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**FROM THEORY TO  
PRACTICE: CULTURAL  
SUSTAINABILITY  
CRITERIA IN POST-  
COVID 19 RURAL  
TOURIST DESTINATIONS**

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**Abstract:** Given the negative effect that the COVID-19 health emergency has had on tourist activities in rural Mexican communities, it is urgent to have elements that allow the development and economic reactivation of the sector. This study corresponds to the first stage of an investigation that seeks to act with relevance in community projects, through the analysis and application of the tourism sustainability criteria proposed by the Global Sustainable Tourism Council (GSTC) in order to provide guidance to communities on management strategies and safeguarding of tourism heritage in their regions. The objective is to assess the applicability of the criteria in rural settings, based on the hypothesis that even when the coincidences of needs may be similar,

The first stage focuses on the Destination Criteria and Cultural Sustainability, and as a result, recommendations are proposed on how to provide support in the identification and implementation of the aforementioned criteria, contributing to the establishment and/or strengthening of sustainable tourism ventures. culturally, contributing to the safeguarding of heritage.

**Keywords:** Tourism, sustainability, criteria, destinations, rural.

## INTRODUCTION

Like various economic sectors, tourism was one of the most affected due to the mandatory social distancing caused by COVID-19 and, despite the fact that it faced a true paralysis of activities due to the closure of borders, sanitary measures and even the fear of contagion, the World Tourism Barometer of the World Tourism Organization (UNWTO) ensures that the recovery of the sector is taking place at an accelerated rate. Worldwide, destinations received almost three times as many international arrivals in the first quarter of 2022, which corresponds to the

same volume in the same period of 2021, with Europe leading the rebound in the sector (UNWTO, 2022) and although international tourism is 61% below the levels of 2019, the expectation of improvement is optimistic.

The tourism sector, like many others, is not an area that can be defined in a homogeneous way. It depends on the context, resources, security levels, access conditions, government support, telecommunications and many other aspects, so the figures that can accompany the studies are qualified by the destination where they are carried out. the projects. That is to say, for the case that occupies the present investigation, directing the gaze towards the rural communities of Morelos, less economically favored, but rich in natural and cultural resources, is a contrast that seeks to turn into opportunity, but with a sense of reality. Although it is true that it is not so common, nor is it desirable, that mass tourism occurs in natural environments and rural areas, this happens on occasions, and more now that national and international travelers are increasingly betting on them, in order to achieve well-being and physical and emotional recovery.

Sustainable tourism is increasingly conceived not only as an economic alternative, but as a planetary urgency eager for spaces where the conservation, rehabilitation and strengthening of nature are common and intentionally planned practices.

Regarding the protection of the environment, including the cultural environment, the UNWTO has added to its tasks the contribution to the promotion of responsible, sustainable and accessible tourism for all, which has in its sights the fulfillment of the 2030 Agenda for Development Development and the Sustainable Development Goals (UN-ODS, 2017) whose scope is universal, offering leadership and support to the tourism sector in order to expand knowledge and promote

tourism policies around the world, leading their steps towards a responsible tourism activity that serve as a driving force for economic growth, inclusive development and environmental sustainability; currently made up of 156 countries, the UNWTO encourages the application of the Global Code of Ethics for Tourism,

From the positive point of view, regardless of the economic impacts, responsible tourism has proven to be an ally of sustainability, as it is linked to social, cultural and environmental development initiatives. On the contrary, seen in a negative way (if not properly managed) it can lead to the loss of local identity and values, through the commodification of cultures and unwanted changes to meet tourist demands, develop a negative attitude towards the host community and even gradually destroy the environmental resources on which it depends (One Planet, 2021).

