

COMMUNITY-BASED RURAL TOURISM AND LOCAL DEVELOPMENT ON AMANTANÍ ISLAND A Case Study

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ABSTRACT

Amantaní Island, in the Puno region of Peru, implemented community-based rural tourism (CBRT) to improve the local population's quality of life. The objective was to determine the relationship between residents' level of local development and their perception of tourism's economic impact on the island in 2024. A quantitative methodology was employed, using descriptive and inferential statistics. A total of 159 surveys were administered to residents of the island's ten communities, and the data were processed using SPSS 27. The findings revealed a predominantly favourable perception of the economic benefits of tourism. Pearson's chi-squared test demonstrated a statistically significant association between the level of local development and perceptions of tourism's economic impact ($p < 0.001$). The study concludes that perceptions of the economic benefits of tourism are not homogeneous, as they are significantly associated with households' pre-existing level of development. This finding suggests the need for tourism management policies that promote a more equitable distribution of benefits.

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1. Introduction

Tourism represents an alternative pathway for the development of tourist destinations worldwide because of the social, economic, cultural, environmental, scientific and technological benefits it provides. In Peru, tourists' principal motivation is cultural, owing to the presence of the citadel of Machu Picchu, which projects a cultural and ethnic image.

Rural tourism is in high demand worldwide because tourists seek tranquillity away from the stress of modern cities, as well as a different type of holiday involving contact with local inhabitants in rural settings. Thus, "rural tourism is highly attractive because tourists receive leisure and recreational services at comparatively low cost and experience a healthy rural environment" (Paresishvili, Kvaratskhelia, & Mirzaeva, 2017, p. 344). Moreover, the COVID-19 pandemic created an opportunity for the development of rural tourism, as the crisis was likely to encourage domestic tourists to engage in outdoor activities, while the growth of remote working may contribute to increasing demand for the natural surroundings offered by rural environments (Iglesias, 2021, p.96). Accordingly, the development of rural tourism in the post-pandemic period should focus on promoting new rural destinations, as it contributes not only to economic growth but also to improving quality of life in rural areas (Petrovic et al., 2018; Martínez, 2019).

Furthermore, according to the Manual for Community-Based Rural Tourism Entrepreneurs, the conditions required to develop community-based rural tourism within communities are as follows: having a service-oriented approach; possessing cultural and/or natural resources; respecting, valuing and conserving heritage; having transport links and basic services; forming associations; providing quality services; and maintaining traditional activities within the community (MINCETUR, 2008).

Local development among Indigenous populations is explained through indicators related to improvements in quality of life, focusing on physical well-being (health and physical safety), material well-being (income, possessions, housing and transport) and social well-being (personal relationships, friendships, family and community) (Villarreal, 2009). In this regard, community-based rural tourism in rural areas seeks to fulfil these premises, as tourists feel an affinity with many *sui generis* cultures that awaken their sense of solidarity. By purchasing this type of tourism package, visitors contribute to creating employment and improving quality of life. They also gain an understanding of the communities' cultures by living alongside their members, while their visits foster the island's local economic, environmental, political and cultural development. This is because poverty eradication and environmental protection are among the principles of community-based rural tourism.

The Peruvian state has a programme designed to promote community-based rural tourism and strengthen the governance of tourist destinations. Its principal objective is to "contribute, from rural areas, to the development of sustainable tourism as a tool for Peru's socio-economic development" (MINCETUR, 2020). It is therefore necessary to establish partnerships between tourism-sector stakeholders, such as travel agents, and Amantaní's host population. To date, this process is still being consolidated because of the lack of clear agreements concerning how community-based rural tourism should be marketed on the island, particularly regarding the fees charged by rural entrepreneurs for their services and the organisation of families receiving tourists. This situation limits local development on the island. Amantaní is a Quechua-speaking community and therefore has a *sui generis* cultural outlook. According to Gascón (2011), tourism managed in this way—and referred to in recent decades as community-based rural tourism, agritourism or peasant tourism, among other terms—should help strengthen the fragile economies of Latin American rural communities by providing additional economic resources and diversifying their sources of income. Nevertheless, tourists perceive the image projected by the local population positively and express favourable opinions on travel platforms such as TripAdvisor. One domestic tourist, for example, stated: "Completely amazed by this destination: a splendid

sunrise, a cinematic sunset, starry nights, paths and landscapes straight out of a storybook, extremely friendly residents and a very special overall atmosphere. You completely disconnect from your routine and experience their customs. The hospitality and accommodation provided by Mrs Norma were very welcoming. Without a doubt, this is a destination to which we will return!"

