



WRI MÉXICO

# Sostenibilidad social en las zonas turísticas metropolitanas

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# Contenido

- 1. Metodología para identificar efectos del turismo**
  - 2. Amenazas de la sostenibilidad social en Mazatlan**
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# Análisis del ambiente de negocios para el turismo de aventura y consecuencias en el desarrollo rural





# ¿Qué es el ambiente de negocios?

- ❑ **Las empresas no operan de forma 100% independiente;** Dependen e interactúan con otras empresas e instituciones y están sujetas a un marco legal que limita o favorece su crecimiento.
- ❑ **Este trabajo estudia esos factores del ambiente de negocios** para generar una visión de los aspectos que deben de mejorarse y propone una solución de como hacerlo

# Metodología de la investigación

## Paso 1

## Paso 2

## Paso 3

Entender la industria

Calificar el ambiente de negocios

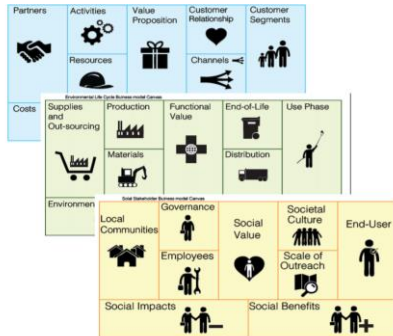
Desarrollar recomendaciones

5 a 10 entrevistas por industria

5 entrevistas por lugar

0 entrevistas...

## Herramientas:



Triple Layer Business Canvas

	Measurement / Level of misalignment	Complete misalignment, no support	Misaligned sub-arena	Midpoint, descent support	Conductive sub-arena Good support	Highly conducive, Ideal scenario
Institutional development	<b>Supporting structures from private institutions</b>	There are no enabler or facilitator specific to the industry, industry operators in ecosystem.	The industry has representative who communicate the needs of the company.	The industry delivers visibility from government to business operator.	There are greater institutions that represent the interest of more than one type of actor.	There is a greater ecosystem with authority and seed organization, (company, enabler, enabler, cost policy, support).
	<b>Public institutions</b>	Government and regulator, especially have very little or no visibility of the report or economic activity.	Public enabler are aware of the industry, however, corruption interferes with the conflict of interests.	There is active communication between industry leaders and government.	Public enabler are working to regulate and support the industry, There is a national team to research.	Public enabler are working to support the industry, They make laws that contribute to conceive and protect the industry (policy support).
	<b>International agencies</b>	This report factor (1) (Impact relevance (2) International compliance (3) An international organization exists to regulate and promote the part (4) connectivity with other regions or parts)	Presence of 1 of the 4	Presence of 2 out of the 4	Presence of 3 out of the 4	This report exists in the industry, There are other companies that are relevant for the industry, An international organization, administrative and regulatory, do its work to ensure the others are coordinated.
	<b>Ease of starting a business</b>	All companies perceived the process of starting a business as complex and very long. They would not count with the support of any institution over the process. There is very little team for help to start their own business. Very experience.	Many companies perceived the process of starting a company as complex. There is no support from any local regulator to assist to complete the process or ease their experience.	Supporting equal guide the entrepreneur through the process of establishing a business. There are few more local companies.	The process of creating a business is perceived as easy by many actors and quick. It might still be expensive but you will see many local established companies.	Many companies perceived the process of starting a company as direct, cheap, industry. Local requirements are reasonable and transparent. There is an expert to assist in the process that is free of charge.
<b>Permits required to operate</b>	There are no permits required for operation. Companies are not regulated at all and international standards are not impacting the industry to create value.	The requirements are under discussion. The public institution and the industry participants receive the benefits of regulation.	There are permits available but they are expensive or hard to get. There is still a system and a process to change the requirements and grant companies don't think about them.	The requirements make sense but are not very complex. Some companies will decide to operate without them.	The requirements are fair and professional and legal, logic and transparent. Public institutions provide the permits as a regular base and companies obey them.	