As a measure to prevent the depletion of natural resources, pollution, and the degradation of the territory and its ecosystems, eyes are directed towards sustainable tourism, whose base is intentional respect for the various ecosystems, ensuring that the activities of the industry and tourist destinations produce the least possible impact on the environment and local cultures (Hernández, et.al. 2019). Even when this type of tourism seeks the generation of jobs and income, it does so by proposing strategies to act respectfully with the lives of the inhabitants, especially safeguarding the native cultures. In line with the UNWTO and the Environment Program of the United Nations Organization, sustainable tourism broadly considers the economic, social and environmental impacts,

According to the UNWTO, sustainable tourism shares commitments with all forms of tourism, in all types of destinations, including mass tourism and niche tourism segments (UNWTO, 2022) and, based on the planetary

importance of To promote greater knowledge and understanding of cultural tourism practices, it is necessary to adopt universal principles and promote sustainable tourism accreditations, products and services. Initially, finding ways to achieve environmental sustainability led to the creation of various certifying groups that, in one way or another, proceeded to “certify” industries and tourist destinations, and each one acted according to their own criteria, but also their own interests. It was then that a new need arose, and it was to accredit the certifying bodies. This urgency motivated, in 2010, the emergence of the Global Sustainable Tourism Council (GSTC), a non-profit organization that has established and managed, for more than a decade, global sustainability standards in the Sector. of Travel and Tourism, known as the GSTC Criteria (see figure 1).

The GSTC criteria are oriented both to the industry (hotels, restaurants and related services) and to the destinations (zone or geographical area visited by tourists), and are based on four fundamental pillars:

- a) Efficient management: Oriented towards sustainability, it seeks the use and continuous supply of resources, especially natural ones, in order to cover the needs of the present, without compromising the needs of future generations;
- b) Socioeconomic sustainability: These are financially profitable economic and social practices that are sustainable;
- c) Cultural sustainability: Respect for cultures and incorporation of the customs and traditions that characterize the contexts to be visited; and
- d) Environmental sustainability: Conservation of the environment through co-responsibility initiatives.

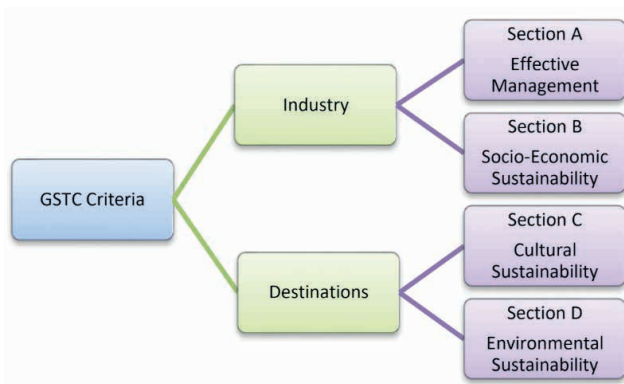


Figure 1. Tourism Sustainability Criteria.  
Based on graphics from the GSTC Guide.

Own Elaboration, 2022.

According to the GSTC, the four key principles of sustainable tourism stated must be observed to guarantee the long-term sustainability of the tourism industry, safeguarding the resources that attract visitors (natural and cultural attractions, community experiences) as this type of tourism, when effectively managed and marketed, can also give companies a competitive advantage by proactively responding to current consumer trends, as market research shows increasing demand for experiential travel; more visitors are looking for an authentic connection to the local culture, food, customs, heritage and people in the destinations. At the individual business or organization level.

Randy Durband, CEO and Luigi Cabrini, Chairman of the GSTC (2019), argue that a key part of why sustainability matters, which is particularly relevant in the current context, is the need for strong long-term management, which helps companies and destinations to be more resilient.

Sustainable' means continuing to function and thrive in perpetuity, through all kinds of conditions. This pandemic can serve as a moment in time when we all step back and reflect on our long-term goals and how to apply the principles and practices that enable us as organizations to...maintain happy, healthy and purposeful lives.

The application of the criteria, whether in industries or tourist destinations, can provide both internal and external benefits. Internally, greater commitment of the workers is achieved with the activities and the implementation of the sustainable management system. Training (assessed) on roles and responsibilities. Awareness of the impact on the development of the destination. Customer satisfaction. Decrease in lower employee turnover rates. A favorable working environment. Schedule flexibility. Incentives for good performance of functions. The benefits of the company's external relations and communications can encourage greater participation in organization, planning and sustainable management. Local, national and international credibility. Use of logos. Access to other certifications.

