

Feasibility of Community Based Tourism as Sustainable Development: Experience in the venezuelan andean region

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ABSTRACT: The objective of the work was to promote a series of activities for sustainable tourism development, taking as support the physical-natural and cultural potential of the locality of San José de Tostós in the municipality of Boconó, Trujillo state, Venezuela. The methodological approach was based on the qualitative mode of participatory action research with field design. The results showed massive community participation in the actions of transformation, improvement and ornamentation of the most affected roads, creation of a community radio station, and elaboration of a tourist route with gastronomic flavors and job generation. Despite the achievements, there is still apathy to work as a team, and a lack of support from public policies to consolidate tourism enterprises to reduce the exodus. This is an alternative to empower the communities, promote their enterprises, and improve the processes of conservation of natural resources.

Keywords: Local development;
Community participation strategy;
Human potential;
Cultural identity.

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INTRODUCTION

The struggle to integrate man with nature has not been easy, because the engine that mobilizes our society, among other factors is money, this resource is necessary for any economic activity that projects an organization or state to a privileged economic development, these economic activities range from the exploitation of natural resources, mining, agriculture to its mode of production and distribution, this has justified the irrational use of natural resources.

In this sense, one of the alternatives to this problem is tourism, considered as a tool for control, enjoyment and permanence of those resources that a certain place possesses, with the intention of preserving them without deteriorating them, Pastor (2003). However, the mission of this tourist activity of preserve nature at the same time seems to be the opposite and it is a phenomenon that occurs in most tourist areas, an example occurred in Puerto Vallarta in the state of Jalisco Mexico, a place where tourism is beach tourism and its inappropriate to massive use has brought negative transformations to the environment losing part of its attractions; caused to a lack of comprehensive planning of the activity, concentrating on them all infrastructure activities without due caution and control of its resources Gauna (2017). As a result, these areas are losing their tourist value, leaving them without an economic alternative and without a natural heritage to offer to tourists and their inhabitants.

Therefore, tourism activity should be a sustainable practice that contributes to economic development, social equity, cultural revaluation and environmental preservation, and this can be achieved with sustainable tourism. For Martinez (2017), this activity, arises as an opportunity for the development of small communities in developing countries. A sustainable tourism that meets the needs of tourists and host regions, that protects and improves future tourism opportunities and the quality of life of the inhabitants, the UN itself (2011) states that the development of sustainable tourism should meet the needs of current tourists and host regions, while protecting and increasing opportunities for the future.

But achieving sustainable rural tourism also depends on the characteristics of the region. For example, Venezuela has a range of opportunities in the area of tourism incomparable to other Latin American countries, starting with its renewable and non-renewable natural resources, its landscapes ranging from coasts, desert, moors and a human potential that stands out from other countries. Presenting a scenario that positions it among one of the most varied countries from the tourist point of view Trejo and Marcano (2016).

However, the country shows a scarce tradition in terms of tourism, an activity overshadowed by the oil industry

being the country's main source of income. Tourism development in Venezuela, mainly in the Andean region, has occurred gradually, with small scopes in some regions of the country, as mentioned by Marca and Silva (2015). Its main limitations lie in the lack of tourism awareness and culture of its inhabitants, as well as its potential and existing strengths, the scarce tourism offer, the low quality of services and the low level of training of human resources in the area and support from public policies, leading to a conventional tourism with environmental alterations.

As an area of possibilities for community participation experiences, two main elements are considered, the first is the rural environment, which offers particular conditions for the exercise of this type of activity. A rural community has many advantages, it offers mostly an infinity of natural resources, there is also its way of living, full of particular customs and traditions. (Palomino, et. al. 2016) and the second element the participation of the community in the transformation of their realities, the collective must work in synergy for the achievement of the same goal, sharing common interests and desires De Pablo and Sanchez (2002), seeking the development and welfare of all the inhabitants and their territory.

