

# Sustainability and Alternative Tourism: A Retrospective Reflection of Residential Tourism and its Potential towards Nature Tourism in the Municipality of Valle de Bravo

Litzi Judith Corona Martínez<sup>1</sup>, Susana Esquivel Ríos<sup>2</sup>

<sup>1</sup>Universidad Autónoma del Estado de México, Centro Universitario UAEM Valle de Teotihuacán, Cerrada Nezahualcóyotl S/N, Sto. Domingo Aztacameca, Estado de México  
Email: [litzijudithcoronamartinez\[at\]gmail.com](mailto:litzijudithcoronamartinez[at]gmail.com)

<sup>2</sup>Universidad Autónoma del Estado de México, Centro Universitario UAEM Valle de Teotihuacán, Cerrada Nezahualcóyotl S/N, Sto. Domingo Aztacameca, Estado de México  
Email: [sesquivelr\[at\]uaemex.mx](mailto:sesquivelr[at]uaemex.mx)

**Abstract:** *This work will show the changes that the municipality of Valle de Bravo has had after the retrospective in residential tourism and its potential in nature tourism, which is the main reason for tourists to get involved and learn about culture, for which also the creation of the artificial dam which motivated a great tourist development thanks to the new possibility of practicing alternative tourism and its water sports and the use of its natural and cultural resources and after the comprehensive quality of life that the municipality aspires after the transformation of its sustainable management of economic development with a reasonable use of natural resources and care for the environment. Valle de Bravo is its economic activity, which is oriented to tourist services, without a doubt the media and the economic and social relations with the outside have participated in the growth of the visiting population, that is, tourism; This being the engine that moves the economy of Valle de Bravo with the indirect exploitation of natural resources by being used as tourist attractions with an eco - tourist concept.*

**Keywords:** sustainability, natural resources, conservation, alternative tourism

## 1. Introduction

The beginnings of tourist activity have been linked to the mass social phenomenon, characterized mainly by sustaining large numbers of tourists in sun and beach destinations, thus becoming an important and still basic factor for the economy of local populations, in the case of Mexico this type of tourism was reflected through the port of Acapulco, despite factors such as: the pressure exerted on natural resources, overload of the destination, lack of tourist offer, contamination of the resource, among others, forced the Government to implement measures that would allow regularize their daily work but also reduce the pressure exerted on natural resources as a result of tourist activity; This series of events forced us to glimpse a tourist scene outside of adequate tourist planning, in this sense Martínez (2015) points out that planning is a process that analyzes the tourist activity of a certain geographical space, diagnosing its development and setting a model of action through the establishment of goals, objectives, strategies and guidelines that is based on the process to achieve growth or tourism development that constitutes a fundamental requirement in the development of tourism activity since it guarantees, on the one hand, the correct integration of tourism in the economy, society, culture, the local environment; and on the other hand, adequate satisfaction of tourist demand, an essential element for the viability and economic possibility of tourism projects of increasing competition. A process that, at the state level, is framed within the country's development objectives, since the sector Tourism is only one sector within the economy, which, depending on the country, could be the dominant or of minimal relevance. (Socatelli, 2009, p.3).

Planning is a tool to visualize future projects taking the present as a reference in order to prepare actions for a desired future through goals and objectives established in a flexible plan adaptable to continuous needs; However, tourism planning is a tool that in addition to establishing goals and objectives allows: providing a set of advantages in the development of tourism, defining the current and future course of the activity, establishing common objectives, providing a basic guide for tourism development, to reduce the risk of creating environmental and social conflicts, which implies the identification of a series of variables in order to adopt a course of action, based on scientific analysis, that allows to achieve the objectives, goals and a continuous process of making consistent decisions.

Adequate monitoring of tourism planning is a tourism management instrument for human and social needs. In the different definitions, some important elements are considered such as: the establishment of objectives or goals, and the choice of the most convenient means to achieve them, in addition to a decision - making process, which involves a process of forecasting (anticipation), visualization (representation of the desired future) to transform a destination so that it can be competitive in the face of the advances of others and take into account its weaknesses to fill the gaps.

According to Rodríguez (2000), tourism planning offers a set of advantages in the development of tourism:

- 1) *Define the current and future course of the activity*, establishing common objectives, promoting tourism

Volume 13 Issue 3, March 2024

Fully Refereed | Open Access | Double Blind Peer Reviewed Journal

[www.ijsr.net](http://www.ijsr.net)

more so that the destination can be better known and visitors can take advantage of its tourist resources and attractions.

- 2) ***Provides a basic guide for tourism development***, where tourists can get to know the different tourist destinations and in such a way they can learn about the attractions and natural and cultural resources that they offer.
- 3) ***Reduces the risk of creating environmental and social conflicts***, helping to take care of the natural and cultural resources of the destination in such a way so that they cannot be damaged by tourists and can be used for tourism as long as respecting the natural and cultural heritage.
- 4) ***Supports the reactivation of the activity***, in regions that are already operating, supporting the communities so that their businesses can be known by tourists so that they can consume them.
- 5) ***Provides elements to maintain the viability of development in the long term and with sustainability criteria***, allowing to guide the environmental care of the destination, the conservation and development of resources, and the central role of tourism for the development of the destination.

In parallel, Rodríguez (2000) considers it important that the public, private and social actors in charge of planning and implementing tourism projects in a region consider the following aspects, because they are essential to be able to carry out a good follow - up in the tourist destination Helping us with the advantages that are presented to us to be able to carry out a good sustainable development in the natural and cultural resources of the place, in such a way taking advantage of its resources and taking care of its heritage.

- 1) ***Starting from the base of sustainable development, that is, taking advantage of tourist resources in the present, but ensuring their conservation and use in the future***, managing to take advantage of the natural and cultural resources of the destination, but as long as carrying out a good sustainable development for the care of the heritage of the communities of the destinations to visit.
- 2) ***Consider the incorporation of local communities in tourism development, allowing communities to take care of the conservation and use of archaeological sites***, architectural monuments and any physical work of important interest to the destination.
- 3) ***Coordinate and maintain continuity and correspondence between the actions considered in short - term planning and long - term planning***.

These criteria are very viable in tourism planning since they allow the tourist development of the destinations which must be approached from an integral perspective, taking into account the multiple factors that intervene in each of the parties interested in the performance of the destination, with the form that each day they take with greater relevance in the economic development of residential tourism: It is a destination with a lot of tourist potential that has been found as a main engine to boost tourism activity, its economies, allowing the generation of income, the advancement of local communities, improving the quality of life of the place. These advantages will help us to find and define the general conditions of tourist development of the destination in a period of time, based on research and evaluation, which seeks

to optimize the potential of tourist contribution to human well - being and the environmental quality of resources and of the objectives that are to be achieved to generate transformations and seeking economic success, the sustainability of the activity, job creation, respect for the host communities and the natural environment, allowing the coordination of actions of the Public Administrations that intervene, between themselves and with those of the social and economic agents of the tourism sector and with the way in which the tourist feels satisfied in being in such a cozy and quiet place, taking advantage of all the tourist activities that there are so that they can come into contact with nature and its resources natural and cultural.

