

# Impact of rural tourism on small municipalities in the interior of the province of Castellón

Vicente Budí Orduña, Juan J. Rubert Nebot

INSTITUTO INTERUNIVERSITARIO DE DESARROLLO LOCAL (IIDL)  
Y CÁTEDRA COHESIÓN E INNOVACIÓN TERRITORIAL  
(UJI-DIPUTACIÓN DE CASTELLÓN). UNIVERSITAT JAUME I  
BUDI@UJL.ES RUBERT@UJL.ES

## Abstract

The objective of this work is to identify the degree of economic dependence of a set of economic activities in relation to tourism and the number of visitors associated with it. The study focuses on municipalities at risk of depopulation located in rural areas with low population density and low economic dynamism, where tourism is centered around the second home model. According to this typology of tourists (non-residents for the purposes of the research), the study focuses on the impact of the expenditure made by non-residents on the set of activities existing in these municipalities. Specifically, it analyzes the effect on the annual revenue of businesses selling food products and bars and restaurants. The study uses in-depth interviews to detect the perceived effect of tourism activity (non-residents) on the annual revenue of the restaurant sector (bars and restaurants) and food product commercialization activities. The study is based on the idea of the multiplier effect of these services and their capacity to maintain a minimum diversification of the local economy, as well as a minimum market size, as prerequisites for combating depopulation. The results indicate that the dependence on tourism for food commerce activities is greater the further the municipality is from the commercial center that represents the regional capital. In the case of the restaurant sector, the results are not as conclusive (showing greater

disparity), possibly because the internal characteristics of each business and the different attractions of the municipality where they are located should be further refined.

**Keywords:** Economic impact, tourism, second home, depopulation.

## 1. Introduction

The origin of rural tourism is often associated, at least in its initial state and from the supply-side perspective, with the search for an economic activity aimed at complementing the scarce income derived from subsistence agriculture. Over time, it has evolved from merely a complementary activity to a true economic alternative for rural areas and, later, to a genuine strategy for endogenous territorial development (Carrillo, 2002; Cánoves and Villarino, 1997).

For this reason, rural tourism has transformed from the initial concept mentioned earlier, which was exclusively linked to the idea of a complementary activity to the primary sector (whose most prominent example in Spain was the Casas de Labranza program) to a tourism that develops both from the proliferation of second homes in rural and agricultural areas (Soret, 1999) and thanks to changes in tourist demand (with tourists becoming increasingly sensitive to environmental issues, seeking less crowded destinations, outdoor adventure and sports activities in nature, etc.).

Subsequently, with the rural tourism development plans initiated by the different autonomous communities, the objectives expanded to include the conservation of architectural heritage (through the recovery of homes for tourism use, many of which had been abandoned during the process of de-ruralization and urbanization in Spain during the years of developmentalism), the promotion of income that acts as a complement to purely agricultural earnings, the revaluation of both cultural and environmental spaces, and finally, the conception of rural tourism as a strategy for endogenous development to combat depopulation (Sánchez and Sánchez, 2018; Vera, 2013). The case under consideration would fall within the group of rural areas to be revitalized, meaning those with low population density,

low income levels, and significant geographic isolation or territorial cohesion difficulties, and not necessarily a high significance of agricultural activity.

The presence of tourism in these rural areas corresponds to a low-intensity activity, with a basic offering of tourism services, where the second home tourism model predominates. The existing tourism offering corresponds to microenterprises, almost always of a family nature, whose activity is sustained by the valorization of rehabilitated family heritage, and for whose owners tourism is often just an economic-labor complementary activity. The result is a network of weak businesses from an entrepreneurial perspective, with low financial capacity for investment, training, and growth, predominantly family businesses, where there are justified doubts about their economic sustainability in the medium term (Vázquez and Martín, 2011).

With this approach to tourism activity, the impact on the territory will depend both on the ability to attract tourists and the existence of a significant number of rural tourism accommodations. All evidence suggests that there is a certain demand, which ultimately promotes (through tourist spending) the increase and diversification of employment. Thus, the central element for transforming tourism into a tool for local development and, by extension, as a strategy to combat depopulation, is to determine the extent to which the presence of tourists contributes to the diversification of production and the service offering in the municipalities under study.