2. Theoretical Framework

The theoretical framework drew on theories relating to the study's two variables—namely, community-based rural tourism and local development.

2.1. Community-Based Rural Tourism

In developing the theoretical framework, community-based rural tourism was considered as the dependent variable. Accordingly, the theoretical position of Gascón (2011) is adopted. He defines community-based rural tourism as a form of tourism developed in rural areas in which the local population adapts tourism activities to its collective community organisation and offers visitors environmentally, culturally and socially sustainable activities consistent with community values. These aspects will be examined on Amantaní Island, the object of study of the present research.

According to Acerenza (2006), rural tourism is a tourist activity carried out in rural areas. Previous studies indicate that this type of tourism originated in England around the 1950s as a result of the urban population's desire to escape the monotony and pressures of everyday life in large cities, seek rest and recreation, enjoy rural landscapes and fresh air, and become familiar with activities undertaken in rural settings.

The earliest precedent for this approach is found in France, where rural tourism began to develop in 1950, when the Ministry of Agriculture subsidised farmers to provide tourists with accommodation and catering services. Government and NGO support through training and promotion contributed to the success of this strategy (Mora, 2013, p. 16). Switzerland, for its part, sought to address the disappearance of at least 2,000 small and medium-sized farms caused by a state policy aimed at increasing the average size of productive holdings. Farmers therefore redirected their activities towards rural tourism, whose principal feature was the opportunity to sleep on a bed of hay in a barn or stable. At present, 240 farmers offer this accommodation service (Boullon, 2008).

Community-based rural tourism stimulates the rural economy and enables the tourism industry to diversify. It was not until the mid-twentieth century that it attracted worldwide interest as an alternative form of development, underpinned by policies intended to promote the development of the most socially and economically disadvantaged rural areas, as in the case of Amantaní Island, the object of this study. Community-based rural tourism arose from the need to protect natural and cultural resources, particularly intangible heritage, through plans designed to raise public awareness, in accordance with the 1972 Stockholm Declaration. The 1980 Manila Declaration subsequently introduced the term "alternative tourism" (Mora, 2013, p. 22).

With regard to its economic benefits, the Guidelines for the Development of Community-Based Rural Tourism in Peru issued by the Ministry of Foreign Trade and Tourism (2007) state that community-based rural tourism is integrated into the local economy and the activities characteristic of rural areas, since it principally involves small- and medium-scale enterprises that are largely controlled by local entrepreneurs. It therefore constitutes an additional economic activity that diversifies income and can help curb depopulation and revitalise rural areas, while the community benefits from and participates in service provision. It also complements agricultural, livestock and craft activities.

According to the Ministry of Foreign Trade and Tourism (2019), any tourism activity developed in a planned and sustainable manner in a rural area through a management model involving the active participation and leadership of local residents represented by community organisations is considered community-based tourism. Community-based

tourism is harmoniously integrated into its surroundings and contributes to community growth, with the natural environment and the community's cultural traditions serving as the principal and distinctive components of its tourism offer. Accordingly, the dimensions of community-based rural tourism are economic, social, cultural and environmental.

