

DOI: <https://doi.org/10.53555/ks.v12i3.2903>

## Gender Perspective And Agrotourism Development In Los Rios, Ecuador

**Zoraida Nathalie Landeta-Bejarano<sup>1\*</sup>, José Damián Ruiz-Sinoga<sup>2</sup>, Augusto Franklin Mendiburu-Rojas<sup>3</sup>, Johana Alejandra Olaya-Reyes<sup>4</sup>, Daniel Gustavo Lemos Beltrán<sup>5</sup>**

<sup>1\*</sup>Universidad Técnica de Babahoyo – Ecuador, Universidad de Málaga – España Email: [nlandeta@utb.edu.ec](mailto:nlandeta@utb.edu.ec)  
Email: [nlandetab@uma.es](mailto:nlandetab@uma.es), ORCID: <https://orcid.org/0000-0001-8569-3077>

<sup>2</sup>Universidad de Málaga – España, Email: [sinoga@uma.es](mailto:sinoga@uma.es), ORCID: <https://orcid.org/0000-0002-2303-0881>

<sup>3</sup>Universidad Técnica de Babahoyo – Ecuador, Email: [amendiburur@utb.edu.ec](mailto:amendiburur@utb.edu.ec)  
ORCID: <https://orcid.org/0000-0002-2650-216X>

<sup>4</sup>Universidad Técnica de Babahoyo – Ecuador, Email: [jolaya@utb.edu.ec](mailto:jolaya@utb.edu.ec), ORCID: <https://orcid.org/0000-0003-1486-8217>

<sup>5</sup>Universidad Técnica de Babahoyo – Ecuador, Email: [dlemos@utb.edu.ec](mailto:dlemos@utb.edu.ec), ORCID: <https://orcid.org/0000-0001-7169-2399>

**\*Corresponding Author:** Zoraida Nathalie Landeta-Bejarano

\*Universidad Técnica de Babahoyo – Ecuador, Universidad de Málaga – España Email: [nlandeta@utb.edu.ec](mailto:nlandeta@utb.edu.ec)  
Email: [nlandetab@uma.es](mailto:nlandetab@uma.es), ORCID: <https://orcid.org/0000-0001-8569-3077>

### ABSTRACT

The present research is developed within the framework of the doctoral study in tourism and addresses the systematic review of literature on the gender perspective and agro-tourism development, starting from two questions: What are the most relevant characteristics of the gender perspective? and What are the most important elements of agro-tourism development? These are reflective questions to understand and comprehend the leading role of women and their link in the development of their rural context. Scientific productions from 2019 to 2023 were analyzed. The study is based on the PRISMA methodology, with which 105 research papers were selected. The works reviewed provide empirical and theoretical information on the gender perspective and agrotourism development in Ecuador. It was found that there is a struggle to give Ecuadorian women a space of justice in terms of their personal, family and collective development, their role is not limited to a traditional space but to one that can show their abilities and skills to be the architect of sustainable development in their context. In addition, the stereotypes that have traditionally shown a woman as fearful or submissive must be eliminated, and support must be given on different fronts to promote the female role. Regarding agrotourism development, give strength to the tourist circuits, to the gastronomy of the area, instruct them in the formation of producers' associations, develop productive chains taking care of the environment, seeking the preservation of traditional plantations that allow economic activities and thus manage the construction and improvement of roads.

**Keywords:** gender perspective, women, development, agrotourism, family.

### RESUMEN

La presente investigación se desarrolla en el marco del estudio doctoral en turismo y aborda la revisión sistemática de literatura sobre la perspectiva de género y el desarrollo agroturístico partiendo de dos interrogantes como ¿Cuáles son las características más relevantes que presenta la perspectiva de género? y ¿Cuáles son los elementos más importantes que evidencia el desarrollo agroturístico?, preguntas reflexivas para entender y comprender el rol protagónico de la mujer y su enlace en el desarrollo de su contexto rural. Se analizaron producciones científicas desde 2019 al 2023. El estudio se apoya en la metodología PRISMA, con la cual se seleccionaron 105 trabajos investigativos. Los trabajos revisados aportan información empírica y teórica sobre la perspectiva de género y del desarrollo agroturístico en el Ecuador. Encontrándose que existe una lucha por dar un espacio de justicia a la mujer ecuatoriana en cuanto a su desarrollo personal, familiar y colectivo, su rol no está circunscrito a un espacio tradicional sino a uno que pueda mostrar sus capacidades y habilidades para ser artífice de un desarrollo sostenible en su contexto. Además los estereotipos que tradicionalmente han mostrado a una mujer como miedos o sumisiones deben ser eliminadas, se debe apoyar desde diferentes frentes al impulso del rol femenino. Sobre el desarrollo agroturístico darles la fortaleza a los circuitos turísticos, a la gastronomía de la zona, instruirlos en formación de asociaciones de productores, a desarrollar cadenas productivas cuidando el medio ambiente, buscando la preservación de plantaciones tradicionales que permiten las actividades económicas y con ello gestionar la construcción y mejoramientos de vías.

Palabras Claves: Perspectiva de género, mujer, desarrollo, agroturismo, familia.

### INTRODUCTION

Gender equality is fundamental to achieving sustainable societies and is an undeniable human right. The 2030 Agenda seeks gender equality and the empowerment of women through the fulfillment of the Sustainable Development Goals. Although significant progress has been made, gender equality continues to be a structural feature of the region. Women suffer from

labor gaps, precariousness, caregiving roles, vulnerability to poverty, and gender-based violence. Gender equality in terms of political representation and decision-making has not yet been achieved.

## **GENDER PERSPECTIVE**

According to Montalvo (2020), gender identity expresses the social construction that is given to the feminine and masculine genders, in terms of their different sexual organs, alluding in a generalized way to the existence of a scheme of gender relations (p. 10). Likewise, according to Ramírez (2020), he comments on the gender perspective visualized from a legal approach, as a subject of analysis in the relevant institutions, with the purpose of recriminating the practices that attempt against minority groups, under the protection of the penal code where the reformulations of the law should be for the benefit of sexual diversity and not biased and attentive (p. 203). For his part, Gradilla (2020) expressed that, to obtain inclusive urban development, the architecture of cities should include planning in several aspects such as the transportation system, infrastructure, and services that can meet the demand of all users without making exceptions, especially emphasizing people with disabilities (p.18). Poyatos (2019) mentioned that in the argumentative exercise, the gender perspective is considered as the one in charge of encouraging a social transformation, in the conduct and behavior patterns that for decades have been pioneers in the repression against women. Specifically, article 4 of the LOIEMH regulates and regulates the internal rights to the international mandate from a gender scope (p. 9).

### ***Gender Equity Gaps***

Daza (2020) stated that it is defined as a foundation of equity based on the recognition of social differences between men and women. These positions originate from the approach of equity as "equality in the differences"; therefore, this principle guarantees respect and tolerance towards human decisions (p.59) and gender equality through approach and actions for more equitable and sustainable relations in the sector (p. 16). According to Almeida-Guzmán and Barroso-González (2020), gender equity in higher education institutions is affected by a number of tangible and intangible factors that stifle the development of female teachers, specifically in management and research publications (p. 105). Likewise, Bohórquez, Anctil and Rojas (2019) stated that in order to understand gender equity, it is important to consider how it affects women, men and gender-diverse individuals differently.

Girón (2020) also expressed his concern about the relationship between gender inequality and public policies, as an issue of transcendence for any state concerned with maintaining a peaceful relationship among its inhabitants. For the countries that make up the Asia Pacific Forum, this is a long-term objective to establish gender equity, without leaving behind minority groups, as an indicator that allows clarifying the existing gender gap, in the workplace. For this reason, the purpose of the conferences exposed in the forum is to generate spaces for discussion and debate and open up a topic that decades ago was not taken into account (p. 1). Along the same lines, Cano et al. (2020) agreed that in recent decades the presence of women in executive positions has been the subject of analysis, where the obstacles that women have to overcome to reach high-level positions are determined. Most of the time, starting from a transcendental approach where the historical, social and cultural context is included, the female gender has had to live so that their rights are currently respected, which is not an easy task but it is a great challenge that the Peruvian state will have to face in order to award regulations that help to strengthen female empowerment (pp. 22-23).

In addition, Valencia (2021) expressed his recognition of the fortuitous work of the Colombian state in recent years, generating various mechanisms from a state perspective to reduce the existing gap between the male and female genders, starting from the authenticity of women's work, equal access to the same job positions and fair remuneration, promoting campaigns for female empowerment and mitigating the stereotypes rooted in a society that prevents the development of the female gender under equal conditions (p. 131). Coincidentally, Méndez et al. (2020) commented that the last census applied in Honduras during the year 2019 showed that more than 50% of the country's population is represented by the female gender. The World Economic Forum mentions three pillars that influence inequality: education, political participation and economic empowerment. In relation to this, the dimension that represents the wage gap between Honduran men and women could be corroborated, and the conclusions establish a disproportionate workload for women, where a large part of these hours are not paid (p. 9).

Cediel et al. (2021) stated that in order to achieve sustainable development of the national economy in rural and agricultural areas of Colombia, it is imperative to achieve gender equality, since rural women are essential in this work. Their vital role in the production and sale of food is combined with other domestic and economic care tasks. Some impacts can be considered both positive and negative, highlighting the concerns of women in rural areas; however, this provides a useful opportunity to focus public policies and actions towards development in a more effective way (p. 124). Also, Benítez-Fernández et al. (2021) showed that jobs were generated in women beneficiaries with a total of 31% of women employed. Significant changes are observed in the reactivation of agriculture among families with children and youth. 117,100 women were trained in topics of interest to them, representing 30% of the total. Women in the communities achieve greater autonomy, empowerment, and leadership (pp. 1-2).

