

A Regional Systematic Review on Gender and Agritourism in Critical Pandemic Scenarios (2019–2023) Using the PRISMA Approach

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ABSTRACT

The present research is developed within the framework of a doctoral study in tourism and addresses a systematic review of literature on the gender perspective and agro-tourism development, starting from two guiding questions: What are the most relevant characteristics of the gender perspective? and What are the most important elements of agro-tourism development? These reflective questions aim to understand and highlight the leading role of women and their contribution to rural development.

Scientific productions published between 2019 and 2023 were analyzed. This time frame was intentionally selected to capture the conceptual and practical evolution of gender and agrotourism in the context of the COVID-19 pandemic. The pandemic significantly affected rural dynamics, deepening gender gaps while also creating new opportunities for inclusive and sustainable models of agrotourism. Publishing this review in 2025 allows for a mature and critical understanding of those transformations and their long-term implications.

The study is based on the PRISMA methodology, through which 105 peer-reviewed papers were selected. The works reviewed provide empirical and theoretical insights on the intersection between gender and agrotourism in Ecuador. Findings reveal a persistent struggle to provide Ecuadorian women with spaces of justice for personal, family, and collective growth. Women's roles go beyond traditional boundaries; they are increasingly recognized as key agents of sustainable rural development. The review also highlights the need to dismantle enduring stereotypes that portray women as passive or submissive, and to promote their leadership across various dimensions.

In terms of agrotourism development, the literature emphasizes the importance of strengthening local tourism circuits, enhancing regional gastronomy, fostering the creation of producer associations, developing environmentally responsible value chains, preserving traditional crops, and improving rural infrastructure such as roads. These elements are essential for generating sustainable income and inclusive progress in rural territories.

Keywords: Gender perspective; Agritourism development; Rural women; PRISMA methodology; COVID-19 pandemic

RESUMEN

La presente investigación se desarrolla en el marco de un estudio doctoral en turismo y aborda una revisión sistemática de la literatura sobre la perspectiva de género y el desarrollo agroturístico, a partir de dos preguntas orientadoras: *¿Cuáles son las características más relevantes de la perspectiva de género?* y *¿Cuáles son los elementos más importantes del desarrollo agroturístico?* Estas preguntas buscan comprender y visibilizar el rol protagónico de las mujeres y su vínculo con el desarrollo de su entorno rural.

Se analizaron producciones científicas publicadas entre 2019 y 2023. Este rango temporal fue seleccionado deliberadamente para captar la evolución conceptual y práctica del género y el agroturismo en el contexto de la pandemia por COVID-19. La pandemia impactó significativamente

las dinámicas rurales, profundizando brechas de género, pero también generando oportunidades para modelos de desarrollo agroturístico más inclusivos y sostenibles. Publicar esta revisión en 2025 permite ofrecer una mirada crítica y madura sobre dichas transformaciones y sus implicaciones a largo plazo. El estudio se basa en la metodología PRISMA, mediante la cual se seleccionaron 105 artículos científicos revisados por pares. Los trabajos revisados aportan información empírica y teórica sobre la intersección entre género y agroturismo en Ecuador. Se evidenció una lucha constante por otorgar a las mujeres ecuatorianas un espacio de justicia para su desarrollo personal, familiar y colectivo. El rol femenino no se limita a un espacio tradicional, sino que demuestra capacidades y habilidades para convertirse en protagonista del desarrollo sostenible en su contexto.

En cuanto al desarrollo agroturístico, la literatura revisada enfatiza la necesidad de fortalecer los circuitos turísticos locales, revalorizar la gastronomía regional, fomentar la creación de asociaciones de productores, desarrollar cadenas productivas ambientalmente responsables, preservar cultivos tradicionales y mejorar infraestructuras rurales como los caminos. Estos elementos son esenciales para generar ingresos sostenibles y un progreso rural inclusivo.

Palabras Claves: Perspectiva de género; mujeres rurales; desarrollo agroturístico; Metodología PRISMA; Pandemia COVID-19

INTRODUCTION

Within the framework of rural tourism, agritourism has consolidated in recent decades as a key strategy to boost rural economies by identifying entrepreneurial opportunities such as the sale of traditional dishes and handicrafts representing rural life, including hats and woven goods (Olaya-Reyes et al., 2024; Landeta-Bejarano, 2019; Landeta-Bejarano et al., 2018), while diversifying both productive and touristic activities. However, its transformative potential has not always been developed from an equity-based perspective. Rural women—essential actors in agro-productive processes, cultural preservation, and tourism hospitality—continue to face structural forms of invisibilization, subordination, and symbolic violence that limit their full participation and the recognition of their role in sustainable territorial development (Jerumeh, 2024). The COVID-19 pandemic exacerbated these inequalities by revealing the disproportionate impact that crises have on the most vulnerable sectors, particularly rural women. As highlighted in the study by Landeta-Bejarano et al. (2025), women involved in agritourism experienced a significant increase in domestic burdens and unpaid labor, along with a critical reduction in economic opportunities, access to training, and participation in decision-making spaces. The first case of COVID-19 was reported in December 2019 in Wuhan, China. By January 2020, the World Health Organization (WHO) declared it a global public health emergency. As of August 2023, WHO reported 6.97 million deaths due to COVID-19, while 5.294 billion people had received at least one dose of the vaccine—equivalent to 66% of the global population (World Health Organization, 2023). According to the research by Orden-Mejía et al. (2022), the impact of COVID-19 in Ecuador was particularly severe, with one of the highest death rates in the world and the loss of millions of jobs. Among the hardest-hit sectors was tourism: the pandemic interrupted emerging tourism circuits, weakened local productive chains, and reinforced traditional gender stereotypes, diminishing women's autonomy and visibility within the sector. These consequences underscore the need for post-pandemic reconstruction processes to adopt intersectional, gender-sensitive approaches that guide public policy and rural reactivation strategies towards inclusive and sustainable models. In this context, the present study aims to conduct a systematic review of the scientific literature published between 2019 and 2023 in order to identify the main approaches, gaps, and opportunities linking gender perspective and agritourism development. This time frame was intentionally selected to encompass the transformations brought by the pandemic and to critically assess its effects on rural dynamics, making visible how the academic literature responds (or fails to respond) to the demand for gender equity in this field. The guiding questions of this critical analysis are: What are the most relevant characteristics of the gender perspective applied to the rural context? and What key elements define agritourism development from

an inclusive perspective? Previous research has argued that agritourism can be a powerful tool for women's empowerment when it is articulated with policies of symbolic justice, recognition, and active participation (Landeta-Bejarano, 2024). In contrast, when implemented without a gender-sensitive lens, it may reinforce stereotypes, perpetuate inequalities, and limit the transformative potential of rural tourism. Accordingly, this review aims to provide a rigorous diagnostic overview—based on the PRISMA methodology—of the regional state of the art regarding the gender-agritourism nexus, offering scientific evidence to support the formulation of more equitable and sustainable interventions in rural territories of the Global South.

