

## **Agrotourism as an alternative for sustainable local development in the curve, Xalisco, Nayarit; Mexico. In the year 2017**

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### **Abstract**

This document is intended to analyze and present research advances; regarding the economic and social situation of the locality called La Curva, located in the municipality of Xalisco in Nayarit, Mexico, where there is the potential to promote agrotourism activities; to be paid for the benefit of the inhabitants of the area as a sustainable local development strategy. The Methodology used at this work is mainly qualitative, where the social proposal of agrotourism has been obtained by interviews at the local actors. The theoretical framework used has been theories of Local Development with a hypothetical deductive research approach. This investigation formulated by the local people of La Curva has a main goal, to identify of the local resources and at the same time, to promote the proposal made by themselves to apply the agrotourism activities as an alternative of the agriculture work.

### **Agrotourism, Sustainable Local Development, La Curva Xalisco, Alternative Tourism**

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## Introduction

With the environmental crisis that was highlighted at the international level in the decade of the 60's, after the publication *Silent Spring* by Rachel Carson, it has been evident that the development must have a new route of action different from the exclusive model capitalist development based purely on production and consumption, to move towards a way of life that respects customs and societies producing food, always in harmony and balance with the ecological environment.

Therefore, today it is necessary to diversify the way to take advantage of agricultural activities, under a notion not only of exploitation as a synonym of growth, but of sustainable local development, which compensates those communities that provide food to large population centers, opening opportunities to improve the living conditions of those who have dedicated themselves for several decades to harvest and cultivate the land.

This document talks about sustainable local development, since the simple concept of local development is not enough to build the theoretical scaffolding that sustains this study, since the economic and social problems of a territory must necessarily take into account the urgent need for care ecological, even more so when the rural territory and also what is produced there needs the preservation, conservation, rational use and sustainable exploitation of the natural resources.

Therefore, in this analysis sustainability is a relevant issue in the diversification of the productive activities of the agricultural environment of which a rural community is sustained.

Thus, the curve located in the municipality of Xalisco in the state of Nayarit in Mexico, is a rural area that bases its economy on agriculture that allow their still fertile lands and this, is the base that is intended to diversify, to address the crisis permanent activity that is lived to this day, as the families of the Curve have begun to look for alternatives to be employed and produce the necessary financial support for family maintenance.

It should be noted that this research does not intend to link the agrotourism activities of La Curva to another particular destination or a network of destinations. The main feasible market during this first diagnostic process is the capital of the state and the municipal capitals of Xalisco and Compostela, due to its proximity.

For the above mentioned, the results presented here, where agrotourism is seen with the lens of sustainable local development, presents as an action strategy to diversify the activities of La Curva with a notion of empowerment of local actors, through a rational use of its natural resources, all of which will generate jobs and additional income for families, with responsibility and commitment to the ecological environment.

## **Agrotourism as a tool for sustainable local development**

The economic initiatives of local development are designed for the creation of employment through the formation of small family or individual companies, cooperatives of trust (territorial economic groupings adhered to a productive system), they must be cooperatives of trust and cooperation for the association of agents of territory, to carry out various productive activities or for the formation of social networks with the aim of combating social exclusion.

For this research this theory is shown as a small-scale strategy to mitigate the socio-economic problems of the community. Some of the approaches of authors that analyze local development, define it in different ways in which they coincide or resemble:

Local development is development, it is an endogenous process registered in small territorial units and human groups capable of promoting economic dynamism (Boisier, 2001), Díaz and Ascoli (2006), mentions local development as the one that gives real empowerment to the population to appropriate and decide on what concerns the solution of their problems.

It is an opportunity for local actors to take into their hands the possibility of facing the great transformations of the global economy and societies (Chauca, 2011). According to Cuervo (cited in Chauca, 2011) the local approach to development is a response to the problems of unemployment and economic disorganization caused by industrial decline and relocations (in Europe Local development is considered the response to the macroeconomic crisis)

According to Escribano Francés, (cited in Díaz & Ascoli, 2006), the concept of development is generally linked to the idea of economic and social progress that implies an improvement in the living conditions of individuals and groups of people and an expansion of their possibilities, development is therefore a permanent aspiration of the different collectivities regardless of the relative level that each one has reached.

