Abstract

Citizen participation is perhaps the most important tool of democracy. Pueblos Mágicos Program (PPM) -a public policy that emerged in 2001 in Mexico with the purpose of encouraging tourism in the country's traditional peoples, and boosting their economic development, as well as their heritage- raise society's involvement in a framework of transparency and social conformity in terms of the processes and decisions taken; This, of course, based on the support of the Pueblos Mágicos Committee, as stipulated. However, some studies show that participation is outside the most important movements of the program. There are also indications that the play of the committees remains in the background and important decisions are ultimately taken by the representatives of power.

What about the role of committees? As a matter of public interest, it is important to identify the perceptions of citizens and committee members about the implications of participation and the role of participation in that context.

Diluting the precept of citizen participation, both in committee members and in developing countries, it is expected that the areas of opportunity that outline guidelines for the development of new models of citizen participation within the MTP. On the other hand, previous research does not give sufficient account of the role of story groups in the program, mainly in the case of Alamos, so it requires a greater depth in the subject. Although the PPM integrates 111 municipalities at the time this work is written, the study focuses on the town of Álamos, Sonora.

According to the empirical work, it has been identified that, in fact, there are elements that inhibit the citizen participation related to PPM and that, according to the testimonies recovered, the existence of a committee is not known; Not forgetting that they do identify "a group of people" towards which there are assessments found. In general, the tendencies towards exclusion and lack of independence in the Magical Towns Committee are identified, as well as general disinformation about the program, becoming a factor for citizen disinterest.

Keywords: citizen participation, perception, public policies