



'Turismo rural' como estrategia para el desarrollo turístico del Valle de Mexicali, Baja California [

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text (article)

Analítica

This article aims to evaluate the current conditions of the Mexicali Valley, Baja California, Mexico, which can serve as support for the development of a rural tourism that generates greater regional economic development. For this, an explanation is made of the conditions necessary for the practice of rural tourism. Through interviews with tourist servers and a focus group session, with experts in the region, information on trade, sustainability and tourism practice in the area was obtained. The results of these inquiries yield answers that guide the definition of the Mexicali Valley as a region with physiographic potential, ethnic culture and close links with rural activities to develop rural tourism based on the proposal of four tourist routes. Finally, the relevant implications for management and future research are presented

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