Díaz and Ascoli (2006) mention that there is no single or predetermined model, but in the case of local development, it must present the reality and location of the actors and their interrelations from which a series of interactions at the same level of local development derive they are vital because they derive the processes that unify objectives, potentiate the resources and generate the improvement in the quality of life of a locality; Of course, that based on a set of values that form synergies that facilitate entrepreneurial strategies from the local, developing skills and innovative proposals. Ethically oriented development must be inclusive, humane, sustainable, participatory, equitable ethical, self-managed and comprehensive social.

Vázquez Barquero (cited in Mendoza, 2014), indicates that local resources play a decisive role in the economic and territorial dynamics. Local production systems have as an important factor the innovative capacity, where the productive skills of the individual (badly called human capital), social, cultural and natural are articulated to take advantage of potential spaces configured as potential for development and open a gap for adoption of more flexible forms of actor organization.

García and González (cited in Mendoza, 2014), argue that the initiatives are presented under a scheme of collaboration between local, state and federal governments that include elements such as a natural vision on economic development policy, state, municipal and federal policies focused on improvement of productivity and the formation of strategic alliances for the use of resources. Alburquerque (2004) mentions that, the local development strategy must be oriented, to ensure better living conditions of the local population, trying to focus fundamentally (although not always exclusively) on the best use of local resources, in order to promote new companies and local jobs.

For this, the opportunities offered by new information technologies can be used, as well as the reorganization of local production processes according to the orientation towards markets. The construction of an appropriate territorial supply of production support services is an essential part of this local development strategy. Within the different conceptualizations that are presented in the local development, Di Pietro (2014) highlights the most important, expressing that local development must be centered on the following principles:

- Human: focuses on the material and spiritual progress of the person and the community. The benefit of local development focused on social welfare.
- Territorial: it is deployed in a space that operates as an intervention unit. Generally it coincides with some administrative political division (municipality or group of municipalities). Which for the present, refers to the territory of a specific rural community, as a unit of analysis and diagnosis for the present investigation.
- Multidimensional: it covers the different spheres of life in a community, municipality or region. The effects of development in the social, economic and ecological spheres.
- Integrated: articulates policies and vertical and sectoral programs from a territorial perspective, with which it is intended to support and sustain projects specifically for intervention.
- Systemic: involves the cooperation of different actors and the reconciliation of various sectoral interests.
- Sustainable: it extends over time from the mobilization of local resources, since by using resources for the benefit of the community, an interest is generated in caring for them.
- Institutionalized: establishes rules of the game, regulations, policies, organizations and local behavior patterns. Based on local participation systems, the relevant regulations are indispensable.
- Participatory: public agents, intermediate and grassroots organizations and companies actively intervene. The generation of synergies between the different institutions, actors or groups is indispensable for a better appropriation of the project.
- Planned: it is the result of a "strategic look" on the part of a concertation of actors that define procedures, goals and objectives. The present investigation is precisely the initial part; the identification, the recognition and the diagnosis, of which the opening to projects of intervention for the territory is presented.
- Identity: it is structured contemplating the collective identity of the community.
- Innovative: in terms of the management model, productive development, social participation. The promotion of alternative activities in the territory, which represent a new income generation system.

Under this conceptualization, local actors have been promoting initiatives as a response of localities and territories to the challenges posed to productive adjustment and increasing competition in national and international markets, for more than thirty years, while intensifying The process of global integration has emerged and many local development experiences have been developed in poor and late-developing countries in order to reduce poverty, create employment. Favor economic and social progress (Vázquez Barquero, 1988). Vázquez Barquero, also mentions that in other localities and territories the question is not so much in the differentiation of production or cost reduction as in finding new products for markets in which local companies can maintain their competitive advantages.

This global trend of increased production and falling prices is combined with the indiscriminate opening of the economy itself, so it is not surprising that the global fall in prices leads to an increase in imports; but its deepest root lies in the structural weaknesses that make agriculture of low productivity and competitiveness. As long as this situation persists, the simple increase in public spending on agriculture will be insufficient and will have a very low productive impact.

According to Gutiérrez (2007), when in these approaches to local development the relevance of the territories' natural resources is mentioned, the idea of sustainable development was more striking with the Brundtland Report, which analyzed the situation of the world in that moment and showed that the environment was being destroyed and leaving more and more people in poverty and vulnerability. The objectives of sustainable development are mainly: to reactivate growth, change the quality of growth, meet human needs, ensure sustainable levels of population, conserve and improve the base of natural resources, reorient technology and manage risk, incorporate the environment to the economy in the decision-making processes. This is because not only the importance of strategies in the economic sphere is emphasized for the solution of social problems, but the environment takes an important role of local development in order to achieve sustainability.

