

TOWARD THE DEFINITION OF THE LOCAL DEVELOPMENT SYSTEM IN TOURISM

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ABSTRACT

The local development is an interpretive concept, which is generated by the definition that individuals and groups make on it. However, in general it helps to reduce poverty by expanding the *people's* capacity to generate productive activities that have an impact on the social and individual wellbeing. Tourism is a relevant activity for this type of development, because it allows either people or communities to interact with other actors in order to get bases to support its own development and the development of the environment. This function begins with understanding the use of the livelihood means and the relationship among the different environments that make up the local development. In this study a theoretical proposal is presented about local development through the systemic view in order to generate new ideas that support the local development of communities through tourism activity in Mexico.

Keywords.- Local Development, Tourism, Systems thinking

I. Introduction

Tourism is recognized as one of the main sectors of production throughout the world. The international tourist arrivals were around of 1,087,000 visitors in 2013. The region of America had a participation of \$169 million dollars, which represents the 16% of the total (UNWTO, 2014). In 2012, international tourism generated around \$1.3 billion in export earnings from all over the world and contributed with the 9% of GDP, as it created one of each eleven jobs (UNWTO, 2013).

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Tourism has been an instrument to increase public awareness about environmental issues and a sustainable tool for biodiversity conservation (WTO, 2010). Therefore, its economic development is appropriate for achieving a broader progress in tourism stakeholders. This is important, especially in developing countries, as tourism is a way to increase national income through the competitiveness initiatives (PND, 2013). In Mexico this activity produces 8.4 % of GDP and provides about 6.8 % of total employment (CET, 2012). On the world stage, Mexico received an average of 23.4 million of international tourists in 2011 (WTO, 2013), it was classified as the tenth position at the global level by the arrival of international visitors.

As a historical phenomenon, tourism development, as an economic activity, has been defined by its importance to increasing the visitor flow, as well as generating new jobs and supporting the development of local communities. The last one is especially recognized in Latin America by its capacity to develop tourism activities in rural areas with the conviction of creating complement economic activities, which are added to them that already exist in the communities.

The social part that composes the economic realization is combined with other ideas to give rise to the concept of development. Hence, the development term is understood as the condition in which resources and efforts are combined, all of them from different nature, as they are constantly affecting positively or negatively the aspects related to the way of life, health conditions and levels of welfare of the people. Therefore, the location and use of the resources should be balanced and rational, since they are productive aspects that are favorable for the coexistence of communities and their environments. This task involves different types of systems such as human, material, technological and technical. This complex conformation deserves to be observed through the language of systems with the intention of recognizing important aspects that promote or restrict the development of communities in the tourist activity.

II. Literature review

a) The concept of development.

The development by itself is a complex concept, because it depends on the interpretation given by the people and the groups, it is related with the elements that give them a

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substantial progress according with their ways of life and experience among themselves and with other groups people and/or communities.

The factors that are involved within the development and are part of the world culture such are: human rights, education, justice and equity, technology upgrading and overcoming economic among others. The social security is a key element of government strategies to promote human development, political stability and inclusive growth (Schmitt, 2015). Therefore, social order is a vital element to determine an evolution in this topic. The hierarchies of development are social constructs that can be especially powerful forces that affect the decision-making, social behavior and social change (Thornton, et al, 2012). This development idea depends on the internal settings and external perception. Therefore, the structure of the relationships between social actors plays a crucial role in the formation of the experiences in development (Mahutga & Smith, 2011). However, according with Stroh (2009) most of the stakeholders in a human system unconsciously create or contribute to increase the same problems that they are trying to solve.

The manner, in which stakeholders perceive the economic aspects is different on regard other social structures. The economic and social issues as the idealism of the development have been enabled to establish new social structures related to their own beliefs (Thornton, 2001). This perception is mixed with the inside social aspects, considered by communities as it composed their bond of values. However, it mutates with the different factors received by its own context. Of course, there is a correlation between the development of society and the educational philosophy (Ardashkin, 2015), which enables substantial changes in the regulations, the ordering and the behavior of individuals and communities. Nevertheless, the pursuit of proper mechanisms as well as their understanding and schematization which support a teleologic¹ aim is complicated, as it requires a common concept that is related with the advance of its practice.