The implementation of alternative tourism projects in Mexico were carried out through the use of tourism planning tools, this type of tourism was characterized by tourism in contact with nature arose from the perception of the natural environment as an attractiveness and a tourist scene, in where the main motivation of tourists was the observation and appreciation of nature or traditional cultures, tourism arises as a means of observation and appreciation for tourists towards nature and playing an important role in culture, being this a means to that the tourist get involved and know.

Fullana, (2002) establishes that the World Tourism Organization (UNWTO) considered that within this market there are two submarkets: adventure tourism and ecotourism, which before this cataloging was classified as a tourism modality equivalent to contact tourism with nature. Adventure tourism is an activity where the tourist participates, is informed, is interested in and enjoys nature, assuming a certain element of risk, or rather, "perceived or apparent risk" activities that people develop during their trips and stays in places that are different from their usual environment is known as tourism. Leisure, business and health are some of the motivations that can lead a subject to carry out a tourist activity. Valle de Bravo offers tourist activities such as: climbing, delta flying, mountaineering, surfing, climbing, hiking, horse riding, mountain biking (Julián Pérez Porto and Maria Perez, 2011). Ecotourism is an environmentally responsible tourism modality, consisting of traveling to or visiting natural areas relatively undisturbed in order to enjoy, appreciate and study the natural attractions (landscape, wild flora and fauna) of these areas, as well as any cultural manifestation (of the present and the past) that can be found there, through a process that promotes conservation, has low negative environmental and cultural impact and encourages an active and socio - economically beneficial involvement of local populations, the activities that can be carried out in Valle de Bravo Son: Ecosystem Observation, Fauna and / or Flora Observation, Interpretive Hiking (Tourist, 2016). which before this cataloging was classified as a tourism modality equivalent to tourism in contact with nature. For this reason, it is important to point out how to do tourism in a responsible way, taking advantage of existing resources.

**Rural Tourism:** These are trips whose purpose is to carry out activities of coexistence and interaction with a rural community, in all those daily social, cultural and productive expressions of the same, follow the principles of sustainable development: that seeks to take advantage of current natural

resources without affecting the needs of future generations, it is simply the one that is linked to rural areas, that is, to the countryside. These are trips made to small towns, or to areas close to large cities but far from large urban centers, the activities that can be carried out in rural tourism are Gastronomic Workshops, Dialect Learning, Ecoarchaeology, Craft Workshops, Rural Photography, Mystical Experiences, Agrotourism, Ethnotourism (Staff, 2017).

In short, tourist activity has acquired great importance throughout the country, this has made it possible to establish scenarios for the positioning of residential tourism in spaces characterized by housing a great variety of natural and cultural resources that generate an environment of tranquility, leisure and rest. to a tourist segment interested in enjoying rest experiences in the company of their families, such is the case of the municipality of Valle de Bravo, which has been characterized by being the headquarters of the so - called residential tourism.

### 1.1 Symbolic Tourist Attraction

The municipality of Valle de Bravo, is located to the west of the State of Mexico, the municipality is part of Region VII, to which the municipalities of Donato Guerra, Ixtapan del Oro, Santo Tomás de los Plátanos, Oztoloapan and Zacazonapan belong.



**Map 1:** Geographical location of Valle de Bravo, Mexico  
Source: Iracheta (2014)

Through the use of its natural and cultural resources; Likewise, due to its rapid positioning in the real estate market, it has managed to establish a formal tourist dynamic, which has allowed people in the community to have a greater number of job opportunities, thus improving their quality of life; However, the fact of having jobs that may be a little more formal has generated that activities related to the field are no longer considered as a priority among the people of the community; In this sense, it is important to disregard the uniqueness and beauty of the attractions that consolidate the tourist potential of the municipality; among them are:

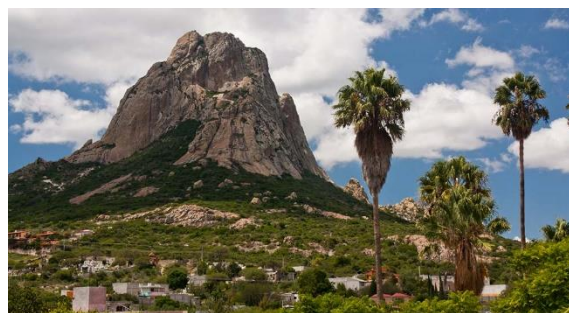
**Valle de Bravo Dam:** It is located in the river basin of the Balsas River in the municipality of Valle de Bravo, State of Mexico, its construction was founded in 1944, its reservoir has a capacity to hold 418 cubic hectometres of water, the primary use of the waters of this dam is for the distribution of drinking water for human consumption in the Metropolitan

Area of the Valley of Mexico, where you can perform different activities such as sailing, skiing, kayaking, sailing, sport fishing, boat rides among many others., has a capacity of 400 million cubic meters and covers an area of 21.1 square kilometers with a depth of approximately 35 meters.



**Image 1:** Valle de Bravo dam  
Source: CONAGUA, 2018

**La Peña:** It was formed more than 150 million years ago. With a height of 3000 meters above sea level, where you can learn about the archaeological secrets of the Matlatzinca civilization. This beautiful place is only 10 minutes from the historic center, the Miguel Alemán Dam almost surrounds it, it is a high - rise rock with little vegetation that in pre - Hispanic times was inhabited by matlatzincas and in it you can find archaeological ruins and pieces have been found. prehispanic. To start this adventure, you will go to the lower part of La Peña, once there you will go up a path to the tip, where the incredible viewpoint of Valle de Bravo is located. Where you will spend a very beautiful experience in the emblematic caves formed by limestone rocks in the glaciation period and where you will learn about the legends of this mythical Peña de Valle de Bravo.



**Image 2:** The rock of Bernal  
Source: NATIONAL GEOGRAPHIC (2018)

**Ceramics Centers:** On December 21, 2013, the works of the commercial center, National Institute of Anthropology and History (INAH), began, the Matlazincas remained in this place for 700 years. In fact, they turned it into an important commercial, administrative and urban center. This occurred in parallel with the rise of Teotihuacán. The two peoples maintained close relations. On Calle de Alfareros you will find several ceramic centers. Where you can see how they make high temperature ceramics, as well as buy pieces made by hand by local potters.





**Image 3:** Ceramic centers  
Source: EDOMEX (2018)

**The Pine:** They are long - lived trees that grow on springs or permanent water currents which are known as the ahuehuetes, it bears the name AHU that comes from the Nahuatl ATL: water; huehuetl: old man. which carries as a scientific name: taxodium mucronatum, its place of origin of pine is Mexico and which is characterized by its age approx.700 years; height 25 meters; weight: 95.82 tons; diameter at chest height 4 meters; annual growth rate 2.54mm. The ahuehuate is considered the national tree since 1921, it was intimately linked to our pre - Hispanic cultures which gave them a cosmic and religious meaning. The presence of this witness to history is a Vallesan symbol, which we must protect because it is a biological treasure of more than 700 years and as a good example that the coexistence between man and nature is possible. This place was founded in Valle de Bravo, by Fray Gregorio Jiménez de la Cuenca, on November 15, 1530. The tree is located on 5 de Mayo Street, in the Santa María Ahuacatlan neighborhood. In front of the El Pino esplanade, you can also see the Dry Stack, built April 22, 1879, with Municipal President C. Guadalupe Uriarte, to supply clean water to the Town of Ahuacatlan, concluding this work in the period of President Vicente Caballero, the year 1882.



