

## **Public policy and its relationship with local economic development**

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### **Abstract**

This research aims to make a theoretical and conceptual review as a starting point for the study of elements and mechanisms for evaluation of public policies on economic development, considering the intrinsic elements to achieve a regional and local development. At the beginning of the role of government and the participation of major political, social and economic in the process of planning, decision making, study and implementation of public actions aimed at comprehensive development actors.

### **Public policy, economy, relationships**

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## Introduction

Daily, referring to public policy is assumed to be those of the unilateral decisions taken by governments. However, above the simplicity of the idea, we must consider that the period of these decisions are shaped by fundamental cycles that start from the consideration of public issues and their prioritization within the government's agenda to translate in the study, making, implementation, analysis and evaluation of public policies.

This process integrates a complex decision-making process in which they must build several scenarios that integrate the political, economic and social government spectrum; ie the set of all these variants should converge on a balanced set of goals, objectives and lines of government action, in which possible solutions to certain public issues will be channeled and head to an efficient public management, translate their functions into concrete actions to improve the quality of life of the population.

## Public policies and economic development

Historically, economic development has revolved around structured theories, proven experience and the interrelationship between the factors of production, capital and marketing that interact in global, regional, national and local levels, adding to this spectrum of government action or government affairs through government programs. The latter objectives and instruments that embody them emerge, refers to: public policy, a subject on which will focus this chapter.

For purposes of defining terms of public policies, government decisions understood as applied to the public sphere that the effect of the interaction between the actors in a state influences the private sector.

Refer to the public sphere comes the responsibility of the hierarchy of collective problems, with the understanding that the State through its organs of government and public administration has made a rigorous process in the study of public problems and has taken intrinsic responsibility of government decisions and actions to address them.

The decision involves some controversy regarding prioritization and prioritization of the issues on which it decides "do, stop doing or do" about Dye (2002: 78) suggests that "public policy is anything the State chooses to do or not do. The United regulate conflicts in society and organized to deal with conflicts with other companies distribute a wide variety of symbolic and material rewards services to members of society, for which it obtained resources normally in the form of taxes. Thus, public policies can regulate the conduct, organize bureaucracies, collect taxes and distribute benefits, all at once. "

Reinforcing this view, Kraft and Furlong (2004: 25) assume that "public policy is a course of action (or inaction) that the state takes in response to social problems. Public policies reflect not only the most important values in society, but also show the conflict between values and what those values are the highest priorities in a particular decision. "Exactly, this is where the state plays its pivotal role between "do not do or stop doing" through the plans of national, regional and local development, same as mainstreamed the objectives and guidelines that govern the government work to Through its institutional and administrative instruments such as economic, fiscal and social policy, among others.

Of these instruments, sectoral public policies that respond to the powers, functions and concentrates mainly on the Constitution objectives, policy instrument by which seek to safeguard and ensure government action to improve living conditions, welfare and emerge promote the development of people.

It is through linking the government and public administration which aims to meet the national, subnational and local objectives to promote the development of countries. In this regard, Zermeno (2004: 28) argues that "development is also applied as a concept of economic policy-laden social and moral content is targeted development of a country, a society, a collective."

The author notes that "development goal, which generally means an improvement in social welfare. Thus, economic growth is only development in terms of greater prosperity, if it is fair, if modernization while driving progress social, if it is sustainable, if it finally means human development, understood as a step towards the full realization of all people. This concept of development is generally proposed by governments, multilateral development agencies, non-governmental organizations that pose objectives of social progress, political parties, among others. "

Since its inception, historically, the concept of development has been associated with economic growth, leading to boost economic policies that encourage the export and import of goods and services, attract private investment, creating areas of industrialization, enabling exploitation natural and labor resources, assuming this as evolution, progress and growth of the country, state, municipality, among others.

The concept of development involves multiple elements that represent a balance between quality of life, welfare, efficient public services, effective governance, environment and technology to the inhabitants of a given space. Specifically, Sunkel and Paz (1970: 37) reported that "development means achieving increased efficiency in the creative manipulation of their environment, technological, cultural and social as well as its relations with other political and geographic units."

### **Public policies: concepts and objectives**

Society needs, demands and expects governments in their various orders, formulate and implement public policies that effectively contribute to achieving the objectives of social and economic development of the country, state and city in which they live.

