Urban Development and Mediation for Harmonious Coexistence and Peace in a Municipality of Zacatecas, México

Laura Gemma Flores García¹, Imelda Ortiz Medina²

¹Ph. in History, Master in Architecture with a specialty in Restoration of sites and monuments, Consultant of the Board of Protection and Conservation of Monuments and typical areas of Zacatecas, National Researcher of Mexico from 1998 to date.

²Ph. in Governance and Public Administration from the University Research Institute Ortega y Gasset and the Complutense University of Madrid, and Research professor at the Autonomous University of Zacatecas, Mexico

Abstract: This exhibition plans the problem of the growth of a municipality that arose around the circumference of a minor cattle ranch in Zacatecas and whose urban planning rules were not clear from the beginning. Therefore, urban development was chaotic and disorderly. Here are some proposals for solutions in which citizens, but above all mediation and human peace have a strong role to play.

Keywords: Urban development, peaceful coexistence, urban planning, municipalities

1. Introduction

The municipality of Trancoso, Zacatecas is a small municipality located 18 km from the capital of the state that had its origins in the helmet and Big House of the small cattle ranch of San Pedro and Juan de Trancoso.¹ After its division, after the agrarian reform in the 20th century, there was a population expulsion and economic decline. All the spaces belonging to the old hacienda were acquiring other functions according to the ideas of the municipal governments and many of those spaces were altered, adapted or deteriorated. There has not been a recovery plan to date, much less urban planning that allows harmonious coexistence among its inhabitants, since it has also been the subject of many violent events because it is located in the passage between San Luis Potosí and Zacatecas.

The purpose of this article is to propose alternative solutions to urban and population problems, from the perspective of mediation for peace and harmonious coexistence of its inhabitants.

The whole of the hacienda consisted of large and small livestock sites, sowing lands, orchards and each of these production units had its respective spring (seven sites), two with lagoons (three sites and one garden), one site for largescale cattle and one for rent with running water and three for large-scale cattle with hydraulic installations that could be reused for community benefit. During the term of Governor Genaro Borrego Estrada, the "Municipalization Support Group" was created and as a strategy the purpose of complying with the requirements set forth in the Constitution on the neighboring populations that wished to form part of the new municipality was proposed, with the In order to develop your community (8 communities in total).² In 1993 a preliminary project was presented to organize the Municipal Delegation of Trancoso in a different way; however, until 2001 this population obtained the municipality.

This heritage site is one of the few most preserved estates in the region. The large house has period furniture. The oldest parts of the house suggest a late Baroque due to the sober buttressed arches and heavy stone buttresses; but the front of the house is in the typical Porfirian style, sober neoclassical that competes with the majestic eclectic church that is next to it and with the superb reddish stone mausoleum built in front of the plaza. Everything revolves around this set, from town fairs, patron saint festivities, political rallies and there is a kind of chaos that needs to be re-composed through negotiation and strategic urban planning based on the points indicated below.

For this purpose, it is necessary to establish specific action tactics according to their competencies: social benefit, institutional order, environmental order, and economic-financial order.³ In all of them the participation of the government in its three orders will be necessary: the social, private and financial sectors so that any project that arises has the consensus of the community as a whole.

¹The basis of this article is contextualized in the field work of the master's thesis in Restoration of Sites and Monuments: Laura Gemma Flores García, Enhancement and proposal of regulations for the Exhacienda de Trancoso, Zac. Dir. Dr. Rafael Pérez Fernández, University of Guanajuato, September 20, 2005. The reflections presented in this article derive from the proposals made in that document, but which have been adapted according to the various updates of local, state and public policies. nationals.

 ² Rodríguez Rafael, *Trancoso, la necesidad de la división política* ...pp. 196-199.
³ These four categories correspond to the four major Sustainable

³ These four categories correspond to the four major Sustainable Development Indicators managed by the United Nations Development Program (UNDP), which will allow us to propose human development in the context of current public policies. Sustainable development indicators in Mexico, INEGI-National Institute of Ecology, SEMARNAP, 2000.