The new approach from the United Nations Conference on Environment and Development in 1992 does not only speak of local economic development, but of sustainable local development. According to the "environmental sustainability program" (cited in Morales, 2006), sustainable local development is a local process of community and participatory government, which establishes an intense strategy of action for the protection of the environment, economic prosperity and social welfare within the local sphere.

So from this approach, it is feasible to engage the population of the territory, which is responsible for the use and protection of natural resources and the environment in which they perform their activities, making local actors protagonists of their own development .

Flores (2009), in the Sustainable Rural Development Law, defines sustainable development as the integral improvement of the social well-being of the population and of economic activities in the territory included outside the nuclei considered urban, ensuring the permanent conservation of resources natural resources, biodiversity and environmental services in that territory.

According to Albuquerque (1997) sustainable local development improves the local productive diversification and articulation, the introduction of technological and organizational innovation, the conservation of the local natural environment, the creation of new jobs and the improvement of the infrastructure. Due to the worldwide concern for the deterioration of the environment and the great echo in the subject of sustainability, it tries to be implemented in different theories and activities in order to use natural resources effectively and consciously; and in tourism, it was not the exception.

The emblematic elements characteristic of mass tourism have been the sun and the beach, this explains why most of the mass destinations in the world are those located on the coast. The conventional tourism model undergoes several transformations of global order, which today generates the interest of the tourist activity towards the search of a "healthy" natural environment, a more authentic tourist product, in such a way that the territory is conceptually approached with a new "tourist look":

The natural and rural character of the space is valued differently; thus, parallel to the inevitable growth of conventional tourism, a different and complementary tourism model emerges: alternative tourism, which Smith and Eadnigton (cited in Bringas & González, 2004), define as tourism that is coherent and consistent with social values, natural and community that allow both the tourist and the local resident, enjoy an interaction based on a series of shared experiences between both.

From alternative tourism, other typologies emerge according to the needs of experiences sought by tourists, Boullón (2008) and different authors, classified as: adventure tourism, ecotourism and rural tourism, and so on. Being in the particular rural tourism that includes different modalities among which is the agrotourism, a category that has been selected in this study as a key, since it is the one best suited to the rural context that represents the town of La Curva.

However, although agrotourism is a derivation of rural tourism, it is necessary to point out that, although in some countries they are used as synonyms, some authors define them as two totally different activities, leaving the distinction between one and another category as follows:

- Rural tourism is that carried out by urban residents who own secondary residences in rural areas, who occupy them for the weekend or longer periods, or rent them out to tourists, as well as the tourism that stays overnight in resort-type facilities hotel or motel in rural area. Tourism in rural areas is usually supplied with inputs in urban areas, consequently its impact on the rural economy is rather scarce; In addition, although tourism in rural areas creates jobs in significant quantities, it can compete for labor in the season when it is required by agricultural work.

On the other hand, since the ownership of many of the real estate used in tourism in rural areas is usually in the hands of urban residents, the benefits generated by this activity migrate outside the rural area (Schaerer & Dirven, 2001). At the same time it is important to highlight the different types of tourism for which Barrera (cited in Pulido, 2008) includes in rural tourism: a) Agrotourism, b) Ecotourism, c) Cultural tourism, d) Adventure tourism, e) Tourism sports, f) Technical-scientific tourism, g) Educational tourism, h) Tourism and events, i) Tourism and health, j) Gastronomic tourism, k) Ethnic tourism l) Tourism in rural towns, m) Recreation and retirement communities.

- On the other hand, agrotourism is the activity or set of activities that are carried out within rural tourism, but which, nevertheless, by its nature, has its net livelihood in agricultural activity, as an economic activity that constitutes a survival factor (or resistance to marginalization in some rural areas) and therefore development, which in the face of the crisis situation of agricultural holdings in rural areas, has begun in recent decades to trigger a certain interest on the part of farmers to diversify their activities within and outside the farm, which is what they know best. Agrotourism therefore contributes to the strategy of revaluing local products, since most amateurs demand natural agricultural products or products manufactured in a traditional way, typical of the region, where agrarian interests and ecological protection are harmonized. Through an integrated management of the territory in which farmers have had and should continue to have a prominent role (Sayadi & Calatrava, 2001).

