

Exploring the Potential of Villa Mirador de Mayabe for Implementing Creative Tourism

Explorando las potencialidades de la Villa Mirador de Mayabe para la implementación del turismo creativo

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ABSTRACT

Creative tourism in rural areas improves economic opportunities and promotes sustainability. The objective of the research was to analyze the scientific production on creative tourism in rural areas, in the Scopus database, in order to identify the key factors for its implementation in the Villa Mirador de Mayabe in the tourist destination of Holguín, Cuba. The methodology included the search of scientific articles in Scopus and the elaboration of the reading portfolio; the identification of key factors for the development of creative tourism in rural areas, as well as the potentialities of Villa Mirador de Mayabe for this type of tourism; strategic guidelines were also formulated to achieve it. As the main results, two relevant lines of research were determined: the use of the local community to develop creative tourism and the authenticity and personalization of the creative tourism experience in rural areas. Among the key factors identified were the diversification of the offer and the link between tourists and the rural community. It was concluded that the Village possesses the necessary potential for developing creative tourism. The guidelines focused on integrating local culture, historical heritage, and the community's daily activities into the tourism experience.

Keywords: creative tourism, rural area, Scopus

RESUMEN

El turismo creativo en zonas rurales mejora las oportunidades económicas y fomenta la sostenibilidad. La investigación tuvo como objetivo analizar la producción científica sobre turismo creativo en áreas rurales, en la base de datos Scopus, en función de identificar los factores clave para su implementación en la Villa Mirador de Mayabe del destino turístico Holguín, Cuba. La metodología incluyó la búsqueda de artículos científicos en Scopus y elaboración del portafolio de lectura; la identificación de factores clave para el desarrollo del turismo creativo en áreas rurales, así como las potencialidades de Villa Mirador de Mayabe para este tipo de turismo, se formularon además directrices estratégicas para lograrlo. Como principales resultados se determinaron dos líneas de investigación relevantes el aprovechamiento de la comunidad local para el desarrollo del turismo creativo y la autenticidad y personalización de la experiencia turística creativa en zonas rurales. Entre los factores clave identificados se encuentran la diversificación de la oferta y el vínculo entre los turistas y la comunidad rural. Se concluyó que la Villa posee las potencialidades necesarias para el desarrollo del turismo creativo. Las directrices se enfocaron en la integración de la cultura local, el patrimonio histórico y las actividades cotidianas de la comunidad en la experiencia turística.

Palabras clave: turismo creativo, zonas rurales, Scopus

INTRODUCTION

Tourism is a sector characterized by the constant dynamism of supply, due to the need to meet consumer expectations linked to the search for memorable and enriching experiences. In response to the characteristics of demand, creative tourism has emerged as a transformative trend that embraces a dynamic approach, establishing strong connections between culture, creativity and co-creation of the tourism experience.

This type of tourism is an excellent alternative, as it allows diversifying a destination's offer, opening the way to quality tourism, optimizing material and immaterial resources, and distributing tourism activity throughout the year. Due to its non-seasonal nature, this generates higher income. In addition, it can be carried out in different places and combined with other tourism modalities to create differentiating proposals (Ovalles Chinaea, 2017).

Creative tourism is considered a successor tourism modality to cultural tourism, marking a shift from passive to active consumption and from a focus on static, tangible heritages to a living, intangible culture (Richards, 2011), (Blapp & Mitas, 2018). The definition of creative tourism, first assumed by Richards and Raymond (2000) refers to the type of tourism that allows travelers to explore their creative potential through active practice in courses and learning experiences, which are characteristic of the vacation destination. From this same perspective, creative tourism is understood as that which provides activities related to the destination in fields such as music, visual arts, theater, sports, gastronomy, languages, art workshops, or writing (Blapp & Mitas, 2018).

Therefore, the range of activities encompassed by the practice of creative tourism is diverse and broad and focuses mainly on exploring and interacting with cultural heritage. This is materialized through the active participation of visitors with local communities, allowing them to immerse themselves in the traditions and customs of the residents. This approach leads to the creation of educational and memorable experiences for travelers. Interaction with local culture offers the possibility of immersing oneself in interactive creative environments.