These objectives and tools that should be used to achieve them must be consistent with government commitments to be elected for this charge. Understand that "public policy is the result of the activity of a public authority vested power and governmental legitimacy," the contribution made Meny and Thoening (1992: 91).

This translates legitimacy in defining Aguilar Villanueva (2009: 14), which considers public policy as "a set (sequence system cycle) shares, structured and causal intentional way, that aim to achieve objectives considered value to society or to solve problems whose solution is considered of public interest or benefit. "

Add the same author as the "intent and causation they have been defined by the dialogue that has taken place between the government and sectors of society; they have been decided by legitimate public authorities, which are implemented by government and state actors or these in partnership with stakeholders (economic, civil), and which give rise or form a pattern of government and society. "

The combination of these factors does not appear spontaneously, with the result of a planning process previously considered from diagnosis of the problem to the solution approach. In this regard, Aguilar Villanueva (2014: 24) points out that "politics is a purposeful behavior, intentional, planned and not just reactive, casual is set in motion with the decision to achieve certain objectives, through certain media is a meaningful action."

In this regard, says Ruiz Lopez (2009: 3). That "public policies can be understood as the privileged sphere of implementation of the covenant between state and society A new role of the state in the sense of making it more agile and organizer Here we rescue the sense of participation between these two actors, but the ultimate goal is to benefit society as we shall see later, a point that is often forgotten, hence the failure of many public policies. "

Public policy is defined as "a process that starts when a government or public manager detects the existence of a problem that, because of its importance, deserves your attention and ends with the evaluation of the results that have undertaken actions to eliminate mitigate or vary this problem "(Tamayo Saez, 1997: 281).

Indeed, one of the main reasons that public policies play a key role in the realization of government decisions, it is your analysis.

In this sense, Bardach (1998: 13) states that "policy analysis is a political and social activity"; understanding, this political-social bonding as a key factor for public policy. Finally, for a successful formulation and implementation of public policies must consider the importance of its political and technical dimensions respectively.

### **Methodology for the making of public policies**

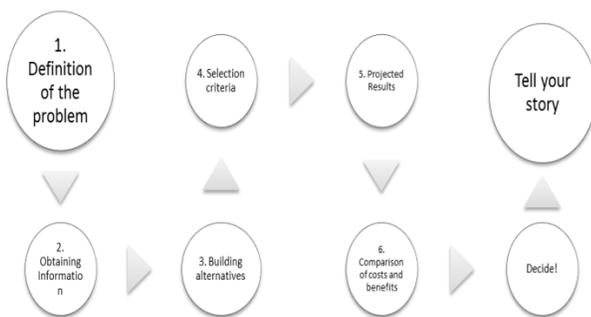
For the formulation of public policies is essential from a panoramic analysis ie from the consideration of national, subnational and local environment of the territory under study. Therefore, it is important to take the concepts, experiences and categorizations of various methodological tools, given that public policies are based on political science through multidisciplinary sciences that is supported such as economics, sociology, law, among others. This knowledge is applied to realities and public affairs in order to streamline the government work.

With respect to this dimension of analysis or study premise, Lahera Stop (2002: 18) prints its conceptual vision reaffirming that "public policy correspond courses of action and information flows related to a target audience defined democratically: which are developed by the public sector and often with the participation of the community and the public sector. A quality public policy guidelines or mechanisms include definitions or institutional changes and the forecast results. "

In this statement you can be perceived state interference in different economic activities mainly aimed at establishing national policies that routed the country's development. At this point, Olavarria Gambi (2007: 10) states that "a public policy is an intervention in a particular subject on which there is a sense that things are not going as we would like."

However, much phases, stages and cycles mentioned policies but what is the policy aspects? What?, considers there is only one way to do ?, about Gordon (1999: 197) raises "It is a guide to guide policy. It is therefore the first step to implement public policies. Part of the process of policy formulation is the analysis that is performed in order to formulate and develop policies. The problems can be treated in different ways and with different instruments, ie, there is no single way of dealing with the solution or treating the problems, but a variety of policies. "

Briefly, Bardach (1998) suggests that "the way of the eight steps, based the main function of this technique is to remind important issues and options that might otherwise be forgotten, its main flaw is that, taken alone risk be a mechanistic form ". Of these steps they emerge: define the problem, obtain information, build alternatives, selecting the criteria, project results, compare the costs and benefits, decide and tell the story. Nothing more successful than this approach, governments tend to take these mechanisms as a recipe that is applicable in all national contexts, at least as shown by the results and the apparent lag in other areas where the population is immersed.



