



# "Ser Campesino" como el desarrollo de un nuevo tipo de trabajador rural: Análisis de los participantes de la Red de Turismo Campesino de la Provincia de Salta - Argentina

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2013

text (article)

Analítica

The article approaches the construction of the identity of rural families regarding the production/development of tourist services and its relationship with their income strategy. The objective is to dig deeper and analyze the category "ser campesino" - "being a peasant" - as the construction of a specific type of rural worker. To be a peasant implies a kind of naming subtracted from the official naming that this same population has received in different historical moments. The fact of not calling themselves rural family, agricultural workers, small producers (among others) allows to suspect the identity construction is associated to a specific type of work they are trying to do. It could be thought that "ser campesino" is the possibility of improving the material conditions of existence, modifying the economic strategies of the families involved and positioning themselves in the market of local tourist services, with a differentiated proposal. This means that, precisely, "identity" is what makes the difference when competing with "others". In that sense they offer "what they are" and what they are is given by this identity that they define as unique and static with statements like "it has always been done this way" but, at the same time, they assume it is dynamic from the moment they accept modifications produced by the exchange with the tourists they host. The hypothesis of this work is that the "peasantry" identity is linked to a particular way of constituting themselves as rural workers that, as a complementary activity, develop tourist services sharing what they are. "Campesino" is a category in tension between the denial and the assumption of the subject as a rural worker

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**Título:** "Ser Campesino" como el desarrollo de un nuevo tipo de trabajador rural: Análisis de los participantes de la Red de Turismo Campesino de la Provincia de Salta - Argentina [electronic resource]

**Editorial:** 2013

**Tipo Audiovisual:** Identidad Memoria Territorio Campesino Identity Memory Territory Peasantry

**Documento fuente:** Trabajo y sociedad: Indagaciones sobre el empleo, la cultura y las prácticas políticas en sociedades segmentadas, ISSN 1514-6871, N°. 20, 2013

**Nota general:** application/pdf

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**Lengua:** Spanish

**Enlace a fuente de información:** Trabajo y sociedad: Indagaciones sobre el empleo, la cultura y las prácticas políticas en sociedades segmentadas, ISSN 1514-6871, N°. 20, 2013

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