



Move Mining Competition 2021

**Team: Mexican Mining Tourism**

Desert Mining SME Universidad de Sonora Student

Chapter

Hermosillo, Sonora, México

**Participants:**

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Mexican Mining Tourism consists of bringing together the onset of mining and tourism in Mexico. It is well known that Mexico is an attractive country to visit for its unique culture and beaches, but we see that there is one area that hasn't been tapped yet and that is the magical mining towns of Mexico.

Historically, Mexico was built upon the economic profit of mining, and still impulses the economy to this day. It is in those towns where it all began and where the excavations, architecture, and culture still remain.

Our objective is to attract tourists that have an active spirit for exploration and want to take on new adventures, especially families that bring together their children for trips. It is in families where we can compromise the opportunity and teach children about what mining activities consist of, while parents learn and have fun at the same time. A trip that is full of adventures and where you take home the knowledge of how mining started Mexico and still forms part of our culture to this day.

Furthermore, our project has been thought to cover 3 goals of objectives 9 and 11 of The sustainable development agenda, we are to one decade of being in the date and considering that this project is suitable to repeat. Without a doubt, we are aiming to reach the largest number of goals in those points so that if other countries were to adopt our methodology, they can innovate in the same manner.

An impressive aspect of this project is that it will be sustainable on its own. Initially, we will have some costs involved with marketing (\$200 USD) and operational costs (\$300 USD) that included content creation. But over time it is designed to cover those costs while making a profit. Another core goal is to help out vulnerable communities and be a part of the change in the public perception of mining.

In addition, part of our Student Chapter posts on social media has been dedicated to sharing information about the magical mining towns that gave rise to an expanding economy in Mexico. These posts have reached over 3,300 people, an audience of this magnitude has given us assurance on the viability and success of this project.