**Figure 1** Steps for analysis of public policies

While the eight steps mentioned above are usually presented in a format of interconnected picture, I present it in a circular format is the way in which we can see that the steps both this methodology and other: are cyclical, as from the beginning at the end of that cycle must evaluate the results and impacts obtained following the implementation of public policy, adding the factor of change; ie include the trends, needs, detect problems in the process of feedback.

With respect to public policy cycle, Lahera Stop (2002: 73) notes that "public policies can be distinguished four analytical moments - which are not necessarily consecutive stages - the origin, design, management and evaluation of public policies"

This approach provides an important variant as is the management of public policies, which not only involved the government, involving economic, social, cultural actors, among others.

This interaction creates an interdependence within the scope of their activities, which can promote the "success or failure of public policy", obviously considering the concepts and approach it. Finally, Aguilar Villanueva (1996: 32) states that "the structure of public policies are in fact a cycle; as such, within each stage, the cyclical process repeats itself, making it possible to consider that in the evaluation phase priority there are two stages: the decision and implementation. "

With regard to the implementation of public policies, and Mazmanian Sabatier (2014: 327) report that Donald Van Meter and Carl Van Horn present a systemic model of the process of implementation of public policies and include the factors affecting performance program. This process considers the following factors:

- Criteria governing public policies
- Support that exists in the political environment into policies
- Economic and social conditions
- Characteristics of the agencies responsible for implementation
- Communication standards and other policy decisions and interagency
- Incentives to promote acceptance of policy decisions, and
- Political decisions of officials responsible for implementation.

They combined these factors are linked to the role that the public servant within the government structure; that is, that part of that achievement should be a motivation for public service, understand how the public sector, the ability to interface with all stakeholders within the government structure, flexibility in meeting the goals and approach to work the population, which in turn plays a central role through citizen participation, to promote transparency and efficiency of public administration.

**Evaluation of public policies**

To evaluate public policies, there are numerous methods such as: evaluation of processes, products, results, impact of government programs, institutional assessment, rapid assessments and multidimensional evaluation in decision-making.

Furthermore, the existence of conceptual methods and assessment methods are discussed in the context of the fundamental characteristics of public policy, whose main objective is to examine the origins and possible solutions to public problems, considering the democratic context, the role of public and private institutions, as well as social organizations.

The evaluation of public policies, according to Aguilar Villanueva (1996: 48) is "to assess policy from its beginning to its end then allowing that the actions or omissions of the state, causing positive or negative consequences in society, can be mitigated, increased or neutralized to solve the problem that gave rise to them. " That is, that this process must inevitably contain a rational and intentional sequence that resulted in government decisions.

On types, forms or types of evaluation more favorable, Salazar Vargas (2011: 68) states that "it is possible to evaluate all public policies at least six different ways: using the media, performance, efficiency, impact, user satisfaction and finally to participatory evaluation." The author describes the evaluation forms which are then outlined in summary table.

Evaluation Form	Feature
1. media	Confronts the objectives of public policy with the means at their disposal, that is, the contrast objectives vs Results.
2. results	Vs. contrasts schedule what was done, it is done once a year is assessed as level budget level decisions.
3. efficiency	Contrast the objectives of the policy actions taken to achieve the objectives; that is, how much it cost to get those results?
4. impact	It is a type of more qualitative assessment; it can establish what changes are occurring public policies on individuals and groups.
5. Satisfaction	Considered a subjective element, as seen to what extent the effects of receiving a specific public policy believe that their problems were solved, their demands were met or unmet needs.
6. Participation	It combines three major actors involved in the process: external experts, public administration and users. It is possible to obtain a better representation of reality that seeks to understand.

**Table 1**

This research uses the mechanisms of evaluation of the impact of their own public policy case study, as are necessary to determine the relevance of these, as well as establishing standards of efficiency, effectiveness and transparency that will enable the objective analysis of the results that cast the public policies implemented in the study period and provide elements to contemplate a change in the working guidelines, restructuring or transformation of the guidelines on which government decisions are based.

