

TÉRMINOS DE REFERENCIA PARA LA PUBLICACIÓN DE PONENCIAS COMO RESUMEN EN EL LIBRO DE MEMORIAS DEL EVENTO

1. En función de incentivar las redes colaborativas de investigación se establece un número estándar de Cuatro (4) autores por ponencia.
2. Los resúmenes serán presentados en idioma español e inglés.
3. El título, resumen y palabras claves deben venir en español e inglés.
4. Enviar resumen entre 300 y 500 palabras, justificado en un solo párrafo a espacio sencillo.
5. Redacción en tercera persona y en tiempo pasado.
6. Debe contener objetivo (objetivo general o propósito de investigación según corresponda al enfoque asumido), metodología desarrollada (métodos y técnicas utilizados), resultados. Principales hallazgos y conclusiones (síntesis de las conclusiones).
7. Evite citas textuales, abreviaturas y referencias bibliográficas.
8. Toda su información debe proceder de la investigación objeto de ponencia.

Chapter II

RURAL ENTREPRENEURS AND THEIR RELATIONSHIP WITH TERRITORIAL RESILIENCE IN THE LOS RÍOS REGION OF CARMEN, CAMPECHE

Azeneth Cano Alamilla

PhD in Administration. Autonomous University of Carmen. ORCID: <https://orcid.org/0000-0001-5015-5340>
Email: acano@pampano.unacar.mx

Giovanna Torres Tello

PhD in Social and Labor Studies. Autonomous University of Carmen. ORCID: <https://orcid.org/0000-0002-0838-7778> Email: gtorres@pampano.unacar.mx

Martha Córdova Zacarías

PhD of Education. Autonomous University of Carmen. ORCID: <https://orcid.org/0000-0002-5810-3729>
Email: mcordova@pampano.unacar.mx

Abstract

Resilience has generally been Considered a global attribute, resilience is the holistic capacity of the system, as a whole. This is understood as the adaptive response of territories and their inhabitants to changing situations. Poverty is considered an economic problem that could be solved by increasing income; for example, community-based tourism is an activity that could boost the local economy through employment opportunities. The main objective of this research is to show the characteristics of rural entrepreneurs in the Rio region and the resources they have for their development. It is considered that entrepreneurs require social resources to protect them and strategies that allow them to achieve economic growth. The methodology applied is based on a mixed-methods approach, including primary and secondary sources, such as a survey and statistical analysis. A questionnaire was randomly administered to a convenience sample. In Campeche, Mexico, the rate of informal employment was 55%, indicating that more than half of the workers in the state lack social security and employment benefits. (INEGI, 2025). It was observed that agriculture, livestock, forestry, hunting, and fishing activities saw the greatest decrease in the number of people employed in these activities. Thus, the main findings of this research show that the inhabitants have limited training for entrepreneurship, as they lack knowledge of administration and accounting, investment plans, customer service fundamentals, among other aspects. Of the forty-three people who responded to the survey, 21 are men and 22 are women, among whom vulnerability and job insecurity are more pronounced. In order to strengthen entrepreneurship in rural areas, the importance of generating business associations and support networks for the development of a social and solidarity economy in the river region is highlighted. Those interviewed mentioned that they do not have employment benefits, have limited access to medical services, and, lacking stable salaried employment, create businesses to survive. It is noted that the socioeconomic conditions of the population are irregular and precarious.

Keywords: rural entrepreneurship, vulnerability, social economy, rural-community tourism, precariousness