Sub-arenas performance table

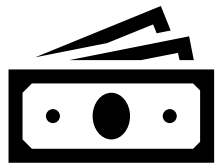
Technology & Knowledge	Funding	Institutional development	Resource and infrastructure	Training and education	Market structure	Consumer agency	Environmental management
What are the required interventions for the industry:							
What are the adequate actors that should be involved:							

Tabla de recomendaciones

# Paso 1 – Identificar los modos de operación de la industria y el impacto que genera

Business Model Canvas		Designed for:	Designed by:	Date:	Version:
Key Partners (Hotels, rafting friends, private travel agencies, potential business partners)		White Water Kayaking	David Bronzwaig	28/05/21	1.0
Key Suppliers (Travel agencies, potential business partners)		White Water Rafting	David Bronzwaig	28/05/21	1.0
Who are your customers? (Kayaking companies)		White Water Rafting	David Bronzwaig	28/05/21	1.0
Which resources are you acquiring? (Kayaking customers)		White Water Rafting	David Bronzwaig	28/05/21	1.0
Motivations for customers (Revenue)		White Water Rafting	David Bronzwaig	28/05/21	1.0
Channels (Provide a service)		White Water Rafting	David Bronzwaig	28/05/21	1.0
Cost Structure (Most of the cost is cut most of the time. Once the operations start, Kayaking Person, in)		White Water Rafting	David Bronzwaig	28/05/21	1.0
Revenue Streams (Plastic paddles)		White Water Rafting	David Bronzwaig	28/05/21	1.0
Environmental life cycle BMC		White Water Rafting	David Bronzwaig	28/05/21	1.0
Social stakeholder BMC		White Water Rafting	David Bronzwaig	28/05/21	1.0
Local Communities		<b>Governance</b> It is a very hierarchical structure.  In some cases, decision making is left to the river guides to assess the safety concerns.	<b>Social Value</b> Increase environmental awareness for customers.  Promote river protection.  Encourage a healthy lifestyle.  It provides jobs to rural communities that are very dependent in agriculture  It also brings a big cohesion among young people who want to spend time learning a new sport that is part of the tradition of the local town. There is shared interest of sharing this activity	<b>Societal culture</b> Promotes physical activities and nature protection.  It is a teamwork activity that promotes cooperation  <b>Scale of outreach</b> It joins rafting industry groups that advocate for the benefits of the environment and the industry.  It forms a national community for kayakers that allows communication between different places of the country.	<b>End-user</b> Exercise and fitness.  Contact with nature.  Cultural values
Energy & for process (No natural consumer)		<b>Employees</b> Mostly employing rural population.  Training personnel to become more responsible tour guides with first-aid responses.  River guides can become very professional tour guides with client customer and decision-making abilities. Very few woman employees. *Most kayaking guides are also rafting guides, however the opposite does not hold			
Gasoline supply, transport and client (Consumption on the dist)		<b>Social impacts</b> Increased consumption of drugs and alcohol.  Detachment from traditional jobs like fishery and agriculture. Kayaking is a dangerous sport that has taken the life of many good even professional participants.	<b>Social benefits</b> Promote sports culture with international competitions. Prevention of dams that affect river flow and threaten the industry. Promotes social cohesion through the formation of kayaking communities. Brings people together through physical interaction (something that older participants emphasized a lot)		
Out-sourced consumption (Plastic paddles)					
Environmental (The only generated)					

# Hallazgos de los impactos del turismo de aventura

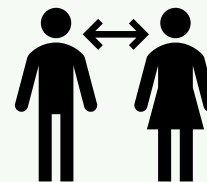


- Generación de empleo
- Derrama económica hacia otros sectores
- **Desplazamiento de formas tradicionales de ingreso**

- **Hallazgos positivos**
- **Hallazgos negativos**
- **Sin juicio de valor**



- Promueve la protección de zonas ambientales y con valor ecológico
- Sube el nivel de conciencia Ambiental de los operadores y los clientes
- **Incrementa la cantidad de contaminación en el ecosistema**



- Cohesión social entre la comunidad, en especial entre niños
- Nuevas actividades y pasatiempos para los locales
- Intercambios culturales de valor para las comunidades
- **Jóvenes expuestos al abuso de drogas y alcohol.**