GENDER PERSPECTIVE

According to Montalvo (2020), gender identity expresses the social construction that is given to the feminine and masculine genders, in terms of their different sexual organs, alluding in a generalized way to the existence of a scheme of gender relations (p. 10). Likewise, according to Ramírez (2020), he comments on the gender perspective visualized from a legal approach, as a subject of analysis in the relevant institutions, with the purpose of recriminating the practices that attempt against minority groups, under the protection of the penal code where the reformulations of the law should be for the benefit of sexual diversity and not biased and attentive (p. 203). For his part, Gradilla (2020) expressed that, to obtain inclusive urban development, the architecture of cities should include planning in several aspects such as the transportation system, infrastructure, and services that can meet the demand of all users without making exceptions, especially emphasizing people with disabilities (p.18). Poyatos (2019) mentioned that in the argumentative exercise, the gender perspective is considered as the one in charge of encouraging a social transformation, in the conduct and behavior patterns that for decades have been pioneers in the repression against women. Specifically, article 4 of the LOIEMH regulates and regulates the internal rights to the international mandate from a gender scope (p. 9).

Gender Equity Gaps

Daza (2020) stated that it is defined as a foundation of equity based on the recognition of social differences between men and women. These positions originate from the approach of equity as "equality in the differences"; therefore, this principle guarantees respect and tolerance towards human decisions (p.59) and gender equality through approach and actions for more equitable and sustainable relations in the sector (p. 16). According to Almeida-Guzmán and Barroso-González (2020), gender equity in higher education institutions is affected by a number of tangible and intangible factors that stifle the development of female teachers, specifically in management and research publications (p. 105). Likewise, Bohórquez, Anctil and Rojas (2019) stated that in order to understand gender equity, it is important to consider how it affects women, men and gender-diverse individuals differently. Girón (2020) also expressed his concern about the relationship between gender inequality and public policies, as an issue of transcendence for any state concerned with maintaining a peaceful relationship among its inhabitants. For the countries that make up the Asia Pacific Forum, this is a long-term objective to establish gender equity, without leaving behind minority groups, as an indicator that allows clarifying the existing gender gap, in the workplace. For this reason, the purpose of the conferences exposed in the forum is to generate spaces for discussion and debate and open up a topic that decades ago was not taken into account (p. 1). Along the same lines, Cano et al. (2020) agreed that in recent decades the presence of women in executive positions has been the subject of analysis, where the obstacles that women have to overcome to reach high-level positions are determined. Most of the time, starting from a transcendental approach where the historical, social and cultural context is included, the female gender has had to live so that their rights are currently respected, which is not an easy task but it is a great challenge that the Peruvian state will have to face in order to award regulations that help to strengthen female empowerment (pp. 22-23). In addition, Valencia (2021) expressed his recognition of the fortuitous work of the Colombian state in recent years, generating various mechanisms from a

state perspective to reduce the existing gap between the male and female genders, starting from the authenticity of women's work, equal access to the same job positions and fair remuneration, promoting campaigns for female empowerment and mitigating the stereotypes rooted in a society that prevents the development of the female gender under equal conditions (p. 131). Coincidentally, Méndez et al. (2020) commented that the last census applied in Honduras during the year 2019 showed that more than 50% of the country's population is represented by the female gender. The World Economic Forum mentions three pillars that influence inequality: education, political participation and economic empowerment. In relation to this, the dimension that represents the wage gap between Honduran men and women could be corroborated, and the conclusions establish a disproportionate workload for women, where a large part of these hours are not paid (p. 9). Cediell et al. (2021) stated that in order to achieve sustainable development of the national economy in rural and agricultural areas of Colombia, it is imperative to achieve gender equality, since rural women are essential in this work. Their vital role in the production and sale of food is combined with other domestic and economic care tasks. Some impacts can be considered both positive and negative, highlighting the concerns of women in rural areas; however, this provides a useful opportunity to focus public policies and actions towards development in a more effective way (p. 124). Also, Benítez-Fernández et al. (2021) showed that jobs were generated in women beneficiaries with a total of 31% of women employed. Significant changes are observed in the reactivation of agriculture among families with children and youth. 117,100 women were trained in topics of interest to them, representing 30% of the total. Women in the communities achieve greater autonomy, empowerment, and leadership (pp. 1-2). Torres-Flórez and Muñoz (2021) stated that they seek to strengthen human resources management in the town of Villavicencio by determining salary elements and gender equity for organizational development. A positive correlation is observed between education/experience and salary in the sector. Women predominate in the industry but face wage discrimination regardless of the working day (p. 105). Melendres et al. (2021) also stated the need to establish strategies for more equitable development in this sector. To promote gender equity, the proposed strategy is based on five elements: implementing inclusion and control policies, training women in new trades, promoting changes in typical household behaviors, implementing poverty reduction policies related to the gender approach for sustainable development, and promoting the development of a gender equity approach for sustainable development (p. 105) (pp. 707-708). In addition, Jiménez et al. (2021) stated that university women showed a relationship between gender job segregation and female self-concept during the pandemic. Gender job segregation affects the self-concept of university women and those with a greater workload at home because they are women who have a greater tendency to perceive it (p. 1). Finally, Pachano and Molina (2021) exposed that despite certain labor reforms in Ecuador and other Latin American countries focused on protecting workers and their rights and guaranteeing labor stability, discrimination in the workplace continues to be a constant. Ecuador seeks gender equality and uses international law and domestic legal systems to combat gender discrimination. It is necessary to understand the causes of gender discrimination in Ecuador's labor market (p. 180).

Female Stereotype

Treviños-Rodríguez and Díaz-Soloaga (2021) stated that female stereotypes represent generalized behaviors in a society, where the media have a great impact on the propagation and imposition of these stereotypes in people's daily lives (p. 2). Similarly, Elizundia and Yaulema (2021) agreed that throughout history, gender stereotypes have consumed society, becoming normalized through the communicative and social processes, significantly impacting the culture of a country, which is why they continue to be the object of analysis (p. 243). According to Ortiz (2021), women are conceived as a model of struggle, activism, decision and intellect, in Mexican stories and literature, due to great exponents of art, culture and politics of the twentieth century, however, they are also seen as a model

of submission, obedient to the mandates of the husband, fulfilling her role as a stay-at-home mother, taking into account that Mexican society is considered highly sexist (p. 1).

In addition, Romero (2022) stated that the study sought to establish the relationship between social skills, resilience and emotional dependence, and to compare the results in both sample groups. Women victims of violence have lower social skills (43.6%), compared to non-victims (34.7%). 48.1% of women victims of violence have low levels of resilience, compared to 38.9% of non-victims who have high levels of resilience. 58.8% of women victims of violence have normal and significant emotional dependence, while only 41.2% have moderate and high levels. 66.7% of women who have not suffered violence present normal and significant levels of emotional dependence, while 33.4% have moderate and high levels. Both sample groups show a slight difference in their results (pp. 349, 364). According to Garcia (2022), female stereotypes judge people by their gender from birth, women are raised in a pink environment, are treated with delicacy and are expected to be submissive. Stereotypes hurt both men and women, but women's role is more affected by the expectation of being inferior in household chores and in their careers. Women who challenge professional stereotypes often face the additional burden of fulfilling multiple roles, such as being a mother, homemaker and professional (p. 6).