Torres-Flórez and Muñoz (2021) stated that they seek to strengthen human resources management in the town of Villavicencio by determining salary elements and gender equity for organizational development. A positive correlation is observed between education/experience and salary in the sector. Women predominate in the industry but face wage discrimination regardless of the working day (p. 105). Melendres et al. (2021) also stated the need to establish strategies for more equitable development in this sector. To promote gender equity, the proposed strategy is based on five elements: implementing inclusion and control policies, training women in new trades, promoting changes in typical household behaviors, implementing poverty reduction policies related to the gender approach for sustainable development, and promoting the development of a gender equity approach for sustainable development (p. 105) (pp. 707-708).

In addition, Jiménez et al. (2021) stated that university women showed a relationship between gender job segregation and female self-concept during the pandemic. Gender job segregation affects the self-concept of university women and those with a greater workload at home because they are women who have a greater tendency to perceive it (p. 1). Finally, Pachano and Molina (2021) exposed that despite certain labor reforms in Ecuador and other Latin American countries focused on protecting workers and their rights and guaranteeing labor stability, discrimination in the workplace continues to be a constant. Ecuador seeks gender equality and uses international law and domestic legal systems to combat gender discrimination. It is necessary to understand the causes of gender discrimination in Ecuador's labor market (p. 180).

### ***Female Stereotype***

Treviños-Rodríguez and Díaz-Soloaga (2021) stated that female stereotypes represent generalized behaviors in a society, where the media have a great impact on the propagation and imposition of these stereotypes in people's daily lives (p. 2). Similarly, Elizundia and Yaulema (2021) agreed that throughout history, gender stereotypes have consumed society, becoming normalized through the communicative and social processes, significantly impacting the culture of a country, which is why they continue to be the object of analysis (p. 243). According to Ortiz (2021), women are conceived as a model of struggle, activism, decision and intellect, in Mexican stories and literature, due to great exponents of art, culture and politics of the twentieth century, however, they are also seen as a model of submission, obedient to the mandates of the husband, fulfilling her role as a stay-at-home mother, taking into account that Mexican society is considered highly sexist (p. 1).

In addition, Romero (2022) stated that the study sought to establish the relationship between social skills, resilience and emotional dependence, and to compare the results in both sample groups. Women victims of violence have lower social skills (43.6%), compared to non-victims (34.7%). 48.1% of women victims of violence have low levels of resilience, compared to 38.9% of non-victims who have high levels of resilience. 58.8% of women victims of violence have normal and significant emotional dependence, while only 41.2% have moderate and high levels. 66.7% of women who have not suffered violence present normal and significant levels of emotional dependence, while 33.4% have moderate and high levels. Both sample groups show a slight difference in their results (pp. 349, 364). According to Garcia (2022), female stereotypes judge people by their gender from birth, women are raised in a pink environment, are treated with delicacy and are expected to be submissive. Stereotypes hurt both men and women, but women's role is more affected by the expectation of being inferior in household chores and in their careers. Women who challenge professional stereotypes often face the additional burden of fulfilling multiple roles, such as being a mother, homemaker and professional (p. 6).

### ***Socio-Cultural Approach***

Martínez (2013, cited in Morin, 2019) stated that he understands as "sociocultural" the culture present in the traditional activities of the peoples, the way of coexistence, art, artistic expressions, music, beliefs, language, stories and generational traditions such as rites and local festivities. Also, Peña et al. (2020) stated that according to Fowler, stipulates that culture is systematic, and the collection and organization of ancestral knowledge are transmitted to new generations in the educational, social and work environments (p. 8). Similarly, Aquisé (2019) states that this study aims to describe the proactive, social and cultural role of the rural woman of Selque - Macarí, the first concept being understood as the activities that generate economic sustenance to the family nucleus, allowing to verify the ignorance and devaluation that exists for these activities carried out by the female gender, which leads to inequality gaps. The aim is to detail and highlight the activities carried out by women as a strategy for action to promote gender equality and collective valuation (p. 13).

Sánchez and Yépez (2021) also expressed that from a patriarchal perspective which has governed the family sphere for hundreds of years, a determinant of this is the economic dependence of women, relieving them of domestic work that should be basic in women's activities, situations that generate social prejudices, leading men to a position of authority acquired by society itself. It was shown that housewives are considered workers who receive very little remuneration. It was also determined that machismo as a socio-cultural factor that harms the independence of women, imposing behaviors that minimize, exclude, and discriminate against the actions of the female gender (pp. 8-9). For his part, Mamani (2019) expressed that female participation in municipal management, specifically, recognizes and details the socio-educational and sociocultural level of macho traits that minimize female participation in activities that by law should be inclusive. The conclusion is that generationally rooted socio-cultural approaches influence female participation in municipal management issues, preventing women from obtaining public positions and moving up in the hierarchical scheme of these entities, at the socio-educational level, more than 50% of respondents stated that they had not completed high school (p. 9).

Díaz and Ledesma (2021) expressed that throughout history, women were relevant as mothers, wives and in society, but their contribution was often ignored. The relevance of women's roles over time was investigated using the qualitative methodology of the hermeneutic historical paradigm. Women have been important in history because of their feminine condition, including unique physical, psychological and emotional characteristics. However, due to cultural reasons, she has often been denied her rights and treated unfairly in her social environment (p. 127). Lazo et al. (2022) also stated that this work seeks to identify cultural patterns concerning gender representation through newspapers and violence against women in an Ecuadorian province. Machista cultural patterns generate negative stereotypes of women and are related to the current climate of gender violence, according to the results. Neither the public nor the media encourage new sociocultural gender models, presenting women as fragile and obedient (p. 406).

Bastidas et al. (2022) also stated that the role of women in rural areas dedicated to planting, harvesting crops and raising small species is crucial for the sustainable development of their households, community and nation, and for the economic growth of rural areas. Smallholder women producers face challenges of market competitiveness, compounded by economic hardship that has been exacerbated by the pandemic. These women also encounter social and cultural barriers that prevent them from assuming their roles and competing together in the marketplace. The objective is to strengthen their productive activities with

sustainable projects (p. 231). Castillo et al. (2022) stated that they examine how COVID-19 affected women heads of household in socioeconomic terms and has conditioned their personal, work and family progress. During the confinement, the economy of the households on the banks of the Esmeraldas River was affected; however, the female heads of household have maintained their income and productive activities at levels similar to those before the pandemic, which has not caused a decline in their quality of life or in the family relationship in the household (p. 1129).

### ***Transversality***

Rivas-Escobar, Luna-Cabrera and Moreno-Molina (2021) stated that transversality is the process that gathers the constructive advances of the disciplinary reality, on environmental problems in academic constructs relating theory and experience (p. 232). In addition, Alesina (2020) expressed that the government's priority is to distribute economic resources towards public policies that promote inclusion and gender equity. The problem of inequality and the inequitable distribution of social goods and resources is the subject of an analysis by government agencies. This study determines the progress, limits and challenges concerning the gender perspective in state funds, in order to outline and synthesize the corporate work process of men and women in Uruguay (p. 6).

On the other hand, Basterra (2020) stated that an important objective of public policies is to contemplate the gender factor as a reason for inequality between both sexes. At the institutional level, laws and protocols have been implemented in order to guarantee justice in the face of factors derived from gender; it is necessary to strengthen the transversality in the inequality between men and women, whose exclusionary situations in institutional structures (p. 4). Navarro and Sanz (2021) also stated that the European Union has established gender mainstreaming in its political goals, and that in the last 25 years gender equality has been the subject of study, which has inspired the topic to be addressed in different forums, papers and debates, for a timely reformulation of gender policies (p. 39).

Sánchez et al. (2021) stated that it is mandatory for public administrations linked to or dependent on the State in Spain to prepare and implement Equal Opportunity Plans for Men and Women by law. The purpose is to determine the root cause of non-compliance. The research indicates obstacles to carrying out and progressing with these Plans. The most relevant are the lack of policies and structures committed to equality, the still existing social and cultural barriers and the lack of various resources (pp. 8-9). Furthermore, Arteaga and Chico (2023) stated that the promotion of equal opportunities in the classroom is essential for inclusive and quality education. Co-teaching is effective in meeting every need presented by students by involving two teachers in adapting instruction. ICT makes learning more accessible to students and adapts to their individual needs. Each pedagogical strategy helps vulnerable students and values diversity, with support and adaptation in activities and content. Creative strategies such as gamification and gaming are exposed to foster gender equality and promote attitudes of respect and equity. Inclusive and quality education requires the implementation of pedagogical strategies that enable all students to learn and participate in the educational process (p. 378).

## **AGROTOURISM DEVELOPMENT**

Mahony (2021) expressed that agritourism is synonymous with sustainable development, activities that relate skills in natural spaces are well regarded by tourists, preferring to participate in hiking, fishing, horseback riding and a variety of recreational activities related to sports tourism. Similar to rural tourism, there are several definitions of agritourism, which in a centralized way is based on the contact of tourists with an agrarian experience (p. 8). Rojas (2020) also stated that the productive processes of rural communities are based on agricultural products, and when agrotourism is related, it is about focusing the tourist towards a unique experience where he can participate in the harvesting, management, care and feeding of animals, from a recreational approach (p. 625).

Wooten et al. (2020) stated that agritourism stands out for the following qualities: Accommodation, a rustic house where visitors take advantage of the outdoor life and the beautiful natural landscapes; Reception of guests, members of the community will share their native customs and knowledge of the countryside with visitors; Tourist experience, touring and getting to know the rural routes and spaces, living with the farmers in their daily activities; Relaxation, harmonious coexistence with the natural environment while practicing valuable meditation time; Distribution of income, distributed with the community, in agreement with farmers and entrepreneurs who see the environment as a way to generate resources and productivity (pp. 631-632). In addition, Phillip et al. (2010, cited in Ocampo-Aguirre et al., 2021) state the characteristic features of agritourism, combining it with agricultural activities through people trained in the rural area, agritourism is linked to the countryside and consists of a variety of tourism activities where tradition, recreation and landscapes are the main pillars (p. 12).

