

Community-based tourism, rural development, and socio-ecology: Case of study Asoproam, Bogotá, Colombia

*Turismo comunitário, desenvolvimento rural e socioecologia:
Estudo de caso da Asoproam – Bogotá, Colombia*

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Abstract

Rural tourism is characterized by being mainly community-based and for having links of associativity and cooperativism among farmers. The objective of this research is to describe the actions of the socio-ecology and the changes over time in rural community tourism in an association of tourism farmers located in the town of Ciudad Bolívar in Bogotá. The research approach is qualitative, the information was obtained through several field works and structured interviews with the community leader and a qualitative diagnosis of aspects in the social and ecological management of tourism. The results are achieved after the analysis of the impacts of tourism in the territory. The social and ecological management of the case study is highlighted and a high potential for economic development in the current situation is evident. In conclusion, tourism with a community and ecological approach has great potential, although it is quite empiric and new forms of rural development can be generated that contribute to environmental conservation and social processes in the territory.

Keywords: Rural community, tourism, socio-ecology, sustainability

Resumo

O turismo rural é caracterizado por ser principalmente comunitário e ter vínculos de associatividade e cooperativismo entre os camponeses. Esta pesquisa descreve as ações da socio ecologia no turismo rural comunitário em uma associação de camponeses de turismo localizada em Ciudad Bolivar, em Bogotá. O objetivo desta pesquisa é descrever as ações da socioecologia e as mudanças ao longo do tempo no turismo rural comunitário em uma associação de agricultores turísticos localizada na Ciudad Bolívar em Bogotá. Os resultados foram logrados após a análise dos impactos do turismo no território. Destaca-se a gestão social e ecológica do estudo de caso e evidencia-se um alto potencial para o desenvolvimento econômico no contexto atual. Em conclusão, o turismo com abordagem comunitária e ecológica tem grande potencial, embora seja bastante empírico e possam ser geradas novas formas de desenvolvimento rural que contribuam para a conservação ambiental e processos sociais no território.

Palavras-chave: Comunidade rural, turismo, socioecologia, sustentabilidade

Resumen

El turismo rural se caracteriza por ser principalmente comunitario y por tener vínculos de asociatividad y cooperativismo entre los campesinos. El objetivo de esta investigación es describir las acciones del socio ecología y los cambios a través del tiempo en el turismo rural comunitario en una asociación de campesinos de turismo ubicada en la Localidad de Ciudad Bolívar de Bogotá. El enfoque de investigación es cualitativo, la información se obtuvo a través de varios trabajos de campo y entrevistas estructuradas con el líder comunitario y un diagnóstico cualitativo de aspectos en la gestión social y ecológica del turismo. Los resultados se logran luego del análisis de los impactos del turismo en el territorio. Se destaca la gestión social y ecológica del estudio de caso y se evidencia un alto potencial para desarrollo económico en la actual coyuntura. En conclusión, el turismo con enfoque comunitario y ecológico tiene un gran potencial, aunque tiene bastante empirismo y se pueden generar nuevas formas de desarrollo rural que contribuyan a la conservación ambiental y a los procesos sociales del territorio.

Palabras clave: Comunidad rural, turismo, socio-ecología, sostenibilidad.

Introduction

A change on tourism development was consequent to Covid-19 pandemic in 2020. The expand of rural tourism started since the confinements decreed by governments in the 2020 year (VAISHAR & ŠTASTNÁ, 2020). However, researchers have been investigating this topic for decades already, with the goal of better understanding the benefits and detriments that tourism poses on the territory and on social and ecological aspects. As a result, many authors indicate that there is risk/reward dichotomy involving impacts on ecological systems and economic benefits (VILLANUEVA ET AL., 2017; GUAITA ET AL., 2019; QUEVEDO ET AL., 2021; ZHOU & CHEN, 2021). Therefore, understanding just how great this impact of rural tourism is on the environment and society is of vital importance.

Tourism has become an important source of foreign exchange earnings for some countries. Thus, tourism generates income and allows host countries to increase their investment capacity, relieve their debts and increase their economic growth rates, employment and development (SEDDIGHI & THEOCHAROUS, 2002). Even today, tourism is established as an alternative in rural territories to generate additional income and optimize economic development (KAPTAN ET AL., 2020; LIU ET AL., 2020). It is also important to recognize that rural tourism generates negative impacts on the environment (LI ET AL., 2020; YANG ET AL., 2021).

