

TOURISM IN SMALL RURAL COMMUNITIES OF ARGENTINA

Can Gastronomy be an Option for Development?

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Small rural communities close to Argentine's main cities aim to gain benefit from tourists and visitors for the day developing different products. This paper makes a special reference to the small towns located near the city of Buenos Aires, in particular to Tomás Jofré, which aim to bring together stillness, rural heritage and local culinary in order to find a place in the market. It has been observed that notwithstanding their attractions, gastronomy is still the main reason to visit these places and that the simple act of "eating" brings with it a sequence of negative impacts which have to be addressed in order to avoid that tourists stop visiting.

KEY WORDS: *rural towns, rural tourism, culinary, sustainability indicators, Tomás Jofré.*