### **Social Factors**

According to GREO (2019), social factors are based on attitudes and considerations about gambling, the problems that the vice of gambling can generate in people and how dedicating too many hours to it is considered harmful to the mental health of people and that in turn can develop compulsive behaviors, causing the person to gamble too much (p. 1). In addition, Montoya (2021) expressed that since a decade ago, in Cusco, tourism has been promoted through the strengthening of the cultural pillars and the living talent of the parish, the present study is of a qualitative nature implemented by the Piel de Sal Maras Cultural artistic group to recognize the limitations for such initiatives in the parish. It is determined that in order to manage touristic spaces, the construction of a social capital fund is needed, which allows the interaction between the community members and residents. These links will strengthen commerce, goods, the promotion of talents and the necessary resources to ensure optimal environments of cultural diversification with characteristics of sustainability over time (p. 2).

Pazmiño et al. (2021) also agreed that the spaces managed for urban recreation are places where the collective identity of these spaces is fostered in urban and rural sectors of Chimbote, Peru. The methodology applied was of a qualitative nature, where



the comparison between existing recreational spaces in neighboring sectors was implemented, where the conclusion was reached that there are notorious differences between the design of rural-urban spaces and that the population benefiting from such spaces, generally children and adolescents, should be correctly identified (p. 1). Similarly, Basurto (2020) expressed that the case study took place in the city of Guayaquil, where the effects of insecurity and delinquency in tourist sectors such as the Guasmo Beach were analyzed in order to promote strategies to help combat these social problems. The insecurity factors were determined, situations such as common crime, drug addiction and the poor infrastructure of the sector, contribute to situations of insecurity of people, more police control is needed in the area, is a conclusion that was reached, after having applied surveys to inhabitants of the sector and visitors, who believe that the support of state agencies is necessary so that the sector in question can become a real tourist center (p. 15).

In addition, Terán (2020) expressed that in the district of Chetilla in Cajamarca, the aim is to know through a study the factors that impact the development of a community tourism center and through it generate a positive impact on the community, assess competitiveness, social commitment and local economic development that will be decisive in the process of implementing optimal conditions for the project to flow as it should. The conclusions reached are that economic competition as a factor of transformation, together with the institutional framework generated after the project, are of utmost importance for local development (p. 8). In the same line, Milian and Acuña (2020) agreed on the importance of social networks to connect the different social spheres, because of this large companies use tools such as digital media to promote their products and services, based on this principle, in the adventure community in the region of Lambayeque, they seek to promote their local tourism through social media. The updated situation of the social networks was taken, linking the tourist centers surrounding the community to the tourism sector, motivating people to know the cultural and attractive activities of the locality (p. 5).

According to Gascón (2022), Community-Based Rural Tourism is a tool for linking rural communities in the South to the service economy. The offer is part of tourist routes, so visitors spend only a few hours. The paper concludes in two ways: Apparently insignificant contextual factors can play a relevant role in the effects of Rural Community Tourism at the social, economic and political levels and the impact of a tourist route can vary in each locality through which it passes. The research is deductive ethnographic, uses qualitative techniques, and is carried out in extensive fieldwork (p. 1). Likewise, Rodríguez, Di Nicolo and Aguirre (2022) stated that the objective is to census the effect of the formation of municipalities in Mapuche indigenous lands, where there are nationally and internationally renowned tourist activities. The displacement of indigenous people to promote tourism, the effects of the creation of municipalities in Mapuche communities, land conflicts and the forms of inclusion or exclusion of indigenous people in tourist circuits promoted by the State are considered. It is concluded that deterritorializations are a form of dispossession at present. "Two processes are expressed related to the creation of municipalities, the diversity in indigenous participation in tourism and the increase of territorial conflicts" (p. 44).

On the other hand, Peralta et al. (2022) stated that the location of Puerto Colombia is ideal for commerce and tourism. The purpose is to evaluate the strategic alliances that create value in the gastronomy tourism sector. The results identified the requirements for establishing alliances, defining environmental needs, and recognizing allies from the perspective of the locality. The strategic alliance will strengthen gastronomic tourism in Puerto Colombia, thus improving the quality of life of the local community that depends on this activity (p. 277). In addition, González and Rueda (2022) stated that it is crucial to understand that adapting to emerging remote spaces benefits the vision of gastronomy trainers, boosting graduates in economic, social and cultural aspects, to meet the needs arising in the health emergency. After the pandemic, it is necessary to incorporate technologies in the curriculum to impart theoretical content, giving importance to their role as training tools instead of only using them in times of crisis (p. 1487).

In agreement with Gordziejczuk and Mikkelsen (2023), they stated that a system is needed that includes the provision of goods and services related to the use and capacity to enjoy those resources that the environment offers in terms of recreation and tourism. Official statistical evidence confirms the advance of tourism and recreational activities in rural areas of Argentina. This group of services is essential in the economy due to global processes and trends such as the interest in nature, taking into account valuable breeding places, the protection of traditions and the vision of tourism as an option for growth (pp. 1-2). In addition, Garaicoa et al. (2023) stated that Ecuador can promote agrotourism as a sustainable option for local growth and community well-being thanks to its geographic, economic and sociocultural potential. Propose a strategic action plan that allows for the economic development of farms and ranches through agrotourism and its relationship with local development in rural areas of Ecuador. The Strategic Tourism Plan (PLANDETUR) seeks to promote agrotourism with sectoral policies oriented towards sustainable tourism. A close relationship was found between agrotourism and local development, which helps to plan a strategic action plan for sustainable tourism (p. 4768).

### **Factores Económicos**

According to Quevedo et al. (2021), the chain approach and the implementation of appropriate technologies are recognized as means to develop successful production processes. This paper deals with technology, technology management, production chains and their relationship with each other. Technology management is key to making decisions in the chains. The purpose of these processes is to outline the productive links and their impact on societies. The previously studied bibliography serves as a basis for the analysis of the criteria and related topics. In conclusion, the main components of production linkages are identified, as well as the variables that define sustainable development in societies (pp. 231-232, 461).

In addition, Morales (2021) mentioned the importance of knowing the priority factors of the economic, technological and environmental aspects and their influence on the Ecuadorian banana sector. For this purpose, the economic reality of the main banana groups in Ecuador, such as AEBE and ACORBANEC, was examined during the period 2015-2019: AEBE ACORBANEC, the period 2015-2019, the evaluative results of the annual productive and commercial dynamics, make known the influence of both companies in international markets, at export levels they surpass themselves annually, in such a way that income is higher and more employment places are being generated to be able to satisfy a demanding market (p. 14). Likewise,

Urbay (2021) states that the main objective was to know the effects of the waste segregation model that is informally collected. Surveys were applied to the workers of these centers, inhabitants of the sector and engineers who are experts in solid waste management, and the results showed the need to recreate an approach to help in the proper segregation of these wastes, which are harmful to the environment, incorporating in the integral collection centers actions that contribute integrally to establish regulations that stimulate a correct productive process (p. 11).

Gaudin and Padilla (2020) stated that there is a growing interest in value linkages, which have become evident in recent years, as a useful tool for the analysis of business dynamics, innovation, socio-economic empowerment and international trade agreements in terms of the growing productive processes. Value linkages generate a significant contribution to business income. Case studies on value linkages for agro-industry in Central American countries indicate the impact of intermediaries in the control of producers' production capacities, market structuring and technological capabilities that promote a productive future in the competitive development of value linkages as a whole, thanks to the participation of these business actors (p. 5). Also, Balanta et al. (2022) stated that the socioeconomic aspects that promote subsistence family farming and agro-tourism include: land, farming culture, land use, economics that includes financial aspects, income and outgoings, access to loans, inputs and tools, and attitudinal profile that includes labor, generational replacement and level of training. The proposal includes policies, institutional support, training and sustainable agricultural activities (p. 214).

Pilataxi et al. (2022) stated the importance of designing and evaluating the viability of a concha prieta agrotourism route to diversify the economy in Bajo Alto. Rural tourism is expected to become the main economic activity for rural economies due to its growth and contribution to local economic development. It is essential to design a route so that the agro-tourism routes are successful and residents and visitors contribute added value through community participation, promoting both adventure tourism and gastronomy, such as the sale of conch ceviche and other derived products that generate economic income for the families that dedicate time to this activity (pp. 6070-6071). Acosta-Enciso, Martínez-Ibarra, and Grimaldo-Anaya (2022) also stated that there is evidence of the characteristics of the production and sale of pajarete in Mexican rural areas, as an agrotourism potential. The results reflect the condition of the stables, cattle management, milking technique and the particularities of the sale to the public. The sale of pajarete has improved the economy of milk producers and can be a tourist attraction, but it needs improvements in milking quality, infrastructure and service (p. 2).

In the same vein, Félix and Cedeño (2022) stated that CARE and CANVAS models were used to create the Cacao Cultural Landscape in the province of Manabí, where progress was made in channeling information, alternative accommodations, access, natural and cultural resources, stakeholders and strategic alliances. The cocoa cultural landscape in Manabí has tourism potential with support from the government and private sector (p. 35). Arellana-Guzman et al. (2022) also stated that in Latin America, the lack of technification and sound logistical processes in smallholder agriculture limits their access to larger and more competitive markets, which affects their economic growth and well-being. A model is proposed that optimally locates multi-product, multi-client, multi-period collection centers for agricultural producers, achieving product consolidation. The objective is to save money in logistics and transportation by sharing resources and analyzing different situations. The synergies between producers allow them to expand markets, consolidate processes and add value. The prototype web platform allows farmers to have greater participation and commercial negotiating power. The collection centers are economically beneficial. Production levels, distance transported and product quality are the main factors that influence the model's results (pp. 228-229).

### ***Environment***

According to López (2019), the environment is understood as all the elements that surround human beings, both physical and biological, relating tangibly with them from interactions through the senses (p. 33). Likewise, Sanchez (2020) commented that it is the sum of natural and artificial elements promoted by human beings, coexisting in a natural space with all living beings, and also stated that the UN (2007) commented that environmental conservation is a critical issue to be addressed, starting from the analysis that society progresses by leaps and bounds, natural areas and virgin forests are being harmed by this modernity, the extinction of flora and fauna of countless species in recent years, coupled with air pollution, soil and sea are situations that affect the planet (pp. 52, 59).