2. Regulations of a Social Nature

In order to carry out social order tactics, the residents of the border must be involved in urban planning programs and the provision of satisfactors in order to create another civic culture: of participation, collective interest and mediation. It would be necessary to create a Municipal Urban Development Consultative Council for consultancy and advice and the creation of a Comprehensive Urban Development Plan, whose stakeholders should include -at least- one member of professional associations (professional associations), participation institutions social (clubs and civil and religious associations); universities and research centers linked to Trancoso; other non-governmental academic institutions to include their cooperation at different levels such as those listed below:

- Commitments to identify a Comprehensive Urban Development project (that are viable, feasible, in accordance with the problems raised and with social relevance).
- Commitments to induce the project (through social proselytism, inter-institutional management, professional, technical and specialized advice).
- Commitments to trigger the project (that is, involve the various sectors with participation rules and scheduled tasks).
- Commitments for the promotion of the project (request and receipt of citizen assistance and collective groups among the various sectors of society).
- Commitments to monitor the success of the project (through the creation of support agencies for the control and monitoring of projects).
- Commitments for its operation and operability (supported by the assignment of tasks and jobs).

Among the action policies for this project should be the search for sustainable development and the promotion of roots to the land, not only through the dissemination of values, but also through the creation of spaces for employment because of detachment from their hometown. It is one of the reasons why the common trancoseño does not take care of its heritage. In addition, culture or the dissemination of culture is generally decoupled from the economy, but many countries have already shown that from comprehensive planning and training for cultural management, human groups can fight great battles with the business monster, ⁴because:

Without ceasing to be true that the economic dimension of culture is increasing [...] The true and differentiated social function of culture resides in the capacity that cultural practice and consumption generate in individuals a universe of sensations that we They go into the depths of human power.⁵

However, the means for the realization of such guidelines would be another level of community collaboration: the creation and implementation of Citizen Participation, understood as "the non-partisan civic movement of pressure, agreement and linking the social sphere with the public powers. This body is constituted in order to promote articulation within civil society and to encourage the participation of citizens in order to achieve the political, institutional and democratic reforms that the republic requires and a fair and balanced social development ".⁶ There are different models of citizen participation and in each of them a certain margin of democratization is detected. According to Maurizio Maggi and Pau Rausell the following can be pointed out:⁷

Kinds	Tools	Origin Of Mobilized Resources	Democratization Degree
Asociaciones ⁸	Valorization through study, publications, civil revitalization	Public / Private	++/+
Fundaciones	Valuation through the allocation of foundational resources	Public / Private	+/++
Campañas "Salvemos"	Valuation through public and media attention on certain heritage assets	Public / Private	+++
Individuos Particulares	Valorization through assigned private resources	Private	+
Referendums	Valuation through preferences revealed in the referendum	Public	+++++

As can be seen, only with regard to citizen participation (referendum) can a complete margin of democratization be found, which is why the recommendation of this alternative is the most pressing. In the words of Julio Montagut "these institutions can be considered as the managers of the collective criterion in the face of strictly market interests and the failures of the public sector".⁹ Thus, for the resolution of the problem raised, the lines above become the balance point between the public and the private since "they can not only channel voluntary resources on idle occasions, but are also useful in the discovery and valuation of new heritage assets and as interlocutors of the community in

Volume 10 Issue 4, April 2021

<u>www.ijsr.net</u>

⁴Pau Rausell-Kôster, "Economía y cultura, una pareja de hecho", Pról. (en) Roberto Luna, *El consumo de teatro y danza en la ciudad de Valencia*, Valencia, España, Promolibro, 2004.

⁵Pau Rausell-Kôster, *Por un nuevo contrato cívico en política cultural*, Área de Investigación de Economía Aplicada a la cultura, Universidad de Valencia, http://www.uv.es/cursegsm/Publiceconcult/LOS%20CIUDADAN OS%20%20UN%20NU2.pdf

⁶http://www.pciudadana.com/que_es_pc.html

⁷Rausell-Köster, Pau, "El instrumental económico en la protección del patrimonio y la participación ciudadana" (en) Esperanza Sánchez y Pau Rausell (eds), Rehabilitación, patrimonio y participación textos para el debate, Col. Economí/Cultura, Valencia, España: Fundación Pere Compte, 2004, p. 11. Cfr. Mauricio Maggi, *Ecomusei 11 Progretto*, StrumenIRES, No. 9, Torino, IRES Piemonte, 2004

⁸ Dentro de las *Asociaciones Civiles* en México se hallan: *Patronatos, Fundaciones, Amigos de..., Comités, Grupos, Uniones, Centros, etc.*

⁹Julio Montagut Marqués, "Economía social y patrimonio, la historia continúa" (en) Esperanza Sánchez y Pau Rausell (eds), Rehabilitación, patrimonio y participación textos para el debate, Col. Economí/Cultura, Valencia, España: Fundación Pere Compte. 2004, p. 19.