¹Teleology.- The doctrine in the philosophical developments that occur as a result of the purposes they serve rather than as a result of previous causes.

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The development can be understood as a paradigm of the ethics of development, which emphasizes the qualitative enrichment of human beings and in all relevant aspects of human life (Astroulakis, 2013). By the other hand, in the positivism the neoliberal policies and globalization emphasize economic the growth (Castro and Brokensha, 2015). In an economic system the relationships may be more direct, national economies are related in an international system with capital movements and other transactions (Polak, 2012).

The economic flows can be impersonal and the production that it generates point out the conditions of life and progress of those who participate in it. However, historically, the production of goods seems inconsistent with the intrinsic needs of individuals and communities, as they have imposed the schemas and behavior that are favorable to them. Socialism for example combines principles of social justice with the needs of governing which makes it inconsistent to increase the qualitative progression (Rusmich and Sach, 2004).

For its part, the idea of changing conditions in the knowledge society is determined by the development and the new features in the social positions (Nikitina, 2015), it is recognized that society is more than the sum of its individual parts and that the economy is also of individual preferences (Astroulakis, 2013). Therefore, under capitalism the economic development of the communities is associated with the rules of globalization, it refers to the multiplicity of relationships that are beyond of its states as well as to increasing of its relationships (Smith and Johnson, 2002), i.e. the relationships are not defined by governments or by the communities themselves, but they are acquired or created tendencies linked to the macro environment which generates supranational structures.

However, the antagonist ways under the development in social and economic aspects are complements of a whole. The society must have adequate conditions to maintain a self-learning which is convenient for changing its own internal structures and adapt it to the needs of environment changes. This presentation does not occur by the own initiative, i.e. the community by itself, neither obtains the concepts of their own development, nor the means to achieve them; this must be come from the knowledge of the necessities

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In the best of terms, the communities used the current patterns of development sloughed off of the common good, the sustainability and the progression responsible to determine its trajectory.

This fact, has facilitated the misunderstanding of the purposes and the weakening of the relationships that embody them; for example, Hodler (2013) points out that many developing countries may be willing to distort their policies and follow a certain paradigm of development in order to attract greater economic flows, however these are not constituted the primary purposes.

In the formality of the relationship, governments and societies are seeking for better production alternatives, with less impact and addressed to encourage the desired development.

