

Agro-ecotourism and socio-cultural animation as an alternative for tourism development in the town of El Refugio in the municipality of Ruiz, Nayarit

El agro ecoturismo y la animación sociocultural como alternativa de desarrollo turístico en la localidad del Refugio en el municipio de Ruiz, Nayarit

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Abstract

The main objective of this work is to propose a product made up of agro ecotourism and sociocultural tourism animation in the town of El Refugio, in the municipality of Ruiz, Nayarit, to contribute to tourism development. This work is based on the results previously obtained from the tourism diagnosis of the municipality of Ruiz, Nayarit and its Tourism Characterization carried out by Altamirano et al. (2019), in which a documentary, field and descriptive research was developed, where tools were used for the characterization, compilation, classification and ranking of the natural resources of the municipality of Ruiz Nayarit, as well as the determination of the tourist inventory, the degree of knowledge about tourism, its potential, the acceptance of tourism and the tourism product of the town of El Refugio, through the tourist inventory survey form and finally it was known through interviews with the residents of the town. locality, the degree of knowledge about tourism, its potential, acceptance of tourism and the tourism product. Once all the evidence was documented, the design of the agroecotourism product proposal was carried out as a viable and valuable option for tourists who visit the town and who are interested in knowing the agricultural process of coffee and pineapple, as well as that of carrying out activities in contact with nature and social integration, applying the techniques of sociocultural tourist animation to contribute to the tourist development of the community.

Agroecoturismo, Tourist diagnosis, Characterization

Resumen

El objetivo principal de este trabajo es proponer un producto conformado por el agro ecoturismo y la animación turística sociocultural en la localidad de El Refugio, en el municipio de Ruiz, Nayarit, para contribuir al desarrollo turístico. El presente trabajo parte de los resultados previamente obtenidos del diagnóstico turístico del municipio de Ruiz, Nayarit y su Caracterización turística realizada por Altamirano et al. (2019), en la que se desarrolló una investigación documental, de campo y de tipo descriptiva, donde se utilizaron herramientas para la caracterización, compilación, clasificación y jerarquización de los recursos naturales del municipio de Ruiz Nayarit, así como la determinación del inventario turístico, el grado de conocimiento sobre turismo, su potencial, la aceptación sobre realizar turismo y el producto turístico de la localidad de El Refugio, por medio de la ficha de levantamiento de inventario turístico y finalmente se conoció a través de entrevistas a los pobladores de la localidad, el grado de conocimiento sobre turismo, su potencial, la aceptación sobre realizar turismo y el producto turístico. Una vez documentada toda la evidencia, se procedió a realizar el diseño de la propuesta del producto agro ecoturístico como una viable y valiosa opción para los turistas que visiten la localidad y que estén interesados en el conocimiento del proceso agrícola del café y la piña, así como el de realizar actividades en contacto con la naturaleza y de integración social, aplicando las técnicas de la animación turística sociocultural para contribuir al desarrollo turístico de la comunidad.

Agro ecoturismo, Diagnóstico turístico, Caracterización

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Introduction

The history of the development of tourism in the world shows its increasing diversification and extension to different sectors of society, which contributed to it acquiring a massive character and consequently responding to all the preferences of different groups.

The need for differentiated treatment, the need for contact with new cultures and their representatives, their higher level of activity, among other things, all influence the current trends in the practice of tourism.

Today, one of the most important challenges of the 21st century for Latin America is to achieve the development of rural areas.

Of the rural environment and, within the main strategic actions aimed at promoting its sustainable development, elements such as seeking the multifunctionality of agriculture, the valorisation of the natural environment and biological resources stand out (IICA, 2010).

Romero (2015) states that agrotourism are experiences that take place during a trip in a rural environment with an agricultural vocation. While ecotourism encompasses a set of tourism activities also practised within a rural territory, but where the human impact is minimal, i.e. in a place where a space where nature is still preserved in its natural state, both in terms of biotic and abiotic factors.

Abiotic factors

According to Pumares (2019), agritourism is an activity that allows for increased social contact (94.4%), the realisation of personal goals (77.8%) and prevents family members from working outside the farm (36.1%). This is the opinion expressed by the respondents respectively as the most important additional advantages of diversification into tourism.