Socio-Cultural Approach

Martinez (2013, cited in Morin, 2019) stated that he understands as "sociocultural" the culture present in the traditional activities of the peoples, the way of coexistence, art, artistic expressions, music, beliefs, language, stories and generational traditions such as rites and local festivities. Also, Peña et al. (2020) stated that according to Fowler, stipulates that culture is systematic, and the collection and organization of ancestral knowledge are transmitted to new generations in the educational, social and work environments (p. 8). Similarly, Aquise (2019) states that this study aims to describe the proactive, social and cultural role of the rural woman of Selque - Macarí, the first concept being understood as the activities that generate economic sustenance to the family nucleus, allowing to verify the ignorance and devaluation that exists for these activities carried out by the female gender, which leads to inequality gaps. The aim is to detail and highlight the activities carried out by women as a strategy for action to promote gender equality and collective valuation (p. 13). Sánchez and Yépez (2021) also expressed that from a patriarchal perspective which has governed the family sphere for hundreds of years, a determinant of this is the economic dependence of women, relieving them of domestic work that should be basic in women's activities, situations that generate social prejudices, leading men to a position of authority acquired by society itself. It was shown that housewives are considered workers who receive very little remuneration. It was also determined that machismo as a socio-cultural factor that harms the independence of women, imposing behaviors that minimize, exclude, and discriminate against the actions of the female gender (pp. 8-9). For his part, Mamani (2019) expressed that female participation in municipal management, specifically, recognizes and details the socio-educational and sociocultural level of macho traits that minimize female participation in activities that by law should be inclusive. The conclusion is that generationally rooted socio-cultural approaches influence female participation in municipal management issues, preventing women from obtaining public positions and moving up in the hierarchical scheme of these entities, at the socio-educational level, more than 50% of respondents stated that they had not completed high school (p. 9). Díaz and Ledesma (2021) expressed that throughout history, women were relevant as mothers, wives and in society, but their contribution was often ignored. The relevance of women's roles over time was investigated using the qualitative methodology of the hermeneutic historical paradigm. Women have been important in history because of their feminine condition, including unique physical, psychological and emotional characteristics. However, due to cultural reasons, she has often been denied her rights and treated unfairly in her social environment (p. 127). Lazo et al. (2022) also stated that this work seeks to identify cultural patterns concerning gender representation through newspapers and violence against women

in an Ecuadorian province. Machista cultural patterns generate negative stereotypes of women and are related to the current climate of gender violence, according to the results. Neither the public nor the media encourage new sociocultural gender models, presenting women as fragile and obedient (p. 406). Bastidas et al. (2022) also stated that the role of women in rural areas dedicated to planting, harvesting crops and raising small species is crucial for the sustainable development of their households, community and nation, and for the economic growth of rural areas. Smallholder women producers face challenges of market competitiveness, compounded by economic hardship that has been exacerbated by the pandemic. These women also encounter social and cultural barriers that prevent them from assuming their roles and competing together in the marketplace. The objective is to strengthen their productive activities with sustainable projects (p. 231). Castillo et al. (2022) stated that they examine how COVID-19 affected women heads of household in socioeconomic terms and has conditioned their personal, work and family progress. During the confinement, the economy of the households on the banks of the Esmeraldas River was affected; however, the female heads of household have maintained their income and productive activities at levels similar to those before the pandemic, which has not caused a decline in their quality of life or in the family relationship in the household (p. 1129).

Transversality

Rivas-Escobar, Luna-Cabrera and Moreno-Molina (2021) stated that transversality is the process that gathers the constructive advances of the disciplinary reality, on environmental problems in academic constructs relating theory and experience (p. 232). In addition, Alesina (2020) expressed that the government's priority is to distribute economic resources towards public policies that promote inclusion and gender equity. The problem of inequality and the inequitable distribution of social goods and resources is the subject of an analysis by government agencies. This study determines the progress, limits and challenges concerning the gender perspective in state funds, in order to outline and synthesize the corporate work process of men and women in Uruguay (p. 6). On the other hand, Basterra (2020) stated that an important objective of public policies is to contemplate the gender factor as a reason for inequality between both sexes. At the institutional level, laws and protocols have been implemented in order to guarantee justice in the face of factors derived from gender; it is necessary to strengthen the transversality in the inequality between men and women, whose exclusionary situations in institutional structures (p. 4). Navarro and Sanz (2021) also stated that the European Union has established gender mainstreaming in its political goals, and that in the last 25 years gender equality has been the subject of study, which has inspired the topic to be addressed in different forums, papers and debates, for a timely reformulation of gender policies (p. 39). Sánchez et al. (2021) stated that it is mandatory for public administrations linked to or dependent on the State in Spain to prepare and implement Equal Opportunity Plans for Men and Women by law. The purpose is to determine the root cause of non-compliance. The research indicates obstacles to carrying out and progressing with these Plans. The most relevant are the lack of policies and structures committed to equality, the still existing social and cultural barriers and the lack of various resources (pp. 8-9). Furthermore, Arteaga and Chico (2023) stated that the promotion of equal opportunities in the classroom is essential for inclusive and quality education. Co-teaching is effective in meeting every need presented by students by involving two teachers in adapting instruction. ICT makes learning more accessible to students and adapts to their individual needs. Each pedagogical strategy helps vulnerable students and values diversity, with support and adaptation in activities and content. Creative strategies such as gamification and gaming are exposed to foster gender equality and promote attitudes of respect and equity. Inclusive and quality education requires the implementation of pedagogical strategies that enable all students to learn and participate in the educational process (p. 378).

AGROTOURISM DEVELOPMENT

Mahony (2021) expressed that agritourism is synonymous with sustainable development, activities that relate skills in natural spaces are well regarded by tourists, preferring to participate in hiking, fishing, horseback riding and a variety of recreational activities related to sports tourism. Similar to rural tourism, there are several definitions of agritourism, which in a centralized way is based on the contact of tourists with an agrarian experience (p. 8). Rojas (2020) also stated that the productive processes of rural communities are based on agricultural products, and when agrotourism is related, it is about focusing the tourist towards a unique experience where he can participate in the harvesting, management, care and feeding of animals, from a recreational approach (p. 625). Wooten et al. (2020) stated that agritourism stands out for the following qualities: Accommodation, a rustic house where visitors take advantage of the outdoor life and the beautiful natural landscapes; Reception of guests, members of the community will share their native customs and knowledge of the countryside with visitors; Tourist experience, touring and getting to know the rural routes and spaces, living with the farmers in their daily activities; Relaxation, harmonious coexistence with the natural environment while practicing valuable meditation time; Distribution of income, distributed with the community, in agreement with farmers and entrepreneurs who see the environment as a way to generate resources and productivity (pp. 631-632). In addition, Phillip et al. (2010, cited in Ocampo-Aguirre et al., 2021) state the characteristic features of agritourism, combining it with agricultural activities through people trained in the rural area, agritourism is linked to the countryside and consists of a variety of tourism activities where tradition, recreation and landscapes are the main pillars (p. 12).