With the aim of organizing the concept of agrotourism Phillip, Hunter & Blackstock (2010) proposed actions as a basis to define agrotourism. They are: The work on the premises (literal translation is farm, however differs this concept with the locations in Latin America where the activities of agriculture and activities related to the field are carried out), the natural contact between the tourist and the agricultural activity and the degree of authenticity in the tourist experience. The agrotourism relates a range of products and activities, which allows a more solid base in the classification of Agrotourism.

The range that can present the agrotourism has the following categories:

- a. No work on the premises, its acronym in English (No Work Farm), which only offers the passive appreciation of an agricultural landscape.
- b. Work in the direct contact field as a scenario (Work Farm Direct Contact Staged), which keeps the tourist in the farm stay and offers room and breakfast services.
- c. Work in the passive contact farm (Work Farm Pasive Contact), this refers to outdoor activities within the premises, designed for tourist training and includes room and breakfast services and,
- d. The work in the farm of direct contact and authenticity (Work Farm Direct Contact Authentic), are the activities of the agrotourism, in which there is no protagonism, it is real work in the crops.

In summary, the range of agrotourism, products and definitions are based on the 3 types of actions: work on the property, natural contact between tourists and agricultural activity and the degree of authenticity in the tourist experience.

From the above, relocation is taken into consideration, which is seen as a way to revitalize rural communities, reducing dependence on producers of subsidies. Relocation is the rediscovery of local traditions and environmental and cultural heritage as a means of improving welfare and authenticity, in general, the quality of life. The development of communities goes beyond the economic sphere, refers to a rediscovery of tangible and intangible resources, communities can look to tourism to revitalize rural areas, whose participants are not only agricultural producers, but providers of tourism services, artisans, artists and even local public administrations that promote and offer agro-tourism (Ammirato & Felicetti, 2013).

Although it is true that agrotourism bases its activities directly on agricultural land, it is also true that the tourist will not be obliged to carry out any activity, when the precise case is simply the appreciation of the rural landscape and its natural environment, so that the Taking care of this environment is essential for this activity. For this reason, agrotourism represents an alternative to implement the desired sustainable local development that has already been referred to in this text.

According to Pulido (2008), rural areas have an extensive list of natural resources that, taken advantage of in a sustainable manner, can be a factor for local development. The rural spaces present a magnetism that is based on a series of attributes that characterize them, as well as the positive response of rural spaces to demand stimuli continues, with a proliferation of public and private initiatives to put the heritage value on tourism natural and cultural of the rural environment. On the other hand, in the political-social commitment to revitalize the rural area, the tourism activity specifically the agrotourism is an opportunity for an optimal deconstruction of the development and the local scope

Sustainable local development should be thought uniquely for each of the territories, locating in each of them their own characteristics such as economic, natural, social and cultural, so that sustainable local development poses different production possibilities, economic organization -social and collective consensus for the improvement of a community and the care of the natural environment.

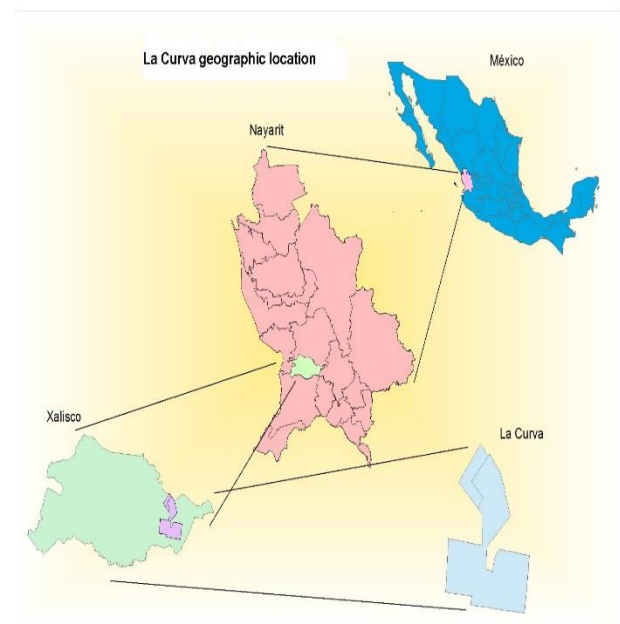
Therefore, it is essential to empower the actors to go beyond the classical development that for political and centralization issues that keep the rural space relegated. According to Brunel (2009), local development through agrotourism and the multifunctionality of the field, can be obtained from the capacity of each society to rescue elements and social practices from their empirical knowledge, and the possibilities of assimilating knowledge global scientists that will lead to the construction of schemes adapted to their way of living and producing, that take into account the natural limitations in search of sustainability.