In short, creative tourism emphasizes the promotion of exchanges of experiences and knowledge of cultural riches, traditions, and customs between tourists and inhabitants

of local communities (Cabeça et al., 2022). In a context increasingly oriented towards providing authentic and memorable experiences, this tourism modality adds value to the experience. It contributes to the enriching development of tourist destinations, which has led to the interest of the international scientific community in the subject.

Main lines of research in creative tourism

Currently, the predominant areas of research in the field of creative tourism cover a variety of topics. The research of Serrano-Leyva et al. (2022) points out three fundamental lines of research; these are creativity and tourism, creative experience, and creative spaces.

The production of tourism and creativity focuses on redirecting current models of "cultural tourism" towards new modes driven by creativity. Therefore, it is important to highlight that creative tourism is a necessary evolution of cultural tourism that responds to tourists' changing demands. It allows them to participate in creative and authentic experiences, thus satisfying their longing for interpersonal relationships and meaning.

On the other hand, it should be noted that tourists seek unique, memorable, and inspiring experiences. The research of Serrano-Leyva et al. (2022) reflects different approaches to studying this main line. Among the topics addressed are the profile of creative tourists and the perception of the experience, as well as the importance of offering tourism experiences that allow tourists to participate actively, taking into account current tourism trends and changes in how people interact with tourism destinations.

In terms of creative spaces, the urban area emerges as a predominant setting for creativity, exemplified through case studies. This is particularly evident in the collaborative reform of the urban landscape, which has given new life to its physical and socio-cultural framework through co-creation processes involving different actors (Serrano-Leyva et al., 2022). The imbalance between urban and rural environments has also been studied, as creative tourists nowadays seek to experience local life and participate in unique activities and processes not found elsewhere (Remoaldo et al., 2020).

However, other studies evaluate how the focus on natu-

ral and cultural resources, as well as the local identity of a region, influence tourism development. They also delve into issues related to offering authentic and memorable tourism experiences by taking advantage of tourism opportunities present in rural areas. Precisely, the authors agree with Remoaldo et al. (2020) that rural areas emerge as attractive destinations to foster creativity, as they offer visitors the opportunity to immerse themselves in unique narratives, processes and products that can only be experienced in that specific community and environment.

Creative tourism in rural areas

Creative tourism represents an opportunity for small places and underdeveloped rural areas, as each place has its own tangible and intangible attractions that make it unique and allow for the creation of authentic experiences for visitors. In recent years, more attention has been paid to the creative potential of smaller places, as they offer a higher quality of life, which attracts a growing number of creative tourists (Richards, 2019).

In addition, rural areas can be used as a strategic local industrial alternative as they can become alternative centers of industrial production. This may involve the development of industries that process local resources, manufacture sustainable products or provide specialized services. Enjoying with authenticity the resources of the countryside and its traditions, sensitizes younger people to worlds they have never experienced and transports them to absolutely new realities, allowing them a relationship with the rural world and an interpretation of these experiences never thought of before (Remoaldo et al., 2020), by interacting with local traditions and resources, visitors can develop a new appreciation for the rural world and its importance.

Therefore, creative tourism constitutes a development opportunity for rural areas and small towns, and consequently, accommodations located in these areas can create and preserve all the resources to satisfy economic, social, and aesthetic needs while preserving cultural integrity.

Based on the importance of creative tourism in rural areas different authors have addressed this topic, among them Bakas, Duxbury, Remoaldo, et al. (2019), Remoaldo et al. (2020) y Aguiar (2018); however, despite highlighting the

importance of taking advantage of tourism opportunities in rural areas and promoting creative tourism, these studies do not identify the key factors for its development.

In this context the Villa Mirador de Mayabe located 8 km from the city of Holguin, Cuba, in the heights of Mayabe (200 meters above sea level), is characterized by the presence of beautiful natural landscapes, which make it a privileged natural viewpoint from where you can appreciate the Mayabe Valley and the capital of Holguin. This area offers a special attraction for ecological and/or health tourism, fused with the legend of the Valley and the fame of its donkey Pancho, main tourist attraction for its peculiar habit of consuming beer and pork rinds.