In short, in this first part of the study and after having achieved the certification of the members of the research team by the Global Sustainable Tourism Council (GSTC), the idea is to look for alternatives to act with relevance in the community projects in which The Tourist and Cultural Heritage Management research group, recognized by the National Council of Science and Technology (CONACyT) has been working, through the assessment and application of the tourism sustainability criteria proposed by the GSTC, in order to provide guidance to communities on management strategies and safeguarding of tourist heritage in the various regions of the State of Morelos.

## MATERIALS AND METHODS

The object of study of this research focused on rural communities in Morelos recognized as destinations of international, national and local tourist attraction, for which three projects were identified that, due to their characteristics, would provide the necessary contrast to assess the applicability of the

criteria of cultural sustainability on three levels: Tepoztlán (internationally known and with situations of mass tourism); Tlayacapan (nationally recognized and with a growing influx of tourism) and Jantetelco-Chalcatzingo (destination with a great cultural offer, but with obvious management challenges).

In very general terms, to define the heritage implications and economic conditions linked to tourism, documents generated by the National Institute of Anthropology and History of Mexico (INAH, 2009), the National Institute of Statistics, Geography and Informatics ( INEGI, 2017), as well as various State and local reports of the selected destinations, although it must be noted that the information found regarding the subject is brief and not up to date, so the main source was obtained through focus groups, interviews and visits. field, emphasizing the identified projects that, following the GSTC methodology and criteria, met the following characteristics: Existence of a written policy; political policy enforcement.

GSTC Destination Criteria	
SECTION C: Cultural Sustainability	
C(a) Protection of Cultural Heritage	
C1 Protection of cultural property C2 Cultural artifacts C3 Intangible heritage C4 Local access C5 Intellectual property	
C(b) Visit to cultural sites	
C6 Management of visitors to cultural sites C7 Interpretation of sites	

Figure 2. Cultural Sustainability Criteria, GSTC (2022) Training Program in Sustainable Tourism (STTP).

It is worth mentioning that, even though the work of the GSTC is to accredit the certifiers and not directly certify destinations, the criteria established by this body guided the variables and indicators that were considered for the generation of instruments since, as mentioned, the first The assessment was based on the Destination Cultural Sustainability Criteria, following the guidelines for compliance with its criteria:

- a) Among the aspects to be reviewed regarding the destination, elements such as whether it had a policy and a system to evaluate, rehabilitate and conserve cultural assets, including built heritage and cultural landscapes; the laws of sale, trade, and whether the display or gift of historical and archaeological artifacts was regulated; if, in the case of having laws, they were enforced and communicated publicly, including tourist companies and visitors, all this in order to provide a framework of protection for cultural assets.
- b) It also explored whether the destination provided support for the celebration and protection of intangible cultural heritage, considering local traditions, arts, music, language, gastronomy and other aspects of local identity and distinctiveness; if working on the presentation, reproduction and interpretation of living culture and traditions in a sensitive and respectful way, involving and benefiting local communities, in order to provide visitors with an authentic and genuine experience.
- c) An important aspect was to define if the destination monitored, protected and, when necessary, rehabilitated or restored the access of the local

community to natural and cultural sites, counting on an explicit system to contribute to the protection and preservation of the intellectual property rights of communities and individuals.

- d) One of the most sensitive aspects was whether the destination had a visitor management system in and around cultural sites, taking into account their characteristics, capacity and sensitivity in order to optimize visitor flow and minimize adverse impacts. setting guidelines for visitor behavior at sensitive sites and cultural events, sharing information with visitors, tour operators and guides before and during the visit.
- e) Finally, it was reviewed whether accurate interpretive material was provided in order to inform visitors about the importance of the cultural and natural aspects of the sites visited, making sure to share culturally appropriate information, developed with the collaboration of the host community and clearly communicated in relevant languages for visitors and residents.