Thus, after exposing the theoretical sustenance, where it is reflected that agrotourism is the action strategy that allows to put into practice the local development with a sustainable vision, in the next section we will try to situate the reader spatially and temporally, in the object and study area. Special emphasis is placed on the findings obtained through this research regarding the current social and economic structure identified in La Curva.

### **Background, contextualization and results found in the locality of the curve, Xalisco, Nayarit, Mexico, as an area of study: Agrotourism for the sustainable local development of a community**

La Curva, Xalisco was formed as an Ejido on December 23, 1936, is located in the lower part of the municipality of Xalisco, in the valley of Matatipac. According to the count made in this research, it has a population of 810 people, 303 men and 301 women over 18 and 206 minors (men and women), which have been analyzed in family units, these being 253. From that this town was founded, its main economic activity (and the only one in a generalized way to say it) is agriculture and to a lesser extent, livestock.

The Curve is geoGraphically located at the coordinates  $104^{\circ} 50'12.47''$  to the east and north to  $20^{\circ} 21'38.59''$ . Its access is by land, on the federal highway number 200 Tepic-Puerto Vallarta, at kilometer 15 is the deviation to the village 7 km inside, the road infrastructure is in excellent condition for easy access.



**Figure 1** GeoGraphical location of La Curva

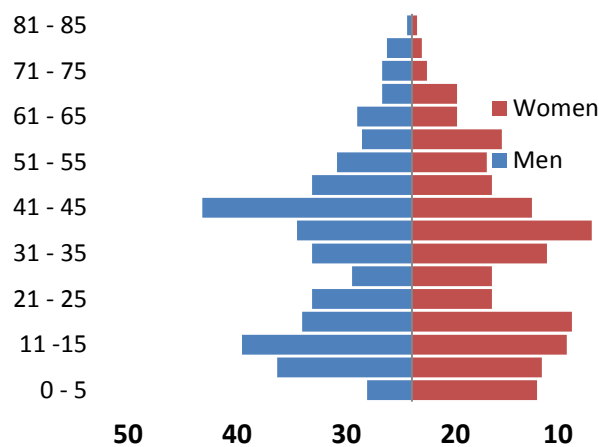
*Source: Self made*



Since its inception, the community has maintained the agriculture of sugarcane and rice as the only form of livelihood for the population, either directly or indirectly, directly to the owners of the crops who obtain their profits from the commercialization of their product and indirectly to the laborers who work on the land receiving a salary for their labor. Currently their crops have been diversified by different issues, such as the productivity of the land and the type of soil, but above all by the search for products that are easy to market locally, due to the instability of prices in the external market. The main crops are: sugar cane, rice, corn, vegetables and recently the blackberry and jamaica.



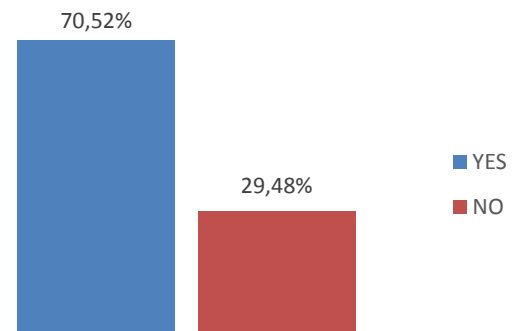
**Figure 2** Laguna "El pudco": an unparalleled attraction in La Curva, Xalisco.  
*Source: Own photoGraphicycy*



**Graphic 1** Population pyramid 2016 La Curva, Xalisco; Nayarit  
*Source: Self made*

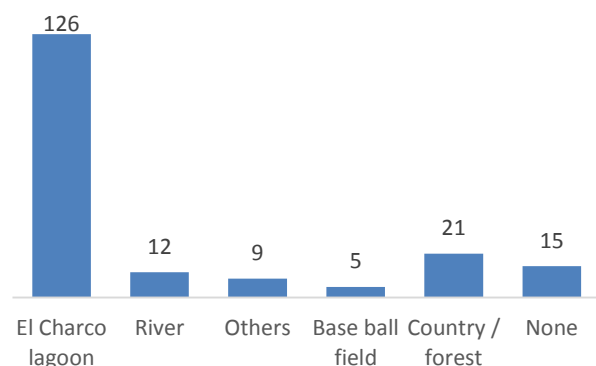
The Curve has unique natural resources in the area, such as a salt lake "El Charco" which is visited by locals and people who happen to know about it; either because of the interaction with the town of La Curva, or because they observed it through internet computer tools -see figure 2-. Thus, through the fieldwork carried out for this study, it was possible to recognize the social disposition toward the tourist activity in the locality, through the information obtained through the application of in-depth interviews and the open questions of the surveys already worked.