With these theoretical bases, the interest arises to carry out an investigation that promotes community-based tourism as an alternative for local development in the community of San José de Tostós, Municipality of Boconó, Trujillo Veneuela state, in order to promote ecological tourism and the participation of both the inhabitants and the community organizations, trying to promote the development of the community as an alternative for local development, in the community of San José de Tostós, Municipality of Boconó, Trujillo Veneuela state, The objective is to promote ecological tourism and the participation of both the inhabitants and the community organizations, trying to maintain the idiosyncrasy that characterizes the community, taking into account its tourism and agro-ecological potential, which can mitigate the negative impacts that conventional tourism has brought in recent years in this locality, and thus ensure an activity that is maintained over time by offering a range of opportunities.

METHODOLOGICAL APPROACH

This study was conducted under the qualitative methodology of participatory action research (PAR), this methodological model promoted by Murcia (1994) employs the immersion of the researcher in the social scenario where the phenomenon takes place, and involves the use and collection of a variety of materials that describe the routine, problematic situations and meanings in people's lives, whose differentiation with other projects is that, the solution will be given by its own affected people, as a result of its application, Kurt Lewin (1992), describes it as the first step for social

transformation and involves social groups in the generation of their own knowledge of reality and in the systematization of their own experience. Expósito, González (2017) expose it as an approach to change, it is necessary that the whole collective produces sufficient awareness and creates its own solutions in the face of existing problems.

Under the IAP approach, the work is characterized as descriptive in its structure and propulsive in its final considerations. These are investigations that attempt to give us an approximate vision in relation to a given reality Arias (2006). Therefore, the process of approximation to the reality, potentialities and weaknesses through collective participation is related. The proposals and project ideas of the community, students, community council, and public servants, were presented to the researchers in the different meetings, and were approved by all those present in order to execute them.

In accordance with the above, and adjusted to the Participatory Action Research process, the following data collection and systematization tools were used: group techniques, participant observation, interviews, surveys, with the following instruments: photographic or video camera, notebook and interview guides. The sample was represented by the community and the communal council of the region, key informants, educational institutions and public services (prefecture, library, ambulatory, etc.), which justifies and strengthens the integrative approach proposed here (Table 1).

Table1 – Sample structure

Extract	Man	Woman	full
Local Community	3.313	2.984	6.287
Primary School	106	100	206
Secondary School	150	190	340
Public Utilities	6	9	15
Key informants	3	2	5
Merchants	5	4	9
Community Council	10	8	18
Full	3.593	3.297	6.890

Source: Local population census (2016).

Authors such as Pérez (1994) and Sandin (2003) affirm that PRA is a process that must start from a collective motivation and originate from the desire to deeply understand a social reality and seek the appropriate means to change it. However, it requires a motivation

that awakens in those involved an awareness and sensitization to work as a team, and this must be addressed through actions.

The project was organized by five moments of participatory action research (PAR) (Teppa, 2006; López, 1997; Hurtado, 2008), developed in a first moment the induction, refers to the convenient access to motivate, encourage and sensitize the members of the community, second moment planning, suggests that the plan should be developed in an adaptable and permeable way, third moment execution, the actions, activities and strategies proposed in the planning begin to be developed, the fourth moment of production corresponds to the cycle of intellectual production, of contrasting theory with practice, and the last moment of transformation, rectifying the actions of the plans, with the researcher, making the pertinent changes that have been detected in the evaluation and improving the next plan (Graph 1).