The aforementioned aspects served as a pilot to see the reaction and participation of the communities, in order to make adjustments and continue with the review of management, socioeconomic and environmental aspects, in the second half of this year.

## RESULTS

The Pueblos Mágicos program arose in Mexico in 2001, as a strategy to structure a complementary tourist offer based on historical and cultural attributes of localities considered unique and diversify it towards the interior of the country; in addition to contributing to raising the levels of well-being, employment

and promoting investment (SEGOB, 2020). In 2010 Tepoztlán and in 2011 Tlayacapan, they were creditors of recognition. Jantetelco and its archaeological zone of Chalcatzingo do not have this distinction.

After the first visits and interviews, there are preliminary results, obtained as a result of the investigations and are part of the elements that will make up the first column of evaluation of the GSTC criteria.



Image 1. Tepoztlán, Tlayacapan and Jantetelco (Chalcatzingo) (2022)

In order to determine whether the destinations selected for the study meet the destination and cultural sustainability criteria, it is useful to know that the localities that aspire to the distinction of Magical Towns must cover the different stages (SEGOB, 2020):

- Initial Stage: After the application for participation, applicants must prove that there is an area or administrative unit in charge of Tourism in the region in the locality; have a directory of tourist services in the town; present an inventory of resources and tourist attractions, as well as those that can be declared historical monuments; have georeferenced information on connectivity, communication and proximity to a main city and; have a municipal tourism development plan.
- Intermediate Stage: Once the first stage is completed, a committee or working group of Pueblo Mágico must

be integrated; demonstrate that the council of the municipality approves the incorporation as a magical town; approval of the State Congress on resources that will be delivered to the locality in case of being a Magical Town; have resources assigned by the municipal authority for the tourist development of the locality and a portfolio of projects; have an action program for the next 3 years; have established standards in favor of tourism development; present evidence of a unique, authentic and emblematic natural or cultural attraction of the locality, which is different from other localities; have public health and safety services for tourists in case of emergency; demonstrate that there is private and social investment for the tourist development of the locality; remain as a Magical Town.

- Consolidation stage: To remain in the program, they must meet the aforementioned requirements, in addition to documenting innovation and strengthening tourism products (excursions, tours, guided tours, packages, etc.); evaluate the impact that tourism development has had; maintain commercial relations with at least one tourist services intermediary; have a statistical information system (flow of visitors and their origin, spending and average stay, etc.); Have a detailed annual report of activities.

Finally, although it is not specifically specified, it is expected that the magical towns have tourist certifications, attend to and monitor the sustainability of the town, create alliances at the three levels of government, society and private companies, inform tourists and motivate the trip to the locality, look for the modernization of commercial tools and

make use of technology.

Considering the Destination and Cultural Sustainability Criteria, both Tlayacapan and Tepoztlán partially meet the criteria, but the lack of organization and the constant change of authorities and representatives make it difficult to have updated and systematic information, as well as innovation aspects.

Due to its proximity to Mexico City, both Tepoztlán and Tlayacapan are two destinations that are distinguished by their mysticism, excellent climate, as well as the holding of festivities with deep ancestral roots that are a living example of the syncretism between Spanish, Tlahuica and Nahuatl culture.

Tepoztlán: The hill of El Tepozteco leads at its peak to the shrine complex of the god Ometochtli Tepoztécatl, in the midst of indigenous artistic manifestations and the joy of the attendees, combining tangible and intangible heritage; as architectural heritage is the Ex-convent of the Nativity and the temple of Our Lady of the Nativity. The San Miguel neighborhood is the most popular in the town, whose artistic and cultural symbol is the lizard. There are also facilities for a very special Spa called temazcal, with all the atmosphere and ritual of pre-Columbian times and; the gastronomy reflects contemporary and ancestral cuisine, as well as the specialty of ice cream with natural products from the State of Morelos (for more details see annex 1).