When applying the instruments in the community actors, relevant data were obtained in the sense of the identification of the resources for tourist activities and the recognition of activities conducive to these places.



**Graphic 2** Perception of the population regarding tourism  
*Source: Self made*

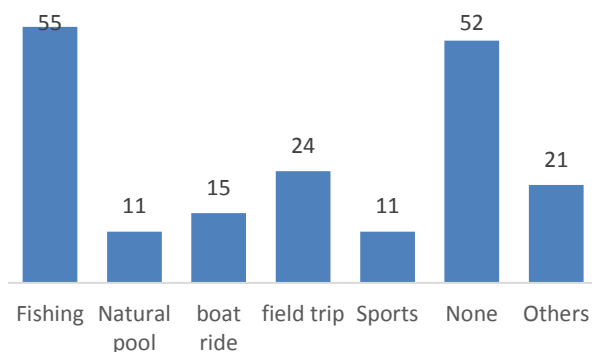
More than 70% of the families surveyed believe that tourism activities could be carried out in the community, maybe this is because in April 2017 an ecotourism project has been started, which although innovative, has not been an impulse in itself, of the economic activity in the locality. However, it is to be recognized that this family project is opening up in the search for new productive activities in La Curva, where agriculture is the only known means of production.



**Graphic 3** Tourist attractions according to the population

Source: Self made

The most mentioned places, which local people identify as a tourist potential, are mainly natural resources. However, it is important to highlight that in the in-depth surveys, another potential identified as unique among the other localities is the diversity of crops, undoubtedly essential elements for the activity of agrotourism.



**Graphic 4** Type of activities to be carried out according to the inhabitants

Source: Self made

Considering the La Curva lagoon as a unique attraction, the activities were mainly focused on aquatic activities, in addition to comments in the survey, they mentioned that tourism is for the beach, which shows that this activity is related to the political discourse of large investments in the coastal area of the state of Nayarit.

In "others" they refer to local cultural and sports activities, such as patron saint festivals and baseball tournaments.

The activities in the agrotourism have been divided into two specifically for the town of La Curva: activities in agricultural crops and non-agricultural activities

### 1. In the crops

- a. **Zarzamora:** The pruning of the plant and the harvesting of the product are unique activities in the town and the municipality, since this crop is only found in La Curva. The weather for pruning and preparation of the plant is from December to April, and the time of harvest is between May and November.
- b. **Jamaica:** The activities in the cultivation as the preparation of the earth are carried out in the month of July, while the cutting of the flower and the drying of the same by means of an artisanal process occurs in the months of November and December.
- c. **Rice:** the most attractive activities in this crop is sowing since it has to be carried out in the water and marshy lands. The sowing is the month of June and July, while the harvest is in November. Another interesting activity is to scare away the birds that pass through the grounds looking for food, without a doubt the owners say they have a lot of fun when they have to be running and shouting around the premises.
- d. **Corn:** Admiring the landscape when these fields are cultivated is an attraction, since they are located in the mountains. The activities are the planting of the grain in the month of June and the harvest in September (three months after planting).

- e. Sugarcane: although the activity in these crops is intense and probably not very attractive to the locals (it is a monoculture in the municipality and a large part of the state of Nayarit), it is undoubtedly found between the vegetation and the green color of these lands, without doubt will be the enjoyment of the landscape and breathe the pure air of the countryside. It is planted in the rainy season between the months of July to October and the harvest is between the months of November to July, noting that the cane lasts a year to grow and mature, to be ready to be cut.
- f. Vegetables: in the last year other crops such as avocado, nopales, cucumbers and organic backyard vegetables have been converted into locally marketable crops, and can be marketed with visitors who are looking for organic products or the closest to them. These crops could be produced throughout the year with the corresponding risks.
- c. The villagers identified the festivities of the town as an attraction, being able the tourist to be a participant of the local traditions, these are made in the month of May on the 15th and 16th. They also mentioned the sport of preference in the locality, which is baseball, sport in which the local team remains in the first places of the state tournaments, which is why they are visited in La Curva, generating economic spillover in the shops. The games are held twice a month (on Sundays) throughout the year.
- d. The elaboration and tasting of products made by local families, such as the preparation of blackberry jams, Jamaica and dairy products (cheese and yogurt). Elaboration during all weekends (Saturday and Sunday) of the year.
- e. The agrotourism as an example of life, consists of learning the techniques that the own community implements to extend the knowledge and to avoid with it the loss of the local knowledge. Promote agricultural education to stimulate urban gardens for visitors to La Curva. Weekend workshops (Saturday and Sunday) could be generated once a month.