International Journal of Science and Research (IJSR) ISSN: 2319-7064 SJIF (2019): 7.583

defense of certain collective objectives ".¹⁰ The means for carrying out these guidelines is another level of community collaboration within a framework of responsible decentralization: Citizen Participation, understood as *the non-partisan civic movement, of pressure, agreement and linking the social sphere with the public powers.*¹¹

The most viable way is the application of the Ecomuseums Model,¹² where Citizen Participation is one of the first steps.

The strategic phases for the development of Citizen Participation are: a) listen to the initiatives of the inhabitants to carry out projects; b) implement pilot projects with targeted groups of the net population; c) promote exchanges, demonstrations and replicas of experiences; d) systematize experiences so that they can serve as inputs in the creation of policies and tools for local programs and institutions.

Some scholars argue that rural societies are characterized by almost null communication nuclei and with a horizontality between the members, which would cause a limitation for citizen participation; however, when conversations with the residents of Trancoso have been observed, a strong commitment to the people is observed, which, however, they do not know how to channel. Although the emigration of some inhabitants has further broken communication between them, the Mayor has a primary role in defining local policies and in direct work related to infrastructure management. He can be a facilitator for the transfer of appropriate technology (productivity, quality control, creation of productive businesses, administration, marketing and others) and direct it to the agreed objectives by making use of the instruments of Citizen Participation in Mexico that are, to know: citizen assembly, plebiscite, referendum, popular initiative, citizen consultation, citizen collaboration, accountability, public dissemination, network of citizen comptrollers, public hearing, tours of the delegation chief.¹³ The size of the town makes it possible to obviate some of the instruments of citizen participation because everyone knows each other, but it does not hurt to orient in an organized way the opinions that the citizens of Trancoso have in this regard, either by families, leaders, sectors, aid groups, neighborhoods, neighborhoods, blocks, etc. The Ejidal Commissariat also has a very important role in this area.

3. Institutional Regulations

In the institutional tactics, the strengthening of federalism is proposed by carrying out coordinated actions between the local authority and the federation to promote investment in the historic center and facilitate the procedures and procedures that allow the carrying out of urban works of collective benefit. Let them surge. For this purpose, it is necessary for local authorities to be oriented to facilitate procedures in legal and administrative matters in order to provide the necessary conditions, simplify procedures and establish the required bridges between the locality and the state entity. The Federal Public Sectors (in this case it would be the INAH Regional Zacatecas) can be taken as members in this area; the State Public Sector and the Municipal, but for such instances to operate the existence of a regulatory apparatus is necessary.

Trancoso, dependent on the local and regional economy, converted it from a self-sufficient economic hub to a satellite city. The legalized lack of definition of the town, the lack of organization and urban planning, in addition to the corruption of the rulers, caused a visual disharmony, irregular growth and a lack of economic development. Irregular settlements abound, illegally occupying lands, vacant lots, and unregulated properties; consequently, they are spaces lacking urban services such as paving, water and electricity. The houses have been built of brick, with sheet or asbestos roofs and in the worst case, the original parts were altered with rear openings for windows or other facilities such as: meters and load centers and hydraulic installations that conserved their original drainage facilities. The new houses are now distinguished by their clay material without gravel and irregular plant depending on the sporadic inflows of money and the growth of the extended family. All show a contrast with the vernacular architecture of the place, namely, composed of: low walls with no or little cornice, built of adobe, channels in front to evacuate rainwater, main openings in a two-to-one ratio, and the absence of open windows, a single main entrance without eaves and the whole complex surrounded by a neighboring corral.

The Casa Grande has been used at least as a habitable rustic property for parties or weekend walks in order not to be subject to article 38 of that same law, since if it is not used or served within the term six months, it could be taxed by her. The same occurs with the areas formerly destined for stables, drinking troughs and *tentaderos*, which a few years ago were rented by the owner of the Casa Grande to the then congregation of the community. Now a special building has been built for the Municipal Presidency, but even such spaces are still lent to the council administration, a fact that we foresee - could be a pretext for the municipality to demand later to appropriate that part of the property, according to the Article 57 of Chapter V, which states that private domain properties will be allocated with priority to the service of the different agencies and entities of the federal public administration.

