo communities, Las Aguamitas and La Reforma.

The fishing camp Las Aguamitas, in the municipality of Navolato, in it are located three cooperatives to develop their fisheries in the Bay and Sea Water Pavilion Altata and Ensenada. The partners have granted to catch shrimp and crab fishing licenses, shark, among other species. Each cooperative has a physical infrastructure, boats (equipped with motors), fishing gear, team, among others. But captures activity conducted for a period of six months, although some fishermen develop tourism empirically, others migrate or engage in various activities, such as workers, bricklayers, among others, wasting their installed capacity; therefore considered can promote tourism related to fishing.

In that sense, at first, an exploratory study was conducted with housewives in Las Aguamitas to determine if there was demand of tourists, what kind of services demanded and dates busiest, among others.

Since the results showed that there exists demand for tourism services, the following research objective was to diagnose the tourism potential of exploiting Bay fishing cooperatives field Las Aguamitas, in order to identify tourism resources as a factor endogenous local development.

3 METHOD AND INSTRUMENTS

For this study Las Aguamitas field was selected because fishing cooperatives that are located there contribute to the production of Sinaloa, by displacement of the primary activities that develop and for their potential to participate in the tourism market.

The instruments designed to collect field data were no participant observation, site visits, surveys and interviews. In designing instruments equity cooperatives and the tourism potential of fishing camp in question was considered.

This research was conducted in two stages; in the first, 30 surveys were applied to housewives and in a second, a tour was conducted by the Bay ID tourism potential at the

same time managers, partners were interviewed, as well as local authorities to information at the technical level and know the resources available to the fishing camp and surrounding areas that may be attractive to current and potential tourists.

4 PARTIAL RESULTS

Mexico has 254 fishing communities' located inland and coastal areas. In the state of Sinaloa, fishing is exploited by large-scale entrepreneurs with large vessels and its activity is carried inland. Similarly, we have coastal fishermen who develop small-scale fishing, realizing it traditionally highlighted by the arts of work that uses the coastal area where the activity and volumes captured runs.

Sinaloa has 141 coastal fishing cooperative organizations. Also, more than 50,000 families depend on fisheries. Moreover, the state contributes with 20% of national fish production and 24% in terms of value. In 2010 he ranked first nationally in shrimp fishing, tuna, crab and shark (Center for Coastal Resources Management of the State of Sinaloa - Cemarcosin, 2011)

The population of Sinaloa is 2'767,761 inhabitants, it represents 2.5% of the national population and is considered a state high degree of marginalization and imminently rural. Meanwhile, the youngest municipality is Navolato, has a population of 135,603 inhabitants, has 342 seats and is considered a low degree of marginalization. Its boundary to the north is with the municipalities of Mocorito and Angostura, South, West, Northwest, Southeast and Southwest by the Gulf of California and east and west with the municipality of Culiacán (See Figure 1). It has an altitude above sea level ranging from zero to 20 meters in its upper reaches.

Figure 1: Location of the municipality of Navolato, Sinaloa, Mexico



Source: National Institute for Federalism and Municipal Development (2014).

The Las Aguamitas fishing camp belongs to the receivership of Bachimeto, municipality of Navolato, is labeled with a low degree of marginalization and is classified as urban. To access it has a state highway Culiacán Altata 63 km of local road Altata New development Altata is derived and then continues through a journey of about 19 Km to the community Yameto. Already in Fish Camp, the main road through the community, has no pavement.

In Las Aguamitas, town where you conducted the study, are located three fishing cooperatives, which bring together around 500 members and 250 boats equipped with engines of different capacities. Each cooperative has its own facilities equipped with tables concrete and aluminum; hold office desks, file cabinets and computer; fuel tanks and quarters; stainless steel containers and concrete, scales for weighing the product, ice rooms, among others.

The results of the exploratory study of housewives in Las Aguamitas highlight that there exists demand of tourists visiting the fishing community, the visit date is more representative at Easter, followed by weekends and less in periods of summer. Among the types of services required by tourists, most in demand are boat rides, followed by fishing, demand for service restaurants, walks along streams and to a lesser extent, visits to the island.

It was identified that is mostly fisherman who provides the requested service to tourists, followed by the inhabitants of the community and to a lesser degree relatives of tourists, however, do empirically (see figure 2).

Figure 2: Fisherman providing a service to tourists.