In addition to the above, it is necessary to highlight the importance of generating an interaction that promotes a close approach between the user or tourist and the place, provoking a discovery of the environment, integrating socio-cultural tourism animation through its techniques linked to cultural entertainment and traditional activities, since according to Jakovlev et al. (2016) this variety of recreational, cultural and entertainment activities motivates participation.

According to Kalcheva (2016) socio-cultural tourism animation is a methodology of social intervention in order to promote popular culture and generate experiences by creating conditions for the active participation of the consumer or subject. Within the activities of socio-cultural tourism animation Isidor et al. (2017) point out that we can find activities of socio-cultural interaction and communicative aspects that contribute to economic and community development.

Location of the locality

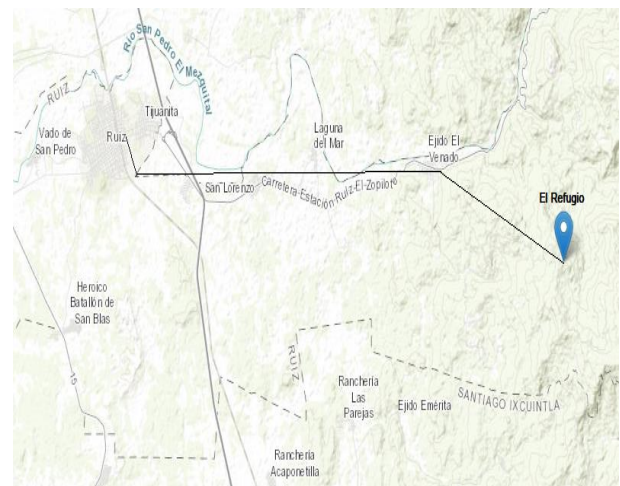


Figure 1 Location map of El Refugio locality

Source: Own elaboration with information taken from google maps.

The locality of Refugio is 21.5 kilometres from the municipality of Ruíz and is located at an altitude of 699 metres above sea level. There are 189 inhabitants in the community.

Ruiz is a municipality in the state of Nayarit, which has a wide range of diversified tourist resources that mainly include natural resources such as natural water streams, traditional festivities and customs whose characteristics depend on the place where they take place. Likewise, on the agrarian sector, according to the Food and Livestock Information System (SIAP) of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food (SAGARPA), 33 types of crops are produced in the municipality, of which grass, coffee, cherry, pineapple, sorghum, grain and rice palay stand out as more or less stable crops in the municipality (Torres et al. 2013).

El Refugio, located in the highlands of Ruíz, is a locality dedicated mostly to agricultural activity, mainly consisting of coffee, pineapple and jihuete crops, surrounded by natural resources that can be used for economic and tourism development. Based on the research work carried out by Altamirano et al. (2019) regarding the tourism characterisation of the Municipality of Ruiz, Nayarit, which shows the potential of the territory in its rural area and the great variety of products that can be offered with the implementation of new strategies such as agrotourism, seeking a sustainable balance between nature and the agro-systems that contemplate the social, economic and cultural development of rural communities, looking for a sustainable balance between nature with the agro-systems that contemplate the social, economic and cultural development of rural communities, economic and cultural development of rural communities, mainly seeking to provide services, products and entertainment both in places little altered by man, and in places where man has already disturbed the natural environment to practice either agriculture, livestock, fish farming, forestry or all at once (Romero, 2015), and linking it with socio-cultural tourism animation.

It was also found that resources and attractions in the locality are underutilised due to the lack of tourism culture in the community, the lack of tourism infrastructure, the lack of tourism promotion, the lack of coordination between public and private actors, as well as the low level of productivity and competitiveness.

For the aforementioned reasons, it was decided to create a tourism product based on agro-ecotourism, linking socio-cultural tourism animation as an alternative for development in the municipality that allows for the generation of new experiences, the exploitation of the productive chains dedicated to agricultural activity, as well as the attractions and natural resources to contribute to the social, economic and cultural development of the locality.

This tourism product is a novel proposal that seeks to offer a new way of tourism, to value, enjoy and admire the natural wealth of the locality of El Refugio, but at the same time to interact with the inhabitants of the host communities through socio-cultural tourism animation, generate economic revenue, create sources of employment, expand and diversify the tourist offer, provide the tourist with a differentiated service and treatment, but above all contribute to the sustainable development of the region.