If the regulatory tasks are not carried out urgently, the Trancoso experience will lead to the precipice not only of the category of city, of historic center, but of habitable space for future generations.

In the conservation policies of Mexico, much has been discussed about the degree of responsibility of the various sectors regarding the conservation of built heritage, and so far the controversy is whether the 1972 law should be restored because its articles seem to be the cause of all evils and problems, since its application is carried out by a federal

www.ijsr.net

¹⁰Idem.

¹¹http://www.pciudadana.com/que_es_pc.html, 2005.

¹² Méndez Lugo, Raúl Andrés, El Ecomuseo territorial comunitario,

http://fespinoz.mayo.uson.mx/Economia/EL%20ECOMUSEO%20 TERRITORIAL%20COMUNITARIO.doc.

http://www.iedf.org.mx/documentos/LeyParticipacionCiudadanaD F_170504.pdf

International Journal of Science and Research (IJSR) ISSN: 2319-7064 SJIF (2019): 7.583

body. ¹⁴The 1972 law began a controversy that at first was restricted to the circles of specialists and those directly affected, ¹⁵but now and increasingly involves all of us. The draft Urban Code published in the Official Gazette of the Government of the State of Zacatecas in 1989 has never been put into practice. Among the functions of this code are:¹⁶ "to order and regulate the planning of the foundation of any urban center; to ensure the conservation, improvement and growth of the population centers of the State; establish general standards for the construction, expansion, remodeling and reconstruction of buildings and urban infrastructure and equipment works; to regulate the preservation of the cultural heritage of the State and the foundation, conservation, improvement and growth of population centers. Among its actions: zoning and control of land uses and destinations; the protection of the natural and cultural heritage and the urban image of the Entity; divide, subdivide, dismember, re-list, merge or subdivide areas and properties; carry out actions that affect the cultural heritage of the State ".¹⁷

The agencies involved in the code are: the Code itself; The Secretary of the City Council; the Cultural Heritage Commission; the Commission for the Preservation of the Cultural Heritage of the State; the Zacatecano Institute of Social Housing; the Municipal Commission for Urban Development. The Code is understood as the process of regulation and management through the planning of the urban environment in its physical, economic and social aspects, which imply physical and demographic expansion, the increase in productive activities, the elevation of the socioeconomic conditions of the population, the protection of the natural and cultural heritage, and the foundation, conservation, improvement and growth of population centers.

The agencies involved in the code are: the Code itself; The Secretary of the City Council; the Cultural Heritage Commission; the Commission for the Preservation of the Cultural Heritage of the State; the Zacatecano Institute of Social Housing; the Municipal Commission for Urban Development. The Code is understood as the process of regulation and management through the planning of the urban environment in its physical, economic and social aspects, which imply physical and demographic expansion, the increase in productive activities, the elevation of the socioeconomic conditions of the population, the protection of the natural and cultural heritage, and the foundation, conservation, improvement and growth of population centers.¹⁸

The management and regulation of human settlements would be carried out through this code, in addition to the State and Municipal Development Plans; the Urban Development and Housing Programs; the Declarations of Provisions, Reserves, Uses and Destinations of Areas and Premises; the Declarations of Conurbation, Conservation and Improvement; State and Municipal Urban Compatibility Certificates; the Resolutions, Criteria and Norms issued by the competent authorities; authorizations, permits, licenses, concessions and certificates issued by the competent authorities and other applicable laws or legal provisions.¹⁹

The functions of the code would be: to ensure the balance between population density and construction; the protection of the cultural and natural heritage of the State; the urban context, the projection of shadows and the characteristics of the facades and heights of the buildings; urbanization and construction regulations; the impact on urban development and environmental protection; as well as the characteristics of the house.²⁰

According to the Code, the right of property, possession or any other derivative of the possession of areas and properties will be exercised by their owners in accordance with the provisions and orders of the legislation, programs and declarations of provisions, reserves, uses and destinations. in urban development matters issued by the competent authorities to regulate real estate in the population centers of the State.²¹

The idea of operability of a plan that involves so many sectors must be supported by a continuous review of specialists to observe the object of study in its perennial transformation,²² the dynamics of employment, the floating population and the fluctuation of political decisions. Thus, the project is the version of the city that emerges from the conjunctural relations of power, which design the buildings and culture separated from the population that lives and inhabits them.²³