In general, the supply of rural tourism offers ecological experiences with a community component, due to the growing demand of travelers seeking to experience nature first-hand. The increase in demand for rural tourism is largely due to the fact that it is seen as an alternative and a solution to mass tourism (ABRAM, 2021). In addition, many travelers seek to get away from the masses and rural tourism appears as a solution (SILVA, 2021; SAAVEDRA ET AL., 2021). This is due to the contingency caused by COVID-19, which has changed people's travel behavior and intentions due to the fear of contracting the virus (ZHU AND DENG, 2020).

The current contingency has demonstrated the weakness of the tourism sector, due to the limitation of travel and social contact. On the other hand, it has evidenced the great challenges facing the tourism sector (YEH, 2020). Reason why rural tourism and community-based tourism must contribute to the social and ecological conservation needed to cope, innovate and generate adaptation (WITTMAN & BENNETT, 2021). In addition, the current crisis generated by the pandemic tests the response capacity of tourism actors and represents a challenge mainly for farmers who had managed to build entrepreneurship initiatives (SOSA ET AL., 2021).

Therefore, it is a good time to rethink a new scenario in the rural-urban dialogue to ensure the future prosperity of rural territories (CAMPOS ET AL., 2021). In this regard, the purpose of this study is to highlight the reality of community-based tourism in rural territories and to understand the opportunities and obstacles that rural communities face. Further, this study describes the impacts of community-based tourism on social and ecological aspects from a rural and community perspective and proposes solutions.

A case study was conducted in an association of peasants, its name is Asoproam, it has a farm, called: San Luis Ecotourism, Therapeutic and Environmental Farm, located in the city of Bogota in the town of Ciudad Bolivar. Much field work has already been conducted there, to understand how significant an impact tourism has had on the territory. Similarly, this study was conducted from a geographical perspective, which analyzes the ecological resilience from the appropriation of tourism and how it is implemented through various activities. In addition, this study shows the social impacts of rural tourism on the inhabitants of the territory. This allows the communities to understand and propose sustainable tourism activities in rural territories.

This study contributes to the academic development of rural tourism and community tourism, to achieve a better understanding of the environmental and social management that should be carried out in tourism development. In addition, it is important to highlight that Colombia is the second most biodiverse country in the world and has a great challenge in the management of rural territory (VALLEJO ET AL., 2020). Nonetheless, tourism development in the country is focused on large tour operators (SANCHEZ, 2018). Therefore, community-based tourism can be viewed as an opportunity to properly manage natural resources (LEE & JAN, 2019).

The global crisis caused by COVID-19 has generated changes in the way of doing tourism causing the economy to be affected (MELIÁN & BULCHAND, 2020). In addition, tourist confidence in terms of health conditions has decreased significantly and uncertainty has been created by the situation of the different destinations (HASSAN & SOLIMAN, 2021). Because of this, tourism today is challenged to engender greater environmental and social sustainability. Thus, the importance of proper evaluation and planning of tourism models is emphasized (NOORASHID, 2021).

It is a critical time to implement new strategies for the development of sustainable tourism. In addition, rural tourism has great potential, as it has a low risk of

contagion, is relatively close, economical, thus encouraging people to travel for relaxation (ZHU & DENG, 2020). Thus, tourism is an opportunity to contribute to ecological and social development. However, greater empowerment of rural communities' inhabitants is required to generate sustainable tourism strategies. This is due to the fact that an optimal management of the rural territory must be implemented, without neglecting the social aspects (CUNHA ET AL., 2020).

Colombia has a potential to develop a rural tourism mainly in the peace agreements signed in 2016 (MORA ET AL., 2019). However, there are not much research about this topic, for that reason is important generate new investigations about rural tourism. Because is very important to contribute academic development in this area of knowledge. Besides, there are not many investigations about the rural tourism and socioecological conscience in the habitants. This investigation was addressed in an association of peasant tourism located in the locality of Ciudad Bolívar in Bogotá. This case of study is a community organization develop by the habitants of the territory, the members of this organization are made up of families from the community and provide solidity in this territory (SAAVEDRA & MORA, 2022). The aim of this investigation is to describe socioecological actions in community rural tourism over the time.

Community based tourism

Community-based tourism (CBT) emerged in the 1970s as an alternative to mass tourism, with travel agencies incorporating experiences with communities (MORA & MOTATO, 2019). Later, in the mid-1980s, Murphy evidenced the potential of communities to diversify economic activities, for which a solid local organization is required (MURPHY, 1988). Even today, community-based tourism is considered as an appropriate sustainability strategy for rural development (ZIELINSKI ET AL., 2020).