Nowadays, rural tourism has become an initiative for the development of communities with the aim of improving their living conditions, generating additional economic income for the population, who organise themselves collectively by implementing initiatives that meet the needs of tourists seeking tourism in rural areas, as in the case of El Refugio.

For years, agrotourism has been seen as a recreational activity within the modalities of tourism in rural areas, where one or more of the phases related to agricultural production can be articulated, in addition to agro-industry, handicrafts or gastronomy.

Rural tourism as a tourist activity is a strategy for the development of rural communities as it aims to help curb problems such as poverty and migration, strengthening the organisational structures involved in local decision-making, involving the entire local population, revaluing cultural expressions and environmental conservation. Although tourism alone does not solve all these problems, it does represent an important support within the solution of these problems through the implementation of adequate management strategies, premises that will be addressed during the development of this research.

Theoretical framework

The tourism system and its elements

The tourism system is a conceptual model of a process formed by a set of elements ordered according to their functions and their spatial location, which are rationally linked to each other by means of the principles or rules of the market (supply, demand and regulation), while maintaining exchange relations with other systems of a different rank. Like any conceptual system, it comes from a real system and is parallel adjusted methodologically and symbolically, facilitating the analysis and understanding of that real system and it is in this sense that its importance as a research tool lies.

Composition:

It is appropriate to analyse tourism from an overview, as a system in which its parts can be defined and links between them can be specified. The tourism system is composed of a set of heterogeneous elements that are closely linked to each other and in constant dynamism. According to Molina's model (2006), the tourism system is composed of 6 elements that pursue a common goal:



Figure 2 Molina's tourism system
Source: Molina (2006)

Tourist attractions

These are places that arouse the tourist's interest in visiting a destination thanks to their outstanding tangible and/or intangible characteristics. To be considered attractive, a destination must be competitive and to achieve this, it must satisfy the motivations that drove visitors to travel to it.

The tourist attractions of a destination are divided into natural attractions such as parks, deserts, beaches, etc., and cultural attractions such as gastronomy, folklore and the architecture of its monuments and historical sites.

Superstructure

These are public and private organisations that represent service providers in sectors related to tourism, in the same way that they establish policies, look after the interests of their members, develop projects and promote investment.

In Mexico there are, for example: the Ministry of Tourism (SECTUR), the Ministry of Economy, the National Chamber of Restaurants and Seasoned Food Industry (CANIRAC), the Ministry of Environment and Natural Resources (SEMARNAT), the National Fund for Tourism Development (FONATUR), etc.

Infrastructure

Defined by the dictionary of the Royal Spanish Academy as the set of elements, endowments or services necessary for the proper functioning of a country, a city or any organisation.

In the case of the tourism sector, they are the communication routes that are indispensable for the traveller to be able to move in and out of the tourist destination. There are 3 types of infrastructure: (1) Maritime, (2) Land and (3) Air.

Services (supply)

In the tourism system we find 2 types of services, the basic ones such as hotels, travel agencies and restaurants, i.e. they are those properties that a tourist needs in a fundamental way when travelling; and the complementary services, which do not intervene directly with the tourist, but are necessary, examples of these are banks, exchange offices or petrol stations.

Demand (tourists)

None of the above elements could exist without tourists. They are the counterpart of the law of supply and demand, i.e. they are the ones who consume, use and/or benefit from what the destination has to offer; moreover, it is from their experience that strategies can be established within the destination to satisfy their needs in a better way, encouraging the development of the host community.

The host community

These are the local residents who directly (such as tourism service providers) or indirectly (general population or human resources of various companies) have contact with the tourism community.

For its part, the World Tourism Organisation (WTO, 1991) focuses the tourism system on four elements: demand, supply, geographical space and market operators.

Boullón (2006) proposes the following elements: demand, supply, infrastructure, superstructure, attractions and facilities.

Demand: this is the most dynamic component of the system and involves the group of people (actual or potential) who travel and make use of the services and facilities created for their recreation. From a socio-economic point of view, demand is determined by ease of access to transport, income, educational level and the desire to get away from routine; tourism demand is generated when society has generally exceeded a level of income sufficient to cover basic needs.