Social Factors

According to GREO (2019), social factors are based on attitudes and considerations about gambling, the problems that the vice of gambling can generate in people and how dedicating too many hours to it is considered harmful to the mental health of people and that in turn can develop compulsive behaviors, causing the person to gamble too much (p. 1). In addition, Montoya (2021) expressed that since a decade ago, in Cusco, tourism has been promoted through the strengthening of the cultural pillars and the living talent of the parish, the present study is of a qualitative nature implemented by the Piel de Sal Maras Cultural artistic group to recognize the limitations for such initiatives in the parish. It is determined that in order to manage touristic spaces, the construction of a social capital fund is needed, which allows the interaction between the community members and residents. These links will strengthen commerce, goods, the promotion of talents and the necessary resources to ensure optimal environments of cultural diversification with characteristics of sustainability over time (p. 2). Pazmiño et al. (2021) also agreed that the spaces managed for urban recreation are places where the collective identity of these spaces is fostered in urban and rural sectors of Chimbote, Peru. The methodology applied was of a qualitative nature, where the comparison between existing recreational spaces in neighboring sectors was implemented, where the conclusion was reached that there are notorious differences between the design of rural-urban spaces and that the population benefiting from such spaces, generally children and adolescents, should be correctly identified (p. 1). Similarly, Basurto (2020) expressed that the case study took place in the city of Guayaquil, where the effects of insecurity and delinquency in tourist sectors such as the Guasmo Beach were analyzed in order to promote strategies to help combat these social problems. The insecurity factors were determined, situations such as common crime, drug addiction and the poor infrastructure of the sector, contribute to situations of insecurity of people, more police control is needed in the area, is a conclusion that was reached, after having applied surveys to inhabitants of the sector and visitors, who believe that the support of state agencies is necessary so that the sector in question can become a real tourist center (p. 15). In addition, Terán (2020) expressed that in the district of Chetilla in Cajamarca, the aim is to know through a study the factors that impact the development of a community tourism center and through it generate a positive impact on the community, assess competitiveness, social commitment and local economic

development that will be decisive in the process of implementing optimal conditions for the project to flow as it should. The conclusions reached are that economic competition as a factor of transformation, together with the institutional framework generated after the project, are of utmost importance for local development (p. 8). In the same line, Milian and Acuña (2020) agreed on the importance of social networks to connect the different social spheres, because of this large companies use tools such as digital media to promote their products and services, based on this principle, in the adventure community in the region of Lambayeque, they seek to promote their local tourism through social media. The updated situation of the social networks was taken, linking the tourist centers surrounding the community to the tourism sector, motivating people to know the cultural and attractive activities of the locality (p. 5). According to Gascón (2022), Community-Based Rural Tourism is a tool for linking rural communities in the South to the service economy. The offer is part of tourist routes, so visitors spend only a few hours. The paper concludes in two ways: Apparently insignificant contextual factors can play a relevant role in the effects of Rural Community Tourism at the social, economic and political levels and the impact of a tourist route can vary in each locality through which it passes. The research is deductive ethnographic, uses qualitative techniques, and is carried out in extensive fieldwork (p. 1). Likewise, Rodríguez, Di Nicolo and Aguirre (2022) stated that the objective is to census the effect of the formation of municipalities in Mapuche indigenous lands, where there are nationally and internationally renowned tourist activities. The displacement of indigenous people to promote tourism, the effects of the creation of municipalities in Mapuche communities, land conflicts and the forms of inclusion or exclusion of indigenous people in tourist circuits promoted by the State are considered. It is concluded that deterritorializations are a form of dispossession at present. "Two processes are expressed related to the creation of municipalities, the diversity in indigenous participation in tourism and the increase of territorial conflicts" (p. 44). On the other hand, Peralta et al. (2022) stated that the location of Puerto Colombia is ideal for commerce and tourism. The purpose is to evaluate the strategic alliances that create value in the gastronomy tourism sector. The results identified the requirements for establishing alliances, defining environmental needs, and recognizing allies from the perspective of the locality. The strategic alliance will strengthen gastronomic tourism in Puerto Colombia, thus improving the quality of life of the local community that depends on this activity (p. 277). In addition, González and Rueda (2022) stated that it is crucial to understand that adapting to emerging remote spaces benefits the vision of gastronomy trainers, boosting graduates in economic, social and cultural aspects, to meet the needs arising in the health emergency. After the pandemic, it is necessary to incorporate technologies in the curriculum to impart theoretical content, giving importance to their role as training tools instead of only using them in times of crisis (p. 1487). In agreement with Gordziejczuk and Mikkelsen (2023), they stated that a system is needed that includes the provision of goods and services related to the use and capacity to enjoy those resources that the environment offers in terms of recreation and tourism. Official statistical evidence confirms the advance of tourism and recreational activities in rural areas of Argentina. This group of services is essential in the economy due to global processes and trends such as the interest in nature, taking into account valuable breeding places, the protection of traditions and the vision of tourism as an option for growth (pp. 1-2). In addition, Garaicoa et al. (2023) stated that Ecuador can promote agrotourism as a sustainable option for local growth and community well-being thanks to its geographic, economic and sociocultural potential. Propose a strategic action plan that allows for the economic development of farms and ranches through agrotourism and its relationship with local development in rural areas of Ecuador. The Strategic Tourism Plan (PLANDETUR) seeks to promote agrotourism with sectoral policies oriented towards sustainable tourism. A close relationship was found between agrotourism and local development, which helps to plan a strategic action plan for sustainable tourism (p. 4768).