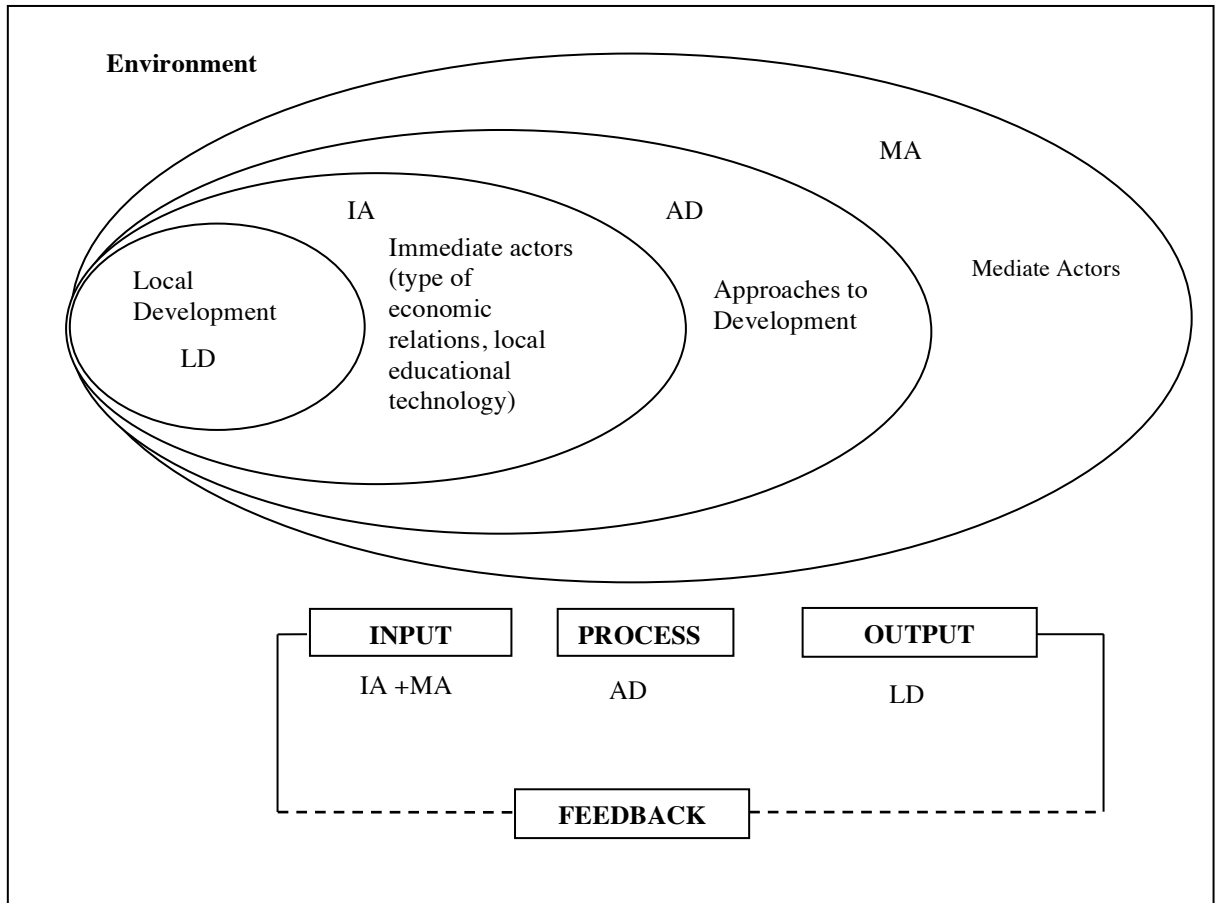
On the other hand, according with Bathelt & Cohendet, (2014) the construction of local and non-local knowledge, i.e. the immediate connections along with the mediate connections are intrinsically intertwined in order to have access to the development. This is so, because the local linkages obey to more specific rules that arise from the relations of the actors with the possibility to establish a presentation of the aspects that have to be improved. For its part, the rules governing the economic aspect are more general; due to they obey the rules of an economic model (capitalism), so that they cannot depend on the immediate actors. And therefore, it can seem separate from the needs of the development. However, they are the basis of development, as an example we have the effects of globalization that in the economic sphere show their greatest manifestation.

Thus, the economic development requires the capacity of regional or local economic development as well as the formulation of the change response in economic and social life (Ciochină Iordache, & Marin, 2014). It means, with association of the development of the industrial and technological potential on the area (Ivanov, Maltseva, 2015). Meanwhile, community development involves working in the community toward the achievement of a desirable state, due to the establishment of attainable goal for achieving the planning processes that depend on the community itself. (Anghel, et al. 2014). However, the questions about the development are, how can we understand the local

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development? And what aspects it has to be followed to balance the economic and social matters?

Figure 1.- recursive model of local development.



Source Development itself.

We can define the local development as a recursive process. This system has as inputs the immediate and mediate actors. For its part, the process is constituted by the contributions of the greater refinement in order to use the approaches to development and the adjusted to the needs of communities, the output is constituted by the degree of development reached, this last element should be a feedback in order to establish the new elements and relations in the entries.

b) The local development and tourism

To emphasize the development we use the sustainable development which is composed by a social part that involves the social education and the constructions of the individual

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pattern (Anghel et al, 2014), they are conceived to the interior of the cultural structures and political relations; which, in turn, they define a purpose that can be compatible with the object of those involved.

The object of sustainability emerged as an effect of the loss of biodiversity that occurs, due to the rapid changes in land use, the urban sprawl, the infrastructure development, the overexploitation, the intensification of agriculture, the development of tourism and the climate change (Walters & cil, 2011). However, its result comes from the environmental problems that reflect increases in human problems related to the health and welfare (Song, et al 2015). The purpose of sustainability is to maintain a balance among the economy, the environment and the social environment (Higgins, 2015). This seems to be according with the purposes of local development. Then, the planning, the orientation and the operational decisions should be observed when there are economic, social and environmental objectives. (Rodrigues et al. 2014). Therefore, the definition of regional development in the tourism should be based by actors information in order to establish a system useful to serve the economic and social purposes that are promoted and developed by the communities in this case of tourism.