Supply: this is the set of elements that make up the tourist experience, i.e. it is made up of those elements that attract tourists to the destination and manage to satisfy their needs and expectations. Thus, the following components can be distinguished: tourist resources and attractions, the tourist plant (companies related to the sector), infrastructures and institutional elements (public and private institutions involved in tourism development).

Tourist resources and attractions are those elements that motivate tourists to travel. They can be of natural, cultural, etc. origin. A distinction can be made between resources and attractions, the former being potential attractions, while the latter are those resources that have already been put to good use.

Tourist facilities: these are all the companies that facilitate the tourist's stay at the destination by providing accommodation, catering, leisure, travel, etc. services.

Infrastructure: all those elements that provide services that are not exclusively tourist services and that primarily seek the satisfaction of the local population, but which and which primarily seek the satisfaction of the local population, but without which it would not be possible for tourism services to function. These are roads, railways, ports, airports, communications, energy networks, drinking water and wastewater networks, waste collection systems, etc. Some authors make a distinction between infrastructure and support infrastructure, referring to the former as static elements and the latter as those that are transformed according to needs (e.g. infrastructure: an air route, a sea route; support infrastructure: an airport or a seaport).

Institutional elements: these are tourism legislation in general, public, private or mixed tourism bodies, promotional actions, facilitation of private companies, i.e. all activities carried out by the public sector in the field of tourism. This element is also known as the superstructure and is responsible for the overall smooth functioning of the whole system. It follows that the more important the tourism activity is for the region, the stronger and more efficient should be the superstructure that manages that territory.



Figure 3 Roberto boullón's tourism system

Source: Boullón (2006)

Although these authors represent different approaches to visualise the tourism system, the actors are fundamentally the same, the difference lies mainly in relation to the tourism space according to the UNWTO (2005) and supra structure of Boullón (2006), the latter according to the approach to the tourism system more focused on the economic activity it produces, while Vera mentioned by Boullón (2006) makes a more spatial appreciation of the elements of the tourism system, somewhat more territorial.

Importance of Tourism Planning

In order to work on the tourism development of a country or to promote it, it is essential to carry out a series of actions that must be aimed at achieving concrete and well-defined objectives, in order to then translate them into a coherent and integrated development plan.

According to Ander-Egg (2007), planning is to rationally foresee the actions to be carried out according to the resources and objectives to be achieved in order to generate transformations. In other words, planning is the decision on how to use the things at hand to get to where one wants to be.

It is a fact that tourism provides a country with substantial socio-economic benefits and, for this reason, many countries, developed and underdeveloped, see in these activities an opportunity to achieve sustained growth, a stable source of foreign exchange and an instrument of employment generation. Therefore, a country needs to have a number of preconditions, including a combination of natural, scenic, historical, archaeological, natural and climatic attractions. Tourism is not a panacea for a country's development either, as it certainly has great advantages, but it also has detrimental effects and consequences. It is therefore worthwhile to take stock of the known advantages and disadvantages of tourism development, which underlines the importance of careful planning (Quijano, 2009).

Concept and Importance of Tourism Diagnosis

The tourism diagnosis is a study whose main objective is to know the current situation and potential of the tourism activity in the commune.

In order to carry it out, it is necessary to analyse its strengths and weaknesses, as well as its opportunities and threats (SWOT analysis) (Quijano, 2009).

Importance of the Tourism Diagnosis

The diagnosis includes the analysis of: the current situation, the historical situation and the main obstacles to development, and points out the prospects for progress, taking into account the resources and potential of the geographical space, at sub-regional and regional level, and the existing structural conditions. In this primary phase of planning, the aim is to detect the main obstacles that impede the fulfilment of the image and the identification of the potentialities that could help to achieve it.

The functions of the Diagnosis.

To measure the distance and the difference between the current real situation and the ideal future situation that this implies in the definition of objectives.

1. To corroborate and confirm at concrete levels the objectives set.
2. To provide the conditions that confirm and rectify the deadlines set for the achievement of the objectives.
3. Define and explain those internal or external variables that may constitute an obstacle to the process.