While evaluation is an essential procedure implementation processes of public policy or of any decision process requires a number of elements to constitute a classification that allows establishing a point of being free as estimated and reality, as for results and efficiency of the policy implemented.

TIPO DE ENFOQUE	PROCEDIMIENTOS
Descriptivo	Basada en la elaboración de un inventario de los efectos de la intervención pública, a partir del análisis de los efectos o variaciones entre un estado inicial (1) y uno final (1 + n). De carácter exhaustivo y neutral, su intención no es proporcionar consideraciones éticas ni valorativas.
Clásico	Explica por qué en la aplicación de una política, algunos objetivos se alcanzan y otros no, mide la efectividad de la política con base en los objetivos y la aplicación de un razonamiento deductivo. Las técnicas más utilizadas son: la encuesta estadística, la evaluación sumaria (antes y después) y la evaluación formativa (seguimiento progresivo). Los valores aceptados son los propios de la política evaluada, dados por la autoridad responsable.
Normativo	Califica la política con base en normas externas, aunque el evaluador puede definir sus propios objetivos, con relativa independencia de los oficiales; mide la eficiencia, eficacia, equidad y pertinencia con base en definiciones y reglas propias; utiliza un razonamiento deductivo y las técnicas están sujetas al criterio del evaluador. Los valores aceptados, aunque con normas y principios establecidos formalmente y con anterioridad a la evaluación.
Experimental	Controla científicamente los efectos concretos de una política a partir de sus objetivos oficiales, comparando al grupo afectado por la política con otro de referencia o control y utilizando un razonamiento inductivo, con técnicas sustentadas básicamente en grupos de control elegidos aleatoriamente y en aquellos no equivalentes desde el punto de vista estadístico. Los valores de verdad se basan en todo aquello verificable a través de la experiencia.
Pluralista	Realiza un análisis minucioso con la finalidad de mejorar la aplicación de la política con el acuerdo de los involucrados y de los propios objetivos de la misma. Utiliza el razonamiento inductivo y de consenso que define los criterios de efectividad, eficiencia, equidad y adecuación. Utiliza técnicas que derivan de la elección hecha por una comisión plural y de acuerdo a las necesidades del caso. Se sustentan en modelos como: el lógico, el experimentalista, el pluralista y el demográfico. Los valores aceptados por los propios actores a partir del contexto.
Cualitativo	Para obtener los resultados se utilizan criterios provenientes de diversas percepciones; es decir, se hacen preguntas sobre un tema en particular con opciones muy concretas de respuesta múltiple, por ejemplo: bueno, regular, malo.
Cuantitativo	Este tipo de evaluación utiliza indicadores elaborados previamente, que posibilitan contabilizarlos numéricamente. Los resultados son cuantificables, detalla edades, tallas, peso, entre otros.

**Table 2** Main elements for evaluation of public policies

For greater precision in this process it is crucial to stick to the criteria in the descriptive approach about Amparán Guerrero (1995: 4) notes that this approach "produces accurate and thorough of the effects of public action list" and adds that "after the period established to carry out the evaluation, an inventory of each of the changes that occurred in the social sector in which this public policy was established."

This approach seeks to identify the changes that have been generated as a result of the implementation of public policy and inventory, criteria, objectives and scope of government decisions in the study period. Consider these elements will allow to analyze the social and institutional landscape of the municipality.

### Public policies and national, regional and local economic development

The modern conception of the state that considers both the political system and the political power to perform economic functions, such as setting monetary policy, macroeconomic stabilization, ensure the provision of public goods and services, tax collection and redistribution of property, with the goal of generating a positive impact on the quality of life of its population. That is, for the fulfillment of these functions the State formulate public policies according to the priorities identified their institutional strategies, prioritizing the issues raised in their government programs.

The programs are through a rigorous planning process that includes the national regulatory framework, international agreements, local regulations and other legal instruments that set the stage for the operationalization of the plans and programs.

Thus, as the guidelines governing economic policy focused on national economic growth through a process of encouraging investment it will be reflected in productive industrial sectors, more dynamic services.