Tourism has been an important source of intercultural contact. In some countries it is suggested that its socio-cultural structures have been changed considerably under the influence of tourism. (Allcock, 1983; Hartmann, 1896; , Keshodkar2013; Nyaupane, Lew & Tatsugawa, 2014). These changes, either positive or negative, have varied from one country to another (Doğan, 1989). Therefore, tourism must be an activity that complements other activities, without altering the activities that are currently in progress (Tao,& Wall, 2009), i.e., tourism must contribute to the establishment of a development concept with adjustment to the current and future needs of groups that operate with it. This development system should have a synergy and recursion so that they allows to maintain an dissociation order, until the system by itself generates proper changes to the interior of their elements and relationships, this includes the relationship between the economy and the progress that can be manipulated to fulfill specific purposes.

In this development is important the know the role of the government as well as the collaboration services and support provided by the local municipality, which constitute

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key aspects for the achievement of Local Economic Development (LED) and its objectives (Ramukumba *et al.*, 2012).

The processes of community participation and planning of integrated tourist development may often, not be coordinated, be fragmented and even they are hampered by the operational limitations, structural and cultural (Niekerk, 2014), due to the variations in the election in the means of life, and cultural backgrounds. Thus, communities can respond differently to the idea of tourism development, (Cornet, 2015). Even though the differences in the perceived benefit that causes in general terms, tourism is an effective form of support to local development.

To try to understand the aspects that support the development of tourism activities we used the concepts that support the local development. Garofoli (1995) pointed out the endogenous development which transforms the socio-economic system and catalyzes the ability to innovate and allow economies of scale. The innovation helps to improve the services, the processes, and the quality (Fanche, 2000). Among the factors favorable to take advantage of the endogenous potential, according to Canzanelli, 2004 we have: the territorial environment, the role of the various links between the actors and the capacities for development. The first serves to guide the type of product to offer, its marketing and its forms of exploitation, the second stimulates productive empowerment and the third is the scope of the actions and its temporality.

According with Vasquez (1997), theories of endogenous development argue that the competitiveness of the territories, are due to the flexibility in your organization, this is clear to display a coupling with the environment. However, tourism should be analyzed to detecting deficiencies and formulas that have been detrimental (Solari, 2003) at different scales in the care of the natural and cultural resources, in addition to the transformation that results from its economic and social impact.

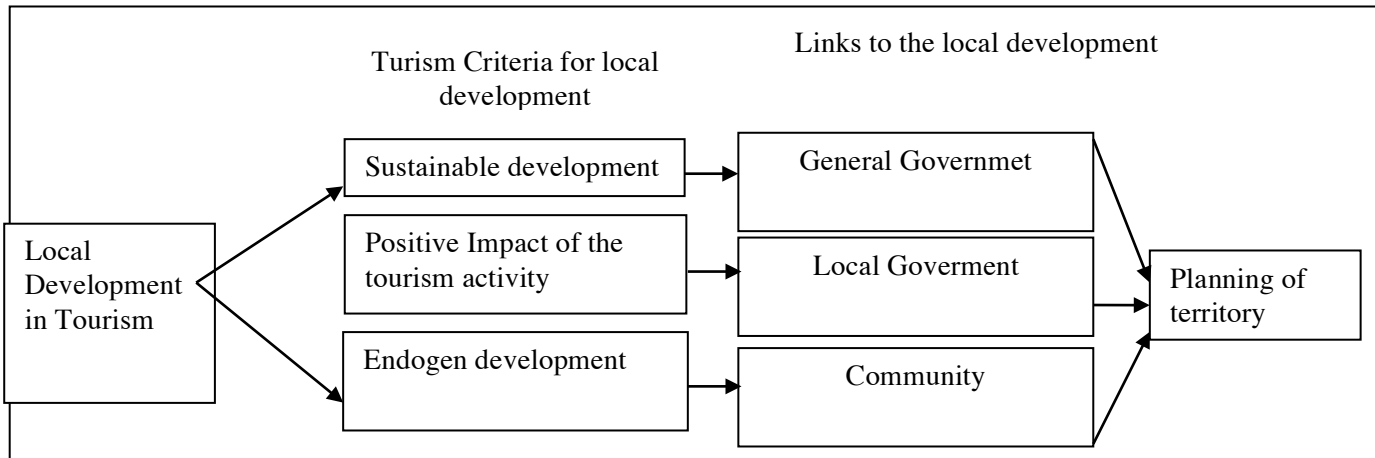
Boisier (1999), speaks about the synergetic capital and territorial development, which requires the development of holistic approaches, systemic and recursive that contribute to the formulation of a new dynamic paradigm and systemic which allows us to understand better how the development and its different dimensions operates (economic, social, human, local and global).

