

AGRITOURISM IN MÉXICO

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Agrotourism routes promote the socioeconomic and sustainable development of the territories.

A route is a unit of analysis that acts as a cluster, energizing various centers, services, resources and tourist attractions, while reducing environmental impacts.

A route is made up of a group of farms selling agricultural products and providing related services. Some farms incorporate tourists into their agricultural activities, generating synergies.

These synergies are very necessary in rural areas.

Agritourism routes are an emerging model of tourism activity and a significant presentation of the new regenerative tourism model.

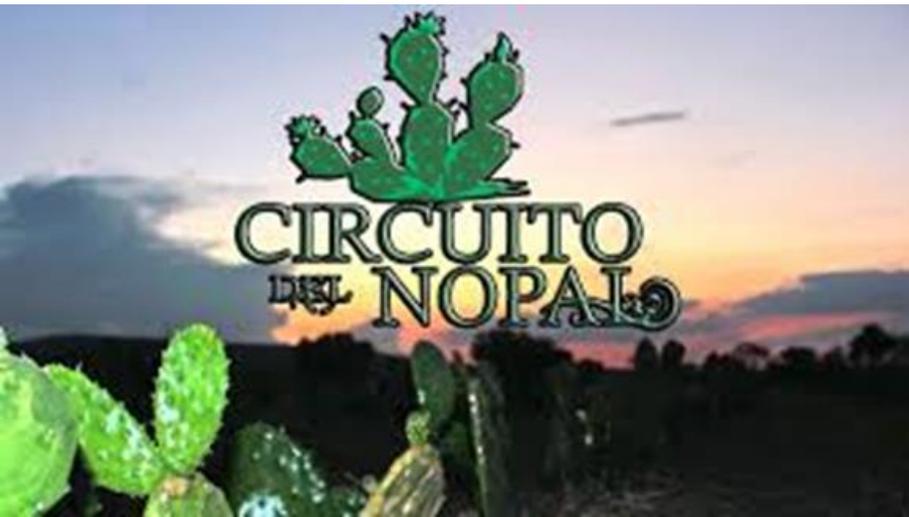
In Mexico there are:

- a. 18 Gastronomic Routes that cover*
- b. 155 destinations,*
- c. 132 Magical Towns,*
- d. 9 World Heritage cities,*
- e. 14 natural and cultural sites,*
- f. 25 ethnic groups and*
- g. more than 1,500 typical dishes and drinks of the country.*

Mexican gastronomy was declared a world heritage site by UNESCO in 2010.

NOPAL Route (Nopalitos Valtierrilla): Salamanca, Guanajuato.

There are more than 20 microenterprises offering a wide variety of products derived from the nopal in Salamanca, such as creams, pastas, preserved foods such as nopales tanned in vinegar, roasted nopales, etc.



TEQUILA Route: It is made up of different Jalisco towns (*Arenal, Amatitán, Tequila, Magdalena, Teuchitlán, Etzatlán, Ahualulco and San Juanito de Escobedo*). It was declared a World Heritage Site by UNESCO in 2006, under the name of Agave Landscape and Old Industrial Facilities of Tequila. It takes 4 full days to do the Tequila Route by car.

MEZCAL Route: Oaxaca (Santiago Matatlán, Mitla y Tlacolula). The 2023 International Mezcal Fair begins on July 14 in Santa Lucía del Camino, Oaxaca.

PULQUE Route: It includes the maguey pulquero regions of the privileged states of Tlaxcala (Nanacamilpa), Puebla, Hidalgo and the State of Mexico.



Wine Route. Valle de Guadalupe, Baja California is the main wine-growing area in Mexico, responsible for 90 percent of national production. There are currently 330 wine companies cultivating 4,200 hectares of grapes.

Chesse Route: Cheese and Wine Route, Querétaro.

Shrimp Route: Sinaloa

Los Sabores del Mar Route: Nayarit and Colima

Vanilla Route: 2 days of exploring vanilla plantations between Poza Rica and Papantla, Veracruz. It ends with a tour of the Tajín archaeological zone.