- In economic terms: CBRT promotes the local economy and the income-generating activities that form part of the rural territory, particularly through the organisation of the various services offered. It is therefore an economic activity that generates additional and complementary income, promotes employment and economic growth while maintaining fair trade, and helps reduce emigration and the depopulation of rural areas, while the local population benefits from and participates in the sale of products and services.
- In environmental terms: the Rural Tourism and Communities programme promotes land-use planning, among other actions that help preserve the environmental values of rural areas, ecosystems and natural resources. It also encourages the involvement of rural communities and regional and local authorities in environmental management as part of the transition towards sustainable tourism. Similarly, CBRT is a means of educating communities and raising their environmental awareness when they observe tourists' interest in conservation. It also raises tourists' awareness by enabling them to observe the peaceful and mutually beneficial relationship between human beings and their environment that characterises the cultures of the Andes, the Amazon and the coastal valleys.
- In social terms: CBRT is based on and promotes the continuity of associations linked to ancestral culture. Rural Peru contains elements that enable these forms of organisation to be preserved, including the management of natural resources. CBRT is also a means of fostering the development of community territories. Through CBRT, infrastructure and services are improved, thereby supporting local communities and enhancing their quality of life. It also promotes social inclusion through the participation of women, young people and older people.
- In cultural terms: CBRT contributes to preserving cultural identity by highlighting values such as the respect and admiration visitors feel for the local way of life. Similarly, it enables Peruvians to discover and appreciate the country's rich cultural diversity and varied ecosystems. Finally, it promotes research and learning across all disciplines related to culture and rural environments, thereby contributing to society.

2.2. Local Development

To define the local development variable, Carvajal (2009) is initially considered. He indicates it as a process of comprehensive development that combines the territorial dimension, identities or the cultural dimension, the political dimension and the economic dimension (p.62). However, in the search for a theory compatible with the object of study, with regard to the local development, the following is considered:

...the set of economic, social, cultural, political and territorial processes through which a community, drawing on its own potential and the opportunities provided by its environment, achieves well-being without exclusion or discrimination and guarantees the conditions that will enable future generations to do so as well. (Velásquez, 1998, p.136)

This approach relates to the circumstances of Amantaní's inhabitants and the management of community-based rural tourism on the island, which is organised in accordance with the community structure and is linked to the comprehensive well-being of the residents involved in this form of tourism.

The foregoing assertion makes it possible to frame the construction of a Latin American perspective on development in four dimensions: "the territorial dimension, identities or the

cultural dimension, the political dimension and the economic dimension" (Carvajal, 2011, p. 64). It represents a commitment to the democratisation of local communities and to sustainable and equitable development through a reconsideration of the potential of the territory and local society. Likewise, Gallicchio (2004) states that ...they are neither a fashion, nor a paradigm, nor a panacea. Their great potential lies in the fact that they represent a different development strategy (p.54).

The territorial dynamics and democratic orientation given to the process will depend on local actors' capacity to reach agreements. In another analysis, Carvajal (2011, p. 64), drawing on other authors, explains that local development is, above all, an organisation to be constructed with the aid of information that connects public and private actors committed to a shared territorial project. It is a comprehensive effort to mobilise local actors in order to enhance the human and material resources of a territory while maintaining negotiation or dialogue with the economic, social and political decision-making centres into which they are integrated and on which they depend (p.64).

In this way, the author presents the concept of local/rural development as "a localised process of social change and sustainable economic growth aimed at the permanent advancement of the community and of every individual integrated within it" (Valcárcel-Resalt, 1999, p. 63). It is therefore concluded that local development is "the process of improving living conditions within a specific territory, undertaken and led by the local population" (Carvajal, 2011, p. 64).

Gallicchio and Carrizo state that local development is currently in vogue in Latin America. "Various individuals, institutions and governments with very different characteristics identify it as one of the principal issues on their agendas. However, local development and decentralisation appear to be used by different actors with different objectives and meanings". Therefore, local development and decentralisation are simultaneously development strategies and instruments. They are neither a fashion, nor a paradigm, nor a panacea. Their great potential lies in the fact that they represent a different development strategy (Carrizo and Gallicchio, 2006, p. 11).

Gallicchio (2004, pp. 60–62) presents six approaches to local development, as follows:

- Local development as participation: it must be borne in mind that, at this stage of the process, participation is increasingly pragmatic and associated with securing the resources and political support required to implement proposals generated by the population.
- The neoliberal view of local development: the extensive local development processes undertaken during the 1990s, particularly in countries such as Argentina, Peru, Bolivia and almost all of Central America, were shaped by a logic involving the dismantling of the national state and the more or less diffuse transfer of responsibilities to local governments and actors. In its most instrumental and least political form, decentralisation became a central element on the agenda and in the activities of multilateral organisations.
- Local development as municipalism: a third approach associated local development with municipalism. In the same context, it became necessary to strengthen municipalities in a new role as development actors rather than merely as service providers. In this respect, and in connection with extensive decentralisation processes, a view emerged whereby local development depended on municipal development. If a municipality functioned effectively, satisfactory local development would necessarily follow. This approach failed because it lacked sufficient insight to recognise that new forms of governance involve incorporating multiple actors into decision-making arenas. In general, even in the few cases where municipal management was successfully improved, neither the municipality's social management nor its capacity for dialogue with other social actors was enhanced.
- Local development as local economic development: a highly influential tendency has viewed local development exclusively in terms of its economic dimension. The basic assumption was that the problems affecting these societies were economic in