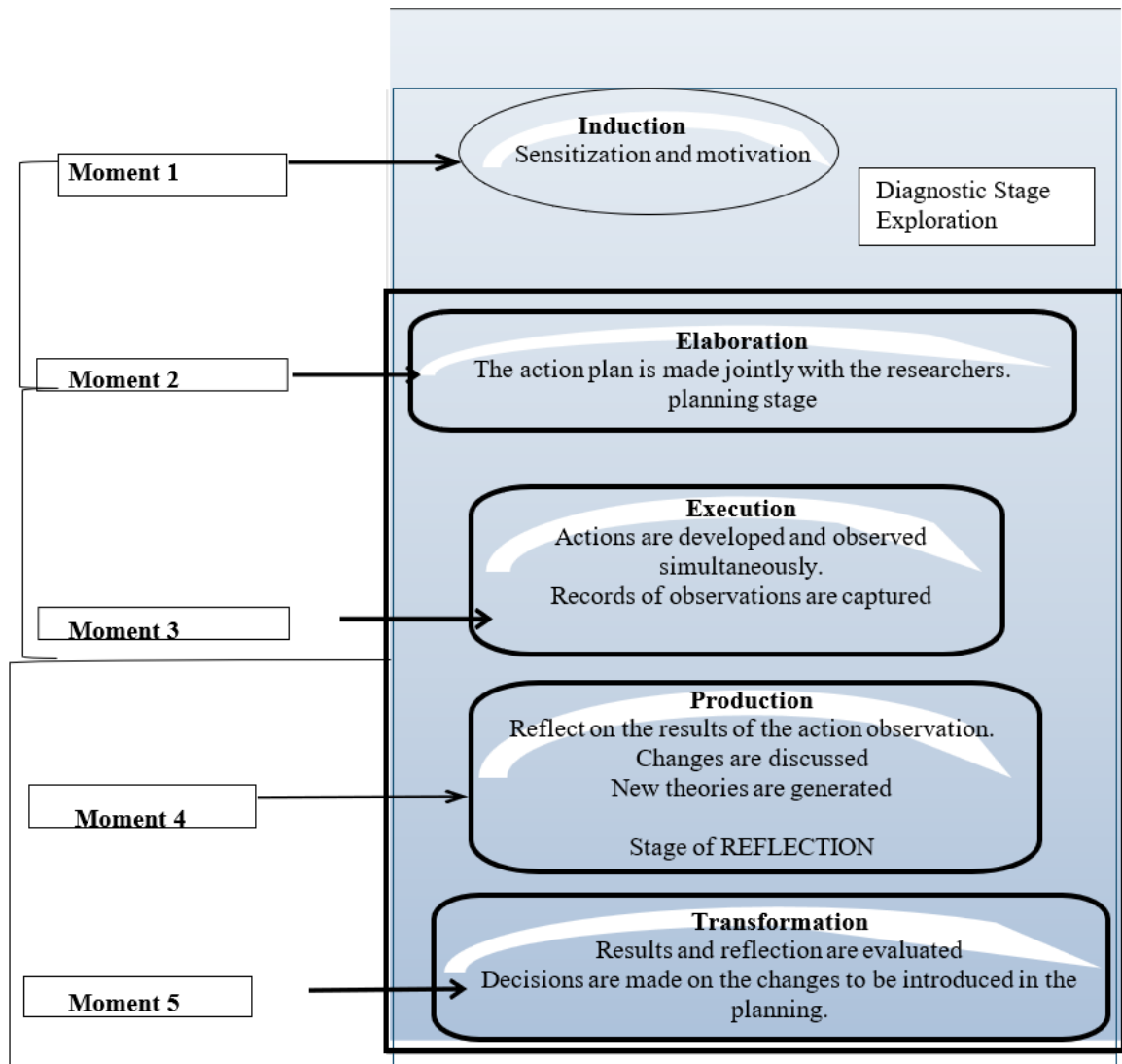
The community of San José de Tostós is located in the Andes mountain range or Andean system of Venezuela. The area has an altitude of 1,374 m.a.s.l. and is located between the coordinates 9°11'30 "N 70°19'47 "W (Figure 1). The area has very particular characteristics, especially environmental, and is made up of wooded vegetation, coffee plantations, natural pastures, stubble formation and bare land dedicated to the cultivation of corn, beans, peas, celery, garlic, onions, among others. Gonzalez (2007).

Tostós, whose name is due to the Indians "Tostoses" ancient inhabitant of these lands and whose meaning in their language is "Man-Brother" was founded by a Spaniard in 1.621, being already 400 years old, among its cultures stand out the religious festivities such as San José, patron of the town every March 19, and San Isidro Labrador on May 15, having one of the most famous in the region and the state of Trujillo its living Via Crucis which is performed every Good Friday. Among other attractions, it still preserves its stone streets and colonial houses that from anywhere you can see the surrounding mountains, another potential are its fertile soils and local water sources such as springs and low waterfall.

The population of Tostós since its founding the main economic activity was and still is agriculture, the production of panela with mills pulled by oxen, the preparation of the raw material to make sacks of fique (Agave plant) was marketed with various states of Venezuela. This was one of the best industries, but everything was disappearing, those who made them died and few were left to continue this work. As time went by, the community began to deforest its wooded areas, with the intention of cultivating and planting shade trees, dedicated to the cultivation of corn, beans, sugar cane, cambur, peas, celery, vegetables and others.