For his part, López (2021) commented that due to the various climatic threats that are currently arising, as a result of the deterioration of green spaces, the object of analysis is the increase in air traffic and its reconciliation with a sustainable natural environment, since aviation is a means that generates income for the industrial sectors. It is necessary to clarify guidelines so that these flights are carried out after exhaustive security controls that guarantee the null alteration of the ecosystems, in the investigation the different forms of contamination to the environment were determined, in addition, it is of relevance to point out that the pollutants go unnoticed for the living beings that inhabit these sectors, a green, responsible and friendly aviation is proposed with the preservation of the environment to which we owe respect (pp. 3-4). Velezvia (2020) also stated that educational activities will be key in the initial teaching with the support of tutors, families and young people committed to the care of the environment. Education based on Naturalist Intelligence will allow its immediate application in the educational sector. It is essential to invite children to enjoy nature, through trips, and biodiversity studies, to enrich their intelligence and encourage their curiosity. Children learn in an ideal way by interacting with living beings and nature (p. 233).

Cantero and Hernández (2021) expressed their concern about the little transfer of ancestral knowledge of indigenous communities in Colombian classrooms, which makes it difficult to match the sociocultural patterns in schools. The objective is to recognize the ancestral knowledge of the Emberá Katío culture of Tierralta, Córdoba, and the priority attention they give to the environment and the natural surroundings, directed to the subject of natural sciences in primary school. From the study, the forging of five pillars that should be treated in initial education with great caution was imposed, which are healing plants, respect for living beings, food, meditation, and memorial stories that are sources of adequate intercultural formation (p. 1). In addition, Carreño (2020) stated that lately, the construction works on the country's highways have caused concerns due to

their effects on biodiversity and the lack of protection of natural resources. These constructions do not follow all the protocols, which has serious consequences for biodiversity and society. However, there is a global commitment to move towards modernity and protect the natural environment, although sometimes the government loses control over the impacts on the ecosystem (p. 13).

Likewise, Bermúdez et al. (2021) stated that the actions that man generates to mitigate the negative impact on the environment are conceived as good environmental practices; going into these practices leads to the knowledge of the places dedicated to rural tourism. Promoting such findings encourages the growth of a generalized social responsibility for the care of the natural wealth, in such a way that tourist activities in these sectors are controlled, decreasing the intentions of exploitation of this area by for-profit corporations. The recognition of good practices was established through surveys and open questions to focus groups surrounding the sectors of Quindío. The results supported the idea that good practices generate added value and the influence of knowledge towards values must be covered, also the implementation of care protocols and normative operators is necessary so that the protectionist action continues to be maintained in the sector (p. 1).

Furthermore, Hidalgo et al. (2022) stated that science and technology are strategic assets for states and industries. Despite recognizing the benefits of scientific-technological progress, it is recognized that it is also responsible for numerous environmental and social problems of many years ago. Evaluate the importance of community intervention strategies in the promotion of a citizen environmental culture, taking advantage of scientific-technological advances. Environmental intervention strategies enable the community to transform their environment using traditions, values and habits. Research encourages the involvement of people in the conservation of the environment and sustainable development. It also develops the potential to solve practical problems in the community (pp. 390-391). Idrovo-Sánchez et al. (2022) also stated that it is necessary to analyze the legal status of reduced ethnic groups and ancestral peoples concerning environmental care. Describing the results obtained, the theoretical basis related to the research topic can be developed. The participants in this study are the residents of Chillanes, in the Province of Chimborazo. Prior consultation is a vital constitutional tool to protect the rights of affected nationalities, peoples and communities in their ancestral territories (p. 1).

According to Naranjo et al. (2022), the global environment is deteriorating further with the irresponsible use of every natural resource and the lack of sufficient attention to resolve its negative effects on living beings, including human populations. Environmental values imply the conscious and positive behavior of human beings towards their environment, including the use and appreciation of natural resources. Evaluating environmental education forms ethical values in basic education students in Ambato. Families are encouraged to take action to care for and conserve the environment. Correspondence confirms the high motivation and commitment of students to care for the environment (p. 131).

On the other hand, Pinargote-Montenegro et al. (2022) state that companies should assume social responsibility towards society, caring for and using their internal and external resources responsibly, and contributing to the socioeconomic development and quality of life of the community. The objective is to analyze the effect of the social responsibility of tourism companies on the environment of Manabí using a survey (p. 59). Finally, Ariza-Zabala et al. (2021) stated that the environmental impact of road infrastructure is significant due to the emissions, energy consumption, and pollution it generates. Currently, sustainable alternatives are used to build and maintain roads in an environmentally friendly way, such as natural asphalt. However, due to its composition with little asphalt and many aggregates, it is only used on roads with little traffic (p. 38).

### ***Inclusive***

According to Balda (2020), inclusive tourism implies offering the user a complete package that covers all the needs of tourists and their companions, including accommodation, food, transportation and visits to different sites of interest (p. 6). Autismomadrid (2013, cited in Guerra, 2021) also stated that inclusive tourism seeks equality and profitability for people and companies in the sector, allowing all people to develop tourism activities in a safe, comfortable, autonomous and normalized way (p. 7).

Pardo (2022) argued that entrepreneurship drives economic development, goals, growth and employment. Entrepreneurs drive industrial development and generate more jobs, per capita increase, higher quality of life and, consequently, more imports and exports (p. 4). Likewise, Hidalgo (2014, cited in Solís and Castillo, 2021) stated that entrepreneurship implies taking creative actions to build something valuable with practically nothing. It is the constant search for opportunities regardless of available resources or lack thereof. It takes vision, passion and commitment to lead others in the pursuit of that vision. "It also involves being willing to take measured risks" (p. 81). In addition, Heredia-Pineda and Erazo-Alvarez (2021) argued that entrepreneurship implies following a process and having discipline in the management of tangible and intangible products while maintaining quality. Being an entrepreneur is not easy, since each venture is unique, although there may be similarities (p. 400).

In this sense, Paliz-Sánchez et al. (2022) argued that personal, family or social entrepreneurship has long played an important role in Latin American society and economy, as an alternative strategy for individuals and families in the face of unemployment and poverty in crisis (p. 110). Likewise, Obón (2019) argued that Intrapreneurship or corporate entrepreneurship is a term that refers to employees who demonstrate entrepreneurial spirit within an already established company (p. 88). Also, Garzón (2004, cited in Coronado, 2022) stated that unlike "traditional" cultures, intrapreneurship cultures allow employees to pursue opportunities for innovation while satisfying employees' desire to experience ownership of internal projects without leaving the company (p. 6).

Likewise, Méndez-Bravo (2022) stated that it is important to understand how the idea of an inclusive business impacts in the context of a developing economy. In addition, it seeks to foster the creation of new markets based on the genuine commitment of consumers and to strengthen the responsible corporate role of the company, promoting innovative ideas and knowledge. Inclusive businesses reduce the income gap and promote the redistribution of wealth, which generates a positive impact on

the economic and social development of economies (p. 36). Enríquez-Estrella (2022) also states that the Amazon Region has tourist attractions and can implement agro-tourism to improve the quality of life of its inhabitants. These ventures are small, with few staff and limited resources. Fieldwork is rigorous and requires perseverance and skill, as the customs and culture of daily life in this sector are attractive to local and foreign visitors. Field and plant management promotes an agro-tourism route that increases the province's tourism market, satisfying visitors' expectations in terms of promotion, attention, service and activities (pp. 86-87).

In addition, Mora and Nieto (2022) stated that in order to analyze the factors that influence rural tourism and its relationship with the communities and the territory in Sibaté in Colombia, they seek to examine the case, where a diagnosis is made through interviews with members of the community. The results highlight seven key aspects of the development of tourism, some more important than others. In summary, the community takes ownership and collaborates for tourism development through associativity; likewise, the destination is original and very well received (p. 194). Along the same lines, Méndez et al. (2022) stated that the effect of social entrepreneurship on economic recovery in the face of pandemic impact is analyzed. The research seeks to analyze the current literature on social entrepreneurship and its impact on economic development, agribusiness and quality of life in rural areas through inclusive businesses. Public policies make it possible to achieve the sustainability of social enterprises. Inclusive businesses are a viable response to economic reactivation after COVID-19 (p. 32).

## MATERIALS AND METHODS

By systematically reviewing the literature, foundations and consolidating the summary of publications made in the field of study of interest were found. The purpose is to define important concepts, make a synthesis, identify the methodology used previously and appreciate the research gaps regarding the topic of interest. The present research is based on the PRISMA methodology (Preferred Reporting Items for Systematic Reviews and Meta-Analyses), the purpose is to systematize in an organized way the evidence found on the gender perspective and agro-tourism development, through the rigorous use of methods and techniques to plan, search and present reliable information.

In establishing the objective of the review, we began by posing the following research questions:

- What are the most relevant characteristics of the gender perspective?
- What are the most important elements evidenced by agritourism development?

It was established that the time range of scientific elements to be searched would be 5 years, i.e., publications between January 2019 and June 2023, taking into consideration the dynamics in which the gender perspective evolves, especially in rural areas, and also how agrotourism development shows a gradual advance. Different platforms were used, including digital repositories such as Web of Science, Scopus, Pro Quest, Redalyc.org, Ebsco host, Scielo, and Google Scholar. The keywords for the search were gender perspective, development, and agrotourism. Inclusion and exclusion criteria were also established.

Figure 1 shows the flowchart of the search and selection process following the PRISMA guidelines, the purpose of which was to ensure transparency and clarity.