**Image 4:** The Pine, Valle de Bravo  
Source: Tobias (2019)

**The Velo de Novia Waterfall:** It is one of the most emblematic tourist attractions of the Bravo Valley where you can enjoy nature in the company of family, friends, etc., and where you will learn about its history or legend that focuses on a beautiful young woman in this place. from the town of Temascaltepec who fell in love with a white man whom she wanted to marry and they had already planned their wedding as indicated by religion. The Velo de Novia waterfall is 35 meters (115 ft) high, is located in a nature reserve and its water flows into Avándaro Lake, which is in the vicinity. The trail that reaches the waterfall is quite short and crosses a section of exotic trees and shrubs. where you can stop at the viewpoints of the division to contemplate the waterfalls from different angles and observe how the water flows through the

rocks in the form of a wedding veil, stand on the cliff and feel the water breeze. Where you can also find several tables and benches along the stream that runs down from the waterfalls and enjoy a while of reflection in the quiet environment.



**Image 5:** Bridal Veil Waterfall  
Source: Gámez (2020)

**Parroquia de San Francisco de Asís:** It shelters in its interior sculptural works of the seventeenth century and is the highest temple in the State of Mexico. Its construction began in 1880 to be completed more than a century later in 1994. The size of the huge neoclassical columns that flank the façade is notable. Every year in October the festival is held in honor of the saint, a magnificent event that It includes traditional dances of the shells and Moors, mojigangas, fireworks, decorated teams and a great popular verbena in the central garden. The church of San Francisco de Asís is a contemporary complex, it has a couple of columns and arches on the façade that communicate to the three naves of the basilica floor where there is a font of holy water and a baptismal font in a single piece from the century XVII. In the niche of the central nave you can see the carved wooden image of San Francisco de Asís, patron of the city.



**Image 6:** Parroquia de San Francisco de Asís  
Source: Gonzales (2020)

**Piedra Herrada, Monarch Butterfly Sanctuary:** It is one of the three sanctuaries of the Monarch Butterfly Biosphere Reserve that are located in the State of Mexico, which is located between Temascaltepec and Valle de Bravo, in this beautiful place, Every year millions of Monarch Butterflies arrive that travel 5, 000 km from Canada to reproduce in the State of Mexico. Unique in its kind, the beautiful place of Piedra Herrada is a Beautiful Forest full of Oyameles, Pines and a large amount of vegetation, where a large number of

endemic flora and fauna species of the region live. Which has more than 11, 409 hectares, full of beautiful rivers, trees, vegetation is a magnificent place to enjoy nature, where people can rest and admire its beautiful landscapes, breathe fresh air and be able to observe the Monarch Butterfly. In the same way, you can find food and craft stalls right there, It has parking and toilets., Guide service, signaling signs, Horseback riding and horseback riding.



**Image 6:** Piedra Herrada, Monarch Butterfly Sanctuary  
Source: Capital Bus (2019)

However, and despite the importance of the municipality as well as the diversity of its natural and cultural resources, Valle de Bravo has been growing in a disorganized manner, although tourism is considered as the guiding axis of the local economy, it has not been reflected in what is invested to promote it and ensure that throughout the week there is national and international tourism generating greater employment and therefore greater economic income, at the same time it lacks tourist infrastructure that manages to offer the areas as tourist products that generate direct income for the municipality.

In short, tourist activity in Mexico is one of the main economic activities, which has had an accelerated growth, for which it has been necessary to implement public policies for the protection and conservation of the resources that tourist activity uses: a one of them is sustainable tourism, which refers to the promotion of tourist activities that respect the natural, cultural, social environment and the values of a community, which allows to enjoy a positive exchange of experiences between residents and visitors, which fosters a fair relationship between the tourist and the community, an equitable distribution of the benefits of the activity, and a truly participatory attitude of the visitors in their travel experience (Sustainable Tourism, s. f.).

As a result of the use of sustainability, the so - called nature tourism offers a wide experience and diversified offer to the tourist, to promote a very close relationship with the use of nature, observing at all times the need to conserve natural and social resources, thus contributing to the promotion and conservation of the sites where it is practiced and encouraging local populations to participate in said activity in order to obtain benefits for their development, inculcating new conceptions that allow, together, to carry out measures to avoid the minimum of negative impacts, and thus the development of Nature / Sustainable Tourism becomes a relevant solution for places with a wide diversity of natural resources, to promote diversify the interaction, recreation and

learning of tourists with the environment, ecosystems and communities, but also contributes to their protection and conservation, recognizing its great value for tourism in the present and future; strengthens and preserves cultural diversity and promotes productive development in the tourism value chain.

In sum, sustainable tourism is the kind of activity that minimizes negative impacts, promoting benefits, satisfying the needs of the tourist, but also those of the host communities, promoting opportunities in the present and the future, pleasing the economic aspects of companies, service providers, generating decent employment, without compromising cultural integrity, causing inclusion, equity, enhancement of local heritage, encouraging the identity of places, favoring genuine cultural exchange; estimating natural heritage, preserving natural resources by making responsible use of them, and respecting biodiversity.

In order to prevent tourism from becoming a predatory agent of the natural resource, the State was forced to design a public policy focused on the one hand to conserve the natural and cultural resources of local communities, with the support of tools of tourism planning. In this sense, public policy is understood as: a change, a specific plan of action, a limited plan, oriented towards the achievement of objectives related to the solution of specific public problems and the improvement of social life situations, each one of which is different and has its own circumstance (Aguilar, 2010). For this reason, it is known as a collective learning process to increase the ability to solve problems, decisively influencing the formulation and legitimation of the public agenda, through a process of dialogue and democratic communication between society and the Government, or it can be approached by the prospective, which through its long - term vision leads to the formulation of actions, strategies or policies, allowing a good functioning, being facilitated by the previous analysis of its impact, reducing the uncertainty to anticipate future situations, the taking decision making and building scenarios by analyzing the studied system. This policy also aimed to achieve diversification in the massive concentration of tourists towards the enjoyment of different tourist scenarios related to culture and nature.

In this sense, alternative tourism took place in Mexico in the early 70's, its implementation coincided with the incorporation of an environmental policy aimed at establishing responsible tourism projects in natural areas in order to safeguard their natural resources; Alternative tourism was characterized not only by carrying out trips that in order to carry out recreational activities in direct contact with nature and the cultural expressions that surround them with an attitude and commitment to know, respect, enjoy and participate in the conservation of natural and cultural resources. (SEMANART, 2005), but also because it managed to consolidate itself as a strategy that frames the need to recognize, protect and safeguard heritage and cultural manifestations, but perhaps more importantly because it consolidates itself as an activity closely related to the protection of natural resources, care of endangered species and for being the first economic activity allowed in Protected Natural Areas.



Alternative tourism arises as a possibility of caring for the sustainability of the environment through the promotion and dissemination of recreational activities developed within the context of a community, where tourists participate and are in contact with nature, interact with the local population and the cultural expressions of the communities, respecting the cultural, historical and natural heritages. This type of tourism is aware of social, natural and community values. It is an opportunity to promote in travelers the need to respect and safeguard the region's own heritage, considering economic, social and environmental aspects, which has generated the appearance of non - governmental organizations that, through NGOs, exert significant pressure for the development of policies and strategies for the conservation and care of resources (UtelBlog, 2018).

