



Analysis of social entrepreneurship in Escárcega Campeche, before the Mayan train project.

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INTRODUCTION



Figure 1. Geographical location of the study area.

Social entrepreneurship can be considered as one of the strategies to attack the poverty and marginalization of peoples. There are several models of this type of entrepreneurship reported in the scientific literature through which this type of situation has been addressed. In the town of Escárcega Campeche there is a scenario of high rates of poverty and extreme poverty. These conditions are being addressed through the implementation of the "Mayan train" project promoted by the federal government of Mexico.

MATERIALS AND METHODS



Figure 2. Depth interviews

The objective of this research work is to propose a specific proposal for a model of social entrepreneurship consistent with the Mayan train project, which allows the population to take advantage of the resources it has and deal with the high levels of poverty. The research corresponds to the qualitative paradigm, with a descriptive and cross-sectional analysis of the evidence of social entrepreneurship in the local context. A propositional study is also considered at the end with specific proposals for integration strategies to the Mayan train project.

RESULTS AND DISCUSSION

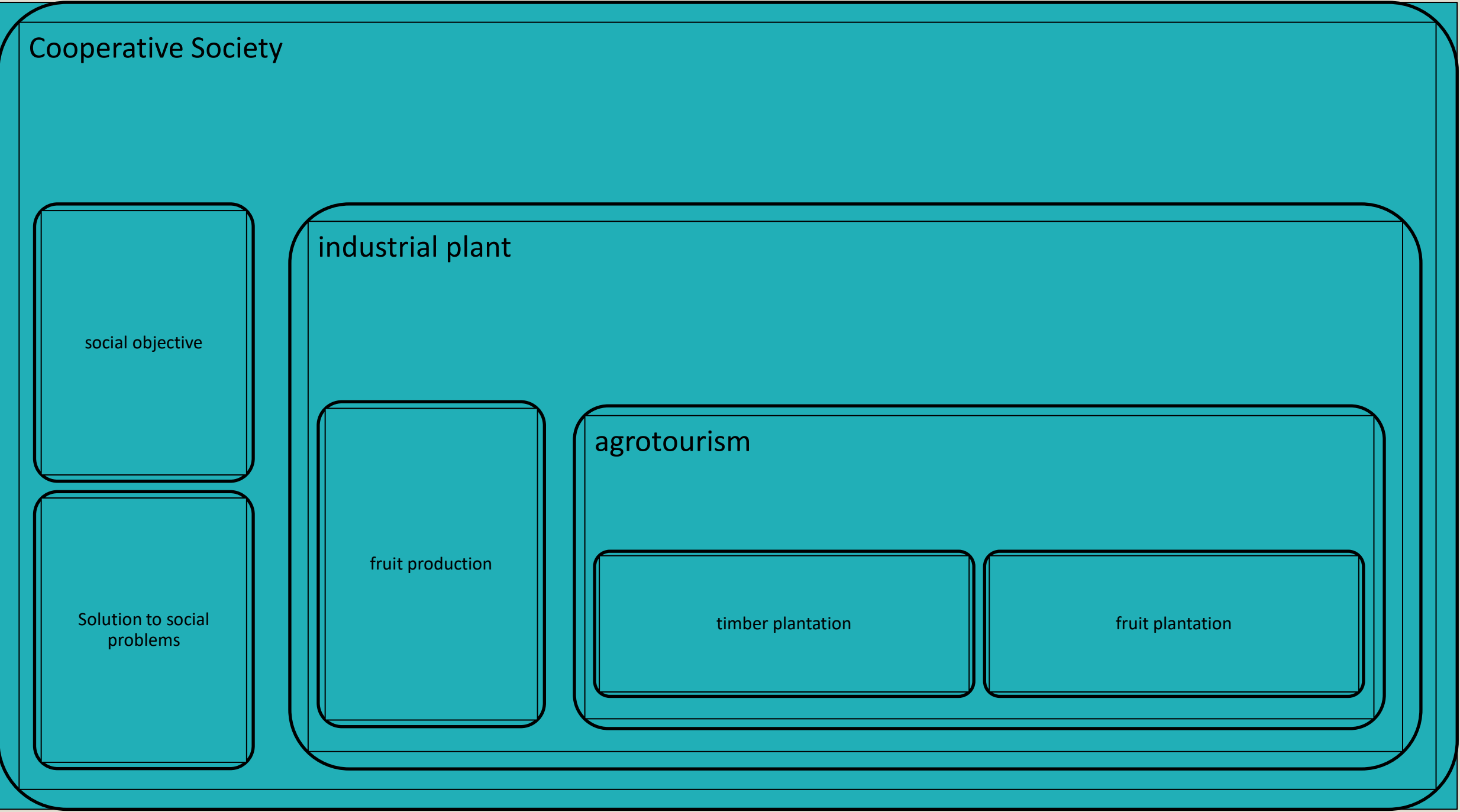


Figure 3. Social entrepreneurship model proposal

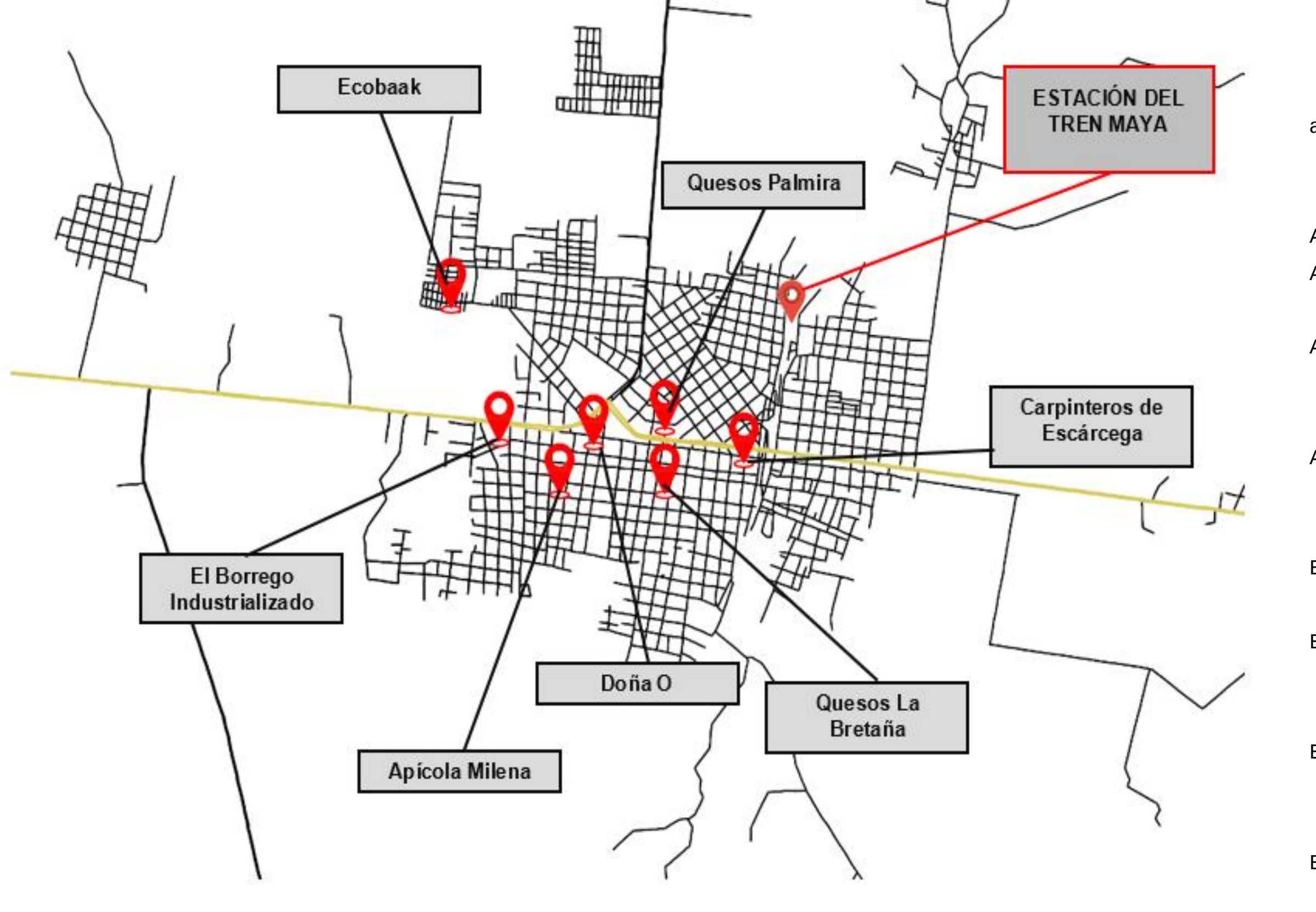


Figure 4. location of social enterprises in Escarcega

CONCLUSIONS

The study was carried out in cases of social entrepreneurship existing in the municipality of Escárcega, in the state of Campeche and the structured interview technique was used. It is concluded that social entrepreneurship represents a form of integration of economic activities to the Mayan train project and that through the implementation of social entrepreneurship strategies it is possible to contribute to improving the level of development of the population of Escárcega Campeche. Finally, evidence is presented of the existence of forms of social entrepreneurship that can be adapted and implemented in congruence with the Mayan train project in the town of Escárcega Campeche. You must take advantage of every opportunity that presents itself to improve your lifestyle, not just your own, but rather the common one. Through the implementation of projects that seek to satisfy problems of community interest and that influence the improvement of the quality of life of the inhabitants of a population. This is the *raison d'être* of social enterprises.

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Proposals for specific activities by enterprise.

1. Translation of the menu of both dishes or products, as well as prices.
2. Creation of a poster with antecedents of the enterprise.
3. Creation of a thematic menu/catalog related to the Mayan Train.
4. Creation of a tour of the facilities of the enterprise where information is provided.
5. Creation of a tourist route through the town.