The Villa houses the Finca de Campesino, built around 1989, characterized by the presence of fruit trees, medicinal plants, birds and a great variety of animals. Among its main attractions is a typical peasant house, with the intention of being rehabilitated, which shows, through its constructive characteristics, furniture, and natural environment, the customs of peasant life, evoking a bygone era.

The objectives of the research are as follows:

- To carry out a review of the scientific production on creative tourism in rural areas in the Scopus database in order to identify the key factors for its implementation.
- Determine the potential of the Villa Mirador de Mayabe as a creative tourism product.

METHODOLOGY

The following methodology was used for the development of the research:

- 1) Search of scientific articles and elaboration of the reading portfolio

A search was conducted in the Scopus database, using the thematic descriptors “creative tourism”, AND, “rural areas” in the title, abstract or keywords of scientific articles. The time frame was not restricted in order to achieve more accurate results.

In order to clean the database of the articles found, a rea-

ding of the abstracts was carried out, eliminating those that did not address the subject matter as the object of study. The criteria for the selection of articles for the preparation of the reading portfolio were as follows:

- Focus on rural areas and small towns: priority was given to articles exploring creative tourism practices in rural areas and small towns located on the outskirts of metropolitan cities.
 - Focused on creative tourism: articles were selected that specifically explored the potential of creative tourism as a driver of development in rural areas, not only in other types of tourism.
 - Analysis of the potential of creative tourism: studies that analyze the possibilities of implementing and developing creative tourism practices in rural areas, taking advantage of their particular characteristics, were favored.
- 2) Identification of key factors for the development of creative tourism in rural areas through content analysis of scientific articles.

The identification of key factors for the success of creative tourism in rural areas was based on a qualitative content analysis applied to the selected scientific articles. This analysis consisted of an exhaustive and systematic reading of each article, with the objective of identifying the ideas, concepts and arguments related to the successful development of creative tourism in this type of geographic space. The frequency of appearance of each key factor in the articles as a whole was analyzed, which made it possible to establish its importance in this context.

- 3) Identification of the potential of Villa Mirador de Mayabe for the development of creative tourism and proposal of strategic guidelines to achieve it.

To identify the potential of Villa Mirador de Mayabe for the implementation of creative tourism, taking into account the key factors identified, interviews were conducted with local specialists related to tourism, culture, history and development of Villa Mirador de Mayabe. These consultations allowed us to obtain local perspectives on the potential of the product for the development of creative tourism, the needs of the community and the challenges to be faced. Brainstorming sessions were also held with

specialists and members of the local community to define strategic guidelines.

RESULTS AND DISCUSION

Search for scientific articles and preparation of the reading portfolio

The initial literature review identified 17 articles in the Scopus database. However, after an analysis of the abstracts, 5 articles that did not fit the research focus were excluded. Twelve articles were selected that address how rural communities use creative practices to make the most of their environment, creating authentic experiences that take advantage of their culture, heritage and history.

Identification of key factors for the development of creative tourism in rural areas through content analysis of scientific articles

The analysis of the articles evidences the presence of two fundamental lines of research on creative tourism in rural areas, they are: taking advantage of the local community for the development of creative tourism in rural areas addressed in the research by Bakas, Duxbury and Vinagre de Castro (2019), Pourzakarya (2022), Ramírez-García et al. (2023) y Bakas, Duxbury, Remoaldo, et al. (2019) and authenticity and personalization of the creative tourism experience in rural areas by Marujo et al. (2021), Remoaldo et al. (2020), Kastenholz et al. (2023) y Blapp and Mitas (2018). These lines were identified through content analysis, each of which has vital importance to better understand the development of creative tourism in rural areas.

Leveraging the local community for creative tourism development focuses on the progress of these rural areas and the relevance of collaboration between diverse stakeholders, such as artisans, entrepreneurs and local communities, for the success of creative tourism. The key factors identified through content analysis of the articles are referenced below:

Key Factor 1: Alliances between artisans/entrepreneur mediators for creative tourism development

Strategic alliances between artisans and mediating entrepreneurs are a crucial factor for the development of creative tourism in rural areas. Collaboration between these actors makes it possible to overcome the barriers that have

traditionally prevented the full integration of handicrafts into tourism value chains. Business mediators, with their expertise in marketing, distribution and promotion, act as a bridge between artisans and the tourism market, facilitating the commercialization of handicraft products and generating opportunities to access new markets. These alliances not only boost local economic growth, but also contribute to the preservation of craft traditions and the development of the community's cultural identity.