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For Vázquez (2002), the notions of development at the local level arise as a result of the analysis of the processes of development of the towns most backward, this refers to the urging and the most basic needs in practice, which have been decreased with the generation of products and services of tourism. In this sense, the local development is a process of growth and structural change that takes place in a community territorially defined (Aguilar, 2007), the community have to valorizes the territorial vocation to gestate and productive activities. For this reason, the learning (processing and transmission of knowledge) has a key rol, as it is understood as the direct result of the capacity of stakeholders and the local society in order to structured according to their potential (Sources & Gatica 2008), i.e., the society requires to looking for long-term solutions on regard the problems of imbalance through the collective control (Carpio, 2000).

The local tourism development is fully linked with the planning of the territory, this is essentially important in marginalized communities, remote indigenous communities and rural areas where used to communities as a resource (Beeton, 2006) tourist. While, it is true that the local development can be auto generated, it is important to consider the behavior of the social systems in development.

Figure 2.- Elements of the regional development.



Source: own work.

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c) Social systems in development.

Social systems come from supra-systems (family or group) composed of a series of major elements (cultures). The distinction between the human or social systems and the rest of the systems, is that the latter make their own decisions therefore its degree of complexity is greater (Boulding, 1956), this quality allows you to define systems of human activity which express a definite purpose (deliberate actions decided upon and will), and emergent property (vision of reality) (Checkland, 2001), with these items, managers can detect the best strategists of valuation compatible with in the environment.

The social system expressed in organizations, recognizes the "holon" which account with purpose, processes of communication and control, which enable them to survive and adapt. Therefore constitutes a notional system, i.e., that it expresses any human activity with a purpose. The systems analysis includes the systems in terms of an ontology, which refers to any system, its elements and its environment in addition to their structural and functional aspects and their behavioral relations. Social systems maintain the difficulty of coping with emotional and social issues that make evident the development of the SAH (Laszlo, and Krippner 1997). Therefore, the Sociology needs to develop his vocabulary of concepts in order to cope with large-scale systemic phenomenon (Walby, 2003). The foregoing with the intention of avoiding dysfunctionalities.

The social systems can be altered each other, Despite that the economic system (commercial relationship) does not intend to affect the social system or natural (exploitation of resources) or it acts with indifference, the internal changes that it experience come from a surround synergy.

