

Breaking Point in Tourism in Baja California Sur: Is It Now?

1st Master Conference

Carla Campos



*Former Destination Manager
in Puerto Rico, Strategist, and
Specialist in Sustainable
Tourism*

October 7, 2022

Carla Campos Vidal, former destination manager for Puerto Rico, shared her experience in tourism management and proposed key principles for sustainable tourism development. A significant point was the need for a holistic approach that considers the environment, society, and local economy, which she explained helps create tourism that benefits the community and respects the natural surroundings.



Campos stressed the importance of community-based tourism management that includes business sector and local community voices, guided by environmental organizations' recommendations. This approach helps in developing public policies that protect the environment and benefit the community.

Regarding short-term rentals, Carla suggested conducting studies on each neighborhood or area

to determine a limit on these accommodations, considering the capacity of public services and the impact on local life to avoid negative effects.

“*Taking the pulse of the people, because all associations, businesses, and government must respond to the will of the people.*”

Campos also highlighted the need for a participatory and resilient community. This enables adaptation in times of crisis, turning challenges into opportunities. Additionally, a resilient community can enhance tourism identity, reducing the impact of political changes on tourism promotion. She proposed creating an independent body to manage tourism, ensuring consistency and respect for local projection and identity.

Conclusion

The emphasis is on inclusive and sustainable tourism management to achieve development that benefits both the local community and the environment. A holistic approach based on community consensus and participation is essential for establishing public policies that promote sustainability. Resilience and adaptability are crucial for overcoming crises and leveraging opportunities.

In summary, Carla urged the consolidation of La Paz's tourism identity through responsible management and strategies that integrate various sectors to ensure long-term success and sustainability.



Main Objective:

The document addresses the importance of developing sustainable tourism in Baja California Sur (BCS). Carla Campos emphasized that tourism should be seen as an opportunity to foster economic development, while also respecting biodiversity and local communities. Achieving this requires implementing tourism practices that promote environmental conservation, community involvement, and balance between economic growth and sustainability. The central message revolves around the idea that tourism can be a positive force if carefully integrated with local nature and culture, avoiding the mistakes of other destinations that prioritized economic growth at the cost of the environment and community identity.

Main Topics:

Sustainable Tourism

Resilience and Adaptability

Destination Management

Economic Diversification

Community Participation and Local Pride

“

The environment is not just something additional we need to preserve—it’s part of the business. Without resource conservation, there is no tourism, because that’s the reason people come.



Scan to view the full panel

4to Congreso Internacional
**Ciudades
+Humanas**