In this context, and if we consider the peculiarities of rural tourism in areas with low tourism offering and business weakness (also characterized by high seasonality, concentrated in the month of August, being a weekend and holiday bridge activity), it is difficult to think that this activity can become the engine of rural development for all sparsely populated rural municipalities. Therefore, and in line with Maroto and Pinos (2019), we propose the hypothesis that “tourism alone is not capable of halting rural depopulation in the municipalities where it is implemented. Only where rural tourism is able to integrate into an existing, minimally diversified economic structure with the capacity to value various territorial resources that have attraction potential, there will be possibilities for achieving positive demographic dynamics.”

Regarding the objective of economic development and value creation in non-urban areas, the importance of tourism in economic terms is generally measured from the supply side, that is, by quantifying both the volume of resources allocated to this activity and the tourism products offered in the territory. Alternatively, especially in smaller and rural tourism-specialized areas, tourism employment data is also used as an approximate indicator of the sector's weight, limiting tourism employment to the activities included in the Satellite Tourism Account in Spain (CSTE) developed by the INE, and identified with CNAE codes at the three-digit level.

An alternative to these methods is to quantify not the supply but the demand, which in some cases allows us to have information from visitor control established at certain tourist points of interest. These controls (which do not necessarily involve payment, but merely access control and/or capacity monitoring) are often justified by arguments for protecting the tourist asset: environmental arguments for natural and landscape resources, and heritage arguments for architectural and cultural resources, etc. The important thing for our purposes is that, starting from these considerations and both direct and indirect indicators, it is also possible to determine the importance of tourism at the territorial level and in specific municipalities within an area (even when, due to the reduced population and economic size of the locality, available information is scarce or even nonexistent).

Focusing on the Valencian Community, in this autonomous community, a regulation (recently modified) has been designed that regulates the concept of a tourist municipality based on the importance of this activity in both employment and the local economy, in comparison to the data for the entire region. The consideration of a tourist municipality allows eligibility for promotional aid for tourism activity, while also requiring specific development and governance plans. Municipalities applying for this recognition must meet a set of criteria proposed by the regulation, including the so-called Economic Criterion, which seeks to determine the importance of tourism activity as the base of the local economy or, at least, a significant part of it. Compliance with this criterion will be based on two indicators:

The employment generated by tourism activity.

The influence of tourism activity on the municipal economy.

The criterion will be considered accredited when the result of both indicators is equal to or greater than the results determined by the latest study on the impact of tourism on the economy and regional employment in the Valencian Community, conducted by the relevant tourism department. In practice, due to the limitation of municipal data availability, except in large cities with sufficiently detailed information (CNAE three-digit level), in many cases (especially in rural areas), only tourism employment data is analyzed as an indicator of economic relevance. The result of this analysis allows for granting the recognition label, which acknowledges the importance of tourism activity based on the municipality's size (distinguishing between tourist municipalities of excellence, relevance, or uniqueness).

To know the level of tourism employment in each municipality and compare it with the total for the region, activities listed in the CSTE are used as a reference and quantified locally, with the issue of data availability at the local level in smaller municipalities.

Thus, taking the CSTE as a reference, available data from the Social Security Employment Register and the Public Employment Service (SEPE) are used, collected by the Valencian Institute of Statistics, which provides information on the number of employees for each of the 21 activity sections in which employment is classified. The sections are identified with letters from A to U, with sections I (Hospitality) and R (Artistic, Recreational, and Entertainment Activities) being the most relevant for tourism employment purposes. This adjustment to two activity sections excludes part of the tourism-related employment covered by the CSTE, such as activities related to transport services and real estate management. Observations of activity licenses indicate that these businesses are typically not present in small municipalities at risk of depopulation, being located in larger municipalities, especially regional capitals, which generally do not form part of municipalities identified as at risk of depopulation due to their disparate behavior compared to their own regional cluster.

As indicated, granting the status of a tourist municipality (or, in line with the interest of this work, understanding the importance of tourism within the local economy) is particularly complex for certain small rural municipalities due to the need for detailed, highly disaggregated information (as available data is insufficient,

and obtaining greater detail faces restrictions from current statistical confidentiality legislation). In this context, the main question is: How can these municipalities justify the weight of tourism activity in their territory?

