



Acercamiento descriptivo del tianguis y su actividad cultural y comercial en el pueblo mágico de Cuetzalan del Progreso [

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text (article)

Analítica

The present research was conducted within the cultural and commercial context of the traditional market ("tianguis") in the municipality of Cuetzalan del Progreso. The objective was to describe the characteristics of the commercial and cultural practices of producers, vendors, and consumers in the Cuetzalan market. Initially, documentary research was employed through a review of scientific articles related to marketplaces and markets, using the digital platform of BUAP Libraries and economic-administrative resources such as EBSCO, Scopus, and Springer to strengthen the theoretical framework. Subsequently, field research was conducted to support descriptive investigation, employing observation and survey techniques. The results, when compared and contrasted with existing theories, provide evidence supporting the current importance of the Cuetzalan del Progreso market in relation to commercial and cultural practices among its participants. It is concluded that the Cuetzalan market is a "Magical Town" in the state of Puebla, rich in culture where some pre-Hispanic practices are still preserved by its members, manifested through the types of products traded and barter transactions, among other factors. These elements position this municipality as unique and nationally and internationally recognized

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