



Análisis de la implementación del modelo de turismo rural comunitario desde el enfoque de bienes de capital rural en tres regiones del sur de Perú [

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text (article)

Analítica

The Rural Community Tourism Model (TRC) of Peru was analyzed from the perspective of the assets of rural capital. The objective was to identify the interrelationships between the Peruvian Rural Community Tourism Model and the framework of rural capital assets, based on the capacity of indigenous communities to appropriate territorial development strategies. Three tourist regions in southern Peru, Cusco, Puno and Arequipa, were studied, with nine rural communities that have successfully developed the TRC Model. 42 semi-structured interviews were applied to farmers, artisans, accommodation owners, tourist guides, food establishments and tourist promoters; as well as owners of enterprises and municipal authorities. The results indicate that only four communities have achieved the capacity to appropriate tourism strategies, two communities have lost the vision of the social fabric and the value chain of rural community tourism, two more communities have difficulty with accessibility and lack of promotion; and a last community begins to develop the TRC with good foundations. It is concluded that the socioeconomic activity of rural capital allows local development and the well-being of rural families

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