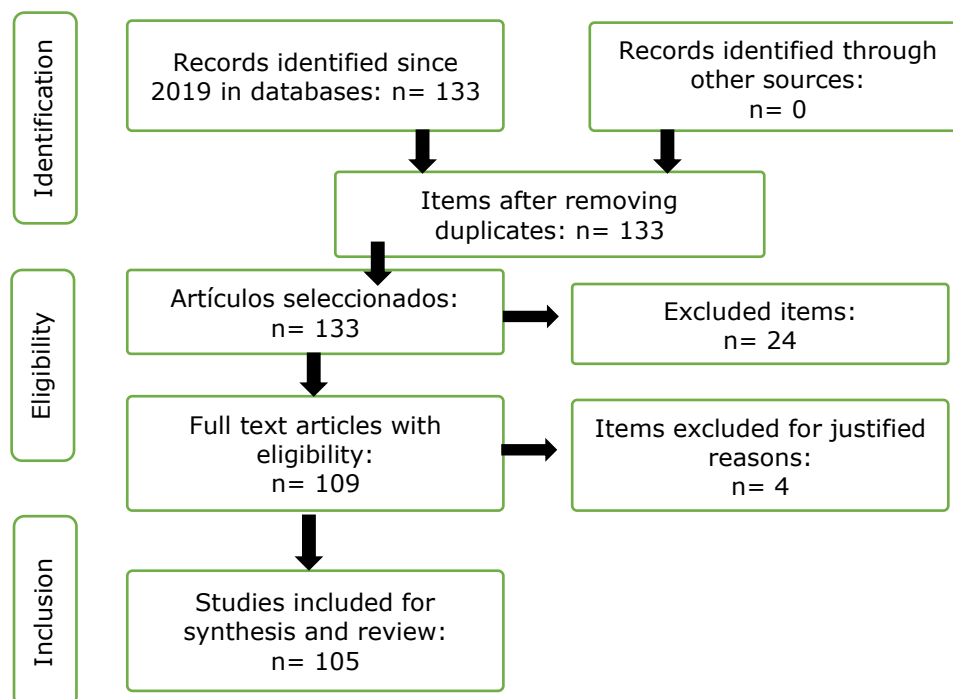


Figura 1. Diagrama de Flujo PRISMA. Fuente: Elaboración propia



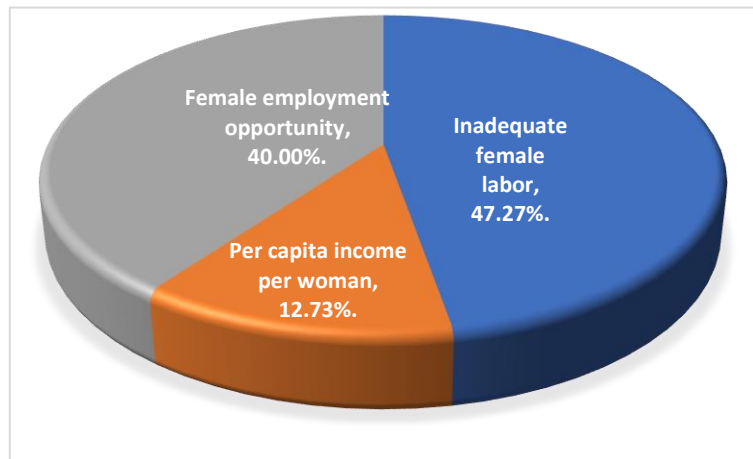


Figura 2. Brechas de Género (escasez) más saltantes

Figure 2 shows that the analysis shows that 47.27% of the gender gaps (shortages) show that women do not work and that 40% do not have job opportunities for women, while only 12.73% attribute the gap to women's per capita income. This shows that the restrictive theme is towards the position of women, a situation that does not reflect an inclusion in equal rights that give meaning to the gender perspective.



Figure 3. The most obvious female stereotypes

According to Figure 3. It can be seen that within the analysis carried out it can be observed that within the most evident feminine Stereotypes, 49.09% refer that women are submissive and 41.82% are afraid, while only 9.09% attribute the feminine stereotype to the manual skills they usually develop. This highlights another point that the gender perspective is the lack of detailed work in order to overcome the aforementioned stereotypes that usually hit women's self-esteem.

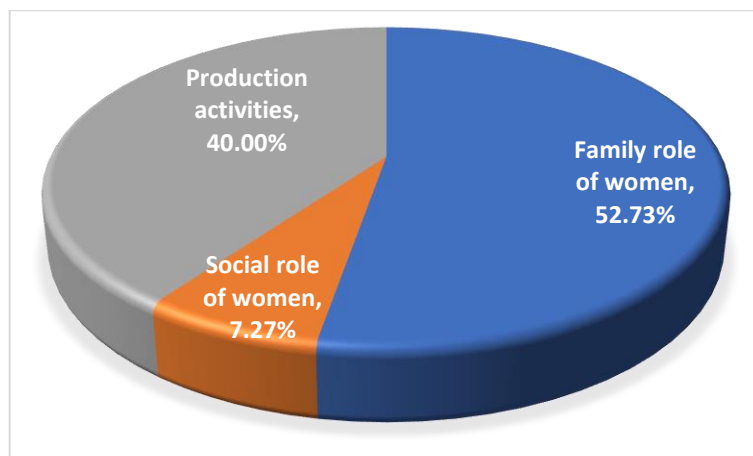


Figure 4. Most relevant socio-cultural approach (role)

Figure 4 shows that in the analysis of the sociocultural approach to women, 52.73% of the respondents stated that women should fulfill a traditional family role, and that 40% should support the family's productive tasks, while only 7.27% said that women should fulfill a social

role. This shows that women's development should be confined to the family space, to household activities such as caring for the family and in some way supporting activities that generate family income.

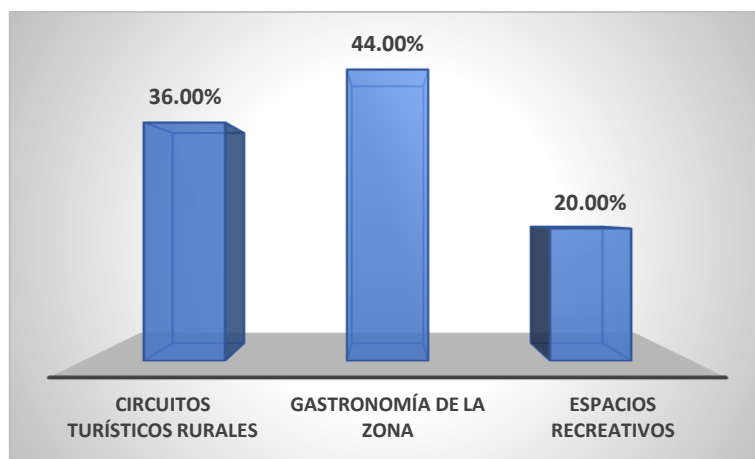


Figure 5. Most relevant social factors that drive agrotourism development.

Figure 5 shows that in the analysis of the social factors that drive agro-tourism development, 44% of the farmers enjoy rural gastronomic activities very much and 36% of them specify the need to have tourist circuits that serve as a means of recreation, while only 20% show the need to have specific recreational spaces. This shows the importance of the social factor in the strength of sustainable agro-tourism development

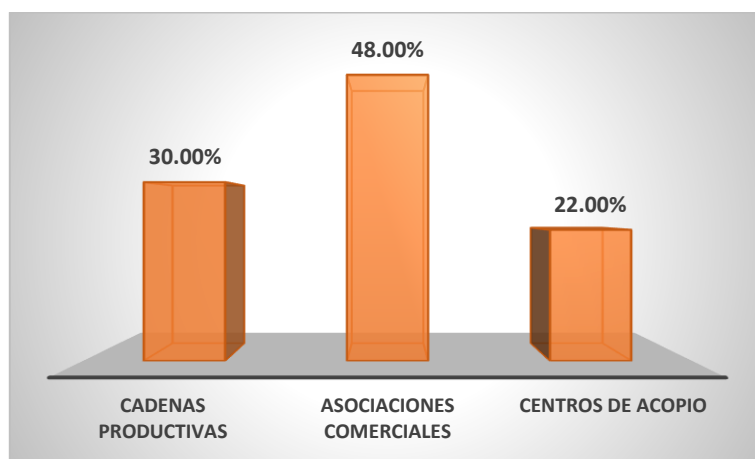


Figure 6. Most relevant economic factors driving agrotourism development.

Figure 6 shows that in the analysis of the economic factors that drive agro-tourism development, 48% prefer to be part of a trade association and that 30% of the respondents indicated the need for productive chains to be formed to stimulate their economy, while 22% expressed the need for a collection center. This situation is very important to take into account, since the economic context strengthens the development.

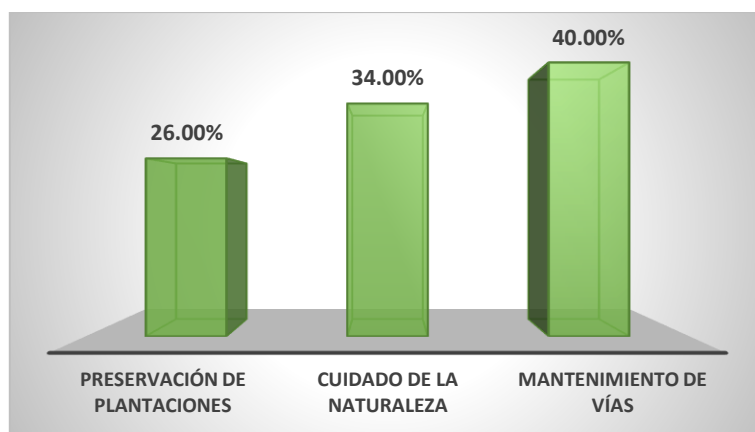


Figure 7. Most relevant environmental factors that drive agrotourism development.

According to Figure 7, it can be clearly seen that the environmental factors that drive agrotourism development emphasize that 40% refer to the maintenance of roads, which is a very important point because it allows the movement of tourists and agricultural producers, 34% establish the care of nature as an essential point due to the need to preserve biodiversity, while 26% express the importance of preserving plantations and exposing them to indiscriminate logging, which has been causing so much damage to nature.