The process

The diagnosis involves, among other areas, drawing up an inventory of resources and attractions that will allow to know, among other aspects, the five different tourism products, the stage in which each one of the products is: introduction, stabilisation and the type of demand that it motivates.

Tourism and regional development

Tourism is the economic activity that has had the greatest dynamism in recent times at a global level.

It has become the spearhead of global capitalism, representing a very effective vehicle for financial globalisation and the movement

for financial globalisation and the worldwide movement of capital (Dachary and Arnaiz, 2002).

According to the World Tourism Organisation, tourism activity has grown at average annual rates of up to 7.2%.

Annual rates of up to 7.2%, tourist visits have exceeded 700 million in 2002, the UNWTO forecasts that by the end of 2002, the number of tourists will be over 700 million (Dachary and Arnaiz, 2002).

UNWTO forecasts that by 2020 tourist visits will be around 1560 million per year (UNWTO, 2005).

(UNWTO, 2005). The development of new information and communication technologies will further strengthen the growth of tourism activities. Further strengthen the growth of tourism activities, these figures allow us to infer that the tourism phenomenon of growing importance at a world level.

The development of new information and communication technologies will further strengthen the growth of tourism activities. globalisation phenomenon will further strengthen it.

Tourism has become one of the world's most centralised and competitive industries and almost no other economic sector so clearly illustrates the global reach of transnational corporations.

No other economic sector so clearly illustrates the global reach of transnational corporations.

In recent years, the industry has lobbied governments around the world to liberalise trade and investment in services, and it is likely to reap enormous benefits from this and investment in services, and is likely to reap huge benefits from the General Agreement on

Trade in Services, a multilateral

Trade in Services, a multilateral pact under the World Trade Organisation (WTO).

(WTO)

Tourism becomes a model within global capitalism as stated by Dachary and Burne (2006).

Burne (2006) and thus reproduces all its externalities. The model is of a real estate nature, produces spaces and territories with major influences and modifications of economic, social, political, cultural and environmental structures (Dachary and Burne, 2006). social, political, cultural and environmental structures (Rubio, Torres and Velázquez, 2014).

Capital determines its movements and moves from distant areas to the tourist spaces that they build, obeying always obeying the logic of the market, in many cases provoking high social costs borne by the receiving groups that social costs borne by the receiving groups, who become societies controlled by tourism developers and entrepreneurs developers and tourism entrepreneurs, (Dachary and Burne, 2006).

The complex nature of tourism leads it to manifest itself as a phenomenon in various contexts. The regional sphere is one of the most relevant insofar as it requires space for its development, it is a constructor and consumer of spaces and modifier of landscapes (Asaud, 2001).

Dachary and Burne (2004) clearly establish the relationship between tourism and regional development, using the approaches of P. P. P. P. P. P. P. P. P. P. P. P. P. P. P. P.

Using the approaches of Panosso (2012), Álvarez and López (2010) and Santos (1996) from the conception of space, taking it as an abstract reality or as a dialectical abstraction, where both material objects and human actions converge, typified as geographical objects, natural objects and social objects that manifest themselves in dynamics that characterise them, identified through the relations that are established between these groups, which in turn have the capacity to generate new relations, giving particularity to the spaces and to the society that is found in them, that is, the spaces begin to find their identity from this dynamic and are constructed socially and historically.

Tourism is part of human activity and, as such, it is carried out in a spatial environment, creates and appropriates territories, and thus and appropriates territories, significantly modifying the structures formed by the relationships between geographical, natural and historical objects.

Geographical, natural and social objects that are originally located in these spaces, its implications and its the implications and effects of this have led the governments of many countries to take up the theoretical principles of the theoretical principles of thinkers such as Perroux, who considers cities to be the ideal poles that as ideal poles that favour the creation of complex networks that produce both economies of scale and external economies that facilitate the economies of scale and external economies that facilitate the accumulation of capital (Santana Talavera, 1997).

As a result of these actions, the so-called poles of tourism development have emerged, which are nothing more than tourist cities created by the creation of a network of tourist resorts.

These are nothing more than tourist cities created ex profeso, giving rise to relations and modifications to the economic, social, environmental, political and cultural environment of great magnitude. Moreover, tourism corridors have emerged in which the poles are combined and spatially extended, resizing the effects of tourism on space, territories and regions on a larger scale, generating differentiated conditions in the development process.