Tlayacapan: It is located in the north of the State of Morelos and is recognized as the cradle of the dance or jump of the Chinelos, a choreography from the beginning of the 19th century that is an attraction, particularly in carnival, due to the acrobatic jumps performed by the performers and for the beauty and color of the clothing; its architectural heritage of great beauty and historical interest stands out for the former convent of San Juan Bautista, declared a World Heritage Site, and its numerous chapels. Joy and fun in Tlayacapan

is guaranteed by its band music and its water parks (see annex 2).

Jantetelco (Chalcatzingo): This town does not have accreditations or distinctions as a Magic Town, but it is a destination with enormous potential since it is located in the Valley of Morelos, occupying an area of fertile land at the foot of two hills: Chalcatzingo and El Delgado. It is one of the most important settlements with Olmec influence that houses built evidence of the decorative style of the buildings and the petroglyphs found there. Burials of individuals with jade ornaments and lodestone mirrors have been found as offerings, although most of the burials have been located under the floors of the housing units. But the most notorious element in Chalcatzingo are the petroglyphs found on the rocky slopes of the hills and in the housing units (Annex 3).

Apparently, in terms of certification and recognition, the distance between the first places mentioned, Tepoztán and Tlayacapan, and Jantetelco and its archaeological zone is very great, but when reviewing the elements it has, it becomes evident the need to systematize information and management that can lead it to achieve the expected cultural sustainability and, of course, the recognition it deserves.

## DISCUSSION

In the State of Morelos, the indigenous rural communities selected for the study offer services and products to experimenting travelers and yearning for alternative experiences, developing cultural, nature and environmental trips that, for the most part, seek to be respectful of the environment and the culture. The activities, in one way or another, promote the sustainable development of cultural tourism, generating initiatives in support of the community, employment and local consumption, through fair trade practices, encouraging the acquisition of local products,

guided visits to natural environments, places with history and tradition, as well as the generation of environmental and cultural education workshops, promoting the creation of opportunities for economically disadvantaged producers, belonging to the communities of Nahuatl origin in the region, commercial practices and fair payments, where most of the income stays in the community, supporting above all gastronomic and cultural projects developed, in some cases, by women entrepreneurs. However, many of the activities, although existing, occur intermittently, as part of individual initiatives, rather than permanent development strategies.

In the case of the “Magic Town” of Tepoztlán (Morelos-Mexico), for example, known for being the birthplace of Quetzalcóatl, one of the most important gods of Mesoamerican cultures, represented with a feathered serpent, for its market for weekly crafts, due to its Tepozteco pyramid, an old Dominican monastery from the 16th century and a local history museum, despite all the positive aspects that have been mentioned, it faces adverse effects caused by tourism such as the massive attendance of people that exceeds the carrying capacity of squares and paths; poor waste management (garbage); the use of public spaces for the excessive consumption of alcohol and; the deterioration of real estate due to irresponsible use. Among the measures detected by the study, it is indicated as essential to guarantee respect for the capacity limit of places considering their capacity; guide and promote reuse, recycling and waste management practices, asking tourists for their responsible collaboration; prohibit the consumption of alcoholic beverages by groups in public spaces and; Respect transit areas and historical spaces so as not to damage the buildings, with strict “anti-scratch” measures.

A situation similar to that detected for Tepoztlán arises for Tlayacapan and to a lesser



extent for Jantetelco and its Chalcatzingo park., where an event has been held for five years now, the Chalcatzingo Sun Festival, coinciding with the spring equinox. Apparently the idea is to promote and disseminate the pre-Hispanic heritage of the State of Morelos and local artisans, with the participation of national and international artists. Unfortunately, the festival is organized through individuals in a disjointed way, without considering the community.

In addition to the challenges of each place to meet the criteria, the Covid-19 pandemic has limited access to it, and the closure of facilities, so the inhabitants of the communities in question have remained on the lookout and without economic income, at least from tourism activities.

## CONCLUSIONS

Given the confusion generated by the COVID-19 pandemic, economic crises, both national and global, as well as the diversity of opinions, tourism in Mexico faces political challenges and vested interests and, the three selected examples, Tepoztlán, Tlayacapan and Chalcatzingo, are proof of this, since they face the fluctuations of those responsible for government in turn.