The administration and safeguarding of the biological heritage of the ANP is in charge of the National Commission of Protected Natural Areas (CONANP, 2018). It is defined as the decentralized body of the Ministry of Environment and Natural Resources proposed by SEMANART that is considered a type of indirect administrative organization, which was created on January 8, 1999, with the purpose of conserving the natural heritage of Mexico and the ecological processes through the ANPs and the Sustainable Regional Development Programs in Priority Regions for Conservation, ensuring adequate coverage and biological representativeness, through the consolidation of Priority Regions for Conservation, as areas for the implementation of alternative models of organization, in which the goals of conservation are combined with those of social welfare and; at the same time, promote the use of ecosystems, their goods and services, with sustainability criteria, involving indigenous and rural groups in the design, ownership and operation of productive activities. On the sidelines of a stamp with the National Shield, which reads: United Mexican States. Presidency of the Republic. whose function is to carry out activities for the common good of the state, has specific characteristics such as having legal personality, its own patrimony and autonomy in its decisions. They are created from a law or decree by the Congress of the Union or the President of the Republic.

The National Commission of Natural Protected Areas CONANP, a decentralized body of, Secretariat of Environment and Natural Resources, (SEMARNAT) whose objective is to implement an environmental policy to safeguard protected natural areas, which are (AMBIENTE, 2006). These areas are managed under the political instrument with the highest legal definition for conservation, regulating their activities under the regulatory framework of the General Law of Ecological Balance and Environmental Protection (LGEEPA), which are subject to special protection, conservation, restoration and development, according to categories established in the Law. The Ministry of Environment and Natural Resources (SEMARNAT) is the government agency whose fundamental purpose is to establish a State policy of environmental protection, which reverses the trends of ecological deterioration and lays the foundations for sustainable development in the country. The Ministry of Environment and Natural Resources (SEMARNAT) is the government agency whose fundamental purpose is to establish a State policy of environmental

protection, which reverses the trends of ecological deterioration and lays the foundations for sustainable development in the country.

## **1.2 Tourism in protected natural areas a sustainability strategy in Mexico**

Mexico is one of the seven most visited in the world, and one of the 17 countries most recognized for hosting more than 10% of the world's species in its territory, placing us in a privileged place for the practice of nature tourism, due to the variety of ecosystems it houses.

Mexico has more than 182 federal Natural Protected Areas (ANP) and around 100 of them have impressive spaces for the practice of nature tourism, in addition to meeting security and infrastructure conditions that allow practicing varied activities such as hiking, diving, mountain biking, boat rides, environmental education days and wildlife observation. The nature tourism activities with the highest number of records in the ANP with a tourist vocation are: observation of flora and fauna, walking, interpretive hiking, boat rides, recreational fishing, rural photography, environmental education workshops, kayaking, mountain biking. and snorkeling.

The ANPs are intended to regularize that the use of resources within the area is carried out in a sustainable manner, preserving the particular flora and fauna of the ecosystem, allowing and promoting research and study of ecosystems in order to generate knowledge and transmit those practices or technologies that allow the sustainable use of them and, in turn, protect the environment of the historical, archaeological and tourist areas of cultural and recreational value and importance. According to Vázquez (2006). The most frequent socio - environmental problems in all the ANP of the country are worrisome for the conservation of biodiversity and the integrity of nature, basically it is integrated into two groups: pollution (soil, water), erosion, bad tourist practices in forest fires, traffic legal species (clandestine logging), hunting, illegal fishing and introduction of exotic species, which face the natural protected areas (ANP) are the processes of deforestation and degradation, which reduces their essential functions of conservation and providing environmental services. Protected natural areas are therefore emerging as instruments for the protection of biological diversity, and natural and cultural resources.

This proposes that the conservation and sustainable use of biological diversity indicates that an effective policy for the conservation of biodiversity requires an integrative and coordinating planning of the different territorial and sectoral plans that in any case cover all ecological, social and economic aspects. that favor sustainable development, and that the great positive impact of tourism in the economic field, today a focus of tourism policy is perceived in its social and environmental field, which has forced the planning and sustainable development of the activity, based, among other aspects, on the needs and preferences of tourists for a healthier and better preserved, authentic and natural environment, as well as a high level of quality and competitiveness in services. Efforts to conserve and safeguard the natural and cultural resources of the protected natural areas passed through,

tourism acquired such a boom that residential complexes began to emerge, which if it came at the beginning did not carry the tourism planning tools or the care that was required for the tourism development etc. Tourism began to occur in this way, it is one of the most important activities in the world economy, in addition to being a sector of great work and development capacity, which this leads to be linked to this process and change in trend, where the tourist is in search of unique experiences, according to their new tastes, needs and preferences, such as having experiences with the host communities, interacting with nature, carrying out activities that imply physical challenge, search for significant emotions, keeping fit, taking care of your health, doing outdoor activities, among others. Valle de Bravo has given guidelines to projects to reserve the representative natural environments of the different biogeographic and ecological regions, evolutionary and ecological processes; safeguard genetic diversity; ensure the preservation and sustainable use of biodiversity; promote scientific research and the study of ecosystems and their balance; protect villages through forest areas in mountains where torrents originate and the natural environments of archaeological, historical and artistic areas, monuments and remains, as well as their tourist areas and other areas of importance for recreation, culture and national and peoples identity indigenous people taking care of them the integration, classification, valuation and hierarchization of information of each ANP, which allows to identify the necessary components for tourist use and the minimum conditions for it to be sustainable, generating a baseline of strategic information that facilitates decision - making.

Some municipalities bordering Valle de Bravo such as Amanalco, Donato Guerra, Ixtapa del Oro, Oztoloapan, San Simón de guerrero, Santo Tomas, Temascaltepec among others: have been the subject of a series of declarations that make them holders of ANP in its various categories, but at the same time they subtract the power of control over them, remaining at the disposal of state, federal or private institutions. These decrees show the diversity of natural and cultural resources that the subaccount has, but above all the economic value it represents for the various market agents, which, by protecting them through different mechanisms, are already emerging to impose policies, strategies and criteria that allow them to control and order them according to particular interests. Generating a tourism development with low impact and low densities, Encouraging the application of regulations on ecological matters, Promoting the application of "good practices" among tourism service providers to minimize the impacts of the activity on the environment, contemplating program schemes management for protected natural areas and establishing zoning and land use programs and policies that protect areas with tourism potential and ecological value.

### 1.3 Residential tourism a new sustainability and alternative tourism development strategy

Residential tourism is a tourism modality that by nature has adapted to the development of projects in natural spaces, diversification cultures, alternative tourism, it is called residential tourism, Ecotourism, Adventure Tourism, Rural Tourism, however, most of these coincide in that it is a tourist modality that provokes direct contact and that, in addition,

poses a fairly close relationship with nature and the social norms of the place where the tourist activity takes place. This has been positioned as a new way of spending free time, enjoying the peace of nature and landscapes.