## CONCLUSIONS

The findings of this review show the urgent need for a deeper analysis of the gender perspective in terms of the barriers and expectations of women regarding agro-tourism development in Ecuador, specifically in the Los Ríos province. It is also evident that there is a struggle to give Ecuadorian women a space for justice in terms of their personal, family and collective development, their role is not circumscribed to a traditional space but to one that can show their abilities and skills to be the architect of sustainable development in their context.

The stereotypes have traditionally shown a woman with paradigms that must be eliminated and give a guiding sense so that good practices forge a woman leader capable of performing in any field and thus transform the development of the household. No more fears or limiting submissions, the impulse of the feminine role must be supported from different fronts without taking away the distinctive touch that characterizes it.

Agro-tourism development in the province is incipient; however, it is important to give strength to the agro-tourism enterprises already created, to the gastronomy of the area, to instruct them in the formation of associations of producers that develop similar and/or complementary activities, to be able to develop productive tourism chains and improve the contexts of development, always bearing in mind the care of the environment, seeking the preservation of traditional plantations that allow economic activities and thus manage the construction and improvement of roads.

Finally, the main research, limitations, and knowledge gaps found in the studies were analyzed, resulting in the subsequent identification of future lines of research that will deepen the reflection on agro-tourism development in the women of Los Ríos province.

## REFERENCES

1. Acosta-Enciso, J., Martínez-Ibarra, J. y Grimaldo-Anaya, S. (2022). Viabilidad de la ordeña y el pajarete como recursos agroturísticos en los municipios de Zapotlán el Grande y Gómez Farías, Jalisco (México). *Cooperativismo & Desarrollo*, 30(124), pp. 1-19. <https://doi.org/10.16925/2382-4220.2022.03.02>
2. Alesina, L. (2020). Presupuesto público y transversalidad de la igualdad de género, una relación virtuosa y difícil. Avances y desafíos en Uruguay La iniciativa de presupuesto con enfoque de género en el nivel nacional y en la Intendencia de Montevideo. Período 2007-2018 (Master's thesis). Flacso Uruguay. pp. 1-156. <https://repositorio.flacsoandes.edu.ec/handle/10469/17328>
3. Almeida-Guzmán, S. y Barroso-González, M. (2020). Equidad de género en docentes líderes de la Universidad Central del Ecuador, en el contexto del Objetivo de Desarrollo Sostenible 5. *Estudios De La Gestión: Revista Internacional De administración*, (8), 98-126. <https://doi.org/10.32719/25506641.2020.8.4>
4. Aquise, C. (2019). Rol productivo y sociocultural de las mujeres de la comunidad campesina Selque – Macarí. Universidad Nacional del Altiplano. pp. 1-169. <http://repositorio.unap.edu.pe/handle/UNAP/12721?show=full>
5. Arellana-Guzman, J., Arellana, J., Cantillo, V. y Otero, C. (2022). Caso práctico de localización óptima de centros logísticos para agro-productores. *Revista Tecnológica - ESPO*, 34(2), pp. 228-246. <https://doi.org/10.37815/rte.v34n2.940>
6. Ariza-Zabala, D., Sánchez-Mejía, C. y Carreño-García, K. (2021). “Propiedades volumétricas de mezclas asfálticas en caliente con inclusión de asfálticas en caliente con inclusión de asfalto natural “MAPIA” y grano de caucho reciclado como llenante mineral”, *Revista Ingenio*, vol. 19(1), pp. 38-44. <https://revistas.ufps.edu.co/index.php/ingenio/article/view/3051>
7. Arteaga, Y. y Chico, L. (2023). Estrategias y enfoques para promover la igualdad de oportunidades en el aula. *Revista Científica FIPCAEC (Fomento De La investigación Y publicación científico-técnica multidisciplinaria). Polo De Capacitación, Investigación Y Publicación (POCAIP)*, 8(2), pp. 377-390. <https://www.fipcaec.com/index.php/fipcaec/article/view/829>
8. Balanta, V., López, L. y García, D. (2022). Análisis de los factores socioeconómicos de la agricultura familiar campesina de subsistencia en el agroturismo. *FACE: Revista De La Facultad De Ciencias Económicas Y Empresariales*, 22(1), pp. 198-227. <https://doi.org/10.24054/01204211.v1.n%i.2022.1488>
9. Balda, A. (2020). Turismo inclusivo: análisis de la oferta turística en las agencias de viaje en la ciudad de manta. Universidad Estatal del Sur de Manabí. pp. 1-80. <http://repositorio.unesum.edu.ec/handle/53000/2759>
10. Basterra, C. (2020). Transversalidad de género e interseccionalidad en políticas públicas. un análisis comparado de la normativa estatal y canaria en materia de transexualidad. Universidad de la Laguna. pp. 1-76. <https://riull.ull.es/xmlui/handle/915/23374>
11. Bastidas, L., Bravo, P., Domínguez, V. y Erazo, J. (2022). Los mercados campesinos, una vitrina de oportunidades para fomentar la autonomía de la mujer rural por medio de sus actividades productivas. *Revista CIES*, 13(2). pp. 1321-240. <http://revista.escolme.edu.co/index.php/cies/article/view/428>
12. Basurto, W. (2020). Seguridad turística en espacios recreativos de Guayaquil. Universidad de Guayaquil. pp. 1-94. <http://repositorio.ug.edu.ec/handle/redug/49868>
13. Benítez-Fernández, B., Crespo-Morales, A., Casanova, C., Méndez-Bordón, A., Hernández-Beltrán, Y., Ortiz-Pérez, R., Acosta-Roca, R. y Romero-Sarduy, M. (2021). Impactos de la estrategia de género en el sector agropecuario, a través del Proyecto de Innovación Agropecuaria Local (PIAL). *Cultivos Tropicales*, 42(1), pp. 1-16. [http://scielo.sld.cu/scielo.php?script=sci\\_arttext&pid=S0258-59362021000100004&lng=es&tlng=pt](http://scielo.sld.cu/scielo.php?script=sci_arttext&pid=S0258-59362021000100004&lng=es&tlng=pt)