Urban Law or, perhaps more properly, urban legislation, is a framework in which these actions can be developed in a favorable way. The set of legal norms serve for that, since by themselves or through the planning they regulate, they establish the regime of land ownership and urban planning, in addition to regulating administrative activity and building. ²⁴Several aspects are involved in this Law, ranging from the theoretical complexes designed by public administration to planning, management and urban morphology, where the first involved is the smallest body socially and politically speaking, that is, the municipal order, but not the only. The municipality normally has a police power (which in many cases is merely formal), but it does not build the city. This is conformed by market forces (read from real estate speculation) that acts almost unhindered when it comes to speculation, so inter-

Volume 10 Issue 4, April 2021

www.ijsr.net

¹⁴Roberto Garcia Moll, "Perspectivas de la conservación de los Centros Históricos a la luz de la polémica actual", en *Conservación*, Ponencia del Encuentro sobre Conservación del Patrimonio Cultural de la Humanidad en Latinoamérica y el Caribe, CONACULTA Y UNESCO, 1991, p. 55.

¹⁵ Idem.

¹⁶ Here we will only mention the most important of the Urban Code of the State of Zacatecas that can be consulted in full in the annexes.

¹⁷ Idem

¹⁸ Art. 5

¹⁹ Art. 6

²⁰ Art. 8

²¹ Art. 9

²²AlbertoMioni,"Pensar la ciudad, vitalidad.." p. 60.

²³ Morphological antecedents or urbanism as a discipline of distributions, op. cit, p. 16.

²⁴Carceller Fernández, A., *op. cit*, p. 17.

institutional surveillance must be coordinated by citizens with legal representation, since the municipality barely regulates, through codes with generic restrictions and without the ability to act (due to the anachronism of many civil codes), on specific cases or specific groups without the risk of being involved in reverse expropriation resources.²⁵The action of private initiative in conjunction with government agencies is, therefore, peremptory; and to that is added the citizen force that - finally - is the one that suffers or enjoys the decisions of the previous two.

Considering these aspects, the proposal for a Regulation for the protection, improvement and conservation of the Urban Image and the Built Heritage of Trancoso that includes all areas of urban planning and urban equipment must be put into operation.

But if all these actions are not backed by educational support, they will not be able to germinate with all their strength and then with all their naturalness in the social space. For this reason, such measures and recommendations must reach the various sectors of society, having as their main point of support and dissemination the school system of basic, middle, upper secondary, higher and continuous education. For this purpose, a key resource for basic education is the inclusion of the clauses and recommendations of the various levels of regulations, as well as their definition, which would be taken from the same regulation and socialized in a specialty or master's degree for basic level teachers and half titled Master in Cultural Development - Built heritage area, which would provide a support structure in the conformation, development and consolidation of the safeguard, use of techniques and formulation of strategies for the recovery, conservation, preservation and dissemination of the built heritage.

The above, through the logistical training of project development, theoretical anchoring for the application of creative leisure and development of industries and cultural assets that will facilitate the exploitation and recovery of tangible heritage resources without detriment to local customs and traditions. Likewise, they could be incorporated into school institutions, courses and diplomas with the same subject for the general public and teachers in continuing education programs.

This inter- and intra-institutional proposal does not rest on a mere whim, but on the harmonized follow-up with current government policies that consider that in the development of the regions the confluence of - at least - eight "sectoral operating groups must be considered at the same time : 1. Urban development and land use planning, 2. Economic development, 3. Environmental management, 4. Comprehensive Rural Development, 5. State Planning Committees, 6. Health, 7. Information Systems and 8. Water.²⁶

4. Regulations of the economic-financial sector

For several years, UNESCO has promoted the exchange between historical cities recognized as Cultural Heritage of Humanity. Other international, governmental and nongovernmental organizations, such as the Union of Ibero-American Capital Cities, the United Nations Urban Management Program, the Ibero-American Center for Urban Strategic Development, the Inter-American Development Bank and the Organization of World Heritage Cities, Among others, they provide funds and technical advice to support those efforts; However, until a project that involves all areas is carried out, a proposal that reaches those levels cannot be generated.

The economic-financial tactics should propose the promotion of a recovery project for Trancoso's built heritage as a profitable business that allows capturing private resources not dependent on public spending, so that they can set local and regional economies in motion and allow them to expand in the future. investments for the benefit of the locality. This or these projects should also expand the local employment plant in all its phases: planning, construction and operation.