It should be noted that most of the crops previously identified in La Curva depend on the rainy season (from June to September, as can be seen in table 1), which means that for these to continue to occur, the care of the water the friáticos mantos and the economic saving of the producers to induce the irrigation by dripping, is an elementary task that must take into account to guarantee the continuity of these productive activities.

## 2 Non-agricultural activities

- a. Activities in the "El Charco" lagoon, such as sport fishing, swimming and recreation. Access is all year.
- b. Walk in the bush where you can find a diverse vegetation and extremely attractive landscapes. Access all year.

Pre-planting	months of the year
Zarzamora (manual): preparation of the earth	1 time every 5 years without date
Jamaica (manual): land preparation and brush removal.	June
Rice (mechanical): land preparation and boards for water containment	June
Corn (manual): land preparation and brush removal	June
Sugarcane (mechanical): preparation of soil and furrow	June
Vegetables (manual): Preparation of the earth	Any month
Conventional sowing (rainy weather)	months of the year
Zarzamora (cultivation with duration of 3 to 5 years)	without date
Jamaica	July
Rice	June and July
Corn	June and July
Sugar cane	from June to October

Vegetables	Without date
Protection practices	Months of the year
For any crop, it is protected against pests and weeds, for which insecticide herbicides are used manually.	One or two applications per year from June to September
Harvest	Months of the year
Blackberry	from May to November
Jamaica	November and december
Rice	November
Corn (corn)	September and October
Corn (corn)	October and November
Sugar cane	from December to May
Vegetables	undated (two months after planting)
Non-agricultural activities	Months of the year
Activities in the lagoon: swimming, boat ride, sport fishing and recreation	All year
Hike or hiking in the bush	All year
Festivities	May 15 and 16
Elaboration and tasting of artisanal products: blackberry and jamaica jams, and dairy products such as cheese and yogurt	Weekends (Saturdays and Sundays) throughout the year
Workshops of knowledge and elaboration of derivative products. Promotion of agricultural education.	One weekend (Saturday and Sunday) per month, all year.

**Table 1** Calendar of agricultural and non-agricultural activities in La Curva, Xalisco

Source: Self made

## Methodology

In this section, we will explain the methodological procedure that was followed throughout this investigation that allowed us to obtain the information through a mixed approach, with both qualitative and quantitative techniques and tools, to collect the analyzed data, which allowed exposing a series of conclusions on the subject studied, always observing the phenomenon studied with the lens that provides the sustainable local development, where the initiatives of agrotourism expressed and identified as alternatives that will allow to diversify the activities so far carried out in La Curva.

With a "bottom up" look, they will be able to construct action strategies designed from the perspective of the villagers in relation to the socio-economic structure and the potential of the locality with respect to the tourist activity, to achieve a development in said territory.

Thus, the work presented here was developed through three phases, mainly:

- In the first one, the theoretical elements of agrotourism were identified for the elaboration of an inventory of resources for this activity. The review of the literature is essential for this research, because the theme of agrotourism has not generated relevance in Mexico, and for the case of Nayarit mass tourism continues to be the only tourist activity. Although, it is true that the brand "magical town" has been implemented to intensify alternative tourism, it has not permeated rural communities. In order to detect key concepts and data collection, this first phase theoretically identified the useful resources in the agrotourism activity and through observation, the elaboration of an inventory based on these.
- Subsequently, the social groups involved in the economic activity of the town of La Curva were identified, through a population count which indicates the number of people in the locality, later the unit of analysis was designated, which was defined by houses inhabited. After determining the unit of analysis and the elaboration of the instrument, the procedure for data collection consisted of a survey, which established the current situation of the problem to be investigated and, at the same time, analyzed the potential of agrotourism with regarding the acceptance and proposal of the population.