14. Bermúdez, B., Bermúdez, C., Restrepo Sánchez, F. y Giraldo, M. (2021). Protección del Medio Ambiente en alojamientos rurales del Departamento del Quindío. *Dictamen Libre*, (29). pp. 1-30. <https://doi.org/10.18041/2619-4244/dl.29.7853>
15. Bohórquez, L., Ancil, P. y Rojas, Y. (2019). Noción de víctima y conflicto armado en Colombia: hermenéutica, ciudadanía y equidad de género. *Reflexión Política*, 21(42), pp. 30-42. <https://www.redalyc.org/articulo.oa?id=11063117003>
16. Cano, D., Heredia, P. y Valdivia, G. (2020). Evaluación de las Brechas de Oportunidades Laborales: El Caso de Directivos de las Instituciones Educativas Públicas. *Universidad Esan*. pp. 1-113. <https://repositorio.esan.edu.pe/handle/20.500.12640/2039>
17. Cantero, E. y Hernández, E. (2021). Identificación de saberes ancestrales en la etnia Emberá Katío sobre el cuidado del medioambiente. *Praxis & Saber*, 12(31), pp. 1-14. <https://doi.org/10.19053/22160159.v12.n31.2021.11436>
18. Carreño, K. (2020). Análisis de los impactos ambientales asociados al mantenimiento de vías en pavimento flexible en Colombia. *Universidad Francisco de Paula Santander*. pp. 1-129. <http://repositorio.ufpso.edu.co/handle/123456789/1113>
19. Castillo, M., Rodríguez, M., Holguin, C. y Díaz, K. (2022). Socioeconomic reality in the productive activities developed by women in the Esmeraldas-Ecuador canton. *Sapienza: International Journal of Interdisciplinary Studies*, 3(1), pp. 1129–1141. <https://doi.org/10.51798/sijis.v3i1.290>
20. Cediell, N., Sánchez, M., Sánchez, K. y Castro, P. (2021). Pandemia de la covid-19: un obstáculo para el logro de la equidad de género y el cierre de la brecha entre lo urbano y lo rural en Colombia. *Revista de la Universidad de La Salle*, (84), pp. 123-144. <https://ciencia.lasalle.edu.co/ruls/vol2020/iss84/9/>
21. Coronado Río, B. J. (2022). El intraemprendimiento como promotor para el desarrollo de emprendimientos sociales. *Cooperativismo & Desarrollo*, 30(123), pp. 1-19. <https://doi.org/10.16925/2382-4220.2022.02.06>
22. Daza, H. (2020). Estrategias de acción para la equidad de género en el sector minero en Boyacá caso de estudio Sogamoso. *Universidad de La Salle*. pp. 1-87. [https://ciencia.lasalle.edu.co/negocios\\_relaciones/206/](https://ciencia.lasalle.edu.co/negocios_relaciones/206/)
23. Diaz, J. y Ledesma, M. (2021). Rol de la mujer en la historia de las naciones: Mitos y realidades. *Revista Venezolana de Gerencia*, 27(97), pp. 127- 143. <https://doi.org/10.52080/rvgluz.27.97.9>
24. Elizundia, A. y Yaulema, M. (2021). Publicidad y construcción de un imaginario social: Representación del género femenino en televisión ecuatoriana. *Revista de ciencias sociales*, 27(1), pp. 241-254. <https://dialnet.unirioja.es/servlet/articulo?codigo=7817695>
25. Enríquez-Estrella, M. (2022). La gestión estructural agroturística en la finca saquifranca, provincia de Pastaza, Ecuador. *Revista Sigma*. 09(02). pp. 76-90. <https://journal.espe.edu.ec/ojs/index.php/Sigma/article/view/2833>
26. Félix, A. y Cedeño, W. (2022). Aplicación turística de los modelos CARE y CANVAS para la construcción del Paisaje Cultural del Cacao en la provincia de Manabí, Ecuador. *Revista científica en ciencias sociales*, 4(2), pp. 35-51. [http://scielo.iics.una.py/scielo.php?pid=S2708-04122022000200035&script=sci\\_abstract&tlng=en](http://scielo.iics.una.py/scielo.php?pid=S2708-04122022000200035&script=sci_abstract&tlng=en)
27. Garaicoa, F., Montero, R., Rodríguez, S. y León, K. (2023). Agroturismo: Una alternativa sostenible para el desarrollo local en San Francisco de Milagro, Guayas, Ecuador. *Ciencia Latina Revista Científica Multidisciplinar*, 7(2), 4768-4789. [https://doi.org/10.37811/cl\\_rcm.v7i2.5685](https://doi.org/10.37811/cl_rcm.v7i2.5685)
28. García, G. (2022). Estereotipos y elementos que intervienen en la perspectiva de género desde la perspectiva del alumnado. *IE Revista De Investigación Educativa De La REDIECH*, 13, pp. 1-20. [https://doi.org/10.33010/ie\\_rie\\_rediech.v13i0.1574](https://doi.org/10.33010/ie_rie_rediech.v13i0.1574)
29. Gascón, J. (2022). Turismo rural comunitario en destinos de rutas turísticas: Un caso en el circuito del Sur Andino Peruano. *ROTUR. Revista de Ocio y Turismo*, 16(2), pp. 1-15. <https://doi.org/10.17979/rotur.2022.16.2.9005>
30. Gaudin, Y. y Padilla, R. (2020). Los intermediarios en cadenas de valor agropecuarias: un análisis de la apropiación y generación de valor agregado. *Estudios y Perspectivas*. pp. 1-44. <https://repositorio.cepal.org/handle/11362/45796>
31. Girón, A. (2020). Rompiendo las brechas de género en las economías de apec a través de las políticas públicas. *México y la cuenca del pacífico*, 9(25), 9-19. <https://doi.org/10.32870/mycp.v9i25.673>
32. González, M. y Rueda, J. (2022). Dificultades al adaptar estrategias de enseñanza-aprendizaje en escenarios remotos emergentes aplicados a la formación del profesional en gastronomía. *Ciencia Latina Revista Científica Multidisciplinar*, 6(5), pp. 1479-1489. [https://doi.org/10.37811/cl\\_rcm.v6i5.3167](https://doi.org/10.37811/cl_rcm.v6i5.3167)
33. Gordziejczuk, M. y Mikkelsen, C. (2023). Turismo y recreación en los espacios rurales de Argentina: variaciones según los Censos Nacionales Agropecuarios 2002 y 2018. *Investigaciones Geográficas*, (110), pp. 1-19. <https://doi.org/10.14350/rig.60624>
34. Gradilla, L. (2020). Consideraciones para la planeación y análisis geoespacial del transporte de personas con perspectiva de género. *Publicación Técnica*, (585). pp. 1-63. <https://trid.trb.org/view/1740395>
35. GREO (2019). Factores sociales. pp. 1-2. [https://www.greo.ca/Modules/EvidenceCentre/files/GREO%20\(2019\)%20Social%20Factors%20Summary%20-%20Spanish.pdf](https://www.greo.ca/Modules/EvidenceCentre/files/GREO%20(2019)%20Social%20Factors%20Summary%20-%20Spanish.pdf)
36. Guerra, M. (2021). Implementación de un circuito turístico para impulsar el turismo inclusivo en el cantón El Empalme, provincia del Guayas, año 2021. *Universidad Técnica Estatal de Quevedo*. pp. 1-130. <https://repositorio.uteq.edu.ec/items/cca182dd-ad27-4356-8594-5a54a52d95dd>
37. Heredia-Pineda, S. y Erazo-Álvarez, C. (2021). Diagnóstico de emprendimientos familiares frente al desempleo. *Revista Arbitrada Interdisciplinaria KOINONIA*. 6(12). pp. 390-418. <https://dialnet.unirioja.es/servlet/articulo?codigo=8011452>
38. Hidalgo, A., Delgado, M. y Villarreal, Y. (2022). Las estrategias de intervención comunitaria, vía para la preservación del medio ambiente. *Revista Sociedad & Tecnología*, Vol. 5(S2), pp. 390-401. <https://doi.org/10.51247/st.v5iS2.277>



39. Idrovo-Sánchez, H., Estupiñán, R., Chiriboga-Mosquera, G. y Garcés-Mayorga, D. (2022). Los derechos de las minorías étnicas y pueblos ancestrales en la preservación del medio ambiente. *Iustitia Socialis*, 7(2), pp. 630–641. <https://doi.org/10.35381/racj.v7i2.2070>
40. Jiménez, L., Castillo, J. y Morales, D. (2021). La segregación laboral y la mujer universitaria vista a través de la claridad del autoconcepto y la equidad de género en época de pandemia. *Revista Dilemas Contemporáneos: Educación, Política y Valores*, (2), pp. 1-16. <https://dilemascontemporaneoseduccionpoliticaayvalores.com/index.php/dilemas/article/view/3147>
41. Lazo, L., Crespo, M., Gálvez, K. y Pacheco, P. (2022). Patrones socioculturales sobre feminidad, comunicación mediática y violencia hacia mujeres, en provincia de El Oro, Ecuador. *Revista Sociedad & Tecnología*, 5(2), pp. 406-422. <https://doi.org/10.51247/st.v5i2.223>
42. Lopez, A. (2021). Sostenibilidad y objetivos de desarrollo sostenible: ¿es posible preservar el medio ambiente manteniendo o aumentando el tráfico aéreo?. Comillas Universidad Pontifica. pp. 1-44. <https://repositorio.comillas.edu/xmlui/handle/11531/51894>
43. López, P. (2019). Impacto de la problemática ambiental en la calidad de vida de la población de la ciudad de Moyobamba, 2017. pp. 1-69. <https://tesis.unsm.edu.pe/bitstream/handle/11458/3267/AMBIENTAL%20-%20Patricia%20del%20Pilar%20L%C3%B3pez%20Bocanegra.pdf?sequence=1&isAllowed=y>
44. Mahony, E. (2021). El agroturismo: la clave para el futuro sostenible de España. Union College - Schenectady, NY. pp. 1-32. <https://digitalworks.union.edu/theses/2419/>
45. Mamani, E. (2019). Factores socioculturales que influyen en la participación de la mujer en la gestión comunal del centro poblado de Collacachi Puno-2016. (pp. 1-85). <http://tesis.unap.edu.pe/handle/UNAP/15817>
46. Melendres, E., Campaña, M., Riera, B. y Orozco, J. (2021). Gender Incidence in the Salary of Informal Workers for the Management of Socioeconomic Strategies. *ESPOCH Congresses: The Ecuadorian Journal of S.T.E.A.M.*, 1(1), pp. 707–726. <https://knapublishing.com/index.php/epoch/article/view/9603>
47. Méndez, J., Méndez, M. y Bolaños, C. (2022). Emprendimientos sociales y su efecto en la reactivación económica en tiempos de pandemia. *ReHuSo*, 7(3), pp. 31-45. <https://doi.org/10.33936/rehuSo.v7i3.5149>
48. Méndez, T., Amador, W., Elvir, S. y Menjivar, J. (2020). Brechas de género en el mercado laboral Honduras 2010-2019. *Revista Economía y Administración*, 11(1), pp. 9-24. <https://www.camjol.info/index.php/EyA/article/view/10511>
49. Méndez-Bravo, J. (2022). Negocios inclusivos: desarrollo socioeconómico y disminución de la brecha de ingresos. *Bolentín De Coyuntura*, (32), pp. 36–44. <https://doi.org/10.31243/bcoyu.32.2022.1604>
50. Milian, C. y Acuña, N. (2020). Uso de las redes sociales para promocionar circuitos turísticos de aventura en Lambayeque a estudiantes de pregrado USAT 2017. Universidad Católica Santo Toribio de Mogrovejo. pp. 1-54. <https://tesis.usat.edu.pe/handle/20.500.12423/3377>
51. Montalvo, J. (2020). El Trabajo desde la Perspectiva de Género. *Revista de la Facultad de Derecho*, (49). pp. 1-19. [http://www.scielo.edu.uy/scielo.php?pid=S2301-06652020000202106&script=sci\\_arttext](http://www.scielo.edu.uy/scielo.php?pid=S2301-06652020000202106&script=sci_arttext)
52. Montoya, M. (2021). Factores sociales que condicionan y limitan el impulso de iniciativas de turismo rural, promovidas por actores locales, en contextos de Nueva Ruralidad: La experiencia de la Asociación Artística Cultural Piel de Sal en Maras, Cusco. PUCP. pp. 1-137. <https://tesis.pucp.edu.pe/repositorio/handle/20.500.12404/20213>
53. Mora, J. y Nieto, A. (2022). Economía solidaria y apropiación del turismo rural comunitario: estudio de caso Sibateando. *Revista hispanoamericana de Historia de las Ideas*, (55). pp. 194-208. <https://n9.cl/z1bca>
54. Morales, K. (2021). Análisis del crecimiento económico de las Asociaciones Bananeras más importantes del Ecuador, período 2015-2019. Universidad de Guayaquil. pp. 1-108. <http://repositorio.ug.edu.ec/handle/redug/54389>
55. Morín, D. (2019). Importancia de la dimensión sociocultural en procesos de desarrollo territorial. *Revista Estudios del Desarrollo Social: Cuba y América Latina*, 7(3), pp. 1-14. [http://scielo.sld.cu/scielo.php?script=sci\\_arttext&pid=S2308-01322019000300012](http://scielo.sld.cu/scielo.php?script=sci_arttext&pid=S2308-01322019000300012)
56. Naranjo, E., Salame, M., Limaico, J. y Vásquez, E. (2022). La Educación Ambiental como medio de formación de valores éticos y su influencia en el cuidado responsable del Medio Ambiente. *Revista Conrado*, 18(S4), pp. 131-140. <https://conrado.ucf.edu.cu/index.php/conrado/article/view/2795>
57. Navarro, B. y Sanz, M. (2021). La transversalidad de género y su poder de influencia: ¿hacia una igualdad efectiva en la UE?. *Revista CIDOB d'Afers Internacionals*, 127, pp. 39-61. <https://doi.org/10.24241/rcai.2021.127.1.39>
58. Obón, J. (2019). Comunicación Corporativa como Agente de Innovación e Intraemprendimiento. Universidad Zaragoza. pp. 1-229. <https://dialnet.unirioja.es/servlet/tesis?codigo=300539>
59. Ocampo-Aguirre, A., Ramírez-Hernández, O., Contreras, D. y Hipólito, A. (2021). Representaciones sociales: el atole de plato como elemento para el agroturismo en El Estanco, Luvianos, México. *Estudios Sociales: Revista de Alimentación Contemporánea y Desarrollo Regional*, 31(57), pp. 1-36. <https://dialnet.unirioja.es/servlet/articulo?codigo=8093665>
60. Ortiz, M. (2021). Análisis de los personajes femeninos decimonónicos en la narrativa mexicana: la mujer sumisa frente a la coqueta y liberada. *metáfora Revista de Literatura y Análisis del Discurso*, 3(6). <https://doi.org/10.36286/mrlad.v3i6.82>
61. Pachano, A. y Molina, M. (2021). La discriminación laboral por género en Ecuador. *Revista Metropolitana de Ciencias Aplicadas*, 5(1), pp. 179-186. <http://remca.umet.edu.ec/index.php/REMCA/article/view/484>
62. Paliz-Sánchez, C., Mazacón-Gómez, M. y Riccardi-Palacios, M. (2022). El Reto de la Inclusión de las Personas con Discapacidades en Emprendimientos Sociales. *D'Economía*, 2. pp.107-118. [https://revistas.up.ac.pa/index.php/D\\_ECONOMIA/article/view/3649](https://revistas.up.ac.pa/index.php/D_ECONOMIA/article/view/3649)
63. Pardo, J. (2022). Emprendimiento y Exportaciones de empresas agroexportadoras peruanas 2022. Universidad Cesar Vallejo. pp. 1-133. <https://repositorio.ucv.edu.pe/handle/20.500.12692/87752>