Today, CBT is perceived as an alternative that offers opportunities for rest, leisure and safety. Therefore, it should be noted that it is analyzed in two ways: (1) from its local management as tourism; and (2) as a tourist demand by travelers seeking new experiences (ROSALINA ET AL., 2021). Generally, it is recognized as an activity that reconciles social equity and generates associative processes in the territory. One of the objectives of community-based tourism is to create social, economic and cultural development in local communities and to preserve heritage, natural and cultural resources, thus supporting the sustainability of the community (JUMA AND KHADEMI, 2019; GALVANI ET AL., 2020). Community-based tourism is an opportunity for communities to appropriate environmental knowledge and thus develop and provide tourism services as a complementary livelihood to their local economy. For this, there must be integration and distribution, as well as having trained personnel (MORA ET AL., 2020).

The current situation has raised awareness of the importance of proper ecological management (ZABANIOTOU, 2020). Therefore, tourism should promote planning and management models to generate proposals under a sustainable approach (ZENKER & KOCK, 2020). The current crisis has highlighted the great challenges that tourism faces in order to be competitive and at the same time generate greater environmental sustainability"

(DASH & SHARMA, 2021). At the current juncture, rural community-based tourism has the elements to consolidate itself as an alternative for travelers than in the circumstance of the COVID-19 pandemic, due to the fact that this morphology of tourism is usually characterized by not generating agglomerations and developing in open spaces (SAAVEDRA ET AL., 2021).

Community-based tourism is a complementary or main economic activity, as a source of income. Thus, the inhabitants of these CBT communities participate in tourism services, making use of resources, environmental and cultural in a sustainable way (MORA & MOTATO, 2019). In conclusion, community tourism should achieve an appropriation of the tourist space, providing an economic alternative that projects great potential despite the current tourism crisis. Therefore, tourism management should be properly planned to establish the elements of the territory that will be potentiated for progress and have indicators to measure the configuration of the landscape in tourism development.

Rural tourism

Rural tourism refers to the development of activities in natural spaces, incorporating processes of rural activities such as agricultural and livestock activities. Like CBT, it has the challenge of general sustainability processes; without putting at risk those of future generations (MATHEW & SREEJESH, 2017). Therefore, it is mostly interpreted as a proposal for sustainability of local management in rural settings. Besides being established with great potential in the current global crisis produced by COVID-19, which has marked a decline in tourism (MELIAN & BULCHAND, 2020).

Rural tourism is established as a way of knowing the reality, not only in tourism research, but also in economic and social studies (FANG, 2020). Rural tourism is an opportunity for farmers to diversify their economic activities (OHE, 2008), and is a concept that has academic ramifications in terms of the management of business models (LANE & KASTENHOLZ, 2015). In order to consolidate tourism alternatives in rural territory, it must have a slow and systematic progress which must be managed locally to obtain optimal development (JOO ET AL., 2020). Additionally, rural tourism has become one of the best options to help mitigate the negative effects that are caused by predatory tourism. Tourism requires planning designed and implemented for these destinations. And aspects such as the creation, recreation or modification of symbolic dimensions of tourist sites that involve a set of ideas and images associated with them must be taken into account (TRONCOSO, 2021).

Geographers have developed some of the most influential conceptual models to explain tourism development, including the life cycle of the tourist area (CHE, 2017). Therefore, the conditions of the social and ecological environment should be reviewed to avoid negative impacts of tourism on the territory. Therefore, tourism management should take into account socio-spatial development, peripheries, landscapes and emphasize moral and ethical aspects and incorporate them into planning (SAARINEN ET AL., 2017).

Rural tourism allows communities to progress economically, socially, culturally and environmentally, which is why communities should be observed in an inclusive manner, as

well as adopting a comprehensive and responsible way so that all parties involved are directly benefited (MA ET AL., 2020). Thus, rural tourism is established as a good option for rural progress and poverty reduction; therefore, it is essential to analyze the adaptation that the inhabitants have to rural tourism as a new contribution and improvement of their quality of life and therefore to the development in each of their territories (XUE & KERSTETTER, 2019).

Socio ecology and tourism

In some cases, tourism generates gentrification processes, but it can also be an engine of local development (GOTHAM, 2018). Therefore, management and planning models must be contemplated to achieve processes of touristification, in accordance with the social and ecological characteristics of the territory. Therefore, research should be conducted to establish the relationship of tourism due to the fact that the COVID-19 pandemic has generated a reorganization by the actors in the tourism development of many tourist destinations (OJEDA & KIEFFER, 2020).