nature and that local societies lacked the dynamism required to address other dimensions of development.

- Local development as spatial planning: more recently, and also promoted through European cooperation, spatial planning projects have been presented as the new panacea for local development. These projects generally begin from the assumption that the territory is not sufficiently organised to generate a new development model. Through various approaches, they promote a strategy aimed at constructing a strategic vision of the territory which ultimately seeks to foster local development processes to a greater extent than spatial planning processes in the strict sense. This gives rise to a significant clash between dominant professional perspectives and forms of logic, frequently resulting in a shift towards the predominance of urban planning within local development processes under the label of spatial planning.
- Local development as a form of social analysis: this constitutes a more "neutral" view of local development, in the sense that it regards it more as an analytical tool than as an instrument of social change. This approach therefore places local development within an analytical and methodological dimension, as a tool defined by a set of variables and indicators. Various studies fall within this category, particularly those involving the intensive use of geographic information systems. Ultimately, these studies are far more descriptive than action-oriented.

The following conclusions can therefore be drawn in accordance with the author:

Local development is a process of dialogue and consensus-building among social, political, economic and cultural actors who interact within a given territory to promote improvements in the population's quality of life. It also strengthens the culture of Indigenous host populations on the basis of their ancestral traditions. It constitutes a shared development project for Indigenous peoples, primarily aimed at generating economic growth, equity, social and cultural transformation, ecological sustainability, a gender perspective and respect for the territory in accordance with these peoples' worldview.

Local development therefore comprises four dimensions, according to Villarreal (2009, p. 11).

- Economic, insofar as local enterprises demonstrate sufficient capacity to organise the factors of production at levels of productivity that enable them to compete in the markets.
- Social, as local development is "the process of improving living conditions within a specific territory, undertaken and led by the local population" (Carvajal, 2011, p.32).
- Cultural, insofar as local values and institutions provide the basis for the development process and are, in turn, strengthened throughout it.
- Political-administrative, insofar as local authorities are capable of creating a stimulating local environment that favours and promotes the development of local socio-economic potential by confronting and resolving the administrative, economic and political obstacles present in economies that have followed traditional development models for many years (Delnet, 2005, p.28).

3. Methodology

This study adopts a quantitative approach. The hypothetical-deductive method was employed because it enables general theories or laws derived from empirical science to be tested through logic and critical rationalism, without regarding them as entirely true (Popper, 1980, p. 282).

Simple random probability sampling was used, whereby each subject or unit of observation has the same probability of being selected (Salinas, 2004). Probability samples offer numerous advantages. Perhaps the principal advantage is that the magnitude of the sampling error can be measured. It has even been argued that the main objective of probability sample design is to minimise this error, known as the standard error (Brown,

2006; Johnson, 2014; Kalton and Heeringa, 2003; and Kish, 1995). The study population comprised 270 registered entrepreneurs on Amantaní Island.

The formula was as follows:

$$n = \frac{Z^2 pq N}{Z^2 pq + e^2 (N - 1)}$$

Where:

Z = Value corresponding to the confidence level in the normal distribution: 1.96 (95% confidence level, two-tailed)

pq = Standard deviation of the baseline variable by community household or tourist

p = Probability of success (0.5), namely, that households are engaged in community-based rural tourism.

q = Probability of failure (0.5), namely, that households are not engaged in community-based rural tourism.

e = Margin of error (0.05).

N = 270 inhabitants.

The sample is = $\frac{1,96^2(0,5)(0,5)270}{1,96^2(0,5)(0,5)+0,05^2(270-1)} = 158.802131 \approx 159$ heads of household

Data were collected by administering surveys to the heads of household or entrepreneurs on Amantaní Island.