Economic Factors

According to Quevedo et al. (2021), the chain approach and the implementation of appropriate technologies are recognized as means to develop successful production processes. This paper deals with technology, technology management, production chains and their relationship with each other. Technology management is key to making decisions in the chains. The purpose of these processes is to outline the productive links and their impact on societies. The previously studied bibliography serves as a basis for the analysis of the criteria and related topics. In conclusion, the main components of production linkages are identified, as well as the variables that define sustainable development in societies (pp. 231-232, 461). In addition, Morales (2021) mentioned the importance of knowing the priority factors of the economic, technological and environmental aspects and their influence on the Ecuadorian banana sector. For this purpose, the economic reality of the main banana groups in Ecuador, such as AEBE and ACORBANEC, was examined during the period 2015-2019: AEBE ACORBANEC, the period 2015-2019, the evaluative results of the annual productive and commercial dynamics, make known the influence of both companies in international markets, at export levels they surpass themselves annually, in such a way that income is higher and more employment places are being generated to be able to satisfy a demanding market (p. 14). Likewise, Urbay (2021) states that the main objective was to know the effects of the waste segregation model that is informally collected. Surveys were applied to the workers of these centers, inhabitants of the sector and engineers who are experts in solid waste management, and the results showed the need to recreate an approach to help in the proper segregation of these wastes, which are harmful to the environment, incorporating in the integral collection centers actions that contribute integrally to establish regulations that stimulate a correct productive process (p. 11). Gaudin and Padilla (2020) stated that there is a growing interest in value linkages, which have become evident in recent years, as a useful tool for the analysis of business dynamics, innovation, socio-economic empowerment and international trade agreements in terms of the growing productive processes. Value linkages generate a significant contribution to business income. Case studies on value linkages for agro-industry in Central American countries indicate the impact of intermediaries in the control of producers' production capacities, market structuring and technological capabilities that promote a productive future in the competitive development of value linkages as a whole, thanks to the participation of these business actors (p. 5). Also, Balanta et al. (2022) stated that the socioeconomic aspects that promote subsistence family farming and agro-tourism include: land, farming culture, land use, economics that includes financial aspects, income and outgoings, access to loans, inputs and tools, and attitudinal profile that includes labor, generational replacement and level of training. The proposal includes policies, institutional support, training and sustainable agricultural activities (p. 214). Pilataxi et al. (2022) stated the importance of designing and evaluating the viability of a concha prieta agrotourism route to diversify the economy in Bajo Alto. Rural tourism is expected to become the main economic activity for rural economies due to its growth and contribution to local economic development. It is essential to design a route so that the agro-tourism routes are successful and residents and visitors contribute added value through community participation, promoting both adventure tourism and gastronomy, such as the sale of conch ceviche and other derived products that generate economic income for the families that dedicate time to this activity (pp. 6070-6071). Acosta-Enciso, Martínez-Ibarra, and Grimaldo-Anaya (2022) also stated that there is evidence of the characteristics of the production and sale of pajarete in Mexican rural areas, as an agrotourism potential. The results reflect the condition of the stables, cattle management, milking technique and the particularities of the sale to the public. The sale of pajarete has improved the economy of milk producers and can be a tourist attraction, but it needs improvements in milking quality, infrastructure and service (p. 2). In the same vein, Félix and Cedeño (2022) stated that CARE and CANVAS models were used to create the Cacao Cultural Landscape in the province of Manabí, where progress was made in channeling information, alternative accommodations, access, natural and cultural resources, stakeholders and strategic alliances. The cocoa cultural landscape in Manabí has

tourism potential with support from the government and private sector (p. 35). Arellana-Guzman et al. (2022) also stated that in Latin America, the lack of technification and sound logistical processes in smallholder agriculture limits their access to larger and more competitive markets, which affects their economic growth and well-being. A model is proposed that optimally locates multi-product, multi-client, multi-period collection centers for agricultural producers, achieving product consolidation. The objective is to save money in logistics and transportation by sharing resources and analyzing different situations. The synergies between producers allow them to expand markets, consolidate processes and add value. The prototype web platform allows farmers to have greater participation and commercial negotiating power. The collection centers are economically beneficial. Production levels, distance transported and product quality are the main factors that influence the model's results (pp. 228-229).

Environment

According to López (2019), the environment is understood as all the elements that surround human beings, both physical and biological, relating tangibly with them from interactions through the senses (p. 33). Likewise, Sanchez (2020) commented that it is the sum of natural and artificial elements promoted by human beings, coexisting in a natural space with all living beings, and also stated that the UN (2007) commented that environmental conservation is a critical issue to be addressed, starting from the analysis that society progresses by leaps and bounds, natural areas and virgin forests are being harmed by this modernity, the extinction of flora and fauna of countless species in recent years, coupled with air pollution, soil and sea are situations that affect the planet (pp. 52, 59). For his part, López (2021) commented that due to the various climatic threats that are currently arising, as a result of the deterioration of green spaces, the object of analysis is the increase in air traffic and its reconciliation with a sustainable natural environment, since aviation is a means that generates income for the industrial sectors. It is necessary to clarify guidelines so that these flights are carried out after exhaustive security controls that guarantee the null alteration of the ecosystems, in the investigation the different forms of contamination to the environment were determined, in addition, it is of relevance to point out that the pollutants go unnoticed for the living beings that inhabit these sectors, a green, responsible and friendly aviation is proposed with the preservation of the environment to which we owe respect (pp. 3-4). Velezvia (2020) also stated that educational activities will be key in the initial teaching with the support of tutors, families and young people committed to the care of the environment. Education based on Naturalist Intelligence will allow its immediate application in the educational sector. It is essential to invite children to enjoy nature, through trips, and biodiversity studies, to enrich their intelligence and encourage their curiosity. Children learn in an ideal way by interacting with living beings and nature (p. 233). Cantero and Hernández (2021) expressed their concern about the little transfer of ancestral knowledge of indigenous communities in Colombian classrooms, which makes it difficult to match the sociocultural patterns in schools. The objective is to recognize the ancestral knowledge of the Emberá Katío culture of Tierralta, Córdoba, and the priority attention they give to the environment and the natural surroundings, directed to the subject of natural sciences in primary school. From the study, the forging of five pillars that should be treated in initial education with great caution was imposed, which are healing plants, respect for living beings, food, meditation, and memorial stories that are sources of adequate intercultural formation (p. 1). In addition, Carreño (2020) stated that lately, the construction works on the country's highways have caused concerns due to their effects on biodiversity and the lack of protection of natural resources. These constructions do not follow all the protocols, which has serious consequences for biodiversity and society. However, there is a global commitment to move towards modernity and protect the natural environment, although sometimes the government loses control over the impacts on the ecosystem (p. 13). Likewise, Bermúdez et al. (2021) stated that the actions that man generates to mitigate the negative impact on the environment are conceived as good environmental practices; going into these practices leads to the knowledge of the places dedicated to rural tourism. Promoting such findings encourages