CBT is a significant strategy because as it evolves it generates identity rootedness in both the social and natural environment (DANGI & JAMAL, 2016). *Socio-ecological systems are a set of ecological and social relationships that revolve around the fundamental resources for the sustenance of civilized life* (RATHE, 2017). Moreover, CBT analyzes the interaction of human beings with nature, deepening our understanding of different relationships. As a result, various scenarios are developed in the rural territory, based on the tourist activity. However, socio-ecological systems require an interdisciplinary approach due to the complexity of sustainability. Therefore, this concept requires a greater understanding and evaluation of the complex phenomena of sustainability (OLMOS & ORTEGA, 2020).

Operators that develop social tourism, whether public or private, must ensure that they maximize the collective benefit of a demand with scarce economic resources (SOLER ET AL., 2018). Tourism and nature protection are potentially compatible, but the synergy between them must be identified. Social and natural systems influence each other. The existing interrelationship between tourism and landscape, allows to better understand the complexity of the whole system (HESLINGA ET AL., 2017). Further, the local community is very important in tourism activity, as it is part of the tourist experience (KIM & KANG, 2020). Placing a high value on local culture contributes to the preservation of the environment, as a pleasant social climate engenders a positive ecological climate, without the victimization narrative (OKAZAKI, 2008).

Method

To conceive this article, several working sessions were carried out with the head of the farm, San Luis, in the Asoproam association. This investigation was addressed in Asoproam an association of peasant tourism located in the locality of Ciudad Bolívar in Bogotá. In this sense, a diagnosis was made with the objective of knowing what the tourist services are offered. In addition, semi-structured interviews

were conducted with the leader of the community initiatives to know the management in each of these aspects. For the recognition of the species of birds in the areas, samplings were carried out in the two farms in the study area, areas of high Andean Forest with altitudes of 2500 to 2800 m.a.s.l. and with proximity to the upper basin of the Tunjuelo river, the sampled areas include different uses such as trails, crops, parks, and forest protection areas. The sampling sites were chosen considering that they represent green areas of different sizes, that they were surrounded mainly by rural areas, that they were easily accessible and that the security conditions were favorable.

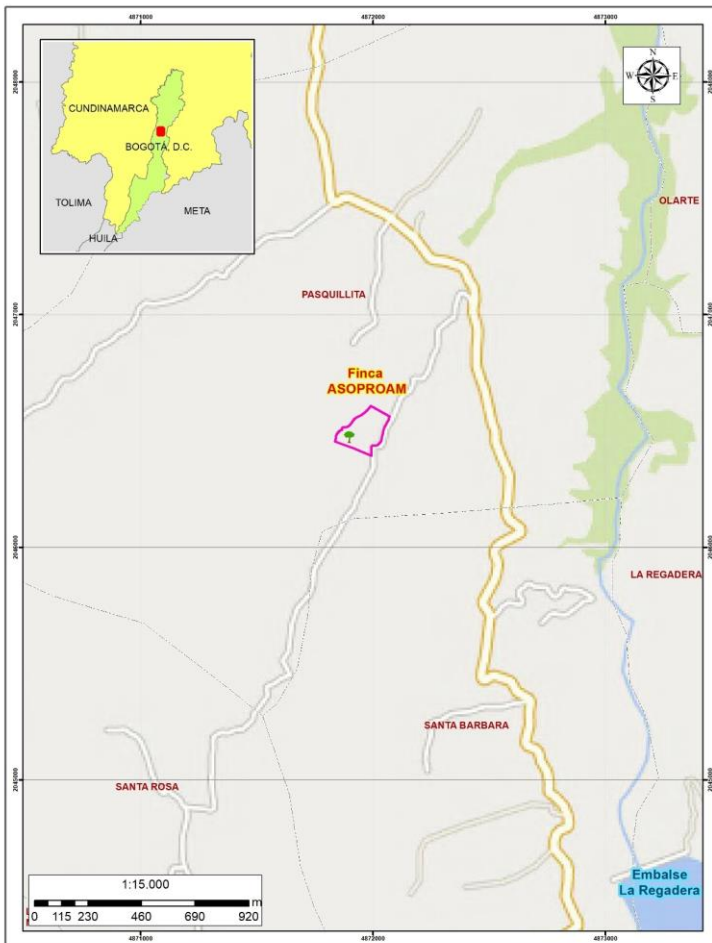


Figure 1: *Asoproam Location*
Source: Jessica Vargas (2022).