64. Pazmiño, L., Samamé, E., Quinto, A., Machado, S. y Rodríguez, M. (2021). Diseño participativo en espacios recreativos: el niño como diseñador de su contexto. *CienciaAmérica*, 10(3), 119-133. <http://cienciamerica.uti.edu.ec/openjournal/index.php/uti/article/view/375>
65. Peña, L., Massó, Y. y Rojas, Y. (2020). Proyecto Sociocultural Que Favorece El Cambio Y Desarrollo de la Personalidad De Los Grupos Sociales En La Comunidad Socucho-La Llanita. *Didasc@lia: Didáctica Y educación* ISSN 2224-2643, 11(4), pp. 228–245. <http://revistas.ult.edu.cu/index.php/didascalia/article/view/1069>
66. Peralta, P., Cervantes, V., Polo, B., y Pantoja, O. (2022). Alianzas estratégicas generadoras de valor en el sector gastronómico colombiano. *Revista de Ciencias Sociales (Ve)*, 28(4), pp. 277-289. <https://dialnet.unirioja.es/servlet/articulo?codigo=8703844>
67. Pilataxi, A., Prado-Carpio, E., Carvajal, H. y Quezada, J. (2022). Diseño y factibilidad de la ruta agroturística de la concha prieta como alternativa de diversificación económica en Bajo Alto, provincia de El Oro cantón El Guabo, Ecuador. *South Florida Journal of Development*, 3(5), pp. 6070–6085. <https://doi.org/10.46932/sfjdv3n5-028>
68. Pinargote-Montenegro, K., Arteaga-Flores, R. y Palacios-Briones, N. (2022). Responsabilidad social de empresas turísticas y su impacto en el cuidado medio ambiental de Manabí. *Revista Científica FIPCAEC (Fomento De La investigación Y publicación científico-técnica multidisciplinaria)*. Polo De Capacitación, Investigación Y Publicación (POCAIP), 7(3), pp. 58-73. <https://www.fipcaec.com/index.php/fipcaec/article/view/590>
69. Poyatos, G. (2019). Juzgar con perspectiva de género: una metodología vinculante de justicia equitativa. *IQUAL. Revista de Género e Igualdad*. pp. 1-21. <https://digitum.um.es/digitum/handle/10201/67401>
70. Quevedo, Y., León, A. Portela, L. Mata, M. y Cabrera, E. (2021). Sostenibilidad de cadenas productivas: precisiones teóricas. *Universidad Y Sociedad*, 13(6), 461-470. <https://rus.ucf.edu.cu/index.php/rus/article/view/2409>
71. Ramírez, J. (2020). El testimonio único de la víctima en el proceso penal desde la perspectiva de género. *Quaestio facti. Revista internacional sobre razonamiento probatorio*, (1). pp. 221-245. [http://dx.doi.org/10.33115/udg\\_bib/qf.i0.22288](http://dx.doi.org/10.33115/udg_bib/qf.i0.22288)
72. Rivas-Escobar, H., Luna-Cabrera, G. y Moreno-Molina, A. (2021). La transversalidad de la educación ambiental en dos instituciones educativas del departamento de Nariño, Colombia. *Revista Boletín Redipe*, 10(5), pp. 232–247. <https://doi.org/10.36260/rbr.v10i5.1300>
73. Rodríguez, M., Di Nicolo, C. y Aguirre, C. (2022). La creación de municipios turísticos como reactualización de los despojos indígenas en el área andina de Neuquén: Villa Pehuenia-Moquehue y Villa La Angostura (Argentina). *Cuadernos Geográficos* 61(1), pp. 44-60. <https://doi.org/10.30827/cuadgeo.v61i2.23876>
74. Rojas, L. (2020). Agroturismo: Alternativa para reactivar el turismo del cantón Saraguro-Ecuador. *Revista Ibérica de Sistemas e Tecnologías de Informação*, (E36), 623-630. <https://www.proquest.com/docview/2462684816?pq-origsite=gscholar&fromopenview=true>
75. Romero, H. (2022). Habilidades sociales, resiliencia y dependencia emocional en mujeres víctimas y no víctimas de violencia de pareja del distrito de Caraz. *Journal of neuroscience and public health*, 3(1). pp. 349-366. <https://revista.uct.edu.pe/index.php/neuroscience/article/view/399>
76. Sánchez, A. (2020). Educación ambiental y actitudes hacia el ambiente de los estudiantes del primer año de la institución educativa “américa” del distrito de ascensión. *Universidad Nacional de Huancavelica*. pp. 1-135. <https://repositorio.unh.edu.pe/bitstream/handle/UNH/3311/TESIS-FED-2020-S%C3%81NCHEZ%20CAPCHA.pdf?sequence=1&isAllowed=y>
77. Sánchez, D. y Yépez, V. (2021). Factores socioculturales condicionantes de la dependencia económica de las mujeres amas de casa residentes en la comuna San Agustín. *Universidad Técnica de Machala*. pp. 1-116. <http://repositorio.utmachala.edu.ec/handle/48000/16263>
78. Sánchez, I., Avilés, M. y García, J. (2021). “Elementos que limitan la implantación de Planes de Igualdad de Oportunidades entre Hombres y Mujeres en España. Un análisis cualitativo a través de la Técnica de Grupo Nominal”. *Aposta. Revista de Ciencias Sociales*, 93, pp. 8-26, <http://apostadigital.com/revistav3/hemeroteca/garciaescribano.pdf>
79. Solís, V. y Castillo, B. (2021). Pluralidad en las teorías del emprendimiento. *Revista Científica de FAREM-Esteli*. pp. 76-95. <https://doi.org/10.5377/farem.v0i0.11609>
80. Terán, E. (2020). Diagnóstico de los factores de competitividad para la implementación de un emprendimiento de turismo rural comunitario en el distrito de Chetilla-Cajamarca. *PUCP*. pp. 1-97. <https://tesis.pucp.edu.pe/repositorio/handle/20.500.12404/15973>
81. Torres-Flórez, D. y Muñoz, L. (2021). Factores salariales y equidad de género en las instituciones prestadoras de servicios de salud IPS: Caso Villavicencio, Colombia. *Dictamen Libre*, (28), pp. 105-123. . <https://doi.org/10.18041/2619-4244/dl.28.7296>
82. Treviños-Rodríguez, D. y Díaz-Soloaga, P. (2021). La imagen femenina en tiempos del #metoo: publicidad de moda, perfume y cosmética. *Profesional de la información (EPI)*, 30(2). Pp. 1-11. <https://doi.org/10.3145/epi.2021.mar.05>
83. Urbay, S. (2021). Modelo de formalización y métodos para segregar residuos en centros de acopio informales en Ate-2020. *Universidad Ricardo Palma*. pp. 1-128. <http://repositorio.urp.edu.pe/handle/URP/4285>
84. Valencia, L. (2021). Equidad de género y transformación: participación y liderazgo laboral de la mujer en Colombia. *Universidad de La Sabana*. pp.131-178. <https://riu.austral.edu.ar/handle/123456789/1615>
85. Velezvia, P. (2020). Actividades educativas para desarrollar la Inteligencia Naturalista en niños y niñas de Educación Inicial: De la Teoría a la Práctica. *Revista de ciencias naturales*. 2(2), pp. 222-235. <http://revistas.unap.edu.pe/journal/index.php/RCCNN/article/view/408>
86. Wooten, R., Ramírez, A. y Hoffman, H. (2020) Estrategia de Gestión de Desarrollo Económico Sostenible en Zonas Rurales de Chihuahua a través de la promoción del Agroturismo Emprendedor bajo la plataforma AirBnB. *Universidad de Mexico*. pp. 623-640. <http://ru.iiec.unam.mx/5136/>