Residential tourism in Mexico began to take place in the 1940s and little by little it has spread to an estimated 600, 000 homes for 2004; and although this figure only represented 3% of the total number of homes in the country, its presence was very significant in some regions (Gonzales, 2017). Within these recent tourist formulas that began to emerge in the early eighties, residential tourism is configured as one of the most powerful alternatives to industrial tourism in hotel, sun and beach packages.

Therefore, residential tourism coincides as an economic activity that is dedicated to the urbanization, construction and sale of homes that make up the extra - hotel sector, whose users use them as accommodation to spend the summer or reside, permanently or semi - permanently, outside their places of habitual residence, and that respond to new mobility and residential formulas of advanced societies. (Aledo, 1999, p.6).

Residential tourism occurred in Mexico, the subject is beginning to be studied as a result of the presence of second homes in coastal areas, mainly Acapulco and the northern part of the country, observing this phenomenon, various studies are carried out to understand the dynamics of residential tourism, Noting its proliferation not only in coastal or border areas, but also in the interior of the country, highlighting the construction of this type of housing in the states of Mexico and Morelos mainly. In 2004, one of the most important studies related to Second Home Tourism in Mexico emerged, which set clear characteristics related to residential tourism, such is the case of: Acapulco, Cancun, Tijuana - Rosarito - Ensenada (north), Cuernavaca, Tepoztlán, Valle de Bravo.

In recent decades, residential or second - home tourism has attracted the attention of tourism scholars in Mexico. Although this is not a new phenomenon, it has increased notably in recent years, especially on the coasts, borders and colonial cities. The geographical distribution of the second residence phenomenon is strongly linked to the presence of large urban demographic concentrations. Around Mexico City, it is where the highest concentrations of second residence housing are located. In this case, the states of Morelos to the south (with its capital Cuernavaca in particular) as well as some particular destinations in the other surrounding states such as, in the State of Mexico, Ixtapan de la Sal or Malinalco, Acapulco, Morelos, Tijuana Rosario - Ensenada, San Miguel Allende, Tequisquiapan, among others, are the largest recipients of second - home housing (see Table N° 1).

**Table 1:** Hotel and residential offer in the studied destinations

Destino	oferta hotelera	oferta residencial (cuartos)	Proporción residenc./total
Acapulco	16,587	40,000	70.7
Cancún y Riviera Maya	49,453	8,199	14.2
Chapala	1,413	9,345	86.9
Ixtapan	973	450	31.6
Malinalco	150	750	83.3
Manzanillo	3861	6,462	62.6
Mazatlán	6,713	468	6.5
Morelos	7,506	100,000	93.0
Puerto Peñasco	2,000	5,058	71.7
Puerto Progreso	0	30	100.0
Puerto Vallarta	10,702	15,417	59.0
San Miguel de Allende	1,251	600	32.4
Tequisquiapan	727	2,500	77.5
<del>Tijuana-Rosarito-Ensenada</del>	5,672	9,710	63.1
Valle de Bravo	413	17,500	97.7
Total destinos estudiados	107,421	216,489	66.8

Source: Data from SECTUR 2003 and field work (2004). Own estimates.

Tourism in Mexico is a widely studied phenomenon. Until a few years ago, the main research works carried out either in the academic environment or in government agencies, focused, to a large extent, on identifying the modality of hotel accommodation and in certain tourist destinations, the best known, which are also usually the ones with the highest growth in demand. Some of the investigations that have taken place in residential tourism in Mexico are:

Socio - spatial behaviors with the purpose of examining both territorial behavior and changes in land use, as well as the social component and the imaginaries that structure this activity in practice. differentiate the behavior of the residential tourist in three tourist destinations in the country: Tijuana - Rosarito - Ensenada Corridor, Malinalco and Puerto Morelos, with the purpose of recognizing the socio - spatial transformations that are caused by the growth of this tourist modality in the northern areas, central and southern Mexico, as well as the imaginaries that motivate them. (García MO, 2017) Impacts of residential tourism perceived by the local population: a qualitative approach from the theory of social exchange, with the purpose of analyzing how economic, socio - cultural and natural environment changes associated with residential tourism are perceived in the selected community, according to the perspective of permanent residents and from the theory of social exchange. Qualitative research techniques were applied that allow to deepen the information received from residents about their perception in relation to tourism, and process it. Monterrubio, Carlos, Sosa - Ferreira, Ana Pricila, & Osorio - García, Maribel. (2018). Residential Tourism in Valle de Bravo, Mexico. An Interpretation of its Life Cycle, in order to characterize the stages that Valle de Bravo has had due to the proliferation of residences from its beginnings as a tourist site to the present time, analyzing its possible growth trend for the next years. (Alicante, 2016). Residential Tourism: opportunities and threats for regional development in order to identify the needs of foreign residents and tourists staying in private homes and explains the threats and problems detected in tourism development. (Huete, 2013).

From the year 2000 to date, the Mexican authorities have reviewed their attitude and have proposed the study of other types of accommodation, as well as various segments of

Mexican tourism. Previously, the most important thing was international tourism oriented to the so - called "sun and beach" model. Today, social tourism or "eco - tourism" are part of the official agenda, as does the modality of tourism called "second homes", among others.

In Mexico, tourism is of the utmost importance, it is one of the main economic activities of the country that represents significant income through destinations divided into beach centers, adventure tourism, Magical Towns, social tourism, business, and other areas that They intend to present an attractive offer for the national and international visitor, and which is changing tourists day by day. Tourists seek new places to recreate, in contact with nature and with the local population, to have new experiences, learn about different cultures, thoughts and ways of life.

#### 1.4 Valle de Bravo and the creation of residential tourism as a tourist activity

During the 70's, the municipality of Valle de Bravo had notably different characteristics to those of today, because in the space where the Miguel Alemán dam is now located, large areas of cultivation extended and the The population was mainly peasants, a people with indigenous and mestizo roots that have historically led it to be a tourist town par excellence. However, at present, the growth of tourism in Valle de Bravo has occurred with the creation of the Cutzamala system that led to the creation of an artificial dam, which generated interest in tourists to carry out aquatic activities; Although tourism has managed to position the municipality of Valle de Bravo as one of the main tourist destinations in the State of Mexico; its tourist use, as well as the construction of residential complexes to question the design of strategies for the conservation of important elements such as its diversity of flora and fauna, as well as its forests; which constitute an essential element in hydrological control that are the habitat for many species of migratory birds, such is the case of the monarch butterfly and several endemic species which are; palms or zoyates, platanillos, cañutillo, guajolote mucus, carnival flower, nahuiteputl or capitanaje, capulincillo, marshmallow and achiotl, American Gallartea, Spinoza Collar Lizard, White Heron, Mexican Duck, Yellow Rabadilla Warbler, Pizon Mexicanp, Domestic Gorrion, Carpitero Belloteron, Giant Toad, Purple Campanilla, Tlaloc Rattlesnake, Mountain Spotted Spider etc. its bodies of water and scenic beauty have allowed the tourist development of the region.