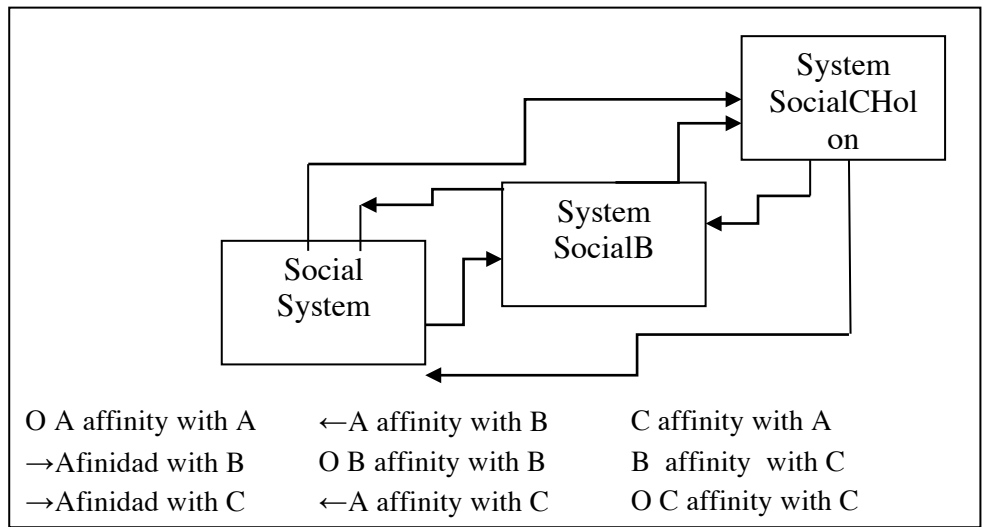
Each intellectual system belongs to a social system of a different nature, with different purposes, and even with purposes contrary, which gives rise to behavior traced by the individuality, where each element takes a certain decision generated from their cognitive process and evaluation of the environment through awareness. Thus, the decision-making process is made more dynamic to examine the particular constructions of social groups; in this way, the reactions reflect the perceptual change perceptual or assignment that supports the community. This conviction is altered in a continuous manner by the

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variation of benefit or interest that embodies new conditions that impeded or empower the relationships according to the affinity (see figure 2).

The "**holon**"² composed autopoietic determines the relationships of the parties in a new generation of evolutionary states, whose relationship is not autonomous, therefore not evolves by itself, since that this manifestation is generated in a close relationship with the whole.

Figure 3. Relationship of affinity of the social system



Source: own preparation.

Figure 3 shows the relationships between social systems, the system with the same is understood as a self-affinity, which is necessary to adjust the inside of the system so that you can operate according to the definition of the autopoietic compound. The relations with the other systems pose the need to consider these relations to make them more functional.

Ackoff (1974), points out that in order to solve social problems, all involved should be involved. Therefore, the soft systems can be very useful for defining information at different levels of the system and find out about the aspects that create controversy (Checkland, 2001). The systems models help us to understand and intervene in the

²Holon refers the abstract idea of a whole that have emergent properties, a structure, communication process and control that allow it to survive and adapt to the environment [48]

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complexity of the real world (Checkland, 1985). As well the social circumstances which are typified by the dynamism and connectivity are not linear, since they have emergent properties (Dominici, 2012). Theoretical Proposal

Some articles that address the social dynamics, sustainability, tourism and systems thinking are constituted by the work of (Tejeda & Ferreira; Xin, & Pei. 2014; Peeters, 2012; Kathryn & Venning. 2015; Fath, 2014; Zhang, Amodio, I. Haapala, 2013; Ke, 2012; Imran, et al 2014; Patterson et al., 2004; Kariminia, et al. , 2012; Weaver, 2012) the latter emphasizes the use of the systems approach to the development of the planning and management of tourism considering the factors as the dynamic and the speculative. Therefore, there is a need to improve the communication and the exchange of data between stakeholders to find synergistic opportunities. (Barkemeyer, Stringer, Hollins, 2015).

Tourism in essence provides the destinations the opportunity to earn foreign exchange while maintaining the long-term economic and environmental viability of the area (Sandoval, 2006), in terms of development this contributes to the formation of relations of mutual benefit to improve the quality of life and preserve the environments that contain it.

In this context, the decision-making and planning are essential, because the communities and organizations must, by agreement, establishing the economic and social demands as well as the environmental, social and sustainable development (Bahaire, and White, 1999). Thus, is important to adapt criteria of spatial planning in the processes of regional and local development (Borrayo, 2002) and establishing a balanced production with special care in the fields of amparo of attractive, rescue of cultural elements and protection of biodiversity, developed in parallel economic activities that are profitable for communities and individuals involved in the production, consumption and marketing of tourism.

The system of local development is typically a complex system that cover most of the domains and the technical organizations (Arnautovic, Svetinovic, 2012), these can include, energy systems, information technology systems, production systems, economic systems the cultural systems, social systems, communication systems and the systems of control among others. For its part, tourism has a large number of factors and activities

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that are interdependent and interrelated with several spatial levels (Paul et al. ., 1998), so that in each case the relational definition will be different in degree and intensity.