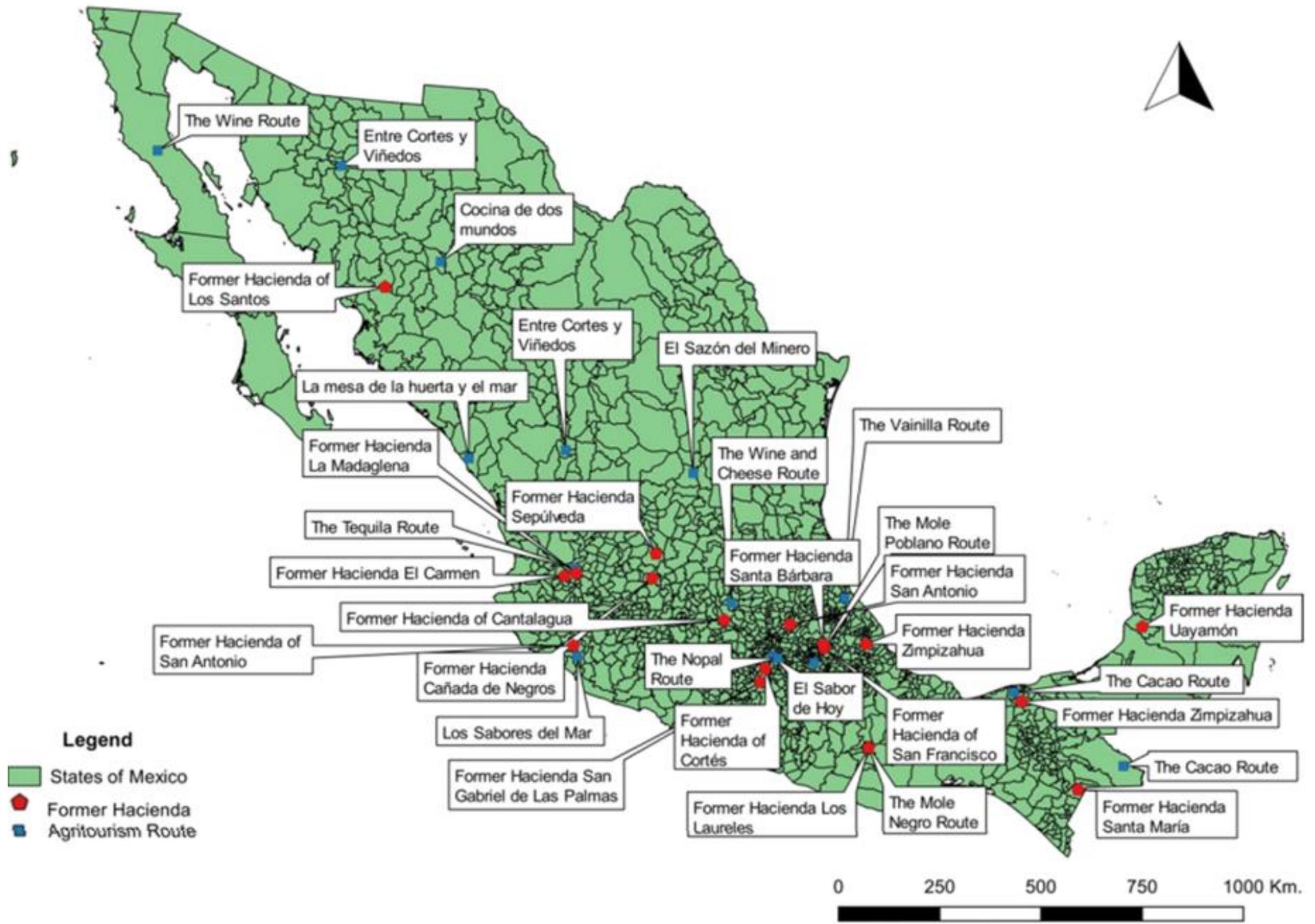
Honey Route: Tlaxcala

Date fruit Route: Mexicali, Baja California

Nut (pecana) Route: Sonora

AGRI-FOOD TOURISM ROUTE PROJECTS IN SAN QUINTÍN, BAJA CALIFORNIA

- a. Oyster and Volcanoes Route:** *22 oyster farms and 12 volcanoes, all sharing the same area.*
- b. Strawberry & Blueberry Route:** *More than 25 ranches (farms) producing these berries in the same area.*



The Wine Route

Entre Cortes y Viñedos

Cocina de dos mundos

Former Hacienda of Los Santos

Entre Cortes y Viñedos

El Sazón del Minero

La mesa de la huerta y el mar

Former Hacienda La Madaglena

Former Hacienda Sepúlveda

The Wine and Cheese Route

The Vainilla Route

The Tequila Route

Former Hacienda El Carmen

Former Hacienda Santa Bárbara

The Mole Poblano Route

Former Hacienda San Antonio

Former Hacienda of Cantalagua

Former Hacienda Zmpizahua

Former Hacienda of San Antonio

Former Hacienda Cañada de Negros

The Nopal Route

Former Hacienda Santa Bárbara

Former Hacienda Zmpizahua

Former Hacienda Uayamón

The Cacao Route

Los Sabores del Mar

Former Hacienda of Cortés

El Sabor de Hoy

Former Hacienda of San Francisco

Former Hacienda Zmpizahua

The Cacao Route

Former Hacienda San Gabriel de Las Palmas

Former Hacienda Los Laureles

The Mole Negro Route

Former Hacienda Santa María

CONCLUSIONS

Mexico's potential for the Agrotourism is enormous. Due to its great variety of ancestral foods, it represents great opportunities for research and innovation for its development.

Opportunities to develop agrotourism in rural areas of Mexico are very diverse.

Achieving the objectives of sustainable development represents a great challenge when using these territories in a multifunctional way.

That's all,
thanks