

ENVIRONMENTAL RESPONSIBLE TOURISM AS A SUSTAINABLE ALTERNATIVE FOR A COMMUNITY IN THE STATE OF MEXICO

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The main goal of this research is to propose the tourism development in the community of San Mateo Capulhuac (SMC), located in the municipality of Otzolotepec, State of Mexico, as an alternative to improve the life conditions of the population and take advantage of natural and cultural resources. Therefore, is considered the proposal of environmental responsible tourism (called in Spanish “turismo armónico”) by Serrano-Barquín (2006) as well as the methodological contributions of Ander-Egg (2003) and Rozo (2002), in order to formulate a tourism development initiative, which promotes sustainable development in the community. Based on result of the investigation it was determined that SMC, besides to have natural and cultural resources for tourism, the population is interested by offering tourist services, as an strategy that contributes to social welfare.

KEY WORDS: *Environmental responsible tourism, sustainability, community management, San Mateo Capulhuac.*