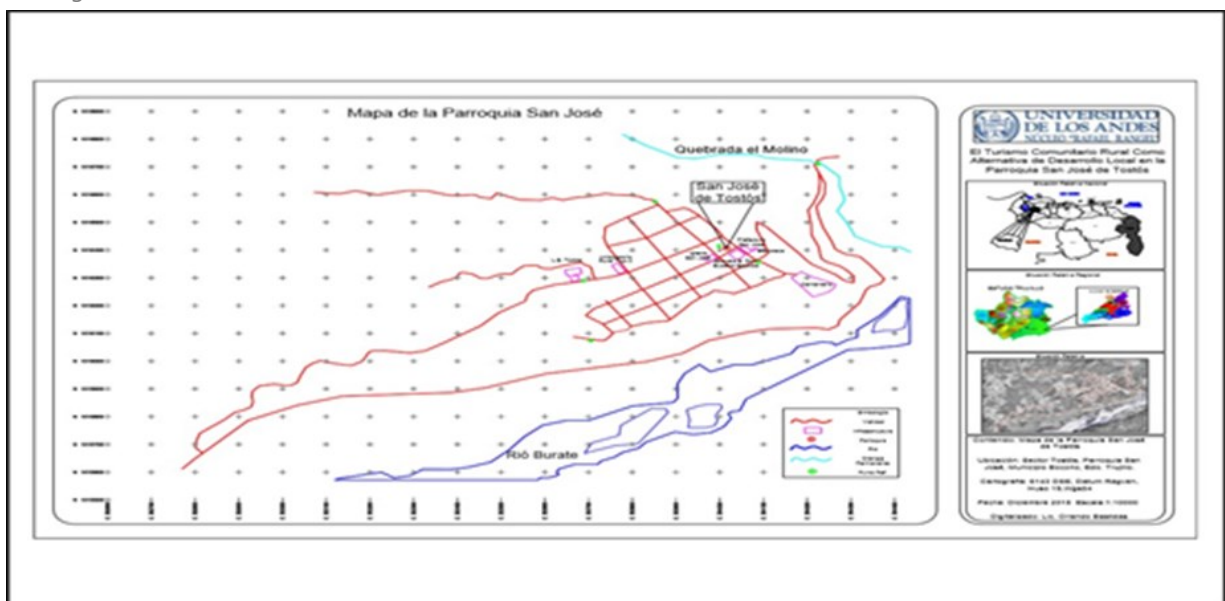
In 1957 by the initiative of a priest the celebration of the religious festivities of experiential acting character

Graph 1 – Moments of participatory action research



Source: Teppa (2006).

Figure 1 – Region San José de Tostós Venezuela



Source: Bastidas (2017).

created a kind of religious tourism and each year the visitors were increasing and its popularity as well, in 1998 the first inns were created and by 2006 there was the proposal by the Trujillo Tourism Corporation to create an agro-ecotourism route of the villages starting with: San José de Tostós. The central nucleus of the tourist proposal was to take advantage of the religious and natural potential of the region by elaborating a Sanctuary, or monument represented by the culture of the place, as well as the construction of a viewpoint to take advantage of the height and the view of the species that inhabit it, a route of gastronomic flavors, a local museum and mucoposadas. However, at the time of initiating the implementation of the project, the resources did not arrive according to key informants, and conventional tourism continued to prevail.