From the theoretical point of view, two theories are considered: (1) the concept of socio ecology and its main characteristics; (2) rural community-based tourism in a rural context. These two elements allow to achieve a discussion between the theoretical assumptions, the case study, and the reality. Additionally, it allows to describe the way in which the community manages tourism and how it incorporates environmental appropriation. The methodological structure used for this study is based on a mixed approach and the type of research is descriptive. Further, this study analyzes rural tourism from a local perspective and with an environmental point of view. This case study allows to recognize the tourist phenomenon and the environmental appropriation; delimiting the object of study to a context and its social and productive relations, from what was found in the San Luis Farm Ecotourism, Therapeutic and Environmental Farm and the Agua Bendita Farm, located in the city of Bogotá in the locality of Ciudad Bolívar.

During 2020, the study of the tourism services of the farms was carried out and between July and August 2021; 6 trips were made to the study areas, using images from 2000, 2010 and 2020 available on Google earth as inputs. The Corine Land Cover methodology adapted for Colombia was used to identify land cover. The working scale was defined by a cartographic window of 1:10000. The geoprocessing consisted of the identification of the coverages for each of the three temporalities, according to the aforementioned methodology. Additionally, a transition matrix was constructed, which consists of assigning values to each of the coverages according to the number of coverages (see table). Subsequently, specialized software (ArcGIS 10.6.1) was used to conduct the process of intersection for the coverages of the two temporalities to be analyzed. The values were assigned to each of the coverages by means of a map algebra. Thus, with the totals obtained, the evidenced change is defined, following the transition matrix built in Excel format. For example: Change 2000-2010.

Data Analysis and Results

The following is a description of the results of the tourism activities carried out from an environmental and rural community point of view. The location of the farms allows different activities such as beekeeping, pig farming and agroecology, which is used to develop rural tourism, where tourists learn about these activities through experience, in addition, the territory is made known through educational, agroecological and environmental routes, which allows ecotourism activities to be offered. According to the head of the association, what they are looking for is a tourism focused on teaching and care of the environment, therefore, the market segment that is of most interest are schools and universities in different areas. It is important to remember that the farms belong to the Asociación de Productores Agropecuarios Ambientales Rurales (Association of Rural Environmental Agricultural Producers) (Asoproam) who together offer different tours and tourist activities, where they provide tourists the opportunity to learn different agro-ecological activities and experience the territorial context.

The tourism they offer on the farms is environmentally sustainable, as they care for and respect the environment, which is in fact their pedagogical objective. They

recycle and reuse, for example, using tires to create useful elements. This allows the management of resources to be environmentally friendly. It is important to clarify that the tourist activity that they carry out in these farms is environmentally friendly. The farms manage agro-ecological gardens, and therefore, there are no large developments of livestock or agricultural activities. In fact, the community indicates that potato crops and deforestation for livestock activities have increased in the territory.

Analysis of land use in rural areas

The two farms have established tourism development processes since 2010. Therefore, this is an indication that the appropriation of tourism in the territory has become a strategy to conserve the environment, which allows a socio-ecological appropriation. This demonstrates that tourism with proper planning and with a clear and common objective can be a strategy for sustainable development in the territory. Land use changes over the years, this table shows the use of land resources 20 years ago. The follow table shows the use of the land in livestock and agricultural activities. In the same way, it shows which are the natural resources of the territory.

Table 1: Matrix of land use change

Land use change matrix		Year 2010									
		Gallery forest	Fragmented Forest	Living fences	Crop mosaic	Mosaic of pastures and crops	Wooded pastures	Clean pastures	Rio	Secondary vegetation	
		1	2	3	4	5	6	7	8	9	
2000	Gallery forest	10	11	12	13	14	15	16	17	18	19
	Fragmented Forest	20	21	22	23	24	25	26	27	28	29
	Living fences	30	31	32	33	34	35	36	37	38	39
	Crop mosaic	40	41	42	43	44	45	46	47	48	49
	Mosaic of pastures and crops	50	51	52	53	54	55	56	57	58	59
	Clean pastures	70	71	72	73	74	75	76	77	78	79
	Rio	80	81	82	83	84	85	86	87	88	89

The follow figure shows the land’s changes in the territory, most of the land use in heterogeneous crops, with only one water creek, riverine forest. In small proportion heterogeneous crops and pastures distributed throughout the territory, in median proportions, fragmented forest, distributed in median proportion throughout the territory is identified presence of live berries throughout the entire territory.