Among the action dimensions of tourism projects, it is necessary to think systemically so that, at the country level, the design and implementation of public policies aimed at strengthening the development of tourism activity, promoting innovation in the sector, improving the quality and competitiveness of national tourism, articulating government, private and social sector actions for the sustainable and inclusive growth of tourism. In fact, this is what appears in the speech, however, judging by experience, resources are injected into sun and beach destinations aimed mainly at foreign tourists, leaving aside the way in which they hope to implement

solutions to problems. socioeconomic oriented to the less favored classes, to rural communities and their culture, in addition to reducing environmental impacts. Among the main tasks on the tourism agenda, it is vital to consider post-COVID reactivation strategies, above all, supporting the development of the communities that have made progress, even with very limited resources.

Considered among the needs detected in this first segment of the investigation, is training on the use and management of solid waste for the purpose of sustainable use and strategies for the reduction, recovery and use of recyclable waste, including environmental awareness campaigns, focused to the 3R (reduce, recycle and reuse).

As urgent aspects arose about the management of visitor flows for reasons not only of volume, but also for health issues, including systems that coordinate what is related to national parks, heritage management, urban and regional planning, environmental management, forests, roads and traffic, police, public transport and tourism that, being objective, is still difficult to find. In fact, examples of effective approaches to manage visitor flows are increasingly technological, obeying not only technical aspects, but also the emerging needs of natural and social phenomena.

Increasingly, tourist destinations are betting on computerized visitor management systems, which allow monitoring and managing the volume and activities of tourists, and to reduce or increase them as necessary at certain times and places, working to balance (such as posed by the GSTC criteria). In this regard, at the 2021 European Tourism Convention (UNWTO, 2021), it was stated that technologies associated with artificial intelligence are essential, in order to have a mechanism for the integration of new data sources, with the purpose of add open data

provided by the public sector from anywhere in the world, providing alternatives to determine visitor flows depending on needs, seasonality, etc.

Finally, following the criteria of the GSTC, the right to have a decent job and professional opportunities is raised. Public-private partnerships for the development of passenger cars are, or must be, permanent,

under the idea of “if it goes well for one, it goes well for all of us”. The cooperation of sectors in an integral way allows coherent contexts, harmonious products and a positive image of the destinations. Cultural, economic and environmental sustainability begins with good local management practices, with the collaboration of the various sectors that comprise it, including the academic sector.

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## APPENDIX 1

TECHNICAL DATA SHEET FEDERAL TOURISM SECRETARIAT: TEPOZTLAN

URL:<https://www.sectur.gob.mx/gobmx/pueblos-magicos/tepoztlan-morelos/>

Tepoztlan, Morelos

Favored by a privileged geography and an I don't know what that never ceases to seduce visitors, the town sheltered by Cerro del Tepozteco is a land of mysticism, crafts, unbeatable weather and relaxation, but above all good vibes and revitalizing energy.

From Mexico City take the road to Cuernavaca and follow the deviation to Oaxtepec, 15 minutes away is Tepoztlán. Distance table: To Mexico City – 74 km.

Characteristics:

He joined the Pueblos Mágicos program in 2010.

Its name comes from the Nahuatl language and means “place of the copper axe”.

Tepoztlán is famous for making amate paper, obtained from the bark of these abundant trees in the region.

You can also find “pochote” houses and sculptures carved from the thorn of the pochoizcatl or wild cotton tree.

Attractions:

Tepozteco Pyramid

Temple and Ex Convent of the Nativity

Carlos Pellicer Museum

Cross of Axitla

temazcal bath

El Tepozteco National Park

Festivities:

Carnival, takes place in February in the main streets of the town.

Spring equinox is celebrated on March 21 at the Tepotezco Pyramid.

Challenge to Tepozteco, every September 8, around six in the afternoon, begins what is known as the Challenge to Tepozteco, a theatrical representation of the change of the last Tlatoani to Christianity.