Table 1. Dimensions of local development.

Dimension	Definition	Subsystem	System of local development
Productive	Use resources to generate productive activities with the tourism.	It is defined by the trade relationships and their productive connection, this includes the costs of acquisition, processing and degradation of resources and their exploitation	Support System
Policy	Generates regulations for directing the actions in the local development	It is defined on the basis of the needs of the other systems and proposes new schemes for their regulation, establishes connections between participants and creates physical conditions, technical and financial.	Regulator System
Social	This system encourages the new compositions approach to the desired interests	Composition social environments that evaluates and establishes actions to increase the local development	Regenerator System
Technological	Generates greater proximity to the purposes raised by the sophistication and technical advice to develop tourism activities	Degree of technical sophistication required and desirable to meet with the local development proposticos	Revitalizing system
Alignment	Generates action links for sharing and building knowledge.	Close the relationships needed to generate collaborative links in previous systems	Linking system
Planner	Provides means to planning the territory and their better utilization	Recognizes the exploitable resources and proposes means for their rational exploitation	Planning System
Monitoring	Establishes the necessary indicators to measure the fulfillment of the above systems	It applauds the actions and set strategies for development	Verifier System

Source: self preparation

The development of community-based tourism for the local development, is based largely on physical environments, social and cultural destinations (Li, et al., 2014) and by his post on the use of the resources. However, the unbalanced development of the tourism can be beneficial only for the the economical part and cause some damage in

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the social schema, in the same way the preservation can stop the production, they are constituting aspects that represent an opposition or they are not well planned, developed and managed.

Considerations of the systems of local development in tourism

The analysis of systems of local development in the tourism requires new schemes of assessment, and research tools appropriate to allow a comprehensive assessment.

Their indicators must encompass the dimensions raised in table 1, and those that are need to be add in order to route the proper actions. In this sense we can resort to the dynamic systems for mutual impacts and identify those key aspects that invigorate or restrict the development raised.

The local development must be endogenous and exogenous, i.e. it has to be constituted as an internal and external process. The advantage of this vision is to use the sufficient means to establish a conception of the robust development and assess its relevance.

The alignment system fulfils the function of assessing the current state of relations of the system and to promote new actions to foster synergy between actors.

For its part, the regulatory system must ensure the issuance of norms that support local development and integrate the perceived needs of the immediate environment to facilitate its work.

The support system is constituted by the commercial and economic activities that develop the local community and its function is to detect, assess and design potential alternatives that include tourism and other economic activities.

The technological system defines a degree of technical sophistication to be competitive and detonate new possibilities to use the resources.

The system of planning of the territory is responsible for recognizing the potential and utilities of the spaces to determine the best and utilization.

Finally, the monitoring system evaluates through the approach of indicators the actions of the local development and asesment of the alternatives for its follow-up.

It is important to note that we must recur to the involved to know their visions and determine the mechanisms of each system on the basis of its consideration.

Conclusions

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This work represents an effort to define certain aspects of the system of local development through tourism activity. For this work we made a comprehensive review of the literature with the intention present the essential aspects of the development and foster discussion about the actors that interact in it and their areas of presentation. On the other hand, we identified some ideas that support the local development with the intention to integrate them into the systemic proposal. We mentioned the role of the social systems and how they are altered or related with other social systems. All of that to knowing the degree of complexity and its definition. Finally, it presents a schema with elements that are part of the revised ideas and which constitute aspects that affect the local development and in addition to the development of tourism.

In this paper we get the next reflexions.

The local development tourism system is complex, so as thinking systems and its methods must be applied to tried to make a definition or it as well as a measurement of its elements and relations.

Immediate and mediate actors compose local development systems; the communities have to recognize the aspects that they can modify and others that not depend on them.

The economic systems has a particular structure that responds to the owner of the system creation, so the communities in the local development have to assume the general rules of the economical system in order to try to use it in a proper manner.

Social systems are compounds, as they have a random behavior, however the researcher can chose some of them to study its dynamic to explained part of its structure and relations.

Tourism activity needs to be planning and measure in terms of the use of regional territory its exploitation medias, all of that with the vision of the actors so as the activities can be benefit for the community and for tourist.

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