The process of economic growth is given by the amount of wealth or resources (economic, natural, human, technological, etc.) in a given space. This wealth is generated from infrastructure available to the country, the ability of citizens to produce certain goods and technology that is counted. But beyond making more efficient factors to boost economic growth there is a matter equally or more important as economic development that considers the welfare of the people living in that territory, and that produce such goods, which called Capital human.

The binomial growth - economic development is indivisible entity and cannot consider one without the other; that is, economic growth is a key part of economic development.

With regard to economic growth, the World Bank (2015) believes that "when income countries increases, people benefit. While there is no known formula to stimulate economic growth, the data can help policy makers to better understand the economic situation in their countries and to guide any effort to improve it. "These data are reflected by indicators such as gross domestic product (GDP) and gross national income (GNI), as well as indicators of capital, employment, investment, savings, consumer spending, imports and exports, among others.

Economic growth is seen as a tool or a way to realize economic development. This remark coincides with Sen (2000: 31).

Which states that "development has to focus on enhancing the lives we lead and the freedoms we enjoy The expansion of the freedoms we have, reason to value not only enriches our lives and releases restrictions, but they allow to be fuller social persons, exercising their own will and interact with - and influencing - the world in which they live. "

It is necessary to place the concept of economic development at regional level under the understanding that the region consists of land, natural, similar sociodemographic and cultural factors must be balanced and sustained.

In this regard, Ken Rodriguez (2014: 37) states that "the need for regional development has led to also recognize the need for coherence between policies, strategies and projects, and that they result in visible improvements in quality of life people. In this sense speaks currently developing the localities where people's participation is essential, and where innovation penetrates to the field of public and private management of the main actors. "

For the local level, it is important to guide public policy and link the processes of regional and local development, to meet the needs and interests of the population, and fundamentally promote integration and participation in the decision-making process; from the municipality which is the first contact between citizens and the government, which is critical for evaluating and measuring the impact created by these policies.

In this regard, Tello (2010: 3) assumes that "local economic development impact on improving competitiveness, increasing sustainable development and ensures inclusiveness of growth through a set of disciplines, including physical planning, economy and marketing.

It also incorporates many features of the local government and the private sector, such as environmental planning, business development, provision of infrastructure, real estate development and financing. "

For Meny and Thoenig (1992: 256) "the first steps to study local policies are given to studies 'municipal', ie in-depth analysis of local power not only in its traditional dimension (election, parties) , but also on the actions carried out. "

While local initiatives to promote indicates Ken Rodriguez (2014: 25) that "the lifting of the inventory of resources required materials, physical and human resources to meet the potential of local development, which is an important input for the management public and public policy development. "

To carry out the evaluation of public policies focused on the local level, must first divide it into phases, establish the overall picture of the city (information gathering of officials and stakeholders), it is necessary to analyze and interpret information, to make appropriate measurements that help to develop solutions according to the reality of the municipality.

### **Public Policy related to the regional and local development**

From the early 70's of last century, the first question on meaning of development with respect to economic growth is done, and it was suggested that measures and macroeconomic performance was necessary to adhere to its effects to become satisfaction the basic needs of the population.

Economic growth by the Inter-American Development Bank (2010: 7), understands that the increase in output and income per person in the long run.

Growth is the process by which national, regional economy or the world economy becomes richer

The growth means increased production recorded a country over time. The development studies the growth of an economic system over a long period of time, incorporating the changes that occur at the horizon: the productive structure, technology, institutions, social relations and policies affecting the economy turns. Therefore, long-term, growth involves the development, as changes occur in the system. Over a long period of time there is no growth without development Zermeno (2004: 7).

Considering this trend reconceptualization of economic development, various documents and research concern and some agree that the first global initiative taken between developed and developing countries is the Stockholm Declaration, which was held in the framework of the UN World Conference on the Human Environment, held in June 1972. In that statement, the concern of the international community about environmental problems and the development said.

In 1976, during the World Conference of the United Nations Human Settlements, held in Vancouver (Canada), the need to improve the quality of life was established as a priority, and propose conditions to provide housing for the population and sustainable development human settlements. In these statements, several events are added to the global and regional level that have focused on seeking solutions to environmental and sustainability problems of the population.