INSERTION OF THE RESEARCHER INTO THE COMMUNITY: COEXISTENCE, DAILY LIFE, EXCHANGE OF KNOWLEDGE, TEACHINGS AND LESSONS LEARNED

The work described here takes up some of the actions undertaken by the culture team together with the local tourism corporation. The first step as a researcher in PRA according to Cerda (2006) is to establish an excellent connection with our peers, which in this case would be the community, participating in their activities showing interest in what they do without any prejudice or discrimination, touring their tourist spots that the community considers attractive and showing the new sites that could be developed in the same way, they mentioned and showed several of the projects, activities, and problems of the community. In this sense, following the IAP methodology, a chronological plan of approach to the community was made, with the instruments to be applied together with the actors involved in the transformation process that will allow the proposed goal (see chart 1)

At each meeting, the importance of the tourism activity was made known, and the causes and consequences were discussed along with possible alternatives for overcoming them. During the activities, a photographic record was kept and notes were taken of each of the suggestions made by the community members, which served as the basis for the evidence supporting the outreach process (Figure 2)

ELABORATION MOMENT - PLANNING STAGE

At this moment, Teppa (2006) suggests that the plan should be elaborated in an adaptable and permeable way, it is necessary to include its beneficiaries for the

Figure 2 – Sensitization, stage with the community and educational institutions.



Source: Researcher (2017).

contribution of ideas together with their control and permanent self-evaluation functions, so that the construction of the plan of the co-researchers (members of the community) should be done coherently in group with their reflections under the researcher's advice, since it is built, reconstructed and modified progressively according to the reflection and feedback obtained as the process advances, López (1997).

Based on the results of the diagnosis, another meeting was held to decide on the actions to be developed in the community, and the participants suggested to the researcher to bring some experts in the environmental area and project planning, so that they would be more confident in answering all their doubts and listening to the suggestions. In this sense, the members presented their ideas and concerns about the actions that could be implemented in the following months, designing an action plan under the descriptive modality, taking into account the SWOT matrix (Quadro 2), to facilitate the activities to be carried out during the project development process.

Table 1 – Group outreach plan

WHAT?	FOR WHAT?	WHEN?	WHERE?	WHO?
Interview open	Obtain complete information through oral expression	11/09/2017 13/09/2018 18/10/2018	San José de Tostós Community.	Researcher and tourists to religious festivities.
informal discussions	It was used in an exploratory way to learn about the social, economic and cultural aspects.	10/11/2017 09/12/2017 11/03/2017 17/03/2018	San José de Tostós Community.	Students, community key informants.
Survey	Acquire information different from the interview and compare your answers.	28/09/2017 08/10/2017 05/05/2018 29/06/2018	San José de Tostós Community.	Researcher Community members.
Review of documents	Obtain information on the organizational structure of the Region (historical background, influential people, cultures, traditions and economic activities).	18/07/2017 10/12/2017 12/12/2018 23/01/2018	San José de Tostós Community.	The researcher Key actors (chronicler, librarian, spokespersons of the Communal Council)
Meetings	Inform about the project Involve the community Elaborate brainstorming based on the community's problems.	15/11/2018 11/03/2018 17/03/2018 22/04/2018 05/05/2018 19/06/2018 25/10/2018 15/11/2018	San José de Tostós Community.	Researcher The community.

Source: Researcher, (2017).

Once the SWOT matrix was elaborated, identified and prioritized together with the community, four working groups (WG) were formed, during one morning each group discussed the possible alternatives, and then the proposals of each WG were presented, in the first instance the feasibility and priority of undertaking actions to promote community tourism, because the resources and human talent already have it, they only need to organize themselves, as it is an economic alternative with low ecological impact and collective benefit. The actions were carried out in the period from July 2017 to February 2019.

EXECUTION OF THE PLAN. OBSERVATION - ACTION STAGE

The working group was formed by the researcher graduated in geography, in collaboration with a sociologist, an agronomist, a psychologist and an economist

for the training of the community, in each meeting the participants, according to their needs, were asking for different professionals in the area of "identification of their potential, hierarchization of problems, entrepreneurship and human talent, legal framework, financing, adequate use of natural resources, methodology and elaboration of projects, planning" that answered all their doubts in relation to ecological tourism and the means to achieve it, generating greater confidence in the process. As the title indicates, the objective of the project focused on the feasibility of community-based tourism as an alternative for sustainable local development through participatory actions and transforming action.

