

THE BINATIONAL PROGRAMME
"HERITAGE CONSERVATION IN BAJA CALIFORNIA SUR"

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BACKGROUND.

The program "Heritage Conservation in Baja California Sur" arises from the cultivation of academic relations and is the result of shared experiences, during more than 10 years, between the personnel of the Autonomous University of Baja California Sur and the California State University, Northridge. This program represents an interinstitutional initiative, opportune and important, to create a binational academic program that has a wide focus on education and research on subjects of conservation of the environment and of natural heritage and historic - cultural resources of the Californias.

The development of this program, in addition to the collective effort and enthusiasm of the participants, has been possible thanks to the financial contribution provided by the two educational institutions mentioned above, by a "seed" fund obtained in 1998 through a collaboration agreement between the National Association of Universities and Institutions of Higher Education in Mexico and of the American Council on Education in the United States of America, and starting from 1999, in an outstanding manner, due to the financial contribution received from the William and Flora Hewlett Foundation.

DIAGNOSIS.

Baja California Sur is one of the Mexican entities with more tourist development, activity that currently causes a series of impacts on the environment and threatens to degrade a wide range of heritage resources.

Therefore, one of the greatest challenges that the entity faces is to find a way to balance the economic benefits that are obtained by tourism and at the same time mitigate the threat and risk of those incidents that are negative.

The situation mentioned before has increased a public preoccupation to invest major efforts and carry out actions for the protection and conservation of the environment. One of these investments consists in the education and research that help to identify, know, rescue, protect and conserve the heritage resources of Baja California Sur, that are also considered of universal value.

MISSION AND OBJECTIVE.

The program "Heritage Conservation in Baja California Sur" is an initiative that fits perfectly in the above indicated perspective and is, among others, one of the bases to create the necessary professional infrastructure that faces the challenges of the entity and takes care of the public preoccupation indicated before.

The fundamental objective is to establish a self-maintainable educational and research program. The extensive social and economic benefits included are: 1) to influence in a major public awareness over the necessities of environment conservation and of the natural and historical-cultural heritage; 2) the development and impartation of academic programs directed to graduates in high school and higher education, making emphasis on practical field work and of laboratory, in agreement to what is established in the laws of environment protection and heritage in Mexico and in the United States of America; and 3) the training of students in theoretical and practical aspects of conservation that want to assume a leadership in tourism activities directed to the conservation and ecology of recreation, also named Scientific Tourism. These objectives will be reached by means of a program of theoretical and practical instruction that permits them to obtain the certificate of studies in the modality of Certificate Program (Diplomado).

BENEFITS.

This educational program contemplates establishing two Certificate Programs. The first, with the title "*Prehistory of Arid and Coastal Zones of California*

and the peninsula of Baja California' it will enable students to carry out research about the prehistory of arid and coastal regions, with special reference to the peninsula of Baja California (Mexico) and California (U.S.A.), and will prepare them to achieve the effective recovery of rigorous and clear information of archaeological places. In this way the scientific knowledge will enrich the students making them more competitive in the obtainment of employment in organizations that carry out studies in regard to environmental impact, related with archaeology and paleontology, as well as, in academic institutions. This Certificate Program, including field and web based instruction, will consist in seven weeks of instruction under the modality of Distance Learning and four weeks of field work and laboratory, accumulating a total of 200 hours, it will be given in an institutional manner through the collaboration of academics and students of the Autonomous University of Baja California Sur and of the State University of California, Northridge.