As it established in 1987 by the World Commission on Environment and Development, organized by the United Nations (UN) in the document entitled "Our common future" notes that the main areas related to the conceptualization of development are grouped into:

- Human being: health, education, housing, safety and protection of children's rights.
- Interactions population, equity, distribution of wealth, economic development, production and consumption, government.

Subsequently, the measurement of qualitative development as construction elements Human Development Index and the formation of the Development Agenda were incorporated, both driven by the UN in 1990 and 1995 respectively. These instruments considered as main variables the existence of social and political stability in the country; revitalizing the economy and progress; the environment as the basis for sustainability; justice as a pillar of society and democracy as the best form of government.

From these events, when considering different types of development, regional development, regional development, and local development in contemporary studies are configured as key elements.

These include the demarcation of territory, the presence of political and social leadership, shared values that form a local identity, added sustainable approach that allows us to propose new ways to promote comprehensive development.

The roots of the concept of development are linked to economic development, which are configured in a postwar idea that were subsequently taken up by the UN in subsequent policy documents. Specifically, for Latin America - regional bloc that Paraguay is part- this topic focused through the United Nations Economic Commission for Latin America and the Caribbean (ECLAC) that he made and continues to make an analysis of economic and regional development as a priority topic providing analytical instruments, basis for attaining government commitment and action at various levels of government.

The development is also applied as a concept of economic policy-laden social and moral content. Zermeño refers (2004: 28) that "the objective is the development of a country, is the goal, which generally represents an advance in social welfare. Thus, economic growth is only development in terms of greater prosperity, if it is fair, if modernization while driver of social progress, whether it is sustainable, if it finally means human development, understood as a step towards the full realization of everybody".

It also ensures that "the concept of development is generally proposed by governments, multilateral development agencies, nongovernmental organizations posed objectives of social progress, political parties, among others." This situation is linked to the guidelines established in government programs in this area, given that stem from the international commitments assumed by governments as a result of the process of international, regional and local integration.

In this sense, Boisier (2001: 3) states that "economic development is an ongoing process whose essential mechanism is the repeated application of the surplus on new investments, and has, also resulted in the continued expansion of the production unit it is concerned. This unit can be indeed an entire society. "

That is, the dynamic nature and dimensions of development, which is not only the economic aspect, but encompasses social, political, ecological and cultural, that link both global, regional, sub-national and local spaces aspects.

### **Definition and objectives of the regional development**

While the concept of development was coined from the 70's, its evolution and updating over the years, has allowed a broad conceptualization clearly establishes definitions, objectives and classification of national economies; allowing governments to take decisions aimed at reducing social and economic inequalities of the population, which in turn plays an important role in terms of their participation in the decision-making process and interaction with the social, economic actors and government.

To understand the development from its regional dimension and its links with the economy, one must start from the concept of space, region and territory. In this regard, Celis (1988: 12) has established that "every economic space is located in a geographical area."

The author notes that "economic space is where the man produces, lives and includes the location of social infrastructure" and defines a region as "a unit of a larger whole, which usually without any specificity means any lower part of the territory to the country as a whole with concrete specified that prevent unity. "

The grouping of these spatial units that make up a region with similar characteristics and economic dynamism must establish mechanisms for comprehensive planning in order to promote balanced regional development.

On this issue, said Ken Rodriguez (2014: 20) that "the regional development implies balance in the development of regions within the territory. To achieve the development of each region is required to combine their own or endogenous factors, to generate wealth and prosperity. Since each region is different, this combination is unique and it depends on your local development. "

The approach of balanced regional development from the territories that compose and endogenous factors should be considered from a process of national, subnational and local planning, from socio-economic, cultural and municipal management features. From a strong government commitments and not take the idea of local development and management trends, but as a starting point for reducing social and economic disparities in the regions.

### **The regional and local development**

The link between the regional and local development match public policies formulated by governments, which essentially indicate strategic guidelines on economic, social development, among others.

The main feature is that the municipalities are the first government agencies to capture firsthand the needs, strengths and potential of that space and the capacities of people, same that would boost a balanced local development. It seems that fashion is a theme; however, is the first approach to the reality of the population and from this interpretation qualify for public take informed decisions based on environmental assessments and analysis tools.