To get to the town of Tostós several elements were observed: the roads in bad conditions, mainly the one of the town, its signaling was collapsed sending the visitors to other places, and when entering the community the green and recreational areas are also abando-

ned, and one of the interviews made to the tourists was their perception of the place, answering that they lacked indications that inform about their culture and history, because of the lack of tourist guide in the place it was necessary to have other alternatives of information.

lack of information to the visitors about the history, culture and activities developed in Tostós, the students with the teachers and some residents, painted murals describing the foundation and the potential of the community. In addition, with the support of the Ministry of the Environment, more than 1,400 ornamental

Table 2 – SWOT MATRIX

STRENGTHS	WEAKNESSES
It has potentialities that are worth to be exploited.	Lack of knowledge of its natural resources.
Fertile soils that allow a profitable agricultural development.	Population exodus and lack of agricultural inputs.
Traditions and religious festivities that turn the parish into a tourist attraction.	The lack of other tourist attractions makes it a tourist attraction only on specific dates.
Pleasant mountain climate to spend a moment in contact with nature.	In periods of drought people burn, according to attract rain.
Human talent committed to participate in the development of their community.	In the middle of the management process, at the first failure, they become demotivated and abandon their goals.
Cultural Committee in charge of maintaining the festivities of the parish.	Little financial support from the villagers and competent organizations for their cultural work.
The community has different access routes.	Most of the roads are in poor condition.
It has had a community council since its inception.	Disorganization and apathy on the part of the inhabitants to implement and execute community projects.
OPPORTUNITIES	THREATS
Community teamwork, to address and solve their most important needs.	The disinterest of its members to work as a team to solve their neighborhood problems can further deteriorate their quality of life.
It has the potential to constantly develop its tourism.	The lack of identity and sense of belonging is causing its tourism to disappear.
Tourism is another economic input to the town.	The scarce tourist visits force the community to look for other types of work outside their area of residence.
It has spaces for the construction of inns.	The constant lack of tourists forced the owner of the only inn in town to close.
Areas suitable for recreation.	Green and recreational areas are in complete abandonment and deterioration.
The proximity of San José de Tostós to the parish of Boconó forces travelers to pass close to the town.	The lack of signage at the entrance of the village, makes the traveler continue to other nearby villages of the parish of greater tourist attraction.

Source: Researcher and Community (2017).

IMPROVEMENT OF GREEN AREAS, ENVIRONMENT AND RECREATION - ACTION STAGE

This working group (WG) was composed of the researcher, students from the last year of elementary school, and high school with the help of their teachers, teachers, cleaning staff and some merchants in the area. The objective was to improve the community's neglected image in order to better orient visitors to the area. Work was done on the development and installation of ecological signs at the entrance, the plaza and some of the public transportation vehicles. To solve the

plants and trees were planted, providing a better landscape change and content for visitors (Figure 3).

Figure 3 – Elaboration of religious murals with high school students, A; planting of ornamental plants by elementary school students, B;





Source: Researcher (2018).

ELABORATION OF A RELIGIOUS SCULPTURE

This WG, was formed by the cultural staff of the town, they were in charge of the design and elaboration of the sculpture in the shape of an Indian, which represents the Cacique of the place and the festivity of the cosped Indians of each September 11, under their own economic resources and support of some ranchers and merchants began with the construction of the sculpture and remodeling of the chapel at the end of July 2017, ending days before the feast of the Virgin. In this way the work demonstrated the interest and seriousness to improve tourism that had already begun but they lacked that motivational impulse, without falling into the excuse of government support, when you can organize and work as a team this are the results (Figure 4).

Figure 4 – Process and culmination of religious sculpture at the entrance of the community



Source: Community (2018).

CREATION OF A COMMUNITY RADIO STATION AND ASPHALTING OF THE ROADWAY

In this section counted with the participation of journalism students, the professor of the discipline, some members of the community and the communal council, who observing the change that the town was given, saw the need to make it public, and the best way was inaugurating a community radio called "la Alborada amiga 95.9 F.M", following the same procedure the resources, equipment, and space were donated by the community itself, under the training of a professional in the area who lived in the community. The first program was on Sunday 17/09/2018 since then the parish has a means of communication that informs about the activities, needs and achievements it has with local and national guests open to the people who want to expose their ideas (See figure 5A).