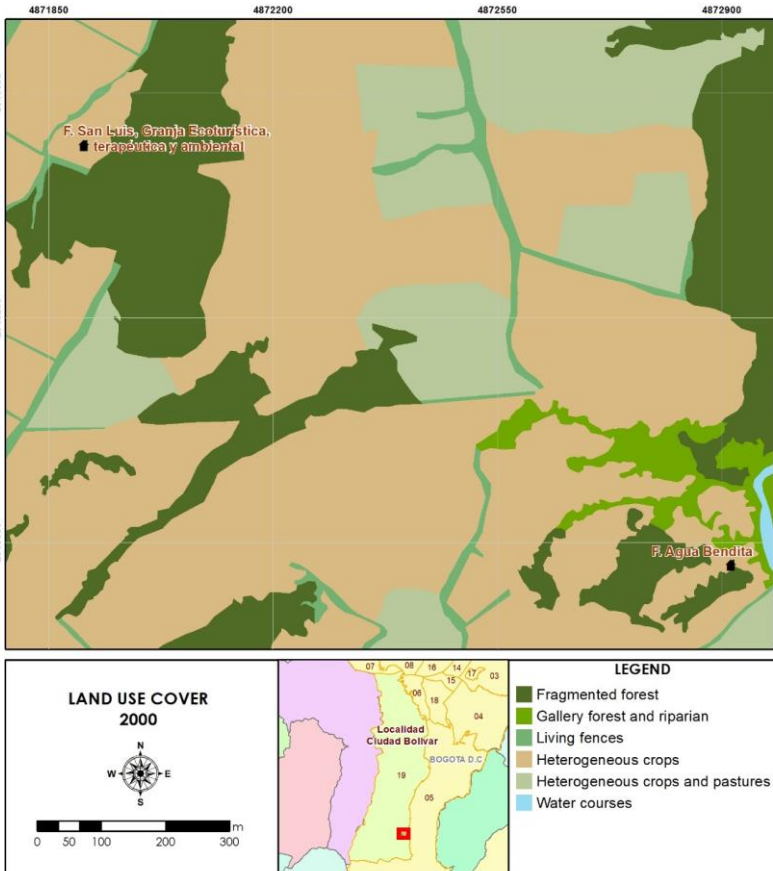


Figure 2: Land use of Agua Bendita and San Luis farms in year 2020
 Source: Elaborated by Jessica Vargas (2022).

The follow figure teaches the areas of fragmented forest and riparian forest are maintained, as well as the living berries. A significant portion of the heterogeneous crops that become forested pastures in the south-west are disappearing. Much of the riparian forest is converted to grazing in the southeast. The watercourses are also maintained in the same area and a tiny part of secondary vegetation appears in the southeastern part.

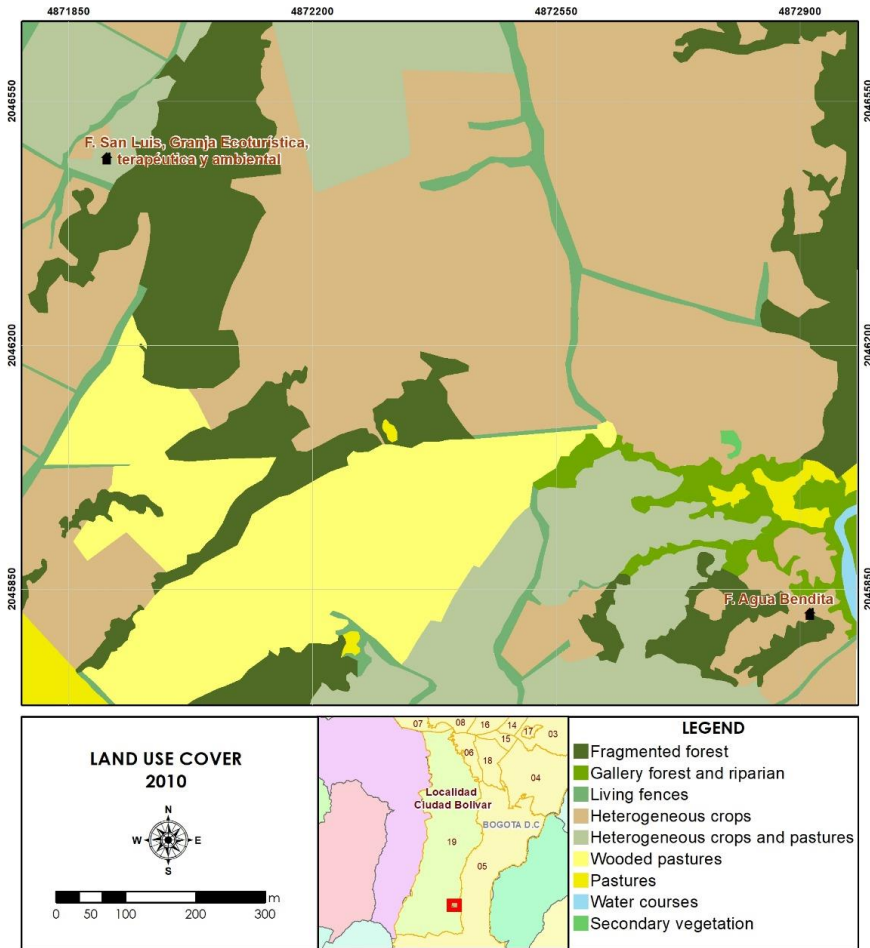


Figure 3: Land use of the Agua Bendita and San Luis farms in 2010
 Source: Elaborated by Jessica Vargas (2022).