# **SOSTENIBILIDAD SOCIAL EN MAZATLÁN**

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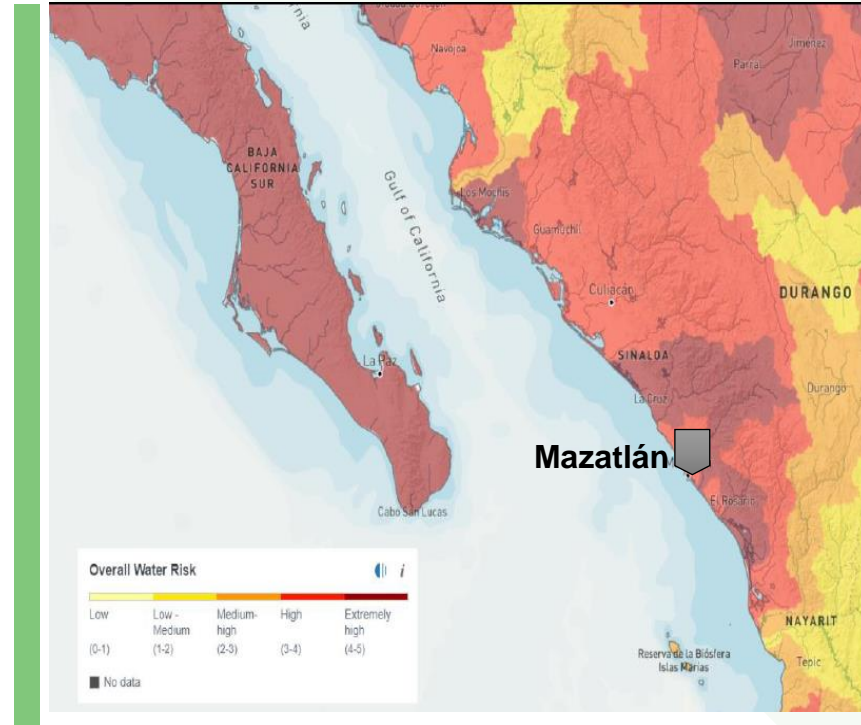
**Conflictos latentes por la escases del  
agua**



# Problema de agua en Sinaloa y Mazatlán

- El desarrollo turístico, comercial y agrícola amenaza los sistemas de agua
- La huella hídrica de cada turista está estimada entre 600 y 800 litros x persona x día
- Cada ciudadano de Mazatlán consume en promedio 247L al día

*Fuente: SECTUR – Programa Marco para Fomentar Acciones para Restablecer el Balance del Ciclo del Agua en, 2018*