## 2. Objective

If we revisit the initial approach, conceiving rural tourism as a tool to complement agricultural income (or, in some cases, other types) and anchor the population to the territory, the question we ask in this paper is whether we can understand, despite the scarcity and precariousness of available data for many small municipalities, the real impact of tourism on other activities and, by extension, on the entire local economy. All of this is aimed at enabling the inclusion of these municipalities in the Valencian Community's list of municipalities of tourist excellence, relevance, or uniqueness, which, in a broader sense, implies considering tourism as a relevant activity in the economic structure of these localities.

This central issue becomes particularly significant, as we have just mentioned, in the case of small municipalities where, regardless of inclusion in the list of tourist municipalities and the advantages it entails, the survival of some key economic activities for the survival of the municipality itself depends on the existence of a regular flow of tourists (and this is the case even though some of these activities may not seem, at least initially, dependent on tourist flow). It is evident that this issue is not exclusive to municipalities at risk of depopulation and is present by definition in all tourist areas where most hotel and catering activities are almost exclusively intended for tourist use.

However, for these small localities, the continuity of some of these activities (specifically, food-related commerce in general, as well as, particularly, specific activities such as bakeries) is crucial as a private service to citizens, which could severely affect the survival of the municipality itself. The same applies to bars and, to a much lesser extent, restaurants, which are often configured as centers of social activity in the locality.

As noted by Navarro et al. (2025), the existence of a certain supply of tourist accommodations is crucial, particularly because it allows travelers to stay several days in the area, providing an opportunity to explore existing tourist resources and encouraging tourist spending to improve the local economy. However, this paper does not limit the capacity to anchor the population to the territory solely to the economic dynamism directly related to population volume or the usual tourist supply. The interpretation of Navarro et al.'s assertions in this work focuses on the supply of private commercial services (catering and food commerce) as the central element. This hypothesis is tested for the municipalities of the Valencian Community and, specifically, for the province of Castellón, where all the municipalities under study are located less than an hour away from major urban and service areas.

In this regard, and as previously indicated, the objective of this paper is not limited to the tourism sector *stricto sensu* but extends to other commercial activities considered fundamental in the territory, in order to assess the degree of economic dependence of these activities on tourism, as a result of the multiplier effect of local spending. In other words, the goal is to conceptualize the study area as a “deep” rural space (Ivars, 2000), without analyzing other elements that influence its tourist product offer or other resources that attract tourists to the territory, such as landscape or heritage elements. In the case at hand, with rural areas of low population density and low economic dynamism, tourism is primarily based on a model centered around second homes (since these are not consolidated tourist destinations, most of these homes are linked to family ties—ancestors from the municipality—as well as social identification with the territory). In fact, it is reasonable to admit the relative lack and precariousness of infrastructure, as well as services that could promote the offer of quality tourist products, based on resources with low attraction capacity (Navarro et al., 2005).

Regarding specialized literature, recent studies focusing on the depopulation problem highlight the importance of economic conditions, accessibility (connectivity and easy access to the territory), and public infrastructure, as well as an adequate provision of essential public and private services, as necessary conditions for anchoring the population to the territory (Alamá et al., 2021). Among these services are healthcare and education, both linked to the public sector, as well

as commercial or hospitality services (food stores, bars, restaurants, etc.) related to the private sector. The aforementioned study also shows the relevance of the concept of economic dynamism in the territory, as well as the need to ensure a minimum diversification of the local economy as a requirement to combat depopulation.

Another key aspect in the analysis of depopulation is the problem of the small size of the market faced by the local economy. In this context, when activities are marketable outside the local environment, the strategy is to expand the market through online instruments and mechanisms (Budí and Alamá, 2022). However, when the characteristics of the goods or services sold confine the market to the municipal area, the solution necessarily involves increasing the number of potential clients, which, in this case, would mean increasing the flow of tourist visitors, thus partially mitigating the small market size. It is precisely this context that this paper aims to address, attempting to establish a connection between tourism (potential clients for food commerce, as well as bars and restaurants) and the survival of some of these services that are considered basic (for residents not to relocate) in municipalities at risk of depopulation.