The multiplier effect of tourism establishes forward and backward linkages in many economic activities, which gives a dynamic to regional economies, generating jobs, changes in the structure of income and consumption, but also generates inflationary pressures, insufficient supply of food and other goods for resident populations, population movements that also put pressure on public services, housing and in general on the standard of living, tourism uses natural or cultural resources that, depending on their forms of consumption, can lead to degradation and irreversible harmful effects.

Ecotourism

Ecotourism, according to Ibáñez and Rodríguez (2012), is a new conservation movement based on the tourism industry, defined as responsible travel that conserves the environment and sustains the well-being of the local community. It is accompanied by ethical codes and a huge group of international travellers, students, thinkers; it is supported by governments in a large number of countries.

It seeks education and recreation through observation and study of the values of the place, and its development should generate resources for its preservation and for the community.

Among the main activities carried out in ecotourism are: educational workshops, hiking, sidereal observation, flora and fauna rescue, flora observation, ecosystem observation, geological observation and observation of natural attractions. Some of these activities are defined in the following table:

Type of tourism	Activity	Definition
Ecotourism	Interpretive Hiking	Activity where the visitor travels on foot or in non-motorized transport, along a predefined cross-country path equipped with information cards, signs and/or guided by nature interpreters, whose specific purpose is knowledge of a natural environment. Tours are generally short in duration and educationally oriented
	Sidereal observation	Appreciation and enjoyment of the manifestations of the cosmos in the open field. Traditionally associated with stellar observation, with the increasing use of specialized equipment the range of objects observed has expanded to large expressions of the universe.

	Environmental education workshops	Didactic activities, in direct contact with nature and where possible involving local communities; Its purpose is to sensitize and make participants aware of the importance of the relationships between the different elements of nature..
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Table 1 Classification of Ecotourism Activities

Source: own elaboration with data taken from the Ministry of Tourism (SECTUR), 2004.

According to Ibáñez and Rodríguez, (2012), rural tourism is that type of tourism that is carried out in non-urban areas, enhancing the culture, values and identity of the local population, through their direct and active participation in the provision of tourist services. This type of tourism complements traditional economic activities and allows positive exchange between visitors and recipients.

It should be noted that it does not necessarily link visitors to agricultural activities. Finally, it is worth highlighting that the main motivations for practicing this type of tourism are: contemplation of specific areas, the landscape, recreation and, of course, rest.

Type of tourism	Activity	Definition
Adventure Tourism	Eco-archaeology	Trips to archaeological sites in order to learn about the relationship between man and his environment in ancient times, based on the material remains left behind.
	Agritourism	It is based on the use of a rural environment, occupied by a peasant society, which shows and shares not only its idiosyncrasy and agricultural techniques, but also its natural environment in conservation.
	Agro ecotourism	They are the set of social relations resulting from the visit of eco-tourists to peasant communities, living with them.

	Preparation and use of traditional medicine	To get to know and participate in the rescue of one of the richest and oldest manifestations of Mexican popular culture, which is the preparation and use of traditional medicine, is the motive of different travellers.
	Ethnotourism	Trips that relate to indigenous peoples and their habitat in order to learn about their culture and traditions.
	Gastronomic workshops	These activities have the motivation to learn, prepare and taste the gastronomic variety offered by the hosts of the places visited.
	Craft workshops	This experience is based on participating and learning the elaboration of different handicrafts in the scenarios and with indigenous procedures.
	Dialect learning	Travel with the motivation to learn the dialect of the place visited, as well as its customs and social organisation.
	Rural photography	This activity is of great interest to travellers who like to capture in images the different cultural manifestations and natural landscapes of the rural environment.
	Mystical experiences	It offers the opportunity to live the experience of knowing and participating in the richness of the beliefs, legends and divine rituals of a people, inherited by their ancestors.

Table 2 Classification of Rural Tourism activities

Source: own elaboration with data taken from Secretaría de Turismo (SECTUR), 2004.

Agro-ecotourism and its elements

According to Ramírez (2014), agro-ecotourism is that which takes place in rural areas where agricultural or forestry activities are carried out, which in turn offers the specialised tourist the possibility of contemplating the natural attractions of flora and fauna present in spaces reserved for this purpose, sharing the culture, roots and customs of its inhabitants.