Day of the Dead, altars and offerings to the deceased are placed in each house and the pantheon is visited from October 31 to November 2.

Location:

The municipality of Tepoztlán is located in the north of the state, bordered to the north by the Federal District, to the south by the municipalities of Yautepec and Jiutepec, to the east by Tlalnepantla and Tlayacapan, and to the west by the municipalities of Cuernavaca and Huitzilac.

## APPENDIX 2

TECHNICAL DATA SHEET FEDERAL TOURISM SECRETARIAT: TLAYACAPAN

URL:<https://www.sectur.gob.mx/gobmx/pueblos-magicos/tlayacapan-morelos/>

Tlayacapan, Morelos

Tlayacapan, is located in the state of Morelos, 10 minutes from Oaxtepec. It has several chapels and its architecture is one of the tourist attractions. Its name comes from Nahuatl and means “on the tip of the earth”, “place of limits or boundaries” or “the nose of the earth”; since it is considered that the first settlers were Olmecs, being invaded by the Xochimilcas who quickly prospered in the place.

It is surrounded by various hills, so its climate is pleasant throughout the year; Many festivals and traditional dances are celebrated in this place, which are very important since the figure of the Chinelo in the dance has become a symbol of Morelos; It is believed that Tlayacapan is the cradle of the costume and the music of this dance, which later spread throughout the State. The town is also known in the surroundings for its colorful glazed clay pottery, among the things you can find are: pots, pots, crockery, jugs, comales, etc.; in fact there is a factory in this place of ceramics at high temperature.

Characteristics:

He joined the Pueblos Mágicos program in 2011.

In the town there are seven traditional wind bands, but the Band of Tlayacapanes is the one that has preserved the spirit of the town.

A part of the magic of Tlayacapan resides in its pre-Hispanic past, times when it was inhabited by the Olmecs, who in turn were dominated by the Xochimilca people.

This place “on the tip of the earth” was an obligatory commercial step for the southern towns that supplied themselves with various products, including wax.

Attractions:

Former Convent of San Juan Bautista

Tlayacapan Museum

Chapels of Tlayacapan

La Cerería Cultural Center

Tour through the archaeological corridor

Festivities:

Carnival, takes place three days before Ash Wednesday and is celebrated with the traditional Brinco del Chinelo.

Location:

It is located in the Northeastern part of the State of Morelos, its boundaries are the following: to the North with the municipality of Tlalnepantla; to the South, with the municipality of Yautepec; to the East with the municipality of Totolapan and Atlatlahucan

### **ANNEX 3**

TECHNICAL DATA SHEET STATE TOURISM SECRETARIAT: JANTETELCO (CHALCATZINGO).

URL:[https://www.morelosturistico.com/espanol/pagina/z\\_608\\_Parque\\_Ecoturistico\\_de\\_Chalcatzingo.php](https://www.morelosturistico.com/espanol/pagina/z_608_Parque_Ecoturistico_de_Chalcatzingo.php)

The town of Chalcatzingo is located in the Municipality of Jantetelco (in the State of Morelos). There are 2,812 inhabitants. Chalcatzingo is at 1,363 meters of altitude.

Chalcatzingo Ecotourism Park.

The Chalcatzingo Ecotourism Park, as its name indicates, is located at the foot of the Chalcatzingo Archaeological Zone, in the municipality of Jantetelco, in the area adjacent to the state of Puebla. Its natural environment and the impressive hills that supported the urban center of Olmec origin are part of the attractiveness of the region.

The following activities take place in this park:

Hiking

Ascent to the La Cantera and Delgado hills

Cycling

rappelling

Camp

Guided visits to the archaeological zone.

Its panoramic views, as well as its flora and fauna, constitute an excellent proposal for photography enthusiasts, so it is recommended to bring a camera.

In addition, the area has the following services:

Lodging

Restaurant

Spa

Pool with wading pool.

Temazcal

All this for the well-being of the visitors, but without forgetting the care and conservation of the natural and cultural environment of the region.