An example of this collaboration can be seen in Portugal, where a group of mediating agents has partnered with local artisan-tourist entrepreneurs to guide and lead the new activities of these artisans. This alliance between artisans and mediator entrepreneurs has developed a program of guided visits to the artisans' workshops, where visitors can witness the process of making the pieces and purchase quality products. In addition, this collaboration has had a decisive impact on the part of the mediators in the promotion and marketing of crafts, along with barriers and facilities in their collaboration. This alliance demonstrated the essential role of the mediator-entrepreneurs in assuming leadership roles in linking the *atesanos* with creative tourism, has generated greater income for the artisans, has raised awareness of the local artisan tradition and has contributed to the development of creative tourism in the region. (Bakas, Duxbury, & Vinagre de Castro, 2019)

Key factor 2: Diversification of supply, including handicrafts and local production

Diversification of the tourism offer, including handicrafts and local production, is a key factor for the development of creative tourism in rural areas. This strategy makes it possible to offer authentic and personalized experiences, attracting visitors seeking to connect with the local culture and environment. The inclusion of handicrafts as a tangible expression of cultural identity and local production, with their focus on sustainability and quality, generates added value to the tourism experience. The integration of these activities allows the development of unique tourism products and services, differentiating the offer and creating a memorable experience for the visitor.

The practical application of this factor is seen in the Alentejo region of Portugal. The region has developed a tourism program that includes visits to artisan workshops, tastings of local gastronomy, and workshops for traditional products, such as doll making, and for the region's

nature, such as bird nest making. In addition, hiking trails allow visitors to explore nature and discover local agricultural products. This diversified offer attracts a broad public and promotes sustainable tourism, supporting the local economy and preserving the region's cultural heritage (Marujo et al., 2021).

Key Factor 3: Linkage between tourists and rural community

The link between tourists and the rural community is a key factor in the development of creative tourism, as it generates memorable, enriching, and authentic experiences. Encouraging interaction between visitors and local residents creates a space for cultural exchange, mutual learning and the building of meaningful relationships. This connection allows tourists to understand the local identity, traditions and lifestyle of the community, conveying a sense of authenticity and connection to the destination. A genuine bond fosters community participation in tourism development, strengthening the sustainability and positive impact of tourism in the region.

In practice this factor can be observed in traditional cultural regions, where community tourism programs are implemented a clear example is evidenced in Blapp and Mitas (2018) where community leaders in the Bali region created the Bali Community Based Tourism Association (CoBTA) to develop tourism in rural areas in this way as community tourism aims to involve local communities and bring tourists and locals closer together. Visitors can participate in activities such as traditional cooking workshops, handicraft making, visits to family farms, etc., interacting directly with local residents. This experience allows tourists to learn first-hand about the traditions, history, and customs of the region, strengthening the bond between visitors and the community. This model of tourism promotes local participation, the conservation of cultural heritage, and the socioeconomic development of the region.

Key Factor 4: Leveraging the Heritage and Cultural History of Rural Communities

Leveraging the heritage and cultural history of rural communities emerges as a key factor in creative tourism development due to its ability to generate authentic and immersive experiences for visitors. Cultural authenticity, expressed through traditions, customs, architecture, gastronomy, handicrafts and local events, represents a unique attraction that differentiates rural tourism from other des-

tinations. By incorporating local heritage into the tourism offer, a unique proposal is created that attracts visitors in search of authentic cultural experiences, stimulating interest in knowledge and appreciation of cultural diversity.