the growth of a generalized social responsibility for the care of the natural wealth, in such a way that tourist activities in these sectors are controlled, decreasing the intentions of exploitation of this area by for-profit corporations. The recognition of good practices was established through surveys and open questions to focus groups surrounding the sectors of Quindío. The results supported the idea that good practices generate added value and the influence of knowledge towards values must be covered, also the implementation of care protocols and normative operators is necessary so that the protectionist action continues to be maintained in the sector (p. 1). Furthermore, Hidalgo et al. (2022) stated that science and technology are strategic assets for states and industries. Despite recognizing the benefits of scientific-technological progress, it is recognized that it is also responsible for numerous environmental and social problems of many years ago. Evaluate the importance of community intervention strategies in the promotion of a citizen environmental culture, taking advantage of scientific-technological advances. Environmental intervention strategies enable the community to transform their environment using traditions, values and habits. Research encourages the involvement of people in the conservation of the environment and sustainable development. It also develops the potential to solve practical problems in the community (pp. 390-391). Idrovo-Sánchez et al. (2022) also stated that it is necessary to analyze the legal status of reduced ethnic groups and ancestral peoples concerning environmental care. Describing the results obtained, the theoretical basis related to the research topic can be developed. The participants in this study are the residents of Chillanes, in the Province of Chimborazo. Prior consultation is a vital constitutional tool to protect the rights of affected nationalities, peoples and communities in their ancestral territories (p. 1). According to Naranjo et al. (2022), the global environment is deteriorating further with the irresponsible use of every natural resource and the lack of sufficient attention to resolve its negative effects on living beings, including human populations. Environmental values imply the conscious and positive behavior of human beings towards their environment, including the use and appreciation of natural resources. Evaluating environmental education forms ethical values in basic education students in Ambato. Families are encouraged to take action to care for and conserve the environment. Correspondence confirms the high motivation and commitment of students to care for the environment (p. 131). On the other hand, Pinargote-Montenegro et al. (2022) state that companies should assume social responsibility towards society, caring for and using their internal and external resources responsibly, and contributing to the socioeconomic development and quality of life of the community. The objective is to analyze the effect of the social responsibility of tourism companies on the environment of Manabí using a survey (p. 59). Finally, Ariza-Zabala et al. (2021) stated that the environmental impact of road infrastructure is significant due to the emissions, energy consumption, and pollution it generates. Currently, sustainable alternatives are used to build and maintain roads in an environmentally friendly way, such as natural asphalt. However, due to its composition with little asphalt and many aggregates, it is only used on roads with little traffic (p. 38).

Inclusive

According to Balda (2020), inclusive tourism implies offering the user a complete package that covers all the needs of tourists and their companions, including accommodation, food, transportation and visits to different sites of interest (p. 6). Autismomadrid (2013, cited in Guerra, 2021) also stated that inclusive tourism seeks equality and profitability for people and companies in the sector, allowing all people to develop tourism activities in a safe, comfortable, autonomous and normalized way (p. 7). Pardo (2022) argued that entrepreneurship drives economic development, goals, growth and employment. Entrepreneurs drive industrial development and generate more jobs, per capita increase, higher quality of life and, consequently, more imports and exports (p. 4). Likewise, Hidalgo (2014, cited in Solís and Castillo, 2021) stated that entrepreneurship implies taking creative actions to build something valuable with practically nothing. It is the constant search for opportunities regardless of available resources or lack thereof. It takes vision, passion and commitment to lead others in the

pursuit of that vision. "It also involves being willing to take measured risks" (p. 81). In addition, Heredia-Pineda and Erazo-Alvarez (2021) argued that entrepreneurship implies following a process and having discipline in the management of tangible and intangible products while maintaining quality. Being an entrepreneur is not easy, since each venture is unique, although there may be similarities (p. 400). In this sense, Paliz-Sánchez et al. (2022) argued that personal, family or social entrepreneurship has long played an important role in Latin American society and economy, as an alternative strategy for individuals and families in the face of unemployment and poverty in crisis (p. 110). Likewise, Obón (2019) argued that Intrapreneurship or corporate entrepreneurship is a term that refers to employees who demonstrate entrepreneurial spirit within an already established company (p. 88). Also, Garzón (2004, cited in Coronado, 2022) stated that unlike "traditional" cultures, intrapreneurship cultures allow employees to pursue opportunities for innovation while satisfying employees' desire to experience ownership of internal projects without leaving the company (p. 6). Likewise, Méndez-Bravo (2022) stated that it is important to understand how the idea of an inclusive business impacts in the context of a developing economy. In addition, it seeks to foster the creation of new markets based on the genuine commitment of consumers and to strengthen the responsible corporate role of the company, promoting innovative ideas and knowledge. Inclusive businesses reduce the income gap and promote the redistribution of wealth, which generates a positive impact on the economic and social development of economies (p. 36). Enríquez-Estrella (2022) also states that the Amazon Region has tourist attractions and can implement agro-tourism to improve the quality of life of its inhabitants. These ventures are small, with few staff and limited resources. Fieldwork is rigorous and requires perseverance and skill, as the customs and culture of daily life in this sector are attractive to local and foreign visitors. Field and plant management promotes an agro-tourism route that increases the province's tourism market, satisfying visitors' expectations in terms of promotion, attention, service and activities (pp. 86-87). In addition, Mora and Nieto (2022) stated that in order to analyze the factors that influence rural tourism and its relationship with the communities and the territory in Sibaté in Colombia, they seek to examine the case, where a diagnosis is made through interviews with members of the community. The results highlight seven key aspects of the development of tourism, some more important than others. In summary, the community takes ownership and collaborates for tourism development through associativity; likewise, the destination is original and very well received (p. 194). Along the same lines, Méndez et al. (2022) stated that the effect of social entrepreneurship on economic recovery in the face of pandemic impact is analyzed. The research seeks to analyze the current literature on social entrepreneurship and its impact on economic development, agribusiness and quality of life in rural areas through inclusive businesses. Public policies make it possible to achieve the sustainability of social enterprises. Inclusive businesses are a viable response to economic reactivation after COVID-19 (p. 32).

MATERIALS AND METHODS

By systematically reviewing the literature, foundations and consolidating the summary of publications made in the field of study of interest were found. The purpose is to define important concepts, make a synthesis, identify the methodology used previously and appreciate the research gaps regarding the topic of interest. The present research is based on the PRISMA methodology (Preferred Reporting Items for Systematic Reviews and Meta-Analyses), the purpose is to systematize in an organized way the evidence found on the gender perspective and agro-tourism development, through the rigorous use of methods and techniques to plan, search and present reliable information.

In establishing the objective of the review, we began by posing the following research questions:

- *What are the most relevant characteristics of the gender perspective?*
- *What are the most important elements evidenced by agritourism development?*

It was established that the time range of scientific elements to be searched would be 5 years, i.e., publications between January 2019 and June 2023, taking into consideration the dynamics in which the gender perspective evolves, especially in rural areas, and also how agrotourism development shows a gradual advance. Different platforms were used, including digital repositories such as Web of Science, Scopus, Pro Quest, Redalyc.org, Ebsco host, Scielo, and Google Scholar. The keywords for the search were gender perspective, development, and agrotourism. Inclusion and exclusion criteria were also established.

Figure 1 shows the flowchart of the search and selection process following the PRISMA guidelines, the purpose of which was to ensure transparency and clarity.

