



Editorial



Germán Eduardo Herrera

Director

Facultad de Filosofía y Letras, Universidad Nacional de Cuyo

Mendoza, Argentina

gherrera@ffyl.uncu.edu.ar

In the tenth edition of the Journal of Tourism and Identity we publish three articles by international authors. One of them, from Colombia, deals with experiential tourism in Bogota; the research aims to analyze the impact and strategies to achieve sustainable development of the urban tourism sector. The authors from Ecuador propose to critically study the potential of creative tourism as a socioeconomic dynamizer of rural localities. The third comes from Mexico and the author seeks to answer whether the construction of Afro-tourism is a valid means for the incorporation of the inhabitants of vulnerable communities in Veracruz to the benefits generated by tourism, without turning the activity into an extractive activity.

All the articles published in our journal have passed the evaluation instances through double blind refereeing and we are proud to continue being part of prestigious indexing catalogs and dissemination networks, such as Latindex, Latinrev, Base and Binpar, among others.

On behalf of the Editorial team, I thank all the people who have contributed to achieve this publication and I invite you to share and disseminate our Volume 6 - Number 1.

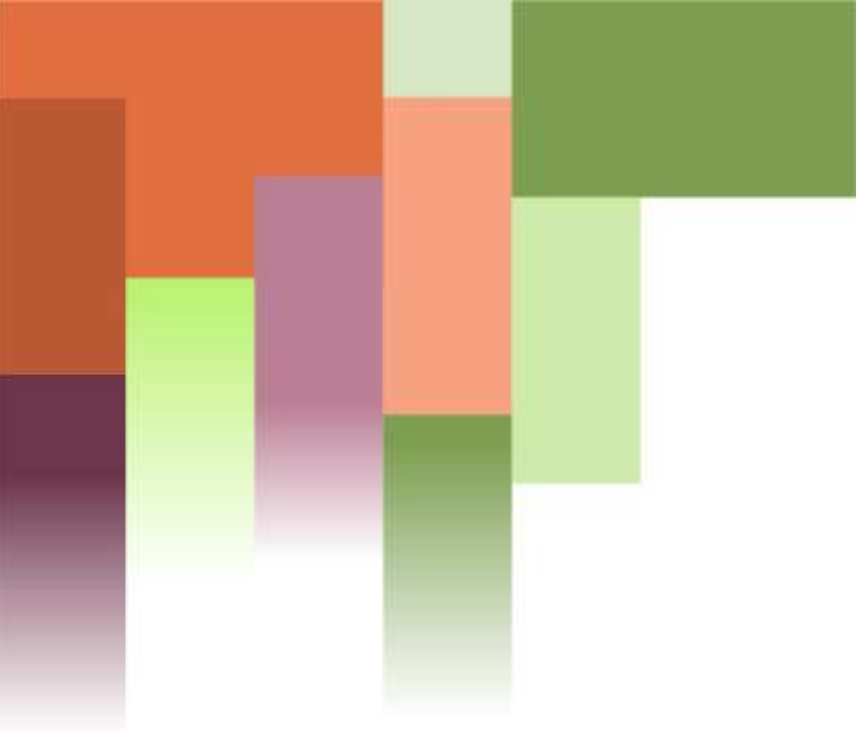


Índice

Editorial	6
 Germán Eduardo Herrera	6
<i>Editorial</i>	<i>7</i>
 Germán Eduardo Herrera	7
Índice	8
ARTÍCULOS	10
La construcción del Afroturismo como medio de incorporación de regiones vulnerables en Veracruz, México	11
The construction of Afrotourism as a means of incorporating vulnerable regions in Veracruz, Mexico	11
 Jerson Mauricio Rodríguez del Carmen	11
 César Vega Zárate	11
 Iris Adriana Landa Torres	11
 Jerónimo D. Ricárdez Jiménez	12
Turismo creativo como estrategia de desarrollo en localidades rurales	37
Creative tourism as a development strategy for rural towns	37
 Karen Lisbeth Betancourt Ludeña	37
 Arturo José Bravo Jiménez	37
Turismo experiencial y sostenibilidad en Bogotá. Análisis del impacto y las estrategias hacia un desarrollo sostenible en el sector turístico urbano	60

Experiential tourism and sustainability in Bogotá. Analysis of the Impact and Strategies for Sustainable Development in the Urban Tourism Sector60

 **Sandra Lorena Rosero Ordoñez**60



ARTÍCULOS