In the image below we can see the forest remains fragmented, the riparian forest that shelter many pastures is maintained, removing land to riparian forests in the northeast, heterogeneous crops recover a small part of the territory. In the southern part a small proportion of secondary vegetation is maintained and watercourses, wooded pastures lose a small part of the territory to become heterogeneous crops. In the southwest part. And a small art of agroforestry area appeared in the northwest area.

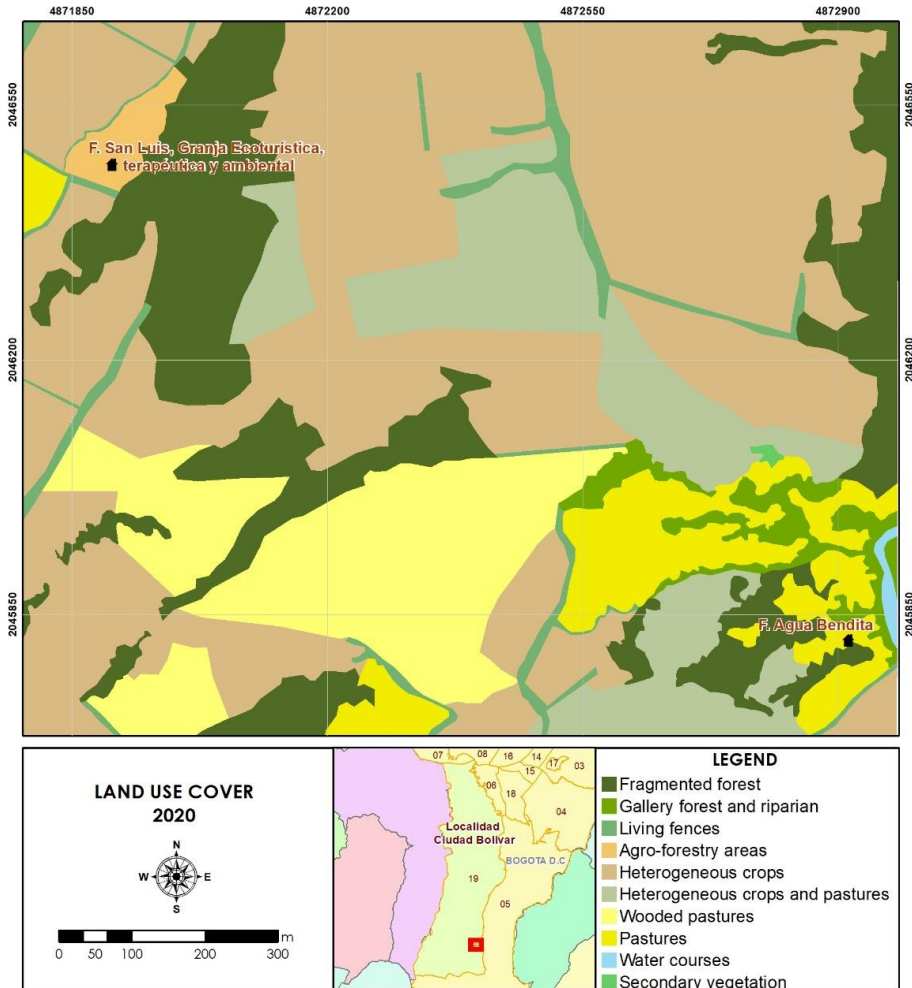


Figure 4: Land use of Agua Bendita and San Luis farms in year 2020

Source: Elaborated by Jessica Vargas (2022).

As can be seen in the images, land use over the years has become an example of resiliency, given that the community has found a way to appropriate the resources of the territory in such a way as to add value to the proposed activities. The activities carried out by the farms allow for social and ecological development of the territory.

Development of rural community-based tourism

Description of tourism activities according to the leader of the association is based on sustainable tourism, because they offer different activities in which processes of appropriation of natural resources, such as beekeeping, agriculture, clean production products and ecological tours are achieved. It is environmentally sustainable, since they are committed to the care and respect for the environment, which is even their pedagogical objective. They recycle and reuse, for example, using tires to create useful elements. In the follow figure we can see de use of the tires to make chair and tables.