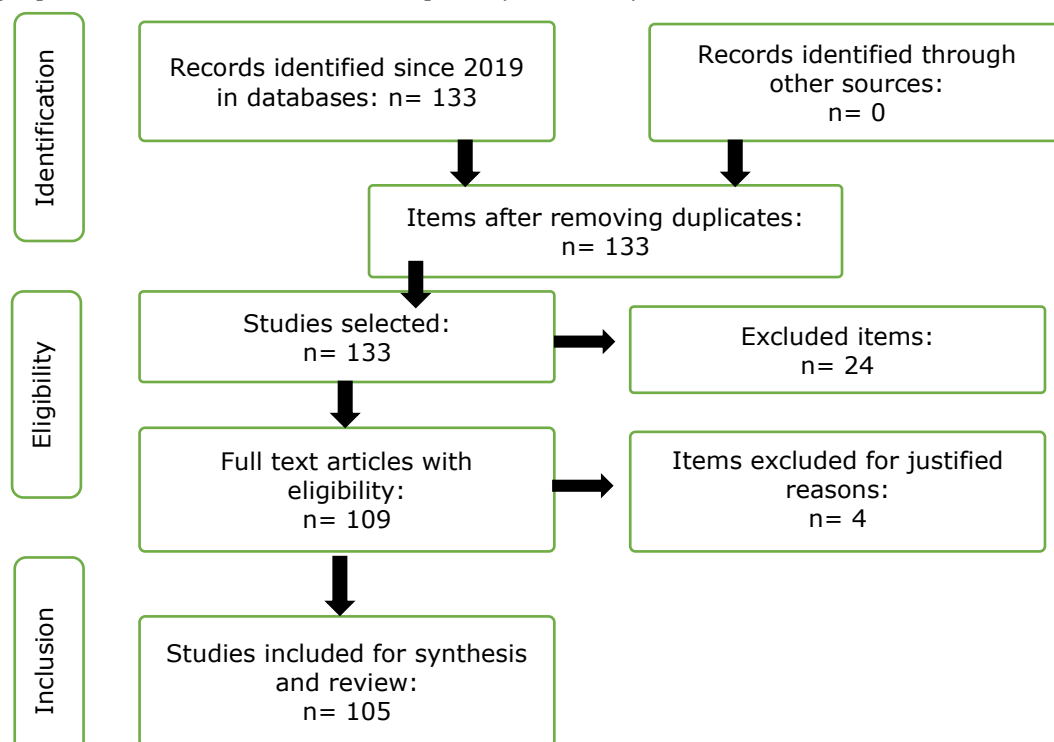


Figura 1. Diagrama de Flujo PRISMA. Fuente: Elaboración propia

RESULTS AND DISCUSSION

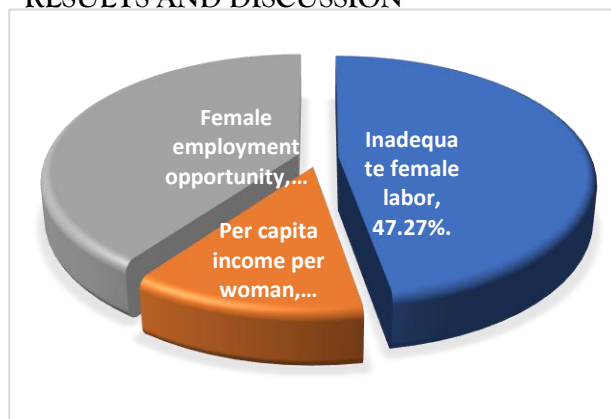


Figura 2. Brechas de Género (escasez) más saltantes

Figure 2 shows that the analysis shows that 47.27% of the gender gaps (shortages) show that women do not work and that 40% do not have job opportunities for women, while only 12.73% attribute the gap to women's per capita income. This shows that the restrictive theme is towards the position of women, a situation that does not reflect an inclusion in equal rights that give meaning to the gender perspective.

According to Figure 3. It can be seen that within the analysis carried out it can be observed that within the most evident feminine Stereotypes, 49.09% refer that women are submissive and 41.82% are afraid, while only 9.09% attribute the feminine stereotype to the manual skills they usually develop. This highlights another point that the gender perspective is the lack of detailed work in order to overcome the aforementioned stereotypes that usually hit women's self-esteem.



Figure 3. The most obvious female stereotypes

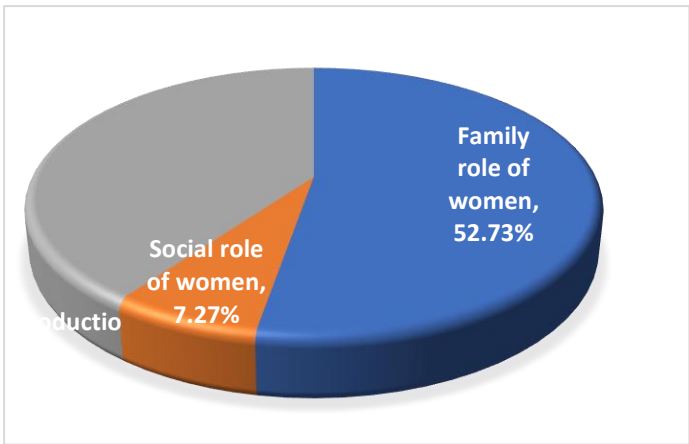


Figure 4 shows that in the analysis of the sociocultural approach to women, 52.73% of the respondents stated that women should fulfill a traditional family role, and that 40% should support the family's productive tasks, while only 7.27% said that women should fulfill a social role. This shows that women's development should be confined to the family space, to household activities such as caring for the family and in some way supporting activities that generate family income.

Figure 4. Most relevant socio-cultural approach (role)

Figure 5 shows that in the analysis of the social factors that drive agro-tourism development, 44% of the farmers enjoy rural gastronomic activities very much and 36% of them specify the need to have tourist circuits that serve as a means of recreation, while only 20% show the need to have specific recreational spaces. This shows the importance of the social factor in the strength of sustainable agro-tourism development.

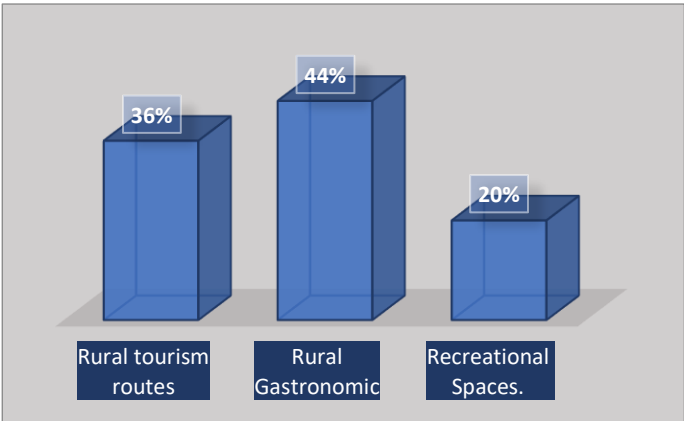


Figure 5. Most relevant social factors that drive agrotourism development.

