

NATURAL HERITAGE ADRIFT. WHEN ANTHROPOCENTRISM EXCEEDS THE COMMUNITY TOURISM

Lagoon of Ñahuimpuquio, Perú

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The anthropogenic pressure on the planet is sustained in the rational instrument that conceives nature as a “resources to exploit”, and therefore transforms the territories and natural heritage. The community-based tourism represents an option for the economic and social entrepreneurship of the villages in the rural zones of Peru. However, the latter does not always show experiences full of achievement in benefit to the community or its natural sceneries. This paper explains the deep reconfiguration and environmental transformation that is happening in the territory of a typical lagoon at the high andina caused by an unregulated community rural tourism. Its aims to scrutinize the results of the actions of the anthropogenic pressure carried on by the different social actors on the environment. The methodological approach is qualitative, a survey divided in indicators such as Pressure, Status and Result was applied to 30 persons made up of operators, authorities and characters involved in the matter, as well as a participatory diagnostic inventory developed in two workshops in the community. We used for the interpretation and analysis of the data two key axis: the theoretical paradigm of selfishness/ecosociocentrism and the rural community tourism. We could demonstrate that the tourism management does indeed generate landscape, biological and noise pollution of the lagoon. The threat of alteration of its status is growing due to a lack of knowledge to guarantee a sustainable future, concluding that the anthropocentric approach based on the rationality of the instrument is still being questioned for its economical eagerness.

KEY WORDS: *anthropogenic pressure, community rural tourism, anthropocentrism, ecosociocentrism.*