Another policy of economic-financial tactics would be for the competent authorities to grant incentives to promote the implementation of projects in fiscal and tariff aspects in order to make the projects viable. The entities participating in these tactics would be the Private Sector: Chambers, Associations and Private Investors and Developers; the Financial Sector, etc. Also at present, NGOs and decentralized institutions can be used to offer attractive projects that involve private investment and economic dividends.

Internal sources of financing can come from the municipal budget's own resources (collection of taxes, products, rights), capital resources, valuation or contribution of improvements, fiscal efficiency, surpluses and savings; but its strength is not constituted only by the amount of resources it has or that they are considered sufficient and having the freedom to administer them, but by the powers of the municipality to collect them by itself.

The objective then consists of expanding the financial availability of the municipality, ordering and controlling only some key relevant factors, such as taxes, subsidies and policies, and instead allow the free participation of citizens in the rest of the fields.

The city council must identify the taxpayer, investigate if all potential taxpayers appear in the registers by comparing them with telephone directories, property registries, business directories and INEGI statistics in order to eliminate evasion. On the other hand, the citizen must monitor the balance between income and expenses and the improvement of the administration of resources carried out by the city council, since the granting and withdrawal of permits, licenses or other authorizations is another important tool to control the deterioration of the town. , promote sustainability and obtain resources for patrimonial

²⁵ Centros Históricos – América Latina, op. cit, pp. 18-19.

²⁶ Programa de Desarrollo de la Región Centro Occidente, Versión sintética, México, FIDERCO-Gobierno de la República, 2004, p. 2.

recovery programs, as long as they are administered and dealt with responsibly and transparently.²⁷

Despite all these recommendations, they are only that if the reality of Trancoso is not observed, which shortly after being declared a municipality already suffered from the voracity of its rulers.

5. Regulations of the Environmental Sector

These refer to the care, use and exploitation of resources; as well as its tangible forms in the built heritage. The resources to achieve this are exercised through environmental management, understood as: the organization, activities and public policies of the local government to protect the environment, natural resources and so that the basic tasks of running the city, as well as the management of water, waste and public transportation, etc., can be done without compromising the long-term viability and stability of the community.

Proposals to recover precious resources and at the same time promote youth employment, integration and social coresponsibility must be supported by correct legislation and cooperation agreements with private initiative or external funds. Viable options will ideally address more than one issue, in an attempt to bring together different and seemingly unrelated conflicts with proposals and projects that yield the resources and energy put into them.

The methodological principles to act in this area are the interdisciplinarity of solutions (educational-economic-social-political), commitment and local action (participation in solid waste campaigns, garbage recycling, construction with natural materials and water care.), the use of conflict resolution techniques and the negotiation of consensual solutions. It is recommended that before starting the project, a catalog of action criteria be drawn up where erroneous statements or aspects that the life project of the trancoseño lacks regarding the environment-consumption relationship are detected.

Later, the planning and design of the different dimensions that must be included in a new performance will be systematized in a small script. When drawing up the action program, the following should be taken into account:

- Have clearly defined the sector of the population to which the program or programs are directed;
- If the program is aimed at a broad spectrum of the population, there must be particular adaptations to the different groups that consider this spectrum;
- It should help to clarify and identify the environmental values of the participating people in order to favor authentic decision-making;
- The creation of a value system must be induced, without fear of external reactions from the community, only considering those decisions that are useful, good and beautiful for the collective and individual well-being;

• Collect and promote the use of methods for analyzing reality based on a wide variety of approaches and perspectives.

Among the things that most concern our study around this area is the aspect of the urban image, defined as: the set of natural and built elements that constitute a city and form the visual framework of its inhabitants. It is determined by the characteristics of the place, the customs and uses of its inhabitants, the presence and predominance of certain materials and construction systems, as well as by the type of activities that the city develops. The pleasant and harmonious visual ensemble constitutes the conducive environment for the development of the life of the community because it awakens the affection of its inhabitants for their town or city.²⁸

Urban image work should be aimed at improving real estate as a whole, because "when the deterioration or neglect of the urban image creates a disorderly appearance or a visual and environmental chaos, man's identification with his environment is broken, loses the roots and affection of the population for their locality and, having lost that affection, the interest of locals and strangers for the place, for their people and their city, is lost."²⁹

6. Mediation for Peace

Finally, it is important to emphasize that as long as a point of arrival is not raised, which is the achievement of civic harmony and achieving peaceful coexistence, everything will remain a dead letter. The city council and citizens will have to discover and value their resources and manage them with strict clarity, care and responsibility, by establishing an order of priorities to raise and schedule the activities, objectives and guidelines of municipal policies with the state government. Here the issue of mediation of conflicts between citizens has a great role to play.³⁰