Specifically, the key question is to determine to what extent certain commercial activities, focused on the food sector, as well as certain restoration activities, depend on tourism to guarantee the minimum annual income necessary to make them profitable. In other words, we ask how many activities (even if they are not initially fully associated with tourism) could not persist without the income (often merely seasonal) from tourism. In such a case, the jobs associated with these activities should also be counted when measuring the weight of the tourism sector in the locality. This consideration also situates the research within the field of territorial resilience, linking the presence of certain private services with the ease of maintaining the population and, of course, the potential attraction of new residents.

The goal of this paper is to determine to what percentage the continuity and resilience of these activities depend on the presence of tourists, as we are dealing with an insufficiently sized local market. This situation places the research within the field of studies on the perceived impact of tourism activity and how it extends to the economic activities present in these municipalities (Ozturk et al., 2015). We must

take into account that, to the extent that a greater effect of tourism is perceived in these activities, it will result in a better perception of the entire territory's importance regarding tourism activity and its implications in stimulating the local economy (Riyanto et al., 2023).

### 3. Methodology

Since the objective is to determine to what extent the commercial activities of small municipalities related to food (including mixed stores, convenience stores, grocery stores, bakeries, etc.) and catering services (mainly typical village bars or cafes, although also higher-end restaurants in some cases) depend on tourism, it is necessary to identify the clients based on whether they are tourists or residents. This distinction is possibly the key element in the fieldwork and requires establishing a central assumption: the ability to identify the residence of a client. In this sense, the idea commonly held in small municipalities of “we all know each other” is invoked, and regarding establishments, it is confirmed that they are able to identify their clients and indicate whether they are regular residents or tourists or those maintaining a connection with the territory through a second home.

Thus, the central assumption of the work required a prior question at the beginning of the interviews, where this central issue in the research was highlighted. In all cases included in the study, a positive response was obtained (otherwise, the establishment in question would be excluded from the analysis), which helps to reduce the bias (which is already high) of the in-depth interview method employed.

Once this issue was resolved, it was necessary to know the spending of each group in order to quantify tourist spending (i.e., spending exclusively by tourists) relative to total spending in these activities. That is, to define the degree of resilience of these activities (in most cases microenterprises) and to what extent this behavior depends on the income obtained from clients classified as tourists (non-residents).

As a means of approaching these data, in-depth interviews with managers of these establishments in municipalities at risk of depopulation were conducted, aiming to identify the impact of tourism (Jennings, 2005). The interviews provided a series of repeated and

general statements and considerations that, despite their subjectivity (essentially, the opinions of the interviewees), were tested by sequential questions, granting them both external and internal validity and relative reliability (Gibbert et al., 2008). Generally, those arguments that accumulated in the majority of interviews were considered valid, following the methodology of comparative case studies (Gupta and Guillén, 2008).

Fieldwork was conducted in person in municipalities at risk of depopulation in the Alto Palancia region (in the southern interior of the Castellón province), with a total of 25 interviews carried out between July 2023 and May 2024. Regarding the characteristics of the 29 municipalities in the region, there is a small group of 5 municipalities (including the regional capital, Segorbe, which is also the most populated) without depopulation problems, while the remaining 24 face the demographic challenge of depopulation, though with varying degrees of severity. The target population is characterized by microenterprises, mostly self-employed, predominantly consisting of two workers (mostly members of the same family structure, i.e., couples), and with predominantly male ownership (who also serve as the business managers).

The interview allowed for obtaining data on business ownership, the activity segment, the number of employees (including owners), and the basic characteristics of the contract (mainly regarding the contract's temporality), the potential familial relationship between employees, and, as a key element, the importance of clients considered as tourists for their activity. To draw certain conclusions, a criterion of distance to larger municipalities was also established, considering a single isochrone based on whether travel time was above or below 10 minutes (by private vehicle).