The municipality of Valle de Bravo has a reservoir by the Miguel Alemán Dam, or Valle de Bravo, popularly called "the lagoon" or "the lake", it was created in 1947 as part of the Miguel Alemán Hydroelectric System of the hydrological region of the river Balsas the hydroelectric system is no longer in operation, however, at present, the mechanism is part of the Cutzamala Hydraulic System, in charge of the National Water Commission (CONAGUA), which is in charge of supplying the metropolitan area with drinking water from Mexico City and Toluca. This dam that occupies the territory where the valley plain and part of the old town used to be, is essential for the population since it generates economic income as it is a tourist attraction where water activities such as sailing, boating, kayaking and boat skiing



are carried out. fast, Paddle Surf, Flyboard and extreme sports such as: in air the takeoff of the divisadero, On land. Go - Karts are a great option for lovers of engines and gasoline and in water sports Stand Up Paddle, Drago Boats. Target shooting, The gotcha is one more extreme sport option offered in Valle de Bravo.

The municipality of Valle de Bravo is one of the most visited destinations on weekends, which national and foreign tourists arrive, this has made the municipality of Valle de Bravo aroused the interest of architects who have built spaces where some draw a architecture that offers contemplative views of the lake or simply offers an immersive experience in the forest. On the south and southeast sides of La Peña, you can find rest residences in luxury subdivisions with entrance to the lake, they were built mostly on archaeological remains, These figures include the city and a score of small communities that are located in its periphery. In addition, there are estimates that in the town there are 2, 800 recreational houses capable of hosting up to 22, 000 people, around its streets of Valle de Bravo we can also find white stucco houses adorned with wrought iron balconies and tile roofs. red, the portals of the square, a place where you can enjoy delicious traditional snacks, the popular Handicraft Market, numerous decoration boutiques, art galleries and the Parroquia de San Francisco, patron saint of the place, which stands out for its original 16th century bell tower.

It was named a typical city Valle de Bravo in 1971 the town obtained international fame because the next settlement of Tenantongo, the automobile event Circuito Avándaro was held in the sixties and the massive concert Festival de Rock y Ruedas Avándaro 1971 and was named a magical town in 2005 by SECTUR, the event originally promoted a car race that never took place, it took place on September 11, 1971, 48 years ago, in a clearing in Valle de Bravo, which soon led to the enthusiasm of The groups being present made their number grow, and in the end instead of two there were 12 groups to perform from the night of Saturday 11 to the morning of September 12. When the Rock and Wheels Festival began to be promoted, the excitement among the young people was overwhelming, and very soon the 75 thousand tickets were sold, which were held at 25 pesos each. Valle de Bravo's economy depends to a greater extent on tourism, which generates In 2019 alone, 24 billion pesos were generated by this economic activity in the state, by the 19.4 million tourists who visited it, employing 500 thousand people, according to figures from the state tourism area. receives national and foreign tourists all year round; It is also a small town and residence of rest for its natural beauties.

Valle de Bravo is a nationally and internationally recognized tourist place, it has sufficient infrastructure that includes exclusive hotels, restaurants, spas, horse riding clubs and first - class golf courses. To receive tourism regardless of the visitor's socio - economic level, it offers sports activities such as: horseback riding, paragliding, sailing, zip - lining, ATVs, excursions, climbing, ultralights. cultural such as: conferences, round tables, concerts, music, dance, poetry and literature recitals, talks, book presentations, summer courses and intensive courses for creators, in the areas of dance, literature and plastic arts. And recreational areas with a high level of interest for all. Its main attraction is the dam or

lagoon, where a great variety of aquatic and risk sports are carried out. The place is known for its typical, traditional architecture from the colonial era and attracts countless tourists. It is a place between mountains and the center of various sports such as mountain biking, cross country motorcycling (Enduro, motocross, ATVs), paragliders, paragliders and hanglider (Hang gliders) and horse riding, which can be practiced in a highly recommended place with great landscapes. Likewise, the lake offers sport fishing for rainbow trout, tilapia and Israeli carp, sailing regattas and water skiing. On the other hand, the municipality also has three professional eighteen - hole golf courses and countless excellent restaurants serving typical, international, Italian and French food, shopping centers with art, handicraft and decoration items stores. On the Day of the Dead (November 2) a great festival is organized, called the Festival of Souls, There is also a Carmel Maranatha Spirituality Center whose purpose is to offer a space to promote personal encounter and with God through silence and spiritual retreats. Every year the Festival of Souls and the music and ecology festival are held, international festivals of various activities, such as: folk dance, dance, theater and photographic exhibitions, as well as short films, performance by regional, Mexican and foreign groups, etc. On the other hand, we can also find the Joaquín Arcadio Pagaza Regional Culture Center, where we can observe local and national painting and photography, where we will find exhibitions and presentations of these arts, in addition to teaching plastic arts, music and dance.

Despite the tourist importance that the municipality of Valle de Bravo has acquired, its growth has been disorganized because it has caused rapid urbanization and disorganized growth of human populations, water pollution by agrochemicals and wastewater, sediment dragging and poor water sanitation alterations in the natural conditions of the basin caused by various elements, including the problem of wastewater that is related to the deficient or non - existent public drainage, sewerage and sewage treatment services. In Amanalco, the wastewater treatment plant (WWTP) does not work and the drainage of the main localities is discharged directly to the Amanalco river, this causes a high concentration of nutrients (nitrogen and phosphorus) and pathogens in the rivers and finally in the Valle de Bravo dam, which is in a eutrophic state and periodically suffers microalgae and cyanobacterial blooms, although tourism is considered the guiding axis of the local economy, it has not been reflected in what is invested to promote it and achieve that all the week there is national and international tourism generating greater employment and therefore greater economic income, at the same time it lacks tourist infrastructure that manages to offer the areas as tourist products that generate direct income for the municipality.

The population of Valle de Bravo, for 2010 reached the figure of 61, 599 inhabitants, with an average annual growth rate of 2.7%. The total number of households counted was 14, 778. The highest concentration of dwellings occurs in the Municipal Headquarters, where 47% of all private dwellings are located. According to figures from the Ministry of Tourism, in recent years there has been an important growth in Valle de Bravo, both in the influx of visitors (3, 751, 822 people annually) and in economic income (2, 617 million pesos annually), thus positioning itself as the key sector for

the development of the municipal economy as well as generating employment through tourist services, since they represent more than 60% of economic activity (SECTUR, 2013). Within this influx of visitors, the presence of a large number of floating population stands out, which for 2013, it was estimated that it reached the figure of 27, 089 people (this caused by the increase in housing); adding the 105, 000 annual tourists that the area has, that is, 2, 000 weekly, it is estimated that in a typical weekend in Valle de Bravo more than 90, 000 people are living (Iracheta et al., 2014).

It is important to note that the Municipal Headquarters and Avándaro have a large amount of floating population, mainly during weekends and during holiday seasons. It is estimated that 20% of the existing dwellings in the Municipal Capital house a population with these characteristics, and in Avándaro, the proportion is 90%. It is estimated that in this situation there are currently 1, 161 homes for Valle de Bravo and 2, 204 for Avándaro, if an average of 5.1 inhabitants per home is considered, it is found that the floating population of the Municipal Head is 5, 920 and that of Avándaro is 11, 240 that in total add 17, 161 inhabitants on weekends, holidays and vacation times.