Figure 5: Tire Reuse

Source: Picture by Jorge Alexander Mora (2021).

In the development of tourism in Asoproam, the importance of natural resources is taught and how you can learn to make resources that promote the appropriation of natural resources, such as the apiary. This can be seen in the follow figure.



Figure 6: Apiary teaching

Source: Picture by Jorge Alexander Mora (2021).

The following table describes the appropriation aspects of tourism in socio-ecological development and in the same way indicates who this tourism proposal is addressed to.

Table 2: Socio-ecological tourism offer

<p>Tourist Offer</p>	<p>The location of the Asoproam allows different activities such as beekeeping, pig farming and agroecology, which is used to develop rural tourism, where tourists learn about these activities through experience. In addition, the territory is made known through educational, agroecological and environmental routes, which allows ecotourism activities are offered.</p>
<p>Tourism and Socio-ecological Appropriation</p>	<p>According to the head of the community, what they are looking for is a tourism focused on teaching and care of the environment, therefore, the market segment that is most interested are schools and universities in different areas. In addition, the farms each have an environmental classroom, which are focused to teach tourists processes of agroecology, sustainability, recycling, for example, using tires to create useful items. One of the tourist activities even consists of planting a tree. Tourism can be considered environmentally sustainable, since it promotes the care and respect for the environment, even that is the goal of the farms.</p>
<p>Rural Community Tourism</p>	<p>The farm is a member of the Asociación de Productores Agropecuarios Ambientales Rurales (ASPROAM), who together offer different tours and tourist activities, where they provide tourists the opportunity to learn different agro-ecological activities and experience the territorial context. This is an example of community-based tourism. The members of the community, made up of different families, obtain equitable economic benefits that allow them to improve their quality of life. It is important to point out that the ASPROAM member seek rural, environmental, and financial sustainability in the region.</p>

As can be seen, this proposal proposes a series of positive elements for environmental appropriation. It is necessary to emphasize that the community organization has a repercussion in the environmental impact. This is due to the fact that as such there is a tourism process related to the appropriation of natural resources, due to the processes of cooperativism that are given by community actions. Similarly, another aspect to highlight is the environment, given that there is evidence of recycling and optimization of natural resources. Finally, the training in formal education by the inhabitants of the territory is an area that could use improvement.

Discussion and Conclusions

The rural areas such as the villages of Ciudad Bolívar in the city of Bogotá are essential for the sustainability of ecosystem services of wildlife and ecosystems, as well as serve as a barrier to curb the expansion of urban development typical of a capital city. Community Based-Tourism experiences allow a greater appropriation of natural and cultural resources and as can be seen in this research, it is a fundamental factor that allows conserving natural resources and avoiding the expansion of livestock activities, even avoiding deforestation.

In the study area there are relicts of well-preserved, high Andean Forest, there are also some farms with crops that do not allow the connection of flora and fauna ecosystems, which allows tourism to be of great importance for the ecological development of this region, since it is not a mass tourism and this allows the conservation of the natural wealth of the territory, contributing to the heightening of environmental awareness.

On the other hand, tourism is a strategy for the conservation of rural ecosystems; for this reason, ecosystem services should be disseminated, and activities should be developed that allow the appropriation of environmental knowledge. For this reason, the territory must be recognized, and natural resources must be appropriated in a sustainable manner. This makes it possible to generate new forms of rural development that contribute to environmental conservation and socioeconomic processes.

Furthermore, tourism is an alternative to rural development and is established to generate learning spaces. This allows for greater appropriation of environmental knowledge and sustainable development. The farms described in this research show how a community project contributes to the optimal development of the environment, benefiting the communities and allowing the scientific development of the academy, in a way that contributes with the scientific development to the communities.

Rural community-based tourism offers great prospects at the present time. The new tendencies that have been established nowadays – the absence of agglomerations, social distance, activities in the open air – fit very positively in the different typologies of rural community-based tourism. Nowadays, this type of tourism is becoming increasingly important in the world. In the same way, it requires the formulation of actions and processes of environmental appropriation in the territory. As has been demonstrated, if planning is done haphazardly, negative effects can manifest in both society and the environment.

For future lines of research, a quantitative analysis of the development of rural tourism and its contribution to nature conservation should be conducted. Similar analysis to establish comparisons between different rural areas, at the level of development of community-based tourism would be beneficial. Further, evolutionary analysis of the changes that rural community-based tourism has undergone should be carried out to establish a handbook of good environmental practices for the communities, allowing for the proposal of rural tourism development models that underscore social and ecological appropriation.

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