



Percepción sobre creación de empresas relacionadas al turismo de aventura como estrategia de desarrollo local en Hueytamalco, Puebla [

2017

text (article)

Analítica

At present, talking about local development necessarily involves considering the process of globalization that generates social, economic, ideological, cultural and territorial changes within the countries, because these changes directly affect the production or delivery systems of Services at the regional levels, tourism is a very important sector as it can help to detonate economic, social and environmental development in the regions and this is what is intended to be developed in the municipality of Heytamalco, in the state of Puebla in Mexico. The purpose of the presentation is to present the perception of the population of Hueytamalco in relation to the creation of companies related to adventure tourism to generate (a local development plan) of local development. The methodology used was a survey with 29 items applied to the inhabitants of Hueytamalco, Puebla and that was validated with a coefficient of alpha of Cronbach of 0.815. Among the most important results it was found that 24% said they have in their property some useful resources for adventure tourism, in addition they manifest to know alternative tourism activities in the municipality, 60% caves, 20% bamboo route, 44% route of the brandy, 40% rappel in cascades and basements, 34% activities of canyoning. 100% consider alternative tourism as a source of income, and an important factor for the development of their community.

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Editorial: 2017

Tipo Audiovisual: Local Development Adventure Tourism Hueytamalco Desarrollo Local Turismo de Aventura Hueytamalco

Documento fuente: International journal of scientific management and tourism, ISSN 2444-0299, Vol. 3, Nº. 3, 2017, pags. 421-439

Nota general: application/pdf

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Lengua: Spanish

Enlace a fuente de información: International journal of scientific management and tourism, ISSN 2444-0299, Vol. 3, Nº. 3, 2017, pags. 421-439

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