### 1.5 Use and use of resources and pollution of natural resources in Valle de Bravo caused by residential tourism

Valle de Bravo has presented obvious signs of environmental deterioration due to excessive urban growth and settlements that do not have basic services, for which the tourist development and its economic development have caused the alteration of the environment favoring deforestation, erosion, pollution of bodies of water, invasion of the federal zone, loss of diversity and the increase in areas of greater risk and vulnerability to meteorological phenomena, among others. Therefore, there is also evidence of contamination in Valle de Bravo de la Presa, due to the discharge of wastewater due to the intense use of motors, boats and boats, as well as dragging of garbage and streams due to agrochemical residues that seep into the peripheral lands, All these activities have strongly affected the forest and hydrological Environmental Services. In Valle de Bravo, economic growth leads to situations where man has had to overexploit the resources that he uses for the development of the capitalist system in which we live. Therefore, sustainable thinking arises that implies the construction of a rationality that allows each individual to be responsible for their actions and also become aware of their actions individually and jointly as part of a society that participates in the development of activities for economic, ecological and social growth, guaranteeing future generations an environment conducive to survival.

That is why the tourist and sustainable use in Valle de Bravo should give optimal use to natural resources, to maintain essential ecological processes, helping their conservation and biological diversity. Representing the socio - cultural authenticity of the host communities, to keep alive their cultural and architectural assets, and their traditional values, and thus contribute to intercultural understanding and tolerance. The achievement of sustainable tourism requires constant monitoring of impacts, reporting a high degree of

satisfaction to tourists and promoting sustainable tourism practices in them (Brinckmann, 2010).

## 2. Discussion

Valle de Bravo has gone through a process of the main challenges that it faces as a consequence of the characteristics and conditions of the physical environment, and of the exploitation that has been generated on the territory, both in productive activities and urban development, a situation that has generated a negative impact on the natural resources of the municipality, reducing forests and polluting rivers and lakes, for which demographic growth has also caused irregular human settlements on the Natural Protected Areas established in the Municipality, in the same way Residential Tourism also to I echo that the destination deteriorates due to the construction of houses that are presented, showing a very strong proliferation against the natural growth of the population in the area, and therefore of the local housing, as well as the tourism of second homes has also been encompassing the urban space, have forced the local population to seek to build in areas of danger, far from basic services or communication routes. Additionally, the shore of the lake has been caused to become a totally private area, limiting residents and tourists to freely enjoy this natural attraction. There has been an indiscriminate privatization of land and resources, so that landscapes have become heterogeneous and unfinished. Protected Natural Areas have not been respected and therefore construction has deteriorated these fragile areas, which can lead to more serious problems if they continue to be conditioned, for which the municipality already has a high level of territorial and environmental impacts, a product of the overcrowding and saturation of the demand of the place.

Therefore, it is for that reason to base and propose alternatives and scenarios to avoid the degradation and accelerated with sumo and contamination of the soil of the municipality, which has led to the contamination of the water, as well as the generation of solid waste due to the processes economic partner that increasingly consume more natural spaces, depleting natural capital. That is why promoting the development of the natural and cultural wealth of Valle de Bravo, also taking care of its attractions and its own identity, so that they can contribute to the heritage, and at the same time continue to be a key to continue attracting tourism. In this way, it is necessary to disseminate advantages and opportunities so that the tourist activity carries a good management of the destination, so that it can continue to receive significant income, which would be of great help to maintain and improve the prosperity of the municipality, applying them to the Conservation of natural resources.

That is why it is necessary to attend to the population's land and infrastructure needs to protect the natural environment of the municipality, in such a way as to promote sustainable economic development that does not degrade the natural and landscape resources of the municipality, which is highly important planning and the sustainable development of the activity, based, among other aspects, on the needs and preferences of tourists for a healthier and better preserved, authentic and natural environment, as well as a high level of quality and competitiveness in tourist services.

Sustainability is important in Valle de Bravo and the commitment to protect nature. Integrating the traditions that the town has, achieving for the visitor to take unique experiences that invite him to return and want to extend his stay, taking advantage of the possessor of its great historical, natural and cultural wealth, of its tourist attractions so that he can continue to occupy a privileged position both nationally and internationally based on its natural attractions and its lake framed by dense wooded areas, which make it an important tourist destination in the State of Mexico.