A central issue in this work was confirming that the interviewee could differentiate between residents and non-residents within their clients, in order to determine (through a calculation or personal estimation) the weight and importance of each group relative to the annual turnover of the business. The criterion of residence is applied in this case above other criteria, such as being registered in the municipality, both due to the impossibility of confirming this by the interviewee and because the final objective is to identify those clients

who form the universe of tourist visitors, whether they belong to the main group of families with family ties in the municipality and the possibility of a second home, or whether we are referring to other groups with tourist rentals regardless of duration, or even excursionists who do not stay overnight in the municipality.

As mentioned, at this point in the study, the interviewee is asked to confirm that they can identify their clients to the point of knowing whether they reside in the municipality on a regular basis. Likewise, it is also particularly important at this point to distinguish between a regular resident client throughout the year and one who, even if they own property in the municipality, is only a client at specific times tied to vacation periods (Christmas, Easter, local festivals, summer period...), as the latter is considered, for the purposes of this study, as a non-resident regular client, tourist, or simply (using a common term in these municipalities) a summer resident. It should be noted that, in this type of activity, especially in small municipalities with a high degree of social relations, it is not surprising that business managers know their clients to the level required for this research.

To achieve this objective during the interview (and with the idea of understanding the business's operation in the greatest detail possible), a specific item was included, either directly or indirectly, with a question about the importance of sales to non-resident clients (summer residents) in relation to the total annual sales. Several direct questions were used for this, such as:

- What is the value of sales to non-regular residents in the municipality relative to total sales?
- What percentage of sales is to non-residents (summer residents) relative to the total?

The responses obtained were not entirely precise in terms of providing an exact percentage of turnover, but were generally given as either percentage ranges or generic statements such as:

- Without what we sell to outsiders (non-residents), we couldn't live and would have to close.
- Half of what we sell is to outsiders (summer residents).

- At least a quarter (or a third).
- August sales are more than double those of a normal month.
- From the second half of July through August, I sell a quarter of what I sell all year.
- It's very little, about 10% of total sales.
- Almost all who come are from outside (non-residents).

It should be noted that, in some cases, to fine-tune the response, a specific percentage was proposed during the interview that the interviewee considered to match their initial generic response.

Regarding the previous questions, and when posed to businesses in the bar and restaurant sector, the responses showed a tendency to be at the extreme values, identifying some establishments that depend almost exclusively on tourism (i.e., summer residents as defined above).

During the interview process, it was also asked whether additional workers were hired during the period of highest activity (especially in cases where an increase in sales was mentioned). The responses were distributed into three categories: establishments that directly state that they hire and provide both the number of employees and the duration of the contract; those who resort to their family structure on an ad-hoc basis; and a third group that answers vaguely, which may indicate occasional collaboration from family members or other workers, but without formal hiring.

## 4. Results

The main results of the fieldwork allow us to quantify the percentage (specific value or percentage range) that sales to non-residents (vacationers) represent of the total annual sales. The results obtained from the sample show two different types of outcomes, depending on whether the business is a food establishment (supermarkets, grocery stores, bakeries, etc.) or a bar or restaurant.

In the case of food establishments, sales to non-residents range between 20% in municipalities closer to the district's capital (where

the commercial attraction capacity of the capital plays a role, as it also has a better commercial service infrastructure in addition to other public services) and up to 50% in more distant towns. As for bars and restaurants, the figures range between 20% and 40% for bars, and above 50% for restaurants, with some cases approaching 100% of their activity being related to tourism.

The detailed analysis of the interviews provides information on the perception of income based on the age range of the interviewees, showing greater involvement of tourism in the younger age groups (under 45 years). However, the result by age is not conclusive due to the limited variability of observations in the under-45 age range.

An interesting aspect is the perception of alternative employment opportunities and the level of economic dynamism. In general, the opinion regarding the possibilities that tourism activity offers for the future of the business (and, in general, for the municipality) is more favorable than expected, despite many of these towns being at risk of depopulation, with low economic activity and a stagnant labor market.

Finally, it is worth mentioning a widely held perception regarding the difficulties (or rather the impossibility) of transferring commercial activities, which affects potential investments for the improvement or upgrading of establishments. In general, there are observations indicating doubts about the continuity of the business, especially in cases where sales to non-residents are lower. These results differ in the case of bars and restaurants, which, due to their greater reliance on non-residents, are more confident about the future and even consider the transfer of the business to be more feasible or viable.