The access roads to the village which were deteriorated by the weather and frequent rains, facing the complaints by visitors and residents, there was the direct intervention of the community council organizing and developing a project for its realization by approving the resources and workers for the arrangement of the worst edge failures and most deteriorated spaces of the road, the community collaborated by offering food and supervision, taking turns in the responsibility by family of the work, which began on 21/01/2018 and ended on 27/12/2018 satisfactorily, highlighting that for more than 20 years this type of improvement had not been done (Figure 5 B, C).

Figure 5 – Creation of community radio "A"; repair of access roads "B", deterioration of roads



b



C

Source: Community (2018).

INTELLECTUAL PRODUCTION STAGE.

REFLECTION STAGE

Reflection should be done in each process both by the co-researchers (community) and by the researcher, in this particular case the members of the San José de Tostós community in each meeting and action carried out, the techniques of socialized observation and interview were applied to determine the changes occurred and to know the vision of change, in which precise reflections of the work carried out were obtained, as well as suggestions for the next actions. According to Teppa (2006), therefore, there is an accumulated, real and fresh knowledge, which can be used again in the next cycle and thus successively generate a whirlwind of ideas, experiences and theories.

In this sense, intellectual production played a primordial role since reflection is needed, being the most important part of the research process, since it allows analyzing, contrasting and relating practice with theory, thoughts are criticized and deliberated in the work, as stated by López de George (1997), with reflection the link is established between intentional action, self-directed personal development and social transformation of self-relationship.

This led to activities of confrontation, debates and brainstorming to facilitate the discussion of the problems or difficulties perceived in the development of the project. That is to say, based on the changes made by the members of the community, a comparison was made between what was there and what was achieved, with one of the actors involved pointing out "that the guidance provided by the researcher served as motivation to work as a team, achieving several positive transformations that promote tourism in the town".

To obtain information, group reflection circles were held with the participants in the research process, where each person presented, on a sheet of bond paper, their expectations based on the actions taken, the description of the problems encountered and those solved, thus provoking an atmosphere of debate, generating interpretations, collective discussions and explanations about the problems addressed and the solutions provided. Of the reflections, the most important

was the support and teamwork, in some cases it served to reconcile families, opened employment opportunities for many, and gave back the confidence and security to others to believe in community projects, many were grateful for the teaching of knowing their natural and human potential, and the best way to exploit it in a sustainable way (figure 6).

The results of the reflective opinions served as the basis for the final report of the research, as well as the collective report of the community, which serves as a reference to continue with their process of change.

Figure 6 – Intellectual production process, reflection stage, collaborators and participants



Source: Researcher (2019).

RE-PLANNING STAGE, PROPOSALS AND PROJECTS IN PROCESS

This is the last stage of intervention with PRA, the moment of replanning was difficult to separate from reflection and intellectual production, since in it, according to Teppa (2006:70), the actions of the plans are rectified, both of the co-researchers and the guiding researcher, the pertinent changes are made that have been detected in the evaluation of the action and the plan for the next cycle is transformed and improved.

The project initiatives previously applied in the community, allowed the awakening of the community to assume that the actions developed up to that moment were not the adequate ones, and when the original

plan of an unplanned tourism was modified, the re-planning was being executed, since other options were searched and applied that allowed them to advance in the process and achieve the desired objective, which was presented together with the reflection.

In this way, the plans were structured jointly in the reflection circles and in the participatory group discussions, which served as a reference for the direct action of the co-researchers in the community activities, fulfilling this phase in the present research.

Already with the results obtained in the meetings, the members of the community made decisions that led to produce new action plans, in order to solve the problems that were not reached as well as to address the problems that arise in the time and space of action of the co-researchers, therefore the results of the same are presented in the following summary table where the projects that are waiting to be executed in the next months of the current year are shown (table 3).

Table 3 – Summary of projects in progress

Project Name	Actors involved
Route of gastronomic flavors to delight the tourist's palate	Housewives and some people with disabilities with the ability to cook sweets and typical food.
Construction of a broiler house	Mr. Julio Montero and some friends and relatives.
Elaboration of mucoposadas	Narváez's family and close friends.
Fixing of the town's plumbing system.	Spokespersons, and community council (intermediary between the community and the Mayor) and community
Illumination of the streets and roads of the	Spokespersons, community council and community members.
Signage at the entrance to the village.	Spokespersons, community council and community members.

Source: The researcher and community (2019).