The second Certificate Program named "*Responsible Use of Tourism Resources*" will grant the ones assisting, the basic theoretical and practical information about natural and cultural heritage of Baja California Sur within the conceptual frame known as Scientific Tourism and Ecology of Recreation. This activity arises from the interest of academic personnel of the Autonomous University of Baja California Sur, involved in the before mentioned Certificate Program, of combining the information of the ecotourism use with a conservation philosophy. In this manner the National Outdoor Leadership School (NOLS), was invited to participate, so that it would contribute, in a suitable way, with their conservation philosophy "Leave no Trace" and would coordinate with the knowledge of Natural History, emphasizing in the interpretative elements that give identity to the landscape of the south region of the Baja California peninsula. This Certificate Program consists of four weeks of instruction accumulating 120 hours. It will be given in an inter-institutional way through the collaboration of academics of the Autonomous University of Baja California Sur and of instructors of the NOLS, also organizations such as: University of La Habana, Cuba, Observers of America, The Nature Conservancy and the Secretary of Environment and Natural Resources of Mexico (SEMARNAT) through its programs Reserve of the Islands of the Gulf of California and National Park of Loreto Bay. NOLS has its offices in Lander, Wyoming but it has a NOLS headquarters in Mulegé, Baja California Sur, place where they give courses of minimum impact camping directed to student groups of diverse nationalities.

THE INTERNATIONAL CHALLENGE.

Because of the geographic position and characteristics of the physical environment that the peninsula of Baja California and California have, they possess many features in common that in many different ways identify one with the other, particularly in regard to its arid and coastal regions. These regions have an extraordinary value and scientific interest for two principal reasons: 1) its rich natural heritage and historical-cultural link which represents unreplaceable testimonies of geological evolution and of human history, and 2) they support an exceptional biodiversity distributed in a large variety of ecological systems.

The archaeological and paleontology research in both regions apply similar methodology and theoretical focuses. In the two regions, the archaeological research employs a perspective focused on the human ecology which encourages the performance of inter-disciplinary studies that look for the understanding of how the bands of hunters-gatherers were influenced by terrestrial and marine environment of the past. Also, academics in both areas must resolve many similar technical problems. These challenges include the logistics of field work, excavation, analysis of artifacts, laboratory work, dating by radiocarbon, coordination of the research with appropriate specialists and the cooperation with the government authorities that have under their responsibility the protection of the cultural heritage, the planification and the territorial and environment ordering.

As it was mentioned in the paragraph above, the region currently is subject to an increase of tourist infrastructure over the coast and this trend; with out doubt, will keep on increasing. The expected result will be an increase in the amounts of archaeological rescues and of related environmental studies; these should be performed observing the normativity of protection to the historical-cultural heritage and the environment of Mexico and the United States of America. This situation will originate a strong necessity, in Baja California Sur as well as in California, of preparing professional frames in the archaeological field work and of laboratory to be integrated as qualified personnel in the programs of archaeological rescue. Currently the demand of this type of

personnel exceeds by far the number of persons available that have the desired profile.

In synthesis, the educational program proposed is an international answer to this necessity that have an implicit social and economic regional benefit, it answers a public demand, and also, offer an application of the professional activity in the areas of environmental policies and regional development, with emphasis in the preventive importance of conserving and protecting the heritage resources for its study as well as for its enjoyment.

EDUCATIONAL TECHNOLOGY: PRODUCTION OF EDUCATION MODULES AND OF APPRENTICESHIP AT A DISTANCE.

The educational contents of the Certificate Programs were conceived to use the technology of Distance Learning, with computerized teaching modules. Originally it was intended to be transmitted by internet, but later it was opted for the use of multipoint interactive video through special telephone lines ISDN at 128 KBit by second, using equipment *ViewStation* model MP of POLYCOM. The first phase, that begins next week on October 23rd, will consist in the transmission of the Certificate Program "*Prehistory of Arid and Coastal Zones of the California and the peninsula of Baja Californid*" which will be exclusively between two points, these being the Autonomous University of Baja California Sur in La Paz and the State University of California in Northridge.

The academic and support personnel that work in the project are the ones responsible of designing, producing and editing the instructional modules in accordance with the defined *Curriculum* of the Certificate Program. The computer software originally used for the computerized modules is *Power Point*.

During the second phase of the teaching of the Certificate Program, the instructional modules will be put at the disposition of the students in web pages. For the last phase, it was found that the *Macromedia Director 8 Shockwave Studio* and *Macromedia Flash MX* software are more efficient for our purposes. Thus the instructional modules can be generated as files of a smaller size which can facilitate its electronic transmission. It is the way that the assignment of conversion of the modules has been initiated using these computer software and once that this is concluded, they will be used immediately.