## 5. Conclusions

The results obtained from this initial approach, both to the problem and the methodology used to attempt to solve it, confirm the importance of tourism for municipalities at risk of depopulation; a relevance that, importantly, goes beyond the weight traditionally attributed to tourism when using conventional and orthodox measurements.

The data indicate that the dependence on tourism, for retail food commerce activities, is greater the farther the municipality is from the

commercial hub representing the district's capital; conversely, in the case of restaurant activities, the results are not as conclusive, showing more variability, possibly because the internal characteristics of each business, as well as the different tourist attractions of the municipality where they are located, should be further considered.

The effect of rural tourism on the local economy extends across all activities, and in municipalities at risk of depopulation, it contributes to maintaining certain commercial activities that are considered essential services for the continuity of the population in the territory. The results of this preliminary study would support the proposal to guarantee, with public resources, certain minimum incomes to ensure the continuity of these activities (conditioning these contributions to variables such as: population size and evolution of depopulation risk, distance to commercial hubs at the district level, etc.).

The results show both the transversal effect of tourism on other activities and its unexpected role as a tool for settling the population in the territory, beyond traditional measurements of tourism's weight in small rural municipalities at risk of depopulation. On the other hand, the development of this preliminary work would require its application to other regions affected by depopulation in the Valencian Community and other parts of Spain to confirm the validity of the methodology used and the validity of the results obtained.

Finally, while the study focused on retail food sales activities, as well as bars and restaurants, it was also noted that the flow of non-resident visitors (vacationers) has an impact on other axes of local activity. Thus, the effect extends to certain specialized food businesses with recognized quality products linked to the municipality, as well as other products that would fall under the artisan products category (local specialties, "zero-kilometer" commerce, etc.). Although this effect is still considered small in terms of business turnover, it is relevant in that it appeals to the local origin as an element that guarantees the quality of the product; which, even indirectly, can improve the local population's perception of their own territory, fostering greater attachment to the area and reducing migration flows abroad, thus mitigating the risk of depopulation.

In conclusion, through the use of in-depth interviews, this first study has determined that tourism activity (considered in the heterodox

terms defined earlier) may have a greater weight than traditionally attributed in the case of certain small rural municipalities. This new measurement could allow some of these towns to be incorporated into the registry of tourist municipalities of the Valencian Community (in any of its three categories), with the potential advantages this could bring for their future economic development (greater visibility, and thus an increase in the number of visitors and associated economic activities, the possibility of benefiting from territorial development policies in the tourism sector, etc.). All of this would, in the medium and long term, increase the chances of anchoring the population to the territory, ultimately reducing the depopulation risk in these regions.

## 6. Bibliography

- [1] Alamá-Sabater, L.; Budí, V.; Roig-Tierno, N. y García-Alvarez-Coque, J.M (2021): “Drivers of depopulation and spatial interdependence in a regional context.” *Cities*, 114, <https://doi.org/10.1016/j.cities.2021.103217>
- [2] Biehl, D., (ed.) (1986): “The contribution of infraestructura to regional development”, Final Report of The Infraestructure Study Group, Área de Política Regional, Comisión de la Comunidades Europeas, Partes 1 y 2, Luxemburgo.
- [3] Biehl, D. (1988): “Infraestructuras y Desarrollo Regional”, *Papeles de Economía Española*, 35, págs. 293-310.
- [4] Budí, V. y Alamá-Sabater, L. (2022): “Economía rural, mercado de trabajo y despoblación: efectos derivados de un tamaño de mercado reducido”. *Revista de treball, economia i societat*, 104, febrero.
- [5] Carrillo, (2002): “Los turismos genéricos con base a la naturaleza. Su ejemplificación en el territorio andaluz”, III Encuentro de Profesores de Formación Turística Universitaria: Madrid, 14 y 15 diciembre 2001, Madrid, Anestur, Federación Española de Turismo.
- [6] Cánoves, G. y Villarino, M. (1997): “El turismo rural en Cataluña y Galicia, una alternativa o complemento de la explotación agraria familiar”, en *Los turismos de interior: el retorno a la tradición viajera* / coord. por Manuel Valenzuela Rubio, ISBN 84-7477-652-X, págs. 353-368
- [7] Gibbert, M., Ruigrok, W. y Wicki, B. (2008): “What passes as a rigorous case study?”. *Strategic Management Journal*, 29: 1465-1474. <https://doi.org/10.1002/smj.722>
- [8] Gupta, A. y Guillén, M.F. (2008). *Developing, Testing, and Validating Theory with Comparative Case Studies*. Pennsylvania, The Wharton School.
- [9] Ivars, J.A. (2000). “Turismo y espacios rurales: conceptos, filosofía y realidades”, *Investigaciones Geográficas*, 23, 59-88.
- [10] Jennings, G.R. (2005). *Interviewing: A Focus on Qualitative Techniques*. In B. W. Ritchie, P. Burns & C. Palmer (Eds.), *Tourism Research Methods* (pp. 99-117). CABI.