The culture of mediation and peaceful conflict resolution is defined as a set of attitudes, values and norms that determine a way of thinking, doing and acting in the relationships that are established on the basis of social institutions that prioritize the dialogue, harmony, emotional intelligence, cooperation and empathy in the parties with the aim of finding harmonious solutions for all parties involved in a conflict.³¹

The way in which citizens should behave, if they want and are convinced of improving their environment, will be

²⁸ Kevin Lynch, *La imagen de la ciudad*, Gustavo Gili, Barcelona 1984.

²⁹Xavier Hernández Benítez, "La Imagen Urbana de las ciudades con patrimonio histórico", 6ª Taller de Imagen Urbana en ciudades turísticas con patrimonio histórico, Campeche, Camp., 9 - 12 de Febrero de 2000;

http://www.cnmh.inah.gob.mx/ponencias/580.html (Fecha de consulta: 20 enero 2021).

³⁰José Benito, Pérez Sauceda, *Cultura de Paz y mediación*, México, Res Pública, 2015.

³¹Viñas Cirera, J. *Conflictos en los centros educativos. Cultura organizativa y mediación para la convivencia*, Ed. Graó, Barcelona, 2008, (en) Pérez Sauceda, 2015, pp. 166.

²⁷ www.auditoriazac.gob.mx/Municipios2003/Trancoso.pdf

www.ijsr.net

International Journal of Science and Research (IJSR) ISSN: 2319-7064 SJIF (2019): 7.583

through coexistence rules such as: responsibility for their own actions and their consequences, respect for oneself (search for desires and values own that impact society); respect for others, creativity to find solutions, confidentiality, trust in the human being to transform conflicts and evolution, that is, the way to resolve conflicts can develop learning. ³²It is important to note that the basis of mediation is negotiation ³³that can be assisted by a third party professional who is neutral and who can raise the vision of each of those involved, their concerns, needs and interests. Through this process, everyone is expected to win and no one to lose, which is why it is important to cross all the orders that have been discussed above. In the mediation process there must be voluntariness, flexibility, confidentiality and speed and economy compared to the judicial process. It is important to clarify that the mediator "does not have the power to decide, nor to pass judgment or sentence, it only facilitates communication between the parties so that they can take control of it and voluntarily reach an agreement $^{\!\!\!^{"34}}$

To reach these agreements, we must not forget that we are operating in a world of subjectivities, multicultural and where identity is a focus of attention that must be monitored. Identity consists of a series of actions that are culturally available and approved through power relations. The concept of identity as something socially constructed also underlines the fact that the subject is not constructed by and in itself, but in the context of dialogue and negotiation with others.³⁵

For this reason, an urban development cannot be developed if it is not through the concertation of interests, mediation and the making of agreements to achieve the harmonization of human coexistence, in this case the small town of Trancoso, Zacatecas.

7. Conclusions

Throughout this presentation we have started from a real problem in real time. We have put the different scenarios that must be evaluated, landed, studied and solved to reach a common solution; but within all these social, institutional, financial, economic and environmental factors, the most important one is mediation, for which we must make use of public policies within the framework of mediation that will lead us favorably to the enjoyment of peace. positive and peaceful coexistence of the inhabitants.

References

- [1] CARCELLER Fernández, A., Introducción al derecho urbanístico, Madrid, Tecnos, 1997.
- [2] Centros Históricos América Latina, *Testimonios de una identidad cultural*, Colombia, Ed. Escala, 1990.
- [3] Código Urbano del Estado de Zacatecas.
- [4] FLORES García, Laura Gemma Puesta en valor y propuesta de normatividad para la Exhacienda de Trancoso, Zac. Dir. Dr. Rafael Pérez Fernández, Universidad de Guanajuato, 20 Septiembre 2005.
- [5] GARCIA Moll, Roberto. "Perspectivas de la conservación de los Centros Históricos a la luz de la polémica actual", en *Conservación*, Ponencia del Encuentro sobre Conservación del Patrimonio Cultural de la Humanidad en Latinoamérica y el Caribe, CONACULTA Y UNESCO, 1991.
- [6] HERNÁNDEZ Benítez, Xavier "La Imagen Urbana de las ciudades con patrimonio histórico", 6ª Taller de Imagen Urbana en ciudades turísticas con patrimonio histórico, Campeche, Camp., 9 - 12 de Febrero de 2000; http://www.engle.com/separation/580.html

http://www.cnmh.inah.gob.mx/ponencias/580.html (Fecha de consulta: 20 junio 2021).