Source: Prepared METJ (2013).

Moreover, walks performing are sporadic, fishing criteria, care and cost of services are not approved. Do not have a service module to visitors. Tourists are looking to fishermen who already know to make the boat trips across the estuary and offshore.

Regarding the services provided at the Las Aguamitas fishing camp, we found that consist cross the creek, down to

bask in the islands they call spas like Oporitos, a family beach or Playa las Navajas where aspire to build houses for the seasonal visitors. Other bathing beaches are: El Estero, Media Luna, La Camargue and Las Ventanas with input from Ensenada Bay Pavilion, which can be exploited Bird sightings of dolphins, visiting the Chapel of faith for fishermen, the fishing shells (geoduck) and diving, among others. (See figure 3 and 4)

Figure 3: Birdwatching in the Campo Pesquero The Aguamitas.



Source: Prepared METJ (2013).

Image 4: Geoduck Clam Fishing Fishing Camp in Las Aguamitas.



Source: Prepared METJ (2013).

Although they are doing tours empirically, they do not have a unit of services to cater to visitors, people come mainly from Culiacan to cooperatives for boat trips across the Bay and arrive at one of its islands, making views on the concept of non-interference, plus sport fishing trips and water sports are performed. However, the type and volume of users these are local, mainly from the city of Culiacan, you do not have a record number of visitors who request service fishermen calculated receive a month a hundred visitors between bathers, walkers and fishermen.

Welcome tourists sport fishing, though not frequently, this occurs because of its proximity to 15 minutes from the town of Altata, El Castillo, 50 minutes from the Arenitas, the place has several sites for bathing.

Proceeds from the tour of the Bay and its surroundings and interviews applied to managers, partners and authorities, the results show that features islands La Isla del Gavilan is divided into three zones, you can perform three tourist experiences from different walks: 1) Ensenada Hall 2) Los Pocitos and 3) Whales, where some fishermen and take their clients to walk.

Ongoing activities can promote and professionalize fishermen and use their knowledge of the area given its experience as fishermen, allowing them to offer their services to domestic and foreign to what was identified in this preliminary investigation visitors: observation birds, sidereal observation, interpretation of existing mangrove systems in the region, develop camps in the allowed sites and hiking or biking on the dunes.

Furthermore, it is feasible kayaking, photographic safari and recreational fishing. Similarly, the empirical evidence shows that rural tourism can be practiced as ethnotourism, mystical experiences and rural photography, among others.

Among the identified weaknesses found in the journey to the place missing signage for easy access to the site, even within the same village. Moreover, a large sign indicating arrival at the fishing camp is required, likewise, within the same Needless signage, cleaning and matching the main street.

Despite having a spring in good condition, it was observed that fishermen dock for up to tourists in different parts of the canal that empties into the Bay. Within the same direct sea drains exist that affect visually pollute and it is also required to solve the direct water discharges perform image enhancements village.

Tours services must leave the dock, to facilitate the loading and unloading passer, have a reporting module operated by members of the Cooperative with information rides offered by the cooperative, enable health, food shopping and souvenirs (see Figure 5).

Figure 5: View of Dock del Campo Pesquero Las Aguamitas.



Source: Prepared METJ (2013).

It requires training for fishermen, guides and drivers of the pangas. Should receive basic training in tourist services, development of route options (want to show everything and the bay is very large) is not enough goodwill and people skills they have. Should moderate the speed of vessels.

Regarding the craft, not counted equipped with pangas (awning, life jackets and first aid kit), lack Tourist supplement their team work necessary to perform activities of birdwatching, diving and fishing, among others.

Pretending to approach agencies that could realize the advantage of the tourism potential of the Fisheries Field mentioned, we conducted a preliminary search of public policies and public programs among its target population Cooperative Societies producer goods are found and / or services as are fishing cooperatives and this approach note that the National Institute of Social Economy (INAES) fishing cooperatives can access various programs, including the Programme for the Promotion of Social Economy, which aims to promote, develop and strengthen the technical capacity and productive, financial and management, capital formation and social marketing sector of the economy, to consolidate it as a viable option productive and financial inclusion work.

The program in question is dedicated to the youth, women and vulnerable populations. Young people are given support through the Scale Project, whose aim is to generate a link for this transition into productive inclusion; women and population in vulnerability are granted funding schemes and calls that can respond to specific needs.