As of this date the electronic pages are available with detailed information about this Certificate Program and can be accessed by means of the following web addresses: <http://www.csun.edu/~hewlett> and <http://bajaweb.uabcs.mx/~prehist>

The Certificate Program "Responsible Use of Tourism Resources", will begin during the first quarter of 2003 and will use the same technological educational resources, combining them with field guided visits and conferences in the headquarters of NOLS- Mexico in Mulegé, Baja California Sur.

WORK GROUP.

Autonomous University of Baja California Sur

Academic Personnel:

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Luis Alberto Herrera-Gil
Manuel Oseguera-Cházaro
Fermín Reygadas-Dahl

Assistants:

Francisca María Núñez-Lucero
Onofre Gerardo Pérez-López
Jorge Raúl Fernández-Rivera

California State University, Northridge

Academic Personnel:

Mark Raab
Mathew Boxt

Assistant:

Larae Brown

National Outdoor Leadership School

Juan Francisco Castellanos-Avila
Brant Warren



El Programa Binacional

Conservación del Patrimonio de Baja California Sur

Javier Gaitán-Morán, Luis Herrera-Gil, Manuel
Oseguera-Cházaro y Fermín Reygadas Dahl

Universidad Autónoma de Baja California Sur-México

California State University
Northridge





Jorge Alberto Vale – Sánchez, Rector de la UABCS y
Jolene Koester, Presidenta de CSUN









California State University
Northridge



American
Council on
Education

The William and
Flora Hewlett
Foundation







Acciones para protección y conservación



Recursos Patrimoniales de Baja California Sur



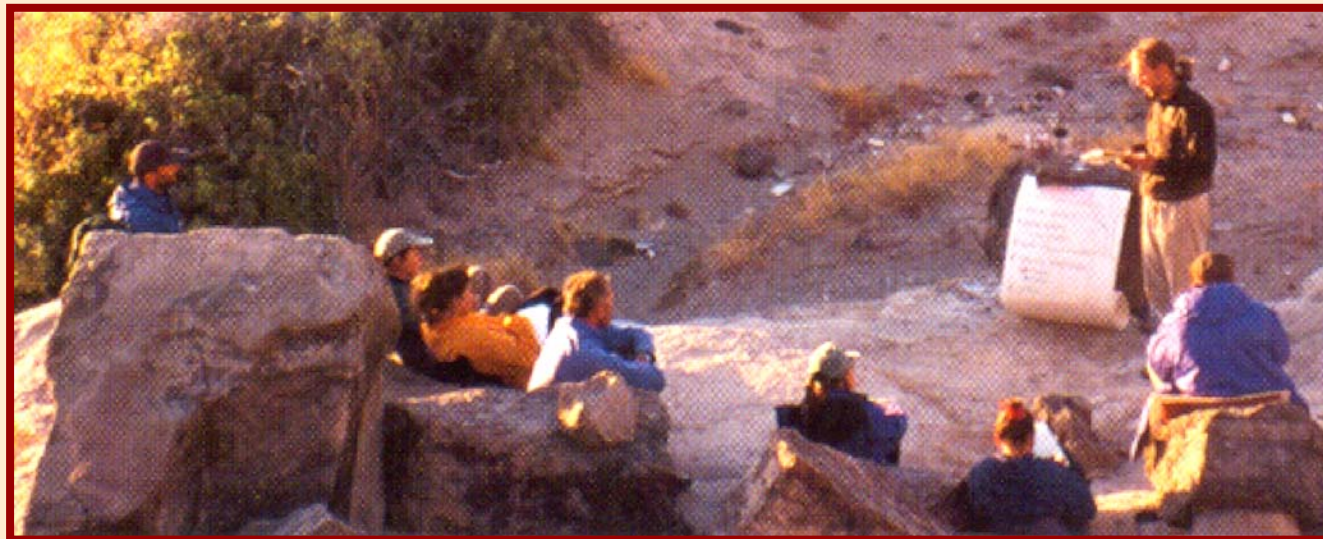


Colaboración
interinstitucional



Asesoría a
Comunidades rurales





Concientización pública sobre las necesidades de conservación ambiental



Capacitación (teórica-práctica) de estudiantes para fines de conservación



Diplomado

*Prehistoria de Zonas Áridas y
Costeras de California y de la
Península de Baja California*