Accurate Boisier (2001: 7), currently the "local development if it were a popularity contest, the concept of local development win first place in the preferences. Here undoubtedly much to say. Of course, now it is a substantive concept (content rather than mere container) that refers to a certain type of development that can take shape in territories of varied sizes, but not all, given the inherent complexity of the development process. "

The same author adds that "it is clearly an oversimplification to assimilate the concept of local development to the idea commune to city. In fact, local only makes sense when you look, so to speak, from without and from above and regions and local areas are looked at from the country. As the province is local from the region, the commune it is from the province, and so on. "

About Di Pietro (1999: 27) states that "the local is a relative concept to a wider space. It can not be analyzed without reference to more comprehensive space in which (municipality, department, province, region, nation) is inserted local. He currently plays with the local / global contrast showing the paradoxes and relations between the two. "

The author also believes that local identity "is the result of continuity in time consciously lived by a human group, generating a cultural accumulation system in terms of norms and values. Every society is a system of values internalized by its members . It implies belonging to a community and be recognized on a shared collective identity. "

Bossier (2001: 18) states that "it should be of interest to development practitioners, among which the most important are precisely the local authorities, it is that it requires a real mental retraining to intervene with any chance of success promoting development, not just growth. There in front a huge and vital task for the academic community, to install in the curricular structure of undergraduate and graduate's own paradigm of complexity, "referring to the practical question.

With respect to local development, Boisier (2001: 14) notes that "progress in the region should be understood as the systematic transformation of the regional territory in a collective subject. The development will always appear as a local process, endogenous, decentralized, capillary, and continuous or discontinuous on the territory. "

Meanwhile, Di Pietro (1999: 22) believes that "a local society is a singular and unique expression, but in turn is part of a structural reality, the operating logic transcends local guidelines precisely what poses the challenge of home. maintain an openness to the universal from the particular., that is, how to enter the universal from and from the specificity of its own, through an attitude of "think globally, act locally" is possible to study a process of accumulation locally as actually entirely unique, but enrolling in it certain structural regularities system product in which it is inserted. "

From this position it is possible to analyze the context of any country (a global, sectoral or regional level), without the need to redefine the conceptualization of the theoretical and / or methodological instruments since the analysis of public policies based on science disciplines policy. The main contribution of public policies is the multidisciplinary areas of knowledge from which it relies, which will allow for a panoramic analysis of the impact of the implementation of public policies and the effects of these decisions.

In recent years, it seems that the conceptualization and terminology of sustainable development have attracted "reflectors" of the different levels of government and its key players. However, this work is not intended to focus on subjectivations or interpretations of political discourse on the subject.

While governments are responsible for ensuring compliance with its objectives, other actors, such as educational institutions, organized civil society and international organizations, can contribute to strengthening public policies, plans and government decisions to ensure development processes social and economic; also they impact on actions that promote improving the quality of life of current population and that of future generations.

Society needs and expects governments in their various orders, formulate public policies and implement programs that effectively contribute to achieving the objectives of social and economic development of the country, state and city in which they live. These objectives and tools that should be used to achieve them must be consistent with government commitments to be elected for this charge.

Public policy is defined by Aguilar Villanueva (2009: 14) as "a set (sequence system cycle) shares, structured intentionally and causal, that aim to achieve objectives considered of value to society or to solve problems whose solution is considered of public interest or benefit. "

Adds the author, that the "intent and causation have been defined by the dialogue that has taken place between the government and the public sectors; which they have been decided by legitimate public authorities; that they are implemented by government and state actors or by them in association with social partners (economic, civil), and which give rise or form a pattern of government and society. "

In this sense Ruiz Lopez (2005: 3) states that "public policies can be understood as the privileged sphere of implementation of the covenant between state and society A new role of the state in the sense of making it more agile and organizer here.. we can rescue the sense of participation between these two actors, but with the ultimate goal of benefits to society. That is how we will see later at a point that is often forgotten, hence the failure of many public policies. "

Precisely one of the main reasons that public policies play a key role in the realization of government decisions, it is your analysis. In this sense, Bardach (1998: 13) states that "policy analysis is a political and social activity"; Understanding this socio-political links as a key factor for public policy. To reach the next step will be the evaluation.

The completion of the evaluation of public policies focusing it locally, it must first divide it into phases; in addition, to establish an overview of the city (information gathering of officials and stakeholders), analyze and interpret information to make appropriate measurements that contribute to establishing solutions according to the reality of the municipality.