HOW CAN THIS WORK BE APPLIED IN THE MARKETPLACE OR IN ACADEMIA?

The main objective of community-based tourism where it is applied is: to improve the standard of living of the inhabitants of the communities, and this is done respecting and guaranteeing the permanence of traditional ways of life and natural resources because its structure is based on sustainability. Therefore, it was very important for the region of Tostós and its impact serves as a contribution to the scientific community and as a model for research with similar characteristics. Thus, from the analysis performed:

It has important multiplier effects on the GDP of the applied community, since it is a totally agricultural sector and another economic activity that generates foreign currency and contributes to the creation of employment, correcting unemployment.

It is a tool in the fight against poverty, as it improves

the living conditions of the local population by being a complementary activity to agriculture and a source of income. In addition, the benefits obtained have a direct impact on the population, offering the opportunity to create small businesses, generating labor and facilitating the incorporation of women into the labor market; these are the premises of governance processes that make it possible to meet the main needs.

The success of this type of tourism depends mainly on the community and the strengthening of local national tourism markets, access to financing systems, and support from public policies to do their part. In order for community tourism to improve the standard of living of the local population, it is necessary to have a political orientation on the type of rural development that aims to be complementary, not a substitute for existing activities, in this case agricultural activities. This type of local strategies serves as a basis for other research with similar characteristics, perhaps achieving greater impact and acceptance.

The adoption of this methodology can be applied to local areas of Brazil, elaboration and execution of community based projects, once established it becomes possible to discuss objectives and projects, mainly actions to promote a balanced ecological tourism. These processes reduce the direct social impacts of conventional tourism and bring us closer to new theoretical and practical knowledge for the scientific community.

Particularly, the expected result of the Participatory Action Research process are the changes experienced in the selected environment by the beneficiaries themselves, in addition to generating knowledge of the existing reality, since the study is described in a systematic and argued way, which is why Murcia, (1994) defines PRA as the first step for social transformation, that is "involving social groups in the generation of their own knowledge and the systematization of their own experience, there is no room for personal or group distinctions" but rather, recognizing the differences and specificities of the members of a group or community sub-groups, these are dialectically articulated to produce concrete actions for social transformation in favor of

the majority. This allows the community to direct its own process and to be the designer and builder of its own history.

CONCLUSIONS

Today's societies are in an existential mood where their lack values, incentives and the common welfare is difficult to assume and share, in this project not only worked the tourism activity as an economic and sustainable process if not the interpersonal relationships of its inhabitants, it was necessary to have good training bases in that plane to give progress in another, so it was successful production and still continue in this line of constant transformation, because to obtain expected results, grows the ambition for new plans that seeks the strength and improvement of a more dignified life. These activities generated the strengthening of values, sense of belonging, commitment, motivation and entrepreneurship that provides a sustainable economic alternative to the community from the tourism development it has, they just needed a boost to develop the full range of potential that promotes local development of this community and a better tourist reference to the state of Trujillo.

When societies are motivated and involved in detecting their problems, as well as oriented in a precise way to be part of their solution, they can select actions to solve the realities that directly affect their members, they become actively involved and collectively transform their weaknesses into strengths; Where regularly through relationships, communications, reflections, teamwork, exchange of experiences and ideas, they obtain individual, group, institutional benefits and achievements for the community in general, they only needed a boost to develop the full range of potentialities that promotes local development of this community and a better tourist reference to the Andean states of Venezuela.

In that way, to achieve social transformations it is necessary that the whole community: researcher, community spokespersons, community members, culture committee, educational institutions, prefecture, the church and the hamlets of the parish of San José de Tostós, work together putting aside their personal differences and uniting the communal needs, to achieve great changes that improve their social environment but from the union, respect and the desire to develop locally.

I learned from an ethnic culture that by nature runs in our blood the respect and devotion for traditions, I received the best advice from the older people of the town, who gave me life lessons and encouragement to continue in the struggle for this project. It was almost 3 years of hard work to achieve everything necessary from its approach to its completion, with all the pros and cons, the satisfaction remains that great changes were achieved, all mostly positive and the best thing is

that the community continues to work to improve their way of life, as showed on opportunities to visit the village.

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