5 PRELIMINARY CONCLUSIONS AND RECOMMENDATIONS

It is concluded preliminarily that fishing cooperatives own physical infrastructure, knowledge of sea fishermen and their potential. In the camp Pesquero Las Aguamitas there is demand of tourists visiting the fishing community, although they do in representing dates and no customary way, these require different services they provide fishermen, but they do empirically, although there are policies and programs public that are offered for such purposes identified a gap where no advertised that offer necessary and demanded know how to develop projects that address the public calls.

The group of fishermen who provides the services mentioned, it does because it has the knowledge of the sea and deftly handles vessels and fishing gear, however, their socioeconomic status does not allow them to take training, so that lack of vision as entrepreneurs, know how to make designs of tourism products and indicators that must be present in a quality service, in addition to the laws that invite you to consider a management plan and tourism activities must be low impact. That is the need for the intervention of the different levels of government.

The fishermen interviewed consider that to diversify their productive activity to perform professionally tourism employment opportunities would be created and therefore

additional revenue which could be an alternative that avoids labor migration would be obtained; possibility that allow them to improve their lifestyle when fishing conditions no longer provides the basis for existence and earning additional income in the fisheries field are limited. However, besides the above effects to develop such activity would be to have contact with different people, conduct business, appreciate and care for their natural resources, strengthening social capital and empowerment and community identity.

Also, the intervention of tour operators that enable greater dissemination of services that offer visitors, so that tour packages which have considered making the supply of services offered is necessary, using the tourism potential Las Aguamitas fishing camp. Equally important would be to have specific appeal to people with disabilities.

A way to integrate various actors in solving the problem, it could be suggested coordination with the appropriate bodies of the City Council of Navolato, stating that Fish Camp is feasible for tourist development, but requires inter alia, improved signage and image of the town, in addition to basic services and create a tourist information module unit.

So, we preliminarily conclude that the intervention to promote the activities of the services sector in the region has been limited; since in view of the fishermen interviewed has not been emphasized joint action to promote tourism potential of fishery fields. Has not developed the innovative capacity management to boost endogenous public action; ie leverage the strengths of communities and in turn the number of public policies and established programs in order to develop projects to detonate the tourist potential of Fisheries Campos developing activities where the fishermen are self-employed and contribute to the development of their community.

REFERENCES

BASTIDAS, O. *Social Economy and Cooperatives: an organizational vision*. San Gil, Santander, Colombia: Fundación Universitaria San Gil, Unisangil, 2010.

CABRERO, E. *Public action and local development*. Mexico: Edit. Fondo de Cultura Económica, 2005.

Catalog of Aquatic Resources Economic importance of Sinaloa. Sinaloa, Mexico. Published by the Center for Research in Management and Food/ ICAS, 2011.

Encyclopedia of Municipalities and Delegations of Mexico National Institute for Federalism and Municipal Development (INAFED). (2015, March 31)

FAO. *Cooperatives in small-scale fisheries: support success by empowering the community*. Retrieved from: <<http://www.fao.org/docrep/016/ap408s/ap408s.pdf>>. Date: 2011, August, 4.

INAES. Retrieved from: <<http://www.inaes.gob.mx>> Date: April 21, 2015.

International Cooperative Alliance (ICA) Project a Cooperative. Cooperative decade. Retrieved from <http://2012.coop/sites/default/files/ICA_Blueprint_draft_Spanish_single%20pages_LR.pdf>. Date: 2012, March 13.

LARA, GRACIELA. *Management of Social Enterprises.* First edition, Mexico: Miguel Angel Porrúa, 2011.

LISOCKA-JAEGERMANN. *The Community Tourism in the context of local development.* Latin American Experiences. In Contreras Loera, M. R. and Zulawska, U. (Eds.), *Cooperative and Local Development: Editorial SBL*, 2011.

Ministry of Social Development, Catalog of Localities. Retrieved from <<http://www.microrregiones.gob.mx/catloc/LocdeMun.aspx?tipo=clave&campo=loc&ent=25&mun=018>>. Date: April 21, 2015.

National Development Plan of the Federal Public Administration, (2013-2018).

State Sinaloa Development Plan of the State Civil Service, (2011 – 2016).

Recebido em 20 de agosto de 2015.

Aprovado, em sua versão final, em 11 de setembro de 2015.

Artigo convidado