*Fuente: WRI AQUEDUCT – Atlas de Riesgos Hídricos 3.0*



# El estrés hídrico es una fuerte amenaza para los conflictos sociales

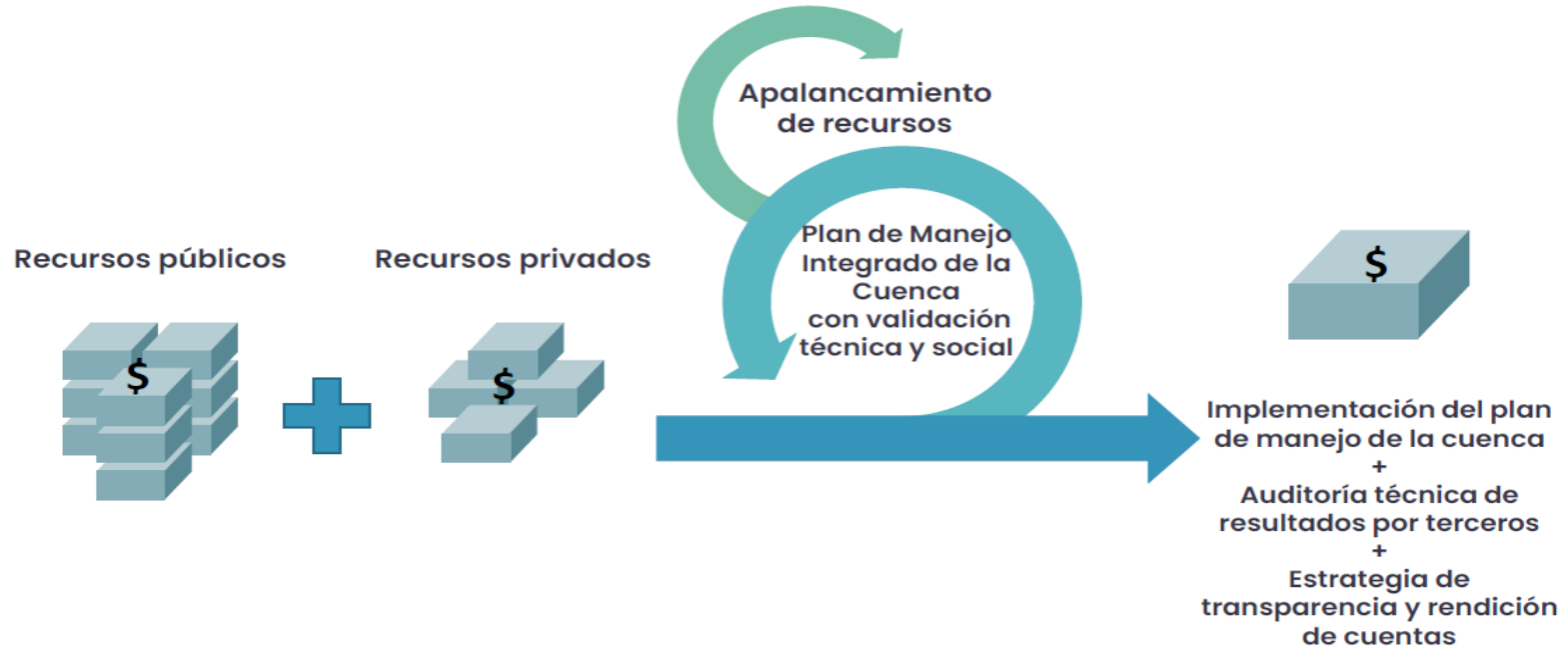


# Como impulsar hacia la gestión integral del agua

- Mazatlán depende en gran medida de la salud de las cuencas.
- La alternativa de desalinizar el agua es mucho más cara y debe de ser vista como último recurso.
- La presión recae en la presa Picachos que ya presenta graves problemas de asolvamiento



# Fondo de agua para la seguridad hídrica de Sinaloa





# Promover nuevas leyes para proteger los recursos hídricos

**3%** Prima hídrica enfocada al sector turismo. **+** **2%** Tarifa hídrica voluntaria para todos los consumidores en Mazatlán.



**Canalizar los recursos a acciones de conservación en la cuenca**



## Proyectos similares:

## Resultados:

## Acciones de conservación:



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### Implementa Xalapa Sbn para resiliencia hídrica

Uno de los proyectos más exitosos de Soluciones basadas en la Naturaleza se desarrolla en Veracruz. En 2021 se autorizó un cobro voluntario del 2% sobre el recibo mensual de consumo de agua potable.



36%

de todos sus usuarios contribuyeron



5 millones de pesos fue la recaudación en el primer año



conservación de 3 mil hectáreas en la subcuenca del Río Pixquiac



institucionalizar un programa de cosecha de lluvia



creación de jardines infiltrantes



restauración de 5 mil hectáreas en la cuenca del río Huitzilapan



rescate de cuerpos de agua y ríos urbanos



# Red de ciudades Cities 4 Forests



# ¿Qué ofrece Cities4Forests?



1

## COMUNICACIÓN, CONFERENCIAS E INTERCAMBIOS

Organizamos y proporcionamos acceso a nuestros miembros a eventos regionales, locales y globales.



2

## ORIENTACIÓN TÉCNICA Y FINANCIERA

Buscamos atraer y escalar la inversión financiera en bosques y soluciones basadas en la naturaleza. Reforzando la bancabilidad de proyectos, y la replicación y escalamiento de esquemas innovadores de financiación.



3

## ORIENTACIÓN EN POLÍTICAS PÚBLICAS

Compartimos conocimiento sobre mejores prácticas, establecemos interacciones entre pares, y promovemos una red que permite un intercambio de información más eficiente.



**¡Gracias!**

**David Bronzwaig – Gerente interino de Agua y Finanzas Verdes**

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