The above definition brings together the following elements that stand out in agro-ecotourism and are shown in Figure 4.



Figure 4 Elements of agro-ecotourism

Source: own elaboration with information from Ramírez (2014).

Ramírez (2014) stresses that the areas of peasant, rural agricultural or non-agricultural influence have a rich culture, represented in the habits and customs, the varied and colourful typical gastronomy, the infrastructure in houses, old buildings and roads, as well as the vocabulary, folklore and traditional production practices which, combined with rural and nature activities, constitute a differentiated and holistic typology of tourism that is not limited to nature reserve areas, nor to agricultural work, but which finds in biodiversity its greatest product. This makes the socio-cultural component of agro-ecotourism one of the characteristics of the tourism typology, as it facilitates a more personalised and intimate interaction between the tourist and the receiving communities, which allows for a true understanding of the tourist experience, making the activity a true strategy of social and economic development for the populations and where socio-cultural tourism animation makes an excellent combination.

Sociocultural Tourism Animation

According to Kalcheva (2016), Sociocultural Tourism Animation is a methodology of social intervention with the aim of promoting popular culture and generating experiences by creating conditions for the active participation of the consumer or subject; this is achieved through practices such as popular education, cultural promotion, leisure time education, leisure time education, social tourism development, and the combination of a sport and recreation perspective.

One of the fundamental aspects of socio-cultural tourism animation is that, through programmed and planned strategies and activities, the user can have an interaction with the place that surrounds him/her. This is extremely enriching, both in terms of personal and social development. When a tourist visits a destination, a value chain with economic benefits is developed. This is similar to the design of the tourism product developed in this project, where the tourist who visits a locality, consumes food in situ, carries out cultural activities and through the use of various services leaves an economic spill that brings benefits to the people who live in that place, that is, the tourist consumes local products and services and not industrial or commercial chains, which is why socio-cultural tourism animation adds personal and economic value that generates direct economic spill with artisans and local services, thereby achieving community development.

To achieve all of the above, we must not forget the main actor and important resource in the process of offering the tourist service, which is the animator, who is the person capable of motivating others to participate and integrate, through their psychosocial skills and knowledge, techniques and dynamics of working with groups, motivational strategies and pedagogical strategies that provoke the development of self-learning by tourists with the environment (Hernández, 2014).

Methodology to be developed

This is an exploratory descriptive documentary research project.

The methodology was developed in the following 3 stages:

Stage 1: COLLECTION OF BIBLIOGRAPHIC BACKGROUND: a bibliographic review of background information that contributed to the object of the study was carried out (cabinet bibliography, Tourism Development Plans, Theses related to the object of the study, historical background, and Web pages).

Stage 2: COLLECTION OF INFORMATION IN THE FIELD: the characterisation of the locality of El Refugio was identified, the compilation, classification and ranking of the natural resources of the locality was carried out by means of the tourist inventory survey form and finally, through interviews with the local inhabitants, the degree of knowledge about tourism, its potential, the acceptance of tourism and the tourist product, as well as the determination of the type of demand.

Stage 3: DESIGN OF THE TOURIST PRODUCT: the tourist product was designed and its relationship with the resources and tourist attractions of the place, as well as its location in the territory.

Results

The locality of El Refugio has a wide variety of natural and cultural resources, which can be used to develop and promote tourism in the region. It is important to mention that its resources have not been exploited to date due to the lack of execution in the planning and promotion of the attractions it possesses; In addition, there is a visible lack of tourism awareness and culture, which has limited the development of this economic activity in the region, which is why the need arises to propose the creation of a tourism product focused on agro-ecotourism combined with socio-cultural tourism animation, which is capable of promoting tourism development and social integration to offer alternatives of differentiated tourism products that are an economic trigger for the inhabitants of the locality, thereby increasing the range of rural tourism development and nature to contribute to the sustainable development of the region.