Meny and Thoenig (1992: 256) The first steps to study local policies are given the 'municipal' studies, ie in-depth analysis of local power not only in its traditional dimension (election, parties), but Also in the actions it carried out. There are numerous methods for evaluating public policy, for example, the evaluation of processes, products, results, impact of government programs, institutional assessment, rapid assessments and multidimensional evaluation in decision-making.

Besides the existence of conceptual methods and assessment methods are discussed in the context of the fundamental characteristics of public policy, whose main objective is to examine public issues, their origins and their solutions in democratic contexts, counting on the role institutions, organizations and collective action. Weiss (1998: 56) defines evaluation as "a systematic assessment of the process and results of a program or policy, compared with an implicit or explicit set of standards as a means of contributing to improved program or policy".

For the local level, it is important to guide public policy and link the processes of regional and local development, to meet the needs and interests of the population, and fundamentally promote integration and participation in the decision-making process, from the municipality which is the first approach of the citizen with the government, which is critical for evaluating and measuring the impact created by these policies.

### **Regional and local development and public policies**

Focusing on the theme follows this requires a brief outline of the structure of local government, national guidelines and local development plans, specifically with regard to areas of competence the subject of study; then focus on the description of the perspective of public officials responsible for implementing the guidelines established in its strategic plans.

Indeed, for the implementation of these plans local governments can be linked to international institutions promote development through the financing of local economic development projects, such as: the United Nations (UN), the Economic Commission for Latin America and the Caribbean (ECLAC), the Organization for Economic Cooperation and Development (OECD), World Bank (WB) and the Inter-American Development Bank (IDB). For this, the municipality requires institutional strengthening; modernization of management at different levels, strategic planning for comprehensive development, organized participation of civil society and respect for local identities and particularities.

In this sense, a fundamental contribution is made by Di Pietro (1999: 45)., Notes that "historically the municipality has been studied from a legal and institutional perspective Changes in recent years -Transformation the state and the economy, increase poverty, etc.

Have forced their study as an agent for integral development, involving equity, security, sustainability of the process, participation and democratic governance system. "

Therefore, it is necessary to analyze the development from regional and local focus, as the municipal government helps foster the exchange of experiences from the implementation of public policies in different areas of development of their localities. It is necessary to define the starting point for the development and implementation of the objective of this document, it is imperative to define the unit of analysis is the local government from the local development approach.

## Conclusions

The relevance of government decisions lies in prioritizing public policies with a view to a comprehensive process that encourages national, subnational and local development, from the identification of needs, capacities and potentialities own environment and the population combine them in coordinated and efficient actions that impact strategically on promoting equitable economic, social, political and cultural development.

In this regard, as referred Kraft and Furlong (2004: 25) public policies are "a course of action or inaction that the state takes in response to social problems. Public policies reflect not only the most important values in society, but also show the conflict between values and what those values are the highest priorities in a given decision "; that is, that from the link between government and society can be built alternatives that combine tools and processes within government that allow crystallize the progress in development.

Moreover, the process of public policy must be added assertiveness and efficiency in implementing them, given the high economic and social impact they generate. Besides requiring theoretical and technical knowledge, it should be considered political will and governance capacity of the government, targeting efforts not only in the short and medium term, but plan on the basis of far-reaching results and realizing that regional situations and Locals are changing, not governed by periods of governments.

While the State, performs economic functions as the formulation of monetary policy, fiscal policy, macroeconomic stabilization, provision of public goods and services, in order to generate a positive impact on the quality of life of its population, after categorization reflected institutional priorities through public policies that relate to regional and local development strategies, responding to government programs, which essentially indicate strategic guidelines on economic, social development, among others.

Indeed, this planning must take as core to municipalities because they are instances in situ needs, strengths and potentials of physical space and population. In addition, to develop mechanisms for the participation of society in decision-making processes, this will generate greater confidence in government decisions and enhance the sense of belonging to the place where it is intended to have an impact.

This is not only to comply with the steps for the formulation of public policies should address the idiosyncrasies of the target population, the characteristics presented in the municipality or region. While this responsibility lies with governments, through their plans, programs and activities, this point must reconcile the management skills of its officials and political will of the actors.

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