With a non-probabilistic sampling, intentional with replacement, (houses inhabited with a family nucleus consisting mainly of father, mother and children), a sample of 173 units was obtained where the logic of application of the surveys was the homogeneous distribution in the locality.

- Finally, it was possible to conclude by means of the collected data, regarding which agrotourism activities in the town of La Curva, based on the proposals of the community. The application of the in-depth interview as an instrument has the objective of identifying the social groups of the community so that, based on their experience and exchange of information and opinions, build the proposal of agrotourism activities in the study area. It should be noted that the script of the interview did not present the activity of agrotourism as an alternative, since what was sought with this research is that the proposals arise from below, from the population. The sample for the application of this instrument is to selected people who share similar traits; it is induced under the criterion of representativeness and leadership in the persons to be interviewed. These actors were classified as institutional or local election leaders and cultural or social leaders, those who have no formal representation but the community identifies and consults in decision making.

Now, in the next section, local development will be addressed as a strategy of analysis and small-scale action to mitigate the socio-economic problems of the territory.

To show posterity the evolution of the tourism in question of its typology, until arriving at the agrotourism and the activities that in this are developed, and it will conclude with specifying how the activities of the agrotourism can propitiate the local development with a sustainable vision.

### **Discussion, conclusions and final reflections: agrotourism in the town of La Curva, Xalisco, Mexico, as an alternative to sustainable local development**

This research identified the socio-economic aspects, which through the surveys presented the problem, mainly lack of opportunities to generate income for the family support which has been generating the migration of family members or in the lesser of the cases, the displacement to the nearest cities, which has not ended in social welfare, but on the contrary, manifests itself in family disintegration and school desertion.

At the same time, the information collected in the surveys indicated that the income of the agriculture activity is not enough to cover the basic family needs, even the data revealed that only 20 percent of the surveyed sample is completely dedicated to agricultural activities, the majority of the inhabitants having an additional activity according to their school level, which together with the opportunities of the labor supply in the nearest towns are mostly mason, domestic worker, driver, merchants, among others. .

Agrotourism is an alternative form of tourism, contributes to local development processes and matches Alburquerque's characteristics for these local initiatives. However, it should be noted that agro-tourism does not displace agricultural activity in any way, so the local workforce is not in a dilemma of choosing activity to perform.

The proposal of this activity is mainly to diversify the opportunities and that the field (agricultural land) becomes multifunctional for the benefit of the people who live there. It is important to point out that neither rural tourism nor ecotourism (or any that come out of it) are the panacea for solving economic problems in rural communities, it should be made clear that they are not suggested as a single activity, but represent a complementary alternative that interacts with other traditional activities; so it is intended through tourism as agrotourism to maintain a multifunctional effect on the local economy, without giving any prominence, only the coupling to a multiplier effect committed to the environment.

The preliminary findings up to now, support with hard data the problems faced by the community. At the same time, the information obtained in the field has made it possible to identify, through the feeling of the local population living in La Curva, that the territory has elements that allow the generation of agrotourism proposals which could affect sustainable local development, generate opportunities for employment or self-employment in agricultural land that represents the main economic activity complemented by the multifunctionality of the field.

However, the information also showed that there are social limitations to propose agrotourism in this locality, such as: the lack of organization of the inhabitants and the indifference of the authorities to achieve it, which is a factor of relevance for the theoretical application of the local development, so it would be appropriate for it to be resumed by groups of people, and not by the entire community. The in-depth interview with the leading local actors pointed out that there is no solid structure among the local authorities, as these generally disagree or desist in obtaining such positions of authority for apathy,.

At the same time they showed interest by smaller groups of people to carry out secondary activities without the intention of obtaining any responsibility, which produces a disorganization since this propitiates the external intervention for the development of the agrotourism activity, and from an exogenous development it is put at risk, the of decisions of the local actors, generating dependency to the tourist activity or proposals of change of land use could be presented.

During the present investigation it was found the lack of support from the municipal, state and federal government for the consolidation of this tourist activity, so it is suggested that for future research the possibility of proposing government stays or the pertinent legislation towards agrotourism, for the corresponding advice, procedures, support and investments in the rural sectors with interest in the activity.

Another pertinent proposal for future research related to agrotourism is the advice to rural communities to move to a sustainable agriculture, respectful of the environment that allows locals and tourists to enjoy, conserve and make good use of the territory.

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