4. Results and Discussion

Descriptive and inferential statistics were used to analyse the results. The data were collected during fieldwork using a Likert-scale survey. The non-parametric chi-squared test was used for hypothesis testing to determine whether the null hypothesis should be rejected. The data were processed using SPSS 27 and Microsoft Excel. The analysis of the independent variable and each of its subvariables is presented below in relation to the specific objectives to facilitate understanding.

4.1. Community-Based Rural Tourism and the Local Development of the Residents of Amantaní Island

Table 1. Culture and local development

Crosstabulation						
		Local development				
			Poor	Moderate	Good	Total
Cultural dimension	Poor	Count	1	0	0	1
		% of total	0.6%	0.0%	0.0%	0.6%
	Moderate	Count	44	88	8	140
		% of total	27.7%	55.3%	5.0%	88.1%
	Good	Count	4	11	3	18
		% of total	2.5%	6.9%	1.9%	11.3%
Total	Count	49	99	11	159	
	% of total	30.8%	62.3%	6.9%	100.0%	

Source: Authors' own elaboration based on the results obtained using SPSS 27.

Table 2. Statical Test

	Value	Df	Asymptotic significance (two-sided)
Pearson's chi-square test	5.471 ^a	4	0.242
^a Four cells (44.4%) had an expected count of less than 5. The minimum expected count was 0.07.			

Source: Prepared by the authors based on the results obtained using SPSS 27.

Table 1 shows the distribution of responses concerning the cultural dimension of community-based rural tourism in relation to local development. Most respondents (88.1%) rated the cultural dimension of community-based rural tourism as moderate. This may indicate that tourism has had a moderate cultural impact but has not significantly transformed the community's identity or cultural characteristics. Only a small percentage of respondents (11.3%) perceived community-based rural tourism as having a positive impact on the cultural dimension. This suggests that, although there may be some cultural benefits, the impact is not widely recognised or is not being fully harnessed by the community. Only 0.6% of respondents considered the cultural impact to be poor. This is a positive sign, as it indicates that tourism is not having significantly negative effects on local culture. However, the low proportion of negative responses does not necessarily imply a broadly positive cultural impact.

Based on the foregoing analysis, the perception that the cultural dimension is predominantly moderate suggests that community-based rural tourism may have only a limited positive impact on the preservation and promotion of local culture. There are opportunities to strengthen its cultural impact through activities that promote and enhance local traditions, folklore, handicrafts and other elements of cultural heritage.

Pearson's chi-squared value is 5.471, with an asymptotic significance of 0.242, indicating that there is no statistically significant association between the two variables, as the p-value is greater than 0.05. Therefore, the null hypothesis of no association between the cultural dimension and local development cannot be rejected.

Table 3. Community-Based Rural Tourism and Environmental Awareness in Amantaní Island
Crosstabulation

		Local development				
		Poor	Moderate	Good	Total	
Community-based rural tourism strengthens the environmental awareness of the residents of Amantaní Island.	Strongly disagree	Count	1	0	0	1
		% of total	0.6 %	0.0 %	0.0 %	0.6 %
	Disagree	Count	0	1	0	1
		% of total	0.0 %	0.6 %	0.0 %	0.6 %
	Neither agree nor disagree	Count	20	44	0	64
		% of total	12.6 %	27.7 %	0.0 %	40.3 %
	Agree	Count	28	54	11	93
		% of total	17.6 %	34.0 %	6.9 %	58.5 %
Total		Count	49	99	11	159
		% of total	30.8 %	62.3 %	6.9 %	100.0 %

Source: Authors' own elaboration based on the results obtained using SPSS 27.

Table 4. Statical Test

	Value	df	Asymptotic significance (two-sided)
Pearson's chi-square test	11.234 ^a	6	0.081
Likelihood ratio	15.531	6	0.017
Linear-by- linear association	2.794	1	0.095
Number of valid cases	159		
^a Seven cells (58.3%) had an expected count of less than 5. The minimum expected count was 0.07.			

Source: Prepared by the authors based on the results obtained using SPSS 27.