In practice, this factor translates into the CREATOR Project, which exemplifies the leveraging of the cultural heritage and history of rural communities in the development of creative tourism through the active participation of 40 cultural organizations in Portugal, selected for their cultural value, diversity, and ability to attract tourists. This collaborative approach generates authentic experiences that reflect local identity, such as craft workshops, which not only enrich the visitor experience but also contribute to the income of local artisans, thus fostering the economic sustainability of the community. In addition, the creation of a creative tourism network facilitates the exchange of information and experiences among stakeholders, which drives the continuous improvement of tourism offerings and ensures a positive impact on the prosperity of the regions. (Cabeça et al., 2022)

Key Factor 5: Principle of Co-creation of Tourism Experiences

The principle of co-creation of tourism experiences stands as a key factor for the development of creative tourism in rural areas due to its ability to generate shared value between visitors and local communities. The integration of everyday community activities into the tourism offering allows travelers to experience local culture in an authentic way, creating immersive and meaningful experiences that go beyond simple consumption. This collaborative approach not only enriches the tourist experience but also contributes to the socioeconomic development of the area, empowering local communities and fostering sustainable development.

A practical example of this principle can be seen in the rise of wine tourism in rural areas. Wine production, traditionally linked to community life, has become an attractive tourism experience (Kastenholz et al., 2023). Through co-creation, tourists can participate in the grape harvest, learn about winemaking techniques, or taste local wines in family wineries. This active participation not only adds value to the tourist experience but also generates income for the local community, revitalizing the region's traditions and cultural heritage.

Future lines of research

As future lines of research, it is recommended to investigate how tourists impact creative tourism entrepreneurial ecosystems through the co-creation of tourism experiences. Exploring the interaction between tourists, artisans, and mediating entrepreneurs could provide new insights into these dynamics (Bakas, Duxbury, & Vinagre de Castro, 2019) It would also be important to analyze how to boost the creative economy in rural areas, as highlighted by Pourzakarya (2022) with Rudkhan Castle through cultural tourism, identifying opportunities for the growth of local creative industries and supporting artisans and artists in the region.

For future research Marujo et al. (2021) propose to continue exploring adaptation strategies in creative tourism, collaboration with national and international networks, and planning for similar crisis situations. On the other hand, Remoaldo et al. (2020) suggest further exploration of creative tourist profiles and motivations, as well as strategies to promote and sustain creative tourism initiatives.

Identification of the potentialities of Villa Mirador de Mayabe for the development of creative tourism. Proposal of strategic guidelines

Villa Mirador de Mayabe, with its exuberant landscapes, rich history and the warmth of its people, offers an idyllic setting to develop creative tourism that moves away from conventional models and embraces the authenticity of the place. Its potential is based on the unique combination of nature, culture and heritage, providing the opportunity to offer authentic, immersive and enriching experiences for visitors. From the possibility of exploring hidden nature trails and learning about the local flora and fauna, to the experience of traditional handicrafts and the tasting of local cuisine. Villa Mirador de Mayabe is an ideal product for those who are looking for a transforming trip and who value the connection with the authentic. With this in mind, a series of strategic guidelines were proposed to make the most of the identified potentialities.

Key factor 1: Alliances between artisans/entrepreneurs as mediators for the development of creative tourism.

Strategic guideline 1: "Artisan's route: preserving the local legacy".

Objective: To foster collaboration between local artisans and the Villa Mirador de Mayabe tourist lodging in order to

create an authentic experience for tourists and artisans.

Steps to follow:

1. Identification and training of artisans: carry out a process of identifying local artisans with tourism potential, including those who practice traditional techniques such as ceramics, wood carving, and weaving, among others. Subsequently, implement training programs in areas such as marketing, administrative management, product design, and customer service in order to strengthen their business skills and prepare them for interaction with tourism.

2. Creation of a guided tour program: Design a program of guided tours to the artisans' workshops, where tourists can witness the process of making the pieces, interact with the artisans, and purchase authentic products. The program can be complemented by the creation of an informative brochure describing the different artisan techniques, the stories behind each piece, and the importance of preserving the local cultural legacy.

3. Integration with the village's tourist offer: Visitors staying at Villa Mirador de Mayabe should include visits to the artisan workshops in their itinerary. Information about the program should be included in the village's promotional material, website, and social networks, ensuring the handicraft offer's visibility to visitors.