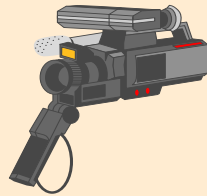
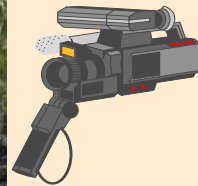


California State University
Northridge

Resumen curricular del Diplomado

- Contenido:
 - Geología – Tectónica, Geología Histórica, Estratigrafía, Paleontología y métodos de campo
 - Paleobiología, Palinología, Tafonomía y métodos de campo
 - Biología Evolutiva – Evolución Humana y aspectos ecológicos
 - Arqueología y Antropología – Datación, Paleoantropología, Arqueobotánica, Arqueología experimental y métodos de campo.
 - -Historia y Etnohistoria

Video Interactivo vía línea ISDN



Aprovechamiento responsable de recursos turísticos UABCS - NOLS

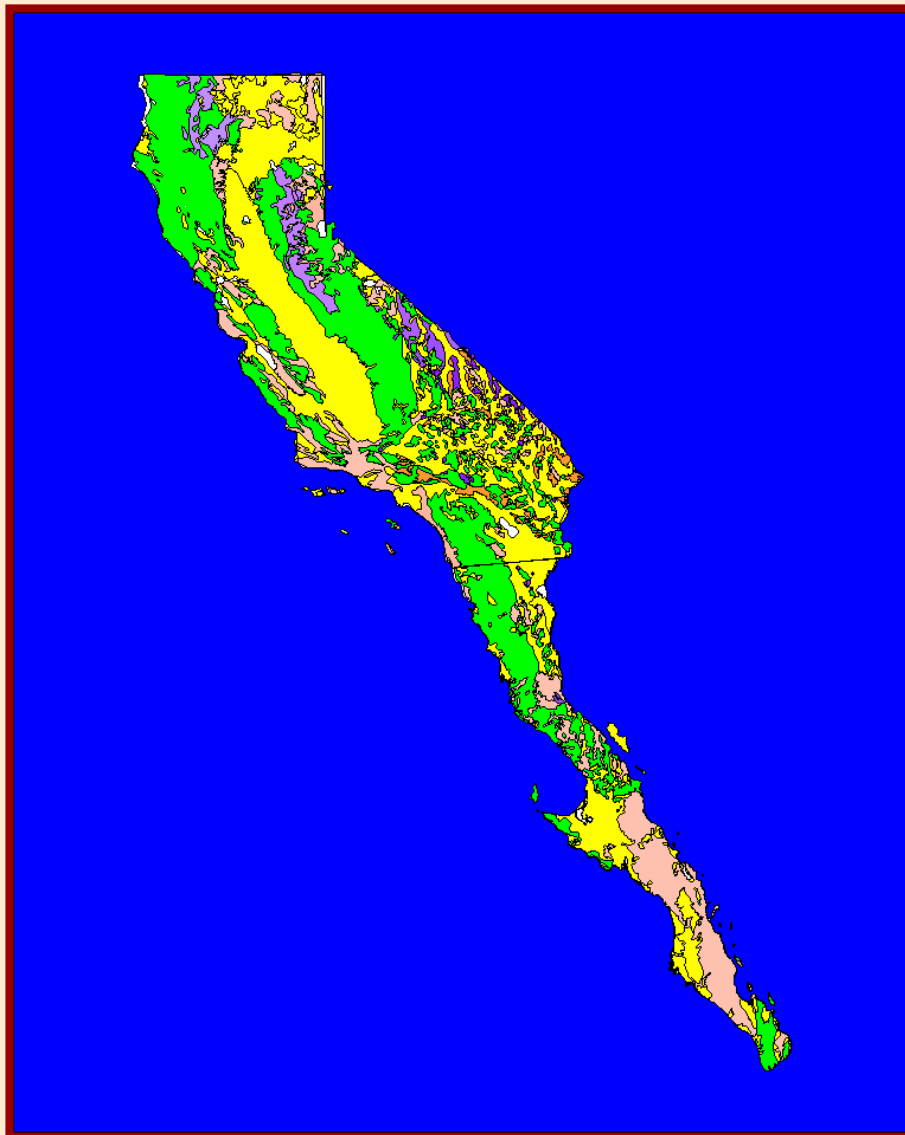


- Tópicos de Historia Natural:
 - Geología
 - Paleobiología
 - Flora y Fauna (marina y terrestre)
- Arqueología y Antropología
- Historia y Ethnohistoria
- Normatividad y Planeacion de Actividades Recreativas
- Ecología de la Recreación
 - Modelos de Manejo
 - Inventario y Monitoreo de Impactos
 - Estrategias de Manejo y Contención del Visitante

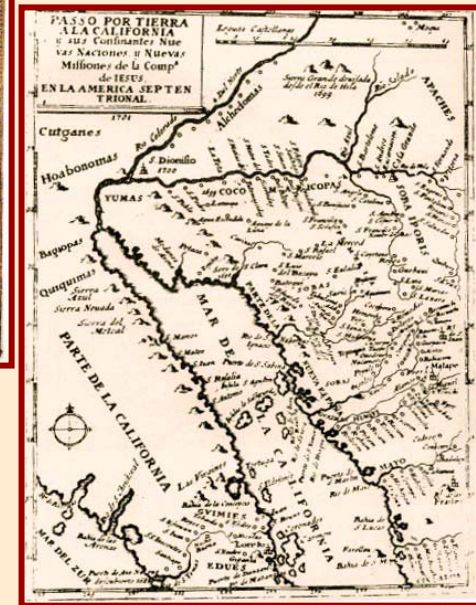
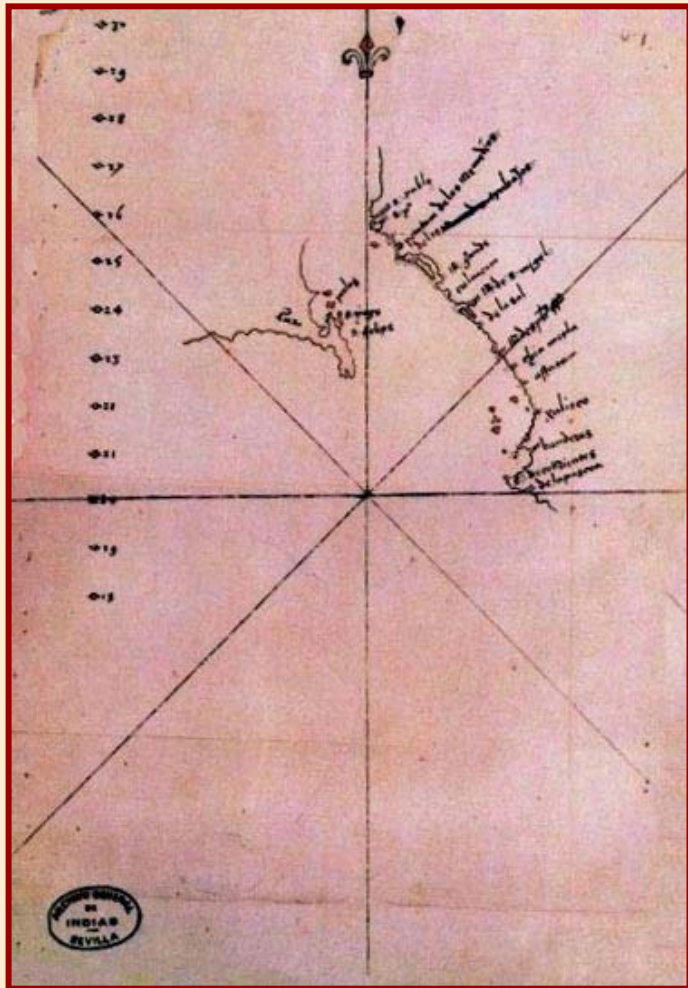
Currículum de técnicas de campo