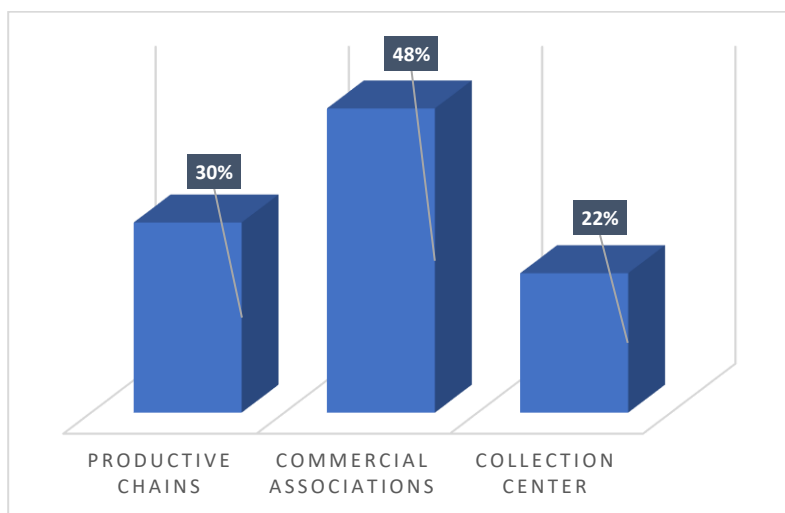


Figure 6 shows that in the analysis of the economic factors that drive agrotourism development, 48% prefer to be part of a trade association and that 30% of the respondents indicated the need for productive chains to be formed to stimulate their economy, while 22% expressed the need for a collection center. This situation is very important to take into account, since the economic context strengthens the development.

Figure 6. Most relevant economic factors driving agrotourism development.

According to Figure 7, it can be clearly seen that the environmental factors that drive agrotourism development emphasize that 40% refer to the maintenance of roads, which is a very important point because it allows the movement of tourists and agricultural producers, 34% establish the care of nature as an essential point due to the need to preserve biodiversity, while 26% express the importance of preserving plantations and exposing them to indiscriminate logging, which has been causing so much damage to nature.

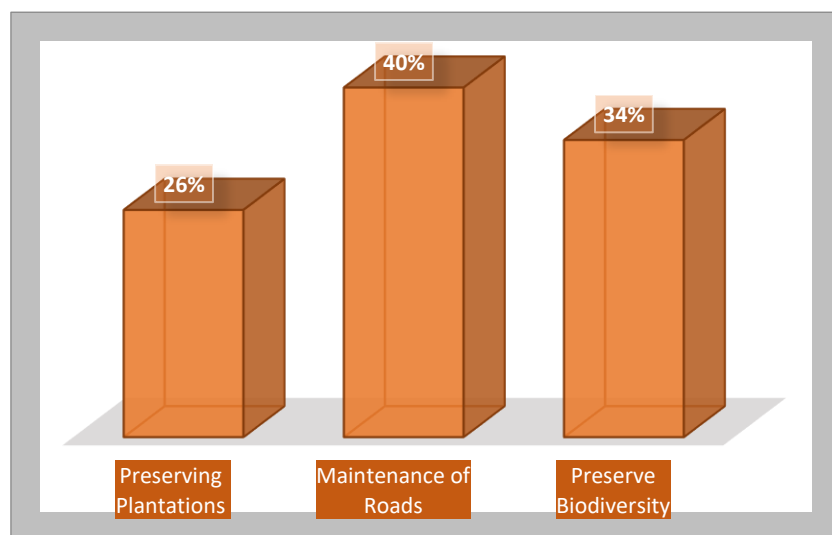


Figure 7. Most relevant environmental factors that drive agrotourism development.

General Conclusions

This systematic review conducted a critical analysis of regional scientific production published between 2019 and 2023, with the aim of assessing the impact of the COVID-19 pandemic on academic research related to agritourism development from a gender perspective. The findings reveal not only the persistence of structural inequalities affecting rural women but also the limited incorporation of gender-sensitive approaches in empirical and theoretical studies produced during this period of global crisis.

Despite an increase in the number of publications, most research fails to critically address the structural conditions that render rural women invisible within tourism-related processes. In many cases, academic discourse continues to portray women as economic resources rather than as rights-bearing subjects or transformative leaders. This reveals a critical gap and an untapped opportunity to mainstream gender perspectives in the design, implementation, and evaluation of sustainable agritourism projects. Moreover, the review identified key social, economic, cultural, and environmental factors that shape the development of inclusive agritourism. Among these, the promotion of local gastronomy, the formation of producer associations, the enhancement of rural infrastructure, and the preservation of traditional crops stand out. However, these factors can only become true drivers of sustainable change if rural women are recognized not merely as beneficiaries but as active agents in constructing their communities' development pathways. Subtly yet decisively, the analysis demonstrates that rural women experience a form of symbolic gender violence—structural, silent, and normalized—which hinders its recognition and response within the agritourism sector. This type of violence imposes barriers that restrict women's economic autonomy, limit their participation in non-traditional productive activities, and reinforce stereotypes that subordinate their role in rural development.

Managerial Implications

To move toward a more inclusive and sustainable model of agritourism, it is recommended that public, community, and private stakeholders adopt an intersectional gender perspective in project design and implementation. This involves strengthening female leadership, promoting gender-equitable rural associativity, making women's unpaid labor visible, and investing in technical training tailored to their specific contexts. It is also crucial to challenge and transform the cultural dynamics that naturalize the sexual division of labor and reproduce male hegemony in rural spaces, thereby perpetuating the exclusion of women from the benefits of tourism-based development.

Theoretical Implications

This study contributes to the development of a critical lens on the relationship between gender, agritourism, and sustainable development by demonstrating that gender inequalities are not only material but also symbolic. It advocates for the integration of analytical frameworks that bridge feminist economics, rural sociology, and regenerative tourism, in order to transcend descriptive approaches and move toward analyses that interrogate power, culture, and women's agency in territorial contexts. The results of this research are intrinsically aligned with the Sustainable Development Goals (SDGs)—particularly with Goal 5 (Gender Equality), Goal 8 (Decent Work and Economic Growth), and Goal 10 (Reduced Inequalities). Through critical analysis, this review provides empirical evidence to rethink the role of rural women not merely as beneficiaries but as fundamental protagonists of equitable and sustainable territorial development.

Limitations and Future Research Directions

The reviewed literature reveals a weak problematization of rural patriarchy as a structural driver of inequality, as well as significant methodological gaps, particularly in the application of participatory research methods incorporating a gender perspective. Future research agendas should prioritize inclusive governance models, solidarity-based economies, regenerative tourism practices, and intersectional public policies that recognize the strategic role of women in rural sustainability and territorial resilience. Longitudinal studies are recommended to examine experiences of female-led resistance and transformation within agritourism contexts, alongside research that evaluates the post-pandemic impact of public policies on women's economic autonomy.

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