Consequently, the Villa can be positioned as a perfect environment for creative tourism. An example of creative activities that can be offered are interactive workshops where tourists can participate in the elaboration of handicraft products such as painting natural landscapes of the village or weaving with natural fibers. It is also recommended that a QR code system be implemented in the workshops so that tourists can access additional information about the products and artisans through their mobile devices. The sale of handcrafted products as souvenirs can be promoted in the village store, with a space dedicated to the exhibition and sale of the pieces and also organize cultural events that combine music, dance and handicrafts.

Key Factor 2: Diversification of the offer to include local crafts and local production

Strategic guideline 2: "Flavors and traditions: authentic rural experiences".

Objective: Diversify the tourism offer of the Villa Mirador de Mayabe, integrating local handicrafts and agricultural production to create authentic, personalized and sustainable experiences.

Steps to be taken:

1. Integration of local production: establish a collaborative program with local farmers and producers to incorporate fresh, seasonal produce into the village's gastronomic offerings. Culinary experiences can be offered that include tastings of local products, traditional cooking classes and visits to farms and orchards. It is also suggested to promote the direct purchase of agricultural products from local producers, fostering the local economy and sustainability.

2. Development of unique tourism experiences: design tourism experiences that combine local crafts, agricultural production and the natural environment of the village. Some ideas include:

- Themed walking tours: guided visits to trails in the area, including stops at local artisan workshops and farms, with the possibility of tasting fresh produce and purchasing local crafts.
- Agro-ecological experiences: visits to sustainable farms with the possibility of participating in the harvesting of produce, learning about organic farming and enjoying a picnic lunch with local products.

3. Promotion of the offer: design a specific marketing strategy to promote the diversified offer of the village. It is suggested to use digital channels such as websites, social networks and online travel platforms. Collaboration with travel agencies, travel bloggers and local and international media is also recommended.

The implementation of this guideline will make it possible to transform the Villa Mirador de Mayabe into an innovative and attractive tourist product that offers genuine and personalized experiences.

Key Factor 3: Link between tourists and the rural community.

Strategic guideline 3: "Connection with the essence: community-based tourism in Villa Mirador de Mayabe".

Objective: Strengthen the link between tourists and the rural community of Villa Mirador de Mayabe, creating authentic and memorable experiences through the active participation of local residents.

To this end, the following elements are suggested:

1. Community-based tourism programs:

- Traditional cooking workshops: Visitors will learn how to prepare typical dishes of the region using local ingredients and traditional techniques. Workshops with local chefs and farming families, who will share their recipes and culinary knowledge, are suggested.

- Guided tours by local guides: Create guided routes through the area, including historical, cultural, and natural sites, with the participation of local guides who can share stories, legends, and anecdotes about the region.

2. Integration of the community in the tourist offer:

Implement strategies to promote the consumption of local products in the village's restaurants and stores, such as creating menus with traditional dishes and selling handicrafts made by the residents.

3. Creation of unique experiences:

- Bird watching experience: establish bird watching hiking trails, including information about the species present in the region and their importance to the ecosystem.

- Astrotourism experience: taking advantage of the Villa's high altitude location, star and planet watching experiences can be offered, with the possibility of using telescopes and learning about astronomy.

The proposed guideline for Villa Mirador de Mayabe seeks to strengthen the bond between tourists and the community, creating authentic and memorable experiences. The active participation of local residents and the integration of the region's culture and lifestyle into the tourism offerings are key to the success of this creative tourism model.

Key Factor 4: Leveraging the cultural heritage and history of rural communities

Strategic guideline 4: "Treasures of Mayabe: discovering history and culture".

Objective: Leverage the heritage and cultural history of the Villa Mirador de Mayabe to offer immersive and authentic tourism experiences, strengthening the link between visitors and the local community.

Steps to follow:

1. Rescue and revitalization of cultural heritage: Conduct a study of the historical and cultural heritage of Mayabe, including architecture, traditions, gastronomy, legends, and relevant characters. This study will identify distinctive elements of the local culture that can be integrated into the tourism offer. Traditional handicraft workshops can be organized, such as making yarey hats or weaving with natural fibers, reviving ancestral techniques and encouraging the participation of local artisans.