- Campismo de Mínimo Impacto:
 - Estrategias educacionales dirigidas al visitante para la conservación del recurso turístico
- Expedicionismo y Liderazgo en Campo
- Primeros auxilios:
 - enfocado a tratamiento específico de lesiones en campo

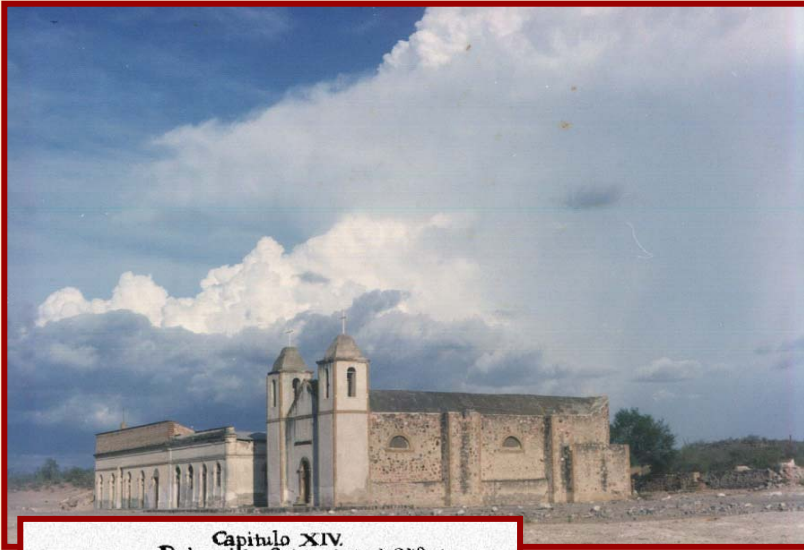
Herencia natural común



Vínculo histórico-cultural



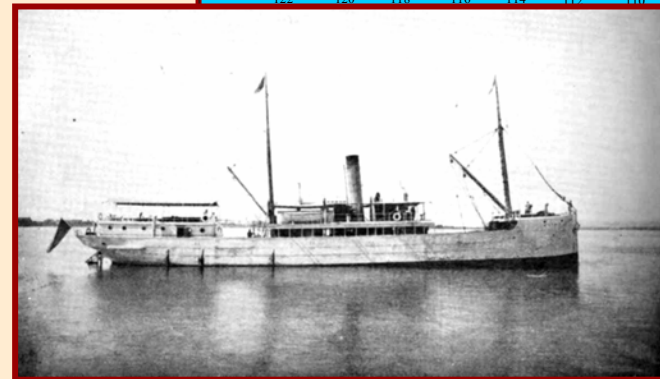
Historia



Capítulo XIV.

De los árboles, frutos y plantas de California.

1624. Con favor de Dios ya que en la California hai poca agua, poca tierra y mucho pedregal: así como tambien, que hai poca madera y pocas plantas fructiferas. Como toda la tierra se componga de montes, y como cubiertos de pedregales, y guajales, amontonados unos sobre otros; y por otra parte la falta de agua, y tambien la tierra: que el algunas cubren con sus principios cosas pedregales, toda la han rodeado con el tiempo las lluvias, y crescido: por consiguiente no hai capacidad, quando la tierra sea formada en árboles, y plantas de la tierra las que crecen de las montes crecen algunas plantas y la mayor es de ser la palma. Los arboles son arbolillos, y matorrales que crecen con agua poca tierra, que ha quedado en los huecos, y quebraduras de las montes. En las cañadas de las montes, y terrenos, se hallan algunas cañas, y otros palos de como juncos de poca tierra. Solo en la mission de Guadalupe se hallan los guajales, desde se fundó la Aldea de San Francisco de Asis para que el descubridor del puerto de San Francisco.



Biodiversidad excepcional



Colaboración internacional en trabajos de investigación



Tecnología aplicada a la educación



<http://www.csun.edu/~hewlett>

<http://bajaweb.uabcs.mx/~prehist>

GRUPO DE TRABAJO

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