

METHODOLOGICAL FRAMEWORK TO STUDY TOURISM IN RURAL COMMUNITIES

Analysis Perspectives from the Communality

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Recent approaches on the communality have been shown with dissimilar orientation, either as a strategy to strengthen rural communities to the exclusion of the neo-liberal model or derived approaches in the framework of new rurality as a way to intensify opening to the outside. Nevertheless, it is possible to identify both positions of certain components into an analytical perspective framework. Thus, the main objective is to identify the different orientations of communality, and outline elements that could contribute to the tourism impact study on rural communities. This project resumes methodological contributions around this featuring proposal as a result of some basic elements such as territory, organization, mutual work and cultural elements, for the analysis of development activity and its impact on the collective dynamics. Finally, this methodological proposal allows identifying directions of the activity in a specific context, both are an alternative to the social appropriation of environment, also as a new neo-liberal attempt to reconfigure rural areas.

KEY WORDS: *communality, tourism, rural development, neoliberal reconfiguration, new rurality*