

## Rural Tourism as a Development Strategy in Communities of the Sierra Gorda of Querétaro

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**Abstract :** The article shows the pressing conditions of marginalization prevailing in the Sierra Gorda, in the northern state of Queretaro, so it is essential to identify business options that generate a complementary source of income in a sustainable manner, in accordance with the fact that the area is a Biosphere Reserve by UNESCO. In this sense, the study identifies the enormous scenic richness of the area, the growing demand for leisure activities of the urban centers and the multifunctionality that adds, in a complementary way, the traditional activities that up to now have achieved the quality of life levels. From the application of the 43 interviews and 183 surveys, confirms the fact that the post-visit perception exceeds the expectations of the visitors emerges and affirms that the image that has been projected is attractive and timely. In order to understand how the current model of tourism promoted in the region is working, there is a need to evaluate it in a theoretical-methodological framework considering sustainable development assumptions. In order to determine the degree of contribution to business development, strengthening of social capital, and enjoyment and appreciation of cultural and natural heritage in the region.

**Keywords :** marginalization, rural tourism, multifunctionality, sustainability, revenue

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