- [11] Jiménez, M., Ruiz, J. y Peña, A. (2014). “Incidencia de las zonas rurales sobre las posibles tipologías de turismo rural: el caso de Andalucía”. *Investigaciones regionales*, 28, 101-123.
- [12] Maroto Martos, J.C. y Pinos Navarrete, A. (2019). ¿El turismo rural freno de la despoblación? El caso del sur de España. <https://doi.org/10.1285/i26113775n3p327> en *Despoblación y transformaciones sociodemográficas de los territorios rurales: los casos de España, Italia y Francia – 2019*, edited by Eugenio Cejudo, Francisco Navarro (*Perspectives on rural development*, 3 / 2019).
- [13] Navarro Valverde, F. A., Capote Lama, A., Porcel Rodríguez, L., & Cejudo García, E. (2025). Propuestas para afrontar la despoblación desde lo local y la relevancia de los mecanismos de desarrollo neo-endógeno: el caso de Andalucía (España). *Boletín De La Asociación De Geógrafos Españoles*, (103). <https://doi.org/10.21138/bage.3590>
- [14] Ozturk, A. B., Ozer, O., Çaliskan, U., Okumus, F., Kar, M., & Bilim, Y. (2015). “The relationship between local residents’ perceptions of tourism and their happiness: A case of Kusadasi, Turkey”. *Tourism Review*, 70(3), 232–242. <https://doi.org/10.1108/tr-09-2014-0053>
- [15] Portillo, M., Ortiz, P. y Morales, F. (2017). “Fraude fiscal, turismo y economía sumergida en España. Un análisis por CCAA”. *Revista de estudios regionales* n° 108, 101-123.
- [16] Riyanto et al., (2023). “The effect of community involvement and perceived impact on residents’ overall well-being: Evidence in Malang marine tourism”. *Cogent Business & Management* 10. <https://doi.org/10.1080/23311975.2023.2270800>
- [17] Sánchez, A., y Sánchez, F. (2018): “Impacto del turismo rural sobre el empleo en España: una aproximación a escala provincial”. *Cuadernos de Desarrollo Rural*, 15(82), 1-19. <https://www.doi.org/10.11144/Javeriana.cdr15-82.itre>
- [18] Soret, P. (1999): “Turismo rural y de naturaleza”. en F. Bayón (dir.), *50 años del turismo español: un análisis histórico y estructural*. Madrid: Secretaría de Estado de Comercio, Turismo y Pequeña y Mediana Empresa, Centro de Estudios Ramón Areces.
- [19] Valero, J. (2020): “Metodologías cualitativas: la entrevista en profundidad para la investigación en geografía de la población”, en *Población y territorio, España tras la crisis de 2008*, Sempere-Souvannavong, et. al. (eds.).
- [20] Vázquez C y Martín F. (2011), *Problemas de sostenibilidad del turismo rural en España*. *Revista Anales de Geografía de la Universidad Complutense*. 31(1), pp. 171-194. [https://doi.org/10.5209/rev\\_AGUC.2011.v31.n1.8](https://doi.org/10.5209/rev_AGUC.2011.v31.n1.8)
- [21] Vera, J. F. (coord.) (2013): *Análisis territorial del turismo y planificación de destinos turísticos*, Valencia, Tirant Humanidades.