- [7] http://www.pciudadana.com/que_es_pc.html
- [8] INEGI-Instituto Nacional de Ecología, SEMARNAP, 2000.
- [9] LYNCH, Kevin *La imagen de la ciudad*, Gustavo Gili, Barcelona 1984.
- [10] MAGGI, Mauricio *Ecomusei Il Progretto*, StrumenIRES, No. 9, Torino, IRES Piemonte, 2004.
- [11] MÉNDEZ Lugo, Raúl Andrés, El Ecomuseo territorial comunitario,
- [12] http://fespinoz.mayo.uson.mx/Economia/EL%20ECO MUSEO%20TERRITORIAL%20COMUNITARIO.do c
- [13] MIONI, Alberto "Pensar la ciudad, vitalidad y límites del plan urbanístico" en *Revista del Instituto de Urbanística de la Universidad de Valladolid.* s/pi.
- [14] MONTAGUT Marqués Julio, "Economía social y patrimonio, la historia continúa" (en) Esperanza Sánchez y Pau Rausell (eds), Rehabilitación, patrimonio y participación textos para el debate, Col. Economí/Cultura, Valencia, España: Fundación Pere Compte. 2004, p. 19.
- [15] OMAR, Sidi M. "La interculturalidad y la paz" (en) Irene Comins Mingol y Sonia París Albert (eds), Investigación para la paz, estudios filosóficos, España, Icaria, sociedad y opinión, 2010, p. 178
- [16] PÉREZ Sauceda, José Benito, *Cultura de Paz y mediación*, México, Res Pública, 2015.
- [17] -----, *Negociación*, México, Res Pública, 2019.
- [18] ------, José Benito "Mediación y cultura de Paz" (en) José Benito Pérez Sauceda, Oscar Daniel Franco Conforti, José Zaragoza Huerta (Coords), Mediación, temas selectos, México, Tirant lo Blanch, 2018, p. 127.
- [19] Programa de Desarrollo de la Región Centro Occidente, Versión sintética, México, FIDERCO-Gobierno de la República, 2004, p. 2.
- [20] RAUSELL-Kôster, Pau "Economía y cultura, una pareja de hecho", Pról. (en) Roberto Luna, *El consumo*

Volume 10 Issue 4, April 2021

<u>www.ijsr.net</u>

³²Pérez Sauceda, 2015, pp. 167.

³³Pérez Sauceda, *Negociación, México*, Res Pública, 2019, pp. 78-79.

³⁴ Pérez Sauceda, José Benito "Mediación y cultura de Paz" (en) José Benito Pérez Sauceda, Oscar Daniel Franco Conforti, José Zaragoza Huerta (Coords), Mediación, temas selectos, México, Tirant lo Blanch, 2018, p. 127.

³⁵ Sidi M. Omar, "La interculturalidad y la paz" (en) Irene Comins Mingol y Sonia París Albert (eds), *Investigación para la paz, estudios filosóficos*, España, Icaria, sociedad y opinión, 2010, p. 178

de teatro y danza en la ciudad de Valencia, Valencia, España, Promolibro, 2004.

- [21] -----Por un nuevo contrato cívico en política cultural, Área de Investigación de Economía Aplicada a la cultura, Universidad de Valencia, http://www.uv.es/cursegsm/Publiceconcult/LOS%20CI UDADANOS%20%20UN%20NU2.pdf
- [22] -----, "El instrumental económico en la protección del patrimonio y la participación ciudadana" (en) Esperanza Sánchez y Pau Rausell (eds), Rehabilitación, patrimonio y participación textos para el debate, Col. Economí/Cultura, Valencia, España: Fundación Pere Compte, 2004.
- [23] RODRÍGUEZ, Rafael, Trancoso, la necesidad de la división política en el Estado de Zacatecas, Trancoso Municipio 57, México, Ayuntamiento de Zacatecas, UAZ, 1998.
- [24] www.auditoriazac.gob.mx/Municipios2003/Trancoso. pdf

Volume 10 Issue 4, April 2021 <u>www.ijsr.net</u> Licensed Under Creative Commons Attribution CC BY