Table 2 shows respondents' answers to the statement "Community-based rural tourism strengthens the environmental awareness of the residents of Amantaní Island". The results indicate that 58.5% of respondents agreed that community-based rural tourism strengthens residents' environmental awareness. This perception was distributed mainly across the poor (17.6%) and moderate (34.0%) local development categories, with a smaller percentage in the good category (6.9%). A further 40.3% of respondents selected "Neither agree nor disagree", reflecting a neutral position. This relatively high proportion indicates that many residents are not fully convinced that community-based rural tourism influences their environmental awareness. Only 1.3% of respondents selected "Disagree" or "Strongly disagree", showing that very few believed that community-based rural tourism does not have a positive impact on environmental awareness on the island.

Based on the foregoing analysis, although most respondents held a positive perception of the impact of community-based rural tourism on environmental awareness, the high proportion of neutral responses (40.3%) suggests a degree of uncertainty or a lack of clear evidence regarding the environmental benefits of this form of tourism. Although most respondents agreed with the statement, the large proportion of neutral responses also indicates that there may be scope to increase environmental awareness and education through awareness-raising programmes aimed at the residents of Amantaní.

The asymptotic significance value is 0.081, which is greater than 0.05. This indicates that there is no statistically significant association between local development and the perception that community-based rural tourism strengthens residents' environmental awareness. Although most respondents agreed with the statement, this perception does not vary significantly according to the level of local development.

Table 5. Community-Based Rural Tourism and Spatial Planning on Amantaní Island
Crosstabulation

		Local development				
		Poor	Moderate	Good	Total	
Community-based rural tourism activities are carried out in accordance with spatial planning based on the district's concerted development plan.	Disagree	Count	1	1	0	2
		% of total	0.6%	0.6%	0.0%	1.3%
	Neither agree nor disagree	Count	0	0	1	1
		% of total	0.0%	0.0%	0.6%	0.6%
	Agree	Count	48	98	10	156
		% of total	30.2%	61.6%	6.3%	98.1%
Total		Count	49	99	11	159
		% of total	30.8%	62.3%	6.9%	100.0%

Source: Authors' own elaboration based on the results obtained using SPSS 27.

Table 6. Statical Test

	Value	df	Asymptotic significance (two-sided)
Pearson's chi-square test	13.946 ^a	4	0.007
^a Six cells (66.7%) had an expected count of less than 5. The minimum expected count was 0.07.			

Source: Prepared by the authors based on the results obtained using SPSS 27.

Table 3 presents respondents' answers to the statement "Community-based rural tourism activities are carried out in accordance with spatial planning based on the district's concerted development plan". In this regard, 98.1% of respondents agreed that community-based rural tourism activities are undertaken in accordance with spatial planning and the district's concerted development plan. This perception is particularly evident among respondents in the poor (30.2%) and moderate (61.6%) local development categories who selected "Agree". Only 0.6% of respondents selected "Neither agree nor disagree", indicating that a very small proportion of the population held a neutral position or was uncertain as to whether tourism activities were aligned with spatial planning. Only 1.3% of respondents disagreed with the statement, suggesting that most perceived tourism activities as being carried out in accordance with the provisions of the district's concerted development plan.

Based on the foregoing analysis, the vast majority of respondents (98.1%) held a positive perception that community-based rural tourism activities are carried out in accordance with spatial planning and the district's concerted development plan. This indicates a strong degree of alignment with and commitment to local plans and regulations. The results also suggest that community-based rural tourism activities are being conducted in an organised manner and in accordance with spatial planning guidelines, which may indicate appropriate management of tourism resources in the area. Furthermore, the chi-squared result indicates a statistically significant association between respondents' answers and local development, which could contribute to improving community-based rural tourism strategies.

Table 7. Community-based rural tourism and local development

Crosstabulation						
		Local development				
			Poor	Moderate	Good	Total
Community-based rural tourism	Poor	Count	4	0	0	4
		% of total	2.5%	0.0%	0.0%	2.5%
	Moderate	Count	40	75	2	117
		% of total	25.2%	47.2%	1.3%	73.6%
	Good	Count	5	24	9	38
		% of total	3.1%	15.1%	5.7%	23.9%
Total	Count	49	99	11	159	
	% of total	30.8%	62.3%	6.9%	100.0%	

Source: Authors' own elaboration based on the results obtained using SPSS 27.

