

REFLECTIONS AROUND RURAL TOURISM AS A PATH FOR DEVELOPMENT

The Case of the Rural Community of Antioquia, Peru

Norma Fuller
Pontificia Universidad
Católica del Perú - Lima

This essay analyses the impact of a project of sustainable tourism that reshaped the image of a rural district to transform it in a tourist product. A peculiarity of this case is that the local government, an NGO, several state agencies and the local population joined efforts to transform this rural community under the supposition that tourism would be a new source of jobs and income to its impoverished inhabitants. This a case that allows pondering on the limits and possibilities of rural communitarian tourism and the model of management that it proposes.

KEY WORDS: *Communitarian rural tourism, sustainable tourism, new rurality, tourist imaginary*