2. Design immersive experiences: Offer guided tours of the area, emphasizing Mayabe's history and heritage. Visit historical sites, local museums, and traditional houses. Create hiking trails to appreciate the local flora and fauna, with the possibility of bird watching or medicinal plant workshops.

3. Strengthening the link with the community: Develop training programs for local inhabitants in tourist services and the development of tourism products. It is recommended that a cultural exchange program be established between visitors and local residents, with the possibility of organizing events such as traditional Cuban music nights, folkloric dance presentations, or handicraft workshops.

In this way, the Villa Mirador de Mayabe can position itself as a unique tourist product that offers visitors an authentic and enriching experience.

Key factor 5: Principle of co-creation of tourism experiences.

Strategic guideline 5: "Living culture: co-creating authentic experiences in Villa Mirador de Mayabe".

Objective: Implement the principle of co-creation of tourism experiences in Villa Mirador de Mayabe, integrating the community's daily activities to offer authentic experiences that generate shared value between visitors and local residents.

Steps to follow

1. Linkage with local agriculture:

- Participatory orchards and farms: Implement orchards and farms where tourists can participate in planting, caring for, and harvesting local products. This experience will allow visitors to learn about traditional agriculture, connect with nature, and contribute to sustainable development.

- Farmers' markets: organize farmers' markets where local residents can sell their agricultural, artisanal and culinary products to tourists, promoting the local economy and the direct connection between producers and consumers.

2. Unique experiences with "Pancho" the donkey

- Care and feeding of "Pancho": Tourists will be able to participate in feeding and caring for "Pancho," learning about the care of the donkey and its importance in Cuban culture.

- Art and craft workshops with "Pancho" as the central theme: workshops of painting, drawing, sculpture, and other artistic expressions with "Pancho" as inspiration will be organized, where visitors will be able to create their own works of art and leave a unique souvenir of their experience.

3. Encourage local participation:

- Volunteer program: design a volunteer program where visitors can participate in community development projects, such as building trails, cleaning up nature or collaborating in cultural activities.

The guideline of co-creating tourism experiences in Villa Mirador de Mayabe seeks to generate shared value between visitors and the local community, empowering residents and promoting sustainable development. The active participation of the community in the tourism offer will allow the creation of immersive and meaningful experiences, enriching the tourist experience and revitalizing the region's culture and heritage.

CONCLUSIONS

The study includes a bibliographic review of 12 articles searched through the Scopus database. A rigorous selec-

tion was made based on the exclusion of studies that did not focus on creative tourism practices in rural areas. The selected articles showed how rural communities use creative practices to make the most of their environment and create authentic experiences that build on their culture, heritage and history.

Content analysis of scientific articles revealed two lines of research essential to understanding the development of creative tourism in rural areas: leveraging the local community for creative tourism development and authenticating and personalizing the creative tourism experience in rural areas.

Similarly, the selected bibliography showed a series of key factors determining creative tourism's success in rural areas. Among these factors are the alliances between artisans/entrepreneurs as mediators for the development of creative tourism, the diversification of the offer including crafts and local production, the link between tourists and the rural community, the use of the heritage and cultural history of rural communities, and the use of the principle of co-creation of tourism experiences.

Regarding the identification of the potential for the successful implementation of creative tourism in Mirador, the area's natural, cultural, and historical richness stands out as an ideal scenario for the development of authentic and transformative creative tourism. The analysis of the Village's potential and the review of scientific literature on creative tourism in rural areas made it possible to design a series of strategic guidelines to make the most of this potential.

The proposed guidelines focus on integrating the local culture, historical heritage and community's daily activities into the tourism experience. They seek to generate immersive and authentic experiences that allow visitors to connect with the essence of the place, through active participation in craft workshops, routes guided by local guides, agro-ecological activities, and the co-creation of experiences with the community. In this way, the project seeks not only to diversify the tourism offer and generate greater local economic development, but also to strengthen the link between visitors and the community, preserve the cultural heritage, promote sustainable tourism, and foster the creation of a tourism model that contributes to the integral development of the region.

The limitations of the research are that the search was only carried out in the Scopus database, the exclusion of research generates bias in the determination of other key factors for the development of creative tourism in rural areas. Future research can expand the search in other databases.

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