## References

- [1] Aguilar, L. F. (2010). *Política pública*. Obtenido de compilador: [http://data.evaluacion.gob.mx/docs/estudios/i\\_pp\\_eap.pdf](http://data.evaluacion.gob.mx/docs/estudios/i_pp_eap.pdf)
- [2] Alicante, U. d. (2016). *UA Revistas Científicas*. Obtenido de El turismo residencial en Valle de Bravo, México. Una interpretación de su ciclo de vida.
- [3] AMBIENTE, M. (28 de Agosto de 2006). *Centro de Estudios Sociales y de Opinión Pública, "Políticas públicas y gestión gubernamental de la administración vigente"*. Obtenido de [http://archivos.diputados.gob.mx/Centros\\_Estudio/Cesop/Eje\\_tematico/3\\_mambiente.htm](http://archivos.diputados.gob.mx/Centros_Estudio/Cesop/Eje_tematico/3_mambiente.htm)
- [4] Arronte, G. D. (Noviembre de 2012). *Plan estratégico para la recuperación ambiental de la Cuenca Amanalco - Valle de Bravo: Actualización*. Obtenido de Instituto Mexicano de Tecnología del Agua Fundación Gonzalo Río Arronte: [https://agua.org.mx/wp-content/uploads/2014/05/Plan\\_cuenca\\_Amanalco\\_Valle\\_de\\_Bravo.pdf](https://agua.org.mx/wp-content/uploads/2014/05/Plan_cuenca_Amanalco_Valle_de_Bravo.pdf)
- [5] Carlos Ricardo Aguilar Astorga y Marco Antonio Lima Facio. (septiembre de 2009). *¿QUÉ SON Y PARA QUÉ SIRVEN LAS POLÍTICAS PÚBLICAS?* Obtenido de en Contribuciones a las Ciencias Sociales: [http://proxse16.univalle.edu.co/~secretariageneral/consejo-academico/temasdediscusion/2014/Documentos\\_de\\_interes\\_general/Lecturas\\_politica\\_publica/Que%20son%20y%20para%20que%20sirven%20las%20politicas%20publicas\\_Aguilar.pdf](http://proxse16.univalle.edu.co/~secretariageneral/consejo-academico/temasdediscusion/2014/Documentos_de_interes_general/Lecturas_politica_publica/Que%20son%20y%20para%20que%20sirven%20las%20politicas%20publicas_Aguilar.pdf)
- [6] CONANP. (s. f.). *Gobierno de Mexico*. Obtenido de Gobierno de Mexico: omisión Nacional de Áreas Naturales Protegidas (
- [7] Eco Turismo y Aventura. (2020). *que es el turismo alternativo*. Obtenido de <https://www.ecoturismoyaventura.com/que-es-el-turismo-alternativo/>
- [8] ExpokNews. (13 de noviembre de 2013). *¿Qué son las áreas naturales protegidas y cómo se establecen?* Obtenido de <https://www.expoknews.com/que-son-las-areas-naturales-protectidas-y-como-se-establecen/>
- [9] García, I. R. (14 de junio de 2006). *Congreso Nacional y 2º Internacional de Investigación Turística*. Obtenido de Turismo Residencial en el Estado de México: [https://www.academia.edu/8031053/Nombre\\_de\\_la\\_ponencia\\_Turismo\\_Residencial\\_en\\_el\\_Estado\\_de\\_M%C3%A9xico](https://www.academia.edu/8031053/Nombre_de_la_ponencia_Turismo_Residencial_en_el_Estado_de_M%C3%A9xico)
- [10] García, M. O. (11 de 12 de 2017). *Universidad Autónoma del Estado de Mexico*. Obtenido de El turismo residencial en México. Comportamientos socio-espaciales: <http://ri.uaemex.mx/handle/20.500.11799/68878>
- [11] GONZÁLEZ, N. A. (11 de Enero - Junio de 2016). *Investigaciones Turísticas*. Obtenido de El Turismo Residencial en Valle de Bravo, México. Una Interpretación de su Ciclo de Vida: [http://ri.uaemex.mx/bitstream/handle/20.500.11799/59195/Art\\_Genie\\_Inv\\_Turísticas\\_Publicado.pdf?sequence=3](http://ri.uaemex.mx/bitstream/handle/20.500.11799/59195/Art_Genie_Inv_Turísticas_Publicado.pdf?sequence=3)
- [12] Hiernaux - Nicolas, D. (2005). LA PROMOCIÓN INMOBILIARIA Y EL TURISMO RESIDENCIAL: EL CASO MEXICANO. *Scripta Nova, REVISTA ELECTRÓNICA DE GEOGRAFÍA Y CIENCIAS SOCIALES*, 1 - 8.
- [13] Huete, D. R. (10 de Octubre de 2013). *Uniradio informa*. Obtenido de Turismo residencial: oportunidades y amenazas para el desarrollo regional: <https://www.uniradioinforma.com/noticias/bajacalifornia/226712/turismo-residencial-opportunidades-y-amenazas-para-el-desarrollo-regional.html>
- [14] Julián Pérez Porto y María Merino. (2011). *Definición de*. Obtenido de Definición de turismo de aventura: <https://definicion.de/turismo-aventura/>
- [15] Magdalena lagunas, Luis felipe beltran morales, Maria bobadilla gimenos y Alfredo otega rubio. (julio de 2006). *Areas Naturales Potegidas*. Obtenido de [http://areas-naturales-protectidas.org/scripta/Volumen04/4\\_POBLACION.pdf](http://areas-naturales-protectidas.org/scripta/Volumen04/4_POBLACION.pdf)
- [16] Martinez, D. D. (30 de JUNIO de 2015). *PLANIFICACION TURISTICA: FASES Y COMPONENTES*. Obtenido de PLANIFICACION TURISTICA: FASES Y COMPONENTES: <http://turismoenaccionturismo.blogspot.com/2015/06/planificacion-turistica-fases-y.html>
- [17] Merino., Julián Pérez Porto y María. (2011). *definicion de*. Obtenido de definicion de turismo: <https://definicion.de/turismo-aventura/>
- [18] MONTEERRUBIO, Carlos; SOSA - FERREIRA, Ana Pricila y OSORIO - GARCIA, Maribel. Impactos del turismo residencial percibidos por la población local: una aproximación cualitativa desde la teoría del intercambio social. *LiminaR* [online].2018, vol.16, n.1, pp.103 - 118. ISSN 2007 - 8900. <https://doi.org/10.29043/liminar.v16i1.567>.
- [19] P., I. M. (15 de Marzo de 2009). *Planificación Turística*. san José, Costa Rica.
- [20] Quintero Burgos, G. (Enero de 2008). *Políticas públicas y el medio ambiente*. Obtenido de Tecnología en Marcha: [file:///C:/Users/cyber/Downloads/Dialnet - PoliticasPublicasYEIMedioAmbiente - 4835691%20\(1\).pdf](file:///C:/Users/cyber/Downloads/Dialnet-PoliticasyElMedioAmbiente-4835691%20(1).pdf)
- [21] SECTUR. (Agosto de 2017). *Estrategia para el Impulso y Desarrollo del Turismo de Naturaleza en México*. Obtenido de SUBSECRETARÍA DE PLANEACIÓN Y POLÍTICA TURÍSTICA: [https://www.gob.mx/cms/uploads/attachment/file/278215/ETNM\\_v3\\_oct17.pdf](https://www.gob.mx/cms/uploads/attachment/file/278215/ETNM_v3_oct17.pdf)
- [22] SEMARNAT. (2005). *Turismo alternativo*. Obtenido de Compendio de estadísticas ambientales: [https://apps1.semarnat.gob.mx:8443/dgeia/informe\\_2008/compendio\\_2008/compendio2008/10.100.8.236\\_8080/ibi\\_apps/WFServlet43c3.html](https://apps1.semarnat.gob.mx:8443/dgeia/informe_2008/compendio_2008/compendio2008/10.100.8.236_8080/ibi_apps/WFServlet43c3.html)



- [23] SEMARNAT. (3 de Diciembre de 2020). *Areas Naturales Protegidas*. Obtenido de [http://dgeiawf.semarnat.gob.mx:8080/ibi\\_apps/WFServlet?IBIF\\_ex=D3\\_R\\_BIODIV04\\_06&IBIC\\_user=dgeia\\_mce&IBIC\\_pass=dgeia\\_mce#:~:text=SEMARNAT&text=Actualmente%20la%20instancia%20encargada%20de,y%20Recursos%20Naturales%20\(SEMARNAT\).](http://dgeiawf.semarnat.gob.mx:8080/ibi_apps/WFServlet?IBIF_ex=D3_R_BIODIV04_06&IBIC_user=dgeia_mce&IBIC_pass=dgeia_mce#:~:text=SEMARNAT&text=Actualmente%20la%20instancia%20encargada%20de,y%20Recursos%20Naturales%20(SEMARNAT).)
- [24] Staff, E. T. (13 de Marzo de 2017). *Turismo Rural*. Obtenido de <https://www.entornoturistico.com/que-es-el-turismo-rural-y-actividades-que-se-practican/>
- [25] Turisitico, E. (2 de Noviembre de 2016). *¿Que es el ecoturismo?* Obtenido de entorno turistico: <https://www.entornoturistico.com/que-es-el-ecoturismo-y-que-tipos-de-actividades-de-ecoturismo-se-pueden-realizar/>
- [26] UtelBlog. (15 de marzo de 2018). *¿Qué es y cuáles son los beneficios del turismo alternativo?* Obtenido de Generalidades del Turismo ALternativo: <https://www.utel.edu.mx/blog/dia-a-dia/retos-profesionales/que-es-y-cuales-son-los-beneficios-del-turismo-alternativo/>

## Author Profile



**Litzi Judith Corona Martínez** is a student of the Bachelor of Tourism at the UAEM University Center, Teotihuacán Valley, generation 2017 - 2021.



**Susana Esquivel Rios** has a degree in Tourism with a specialty in Tourism Teaching since 2007. In 2012 she obtained the degree of Master in Tourism Studies, both degrees obtained by the Faculty of Tourism and Gastronomy of the Autonomous University of the State of Mexico. She is currently a PhD in Tourism Studies at the same Faculty.