Table 4, "Community-based rural tourism and its relationship with local development on Amantaní Island", shows that most respondents perceived community-based rural tourism as an activity with a moderate impact on local development (73.6%). This category represents those who considered tourism to be neither entirely negative nor entirely positive, indicating that it produces some beneficial effects but also presents areas for improvement. Only 2.5% of respondents considered community-based rural tourism to have a poor impact on local development, suggesting that tourism is not regarded as wholly detrimental. A further 23.9% considered its impact to be good, showing that a significant proportion of the population perceived positive effects of community-based rural tourism in terms of local development.

Although most responses fell within the moderate category, almost one-quarter of the population believed that tourism has a positive impact. This may indicate that tourism activities are contributing significantly to local development, although perhaps not yet optimally across all dimensions, including the economic, social and cultural spheres. The proportion of respondents who considered the impact to be poor (2.5%) was low; nevertheless, there remains scope to increase the proportion of positive assessments.

4.2. Discussion of the Results

The results indicate that 76.1% of respondents considered the economic dimension to be poor or moderate in relation to local development. This percentage reflects a widespread perception that the economic impact of community-based rural tourism is not entirely positive or is not being fully harnessed on the island. Only 4.4% of respondents considered the economic dimension of community-based rural tourism to be good, suggesting that, although some positive assessment exists, it is not predominant. A further 19.5% rated the economic dimension as moderate, which may indicate that, although certain aspects of community-based rural tourism have a moderate economic impact, considerable scope for improvement or further development remains.

This result is consistent with the guidelines established by the Ministry of Foreign Trade and Tourism (2007), which state that community-based rural tourism is integrated into the local economy and the activities characteristic of rural areas, since it primarily involves small- and medium-scale enterprises that are largely controlled by local entrepreneurs. In this regard, the moderate economic impact may be explained by the involvement of certain travel agents in the community-based management of tourism on the island, a situation that causes discontent among the local population. Pearson's chi-squared test yielded a relatively high value (57.209), with an asymptotic significance of $p < 0.001$, indicating a statistically significant association between the economic dimension and local development. This suggests that changes in perceptions of the economic dimension are accompanied by changes in perceptions of local development. It is therefore necessary to

recognise that rural tourism in Peru is fundamentally experiential owing to the country's ethnic diversity, as illustrated by the inhabitants of Amantaní Island.

In its guidelines, the Ministry of Foreign Trade and Tourism (2007) states that rural communities are organisations of public interest with legal existence and legal personality, comprising families that inhabit and control specific territories and are connected by ancestral, social, economic and cultural ties expressed through communal land ownership, communal labour and mutual assistance. This statement is related to the results because Peru has considerable ethnic diversity across its regions, and regional populations differ in their perceptions of community-based rural tourism as a driver of local economic, social, cultural and environmental development.

5. Conclusions

It is confirmed that most respondents perceived community-based rural tourism as an activity with a moderate impact on local development (73.6%). This category comprises those who considered tourism to be neither entirely negative nor entirely positive, indicating that it produces some beneficial effects but also presents areas for improvement. Only 2.5% of respondents considered community-based rural tourism to have a poor impact on local development, suggesting that tourism is not regarded as wholly detrimental. A further 23.9% considered its impact to be good, showing that a significant proportion of the population perceived positive effects of community-based rural tourism in terms of local development.

A proportion of the population believed that tourism has a positive impact. This may indicate that tourism activities are contributing significantly to local development, although perhaps not yet optimally across all dimensions, including the economic, social and cultural spheres. The proportion of respondents who considered the impact to be poor (2.5%) was low; nevertheless, there remains scope to increase the proportion of positive assessments.

It is concluded that most respondents considered community-based rural tourism to have a moderate impact on local development, suggesting that it produces benefits but also presents areas for improvement. Nevertheless, CBRT promotes the local economy and the income-generating activities that form part of the rural territory, particularly through the organisation of the various services offered. It is therefore an economic activity that generates additional and complementary income, promotes employment and the potential for economic growth while maintaining fair trade, and helps reduce emigration and the depopulation of rural areas, while the local population benefits from and participates in the sale of products and services.

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