The design of the tourism product is presented below:

Name		Agro-ecotourism and socio-cultural tourism animation in El Refugio.	
Animation product components	Pineapple crops Coffee cultivation Holistic and sensory experiences Flora (holm oak, holm oak, tepehuaje, papelillo, guapinol, soursop, banana, passion fruit, hibiscus, jihuite, myrtle, nanche, guamaras, huisache and capomo). Wildlife (deer, wild boar, badgers, armadillo, rabbits, doves and reptiles).		
Who it is aimed at	Market segment Local and national tourism between 20 and 55 years of age.	Market Segment Characteristics Visitors who like to enjoy activities in contact with nature (agricultural and ecotourism), interested in holistic, sensory activities and meaningful experiences.	
Animation product description	ACTIVITY	CONCEPTUALISATION	
	Modality	Agroturismo-Ecoturismo	
	Equipment	Áreas adaptadas para ofrecer hospedaje en camping, alimentación con gastronomía artesanal de la etnia Cora y Huichol, servicios sanitarios básicos.	
	Physical state	Buenas condiciones	
	Seasonality	Todo el año	
	Requirements	Ropa cómoda y deportiva, cámara fotográfica y linterna	
	Description	Ver tabla 3 Itinerario producto turístico	
Price	\$ 1,300 por PAX		

Table 3 Animation product design

Source: Own elaboration

Activity	Description	Activitys	Duration
Day 1			
Visit coffee plantations	Tour of the coffee plantations of Rancho "Don Chon"	Explanation of coffee production and processing (pulping, drying and roasting), coffee picking technique and coffee tasting, visitors will be able to buy coffee to take away.	9:30-11:00 hrs
Hiking	A tour to admire the landscape (flora and fauna).	Sighting of flora and fauna, visit to the "loca" stream and a tour of the pine groves.	11:00-14:00 hrs
Handmade food prepared by the local hostesses			14:00-15:30 hrs
Craft workshop	Participants will make traditional chaquira handicrafts.	Elaboración de Huichol handicrafts taught by Wixaric people from the community, cost of package \$150 pesos (includes material)	16:00-17:00 hrs

Making of tents	Visitors will set up tents for the overnight stay.	Visitors will be given explanations and instructions on how to set up their tents.	17:30-18:00 hrs
Holistic meditation activity	Participants will go through the process of meditation to renew the senses.	Activity to connect the senses through meditation in a natural environment using the Zen technique.	18:00-18:30 hrs
Dinner			
Bonfire	Sharing experiences for visitors and having a fun time	Through the dynamic of the comedy club, visitors will perform different types of comedy tests that will make them spend a fun and enjoyable evening with the aim of encouraging participants to get to know and interact with each other.	20:00 hrs
Activity Day 2	Description	Activities	Duration
Natural energy recharge activity	Participants will go through the process of vital energy renewal.	The activity consists of sunbathing for 10 minutes to recharge the energy stores in the body and vitamin D in the skin.	7:00-7:15 hrs
Breakfast (thanks and farewell)			8:00 hrs
Return to the place of origin			9:00 hrs

Table 4 Tourist product itinerary

Source: own elaboration

Acknowledgement

Tourism development in the state of Nayarit is an alternative to achieve the local development of the communities, it is considered a basic element to really look for the social and economic development that is so much desired. We are grateful to Ecorfan as a publisher of academic works, as their funding contributes to more academic researchers being able to publish and share the progress of their research, as well as to socialise it so that it can have a greater impact.

We thank the host community for having allowed us to develop this research that undoubtedly seeks to contribute to the improvement of social and economic conditions for the human development of the community.

Conclusions

This project was carried out with the aim of taking advantage of and promoting the agro-ecotourism activity linking socio-cultural tourism animation as a tourist attraction offered in the town of El Refugio, for which a tourist product was designed around the activity of agriculture, complemented with ecotourism and rural tourism, which leads us to create an integral product that links the social, economic and cultural development of rural communities, mainly seeking to provide services, products and entertainment in places little altered by man.

The proposal of the agro-ecotourism product seeks to promote the valorisation of the activity by both the producer and the consumer through the knowledge of the places, the work, the process and the environment where coffee and pineapple are produced, which contributes to the strengthening of the identity and the well-being of the community's inhabitants.

Undoubtedly, the proposal allows the diversification of the natural attractions of the municipality to be used, which will make it possible to offer a differentiated and innovative product to tourists, thus providing a unique and revitalising experience.

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