The Use of Technology in Strengthening Traditional Communities by Community Based Tourism

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One of the main complaints of the elders of traditional communities about the perpetuation of their culture today is that young people are no longer interested in local culture, the cause of this disinterest, according to the elders is the modernity. As a consequence, they have the perception that there is an increase in crime and drug use in the locality. These reports have often been evidenced in several communities, a worrying fact since the transmission of culture to the younger ones through tradition is the perpetuation of that community as traditional. Community-based tourism is one of the development and resistance strategies of traditional communities. The use of network communication, which comprises a finite set of nodes that establish social links or specific connections, which occur through communication, has been widely used. The technological use of networks is one of the most discussed currently, the internet has been used as an interactive channel having great functional potentiality. Many traditional communities have been seeking as an alternative income option with community based tourism. For that, a proposal was made for an interactive site with a tourist route in game format. This tool provides an increase in the communication and homogenization in the understanding of the information and thoughts of the members of the network, as well as the encouragement to the site visitors to carry out the itineraries due to the interactivity of the same. It is a possibility for the perpetuation of traditional cultures, which if once considered threatened by modernization and globalization, today, with the correct use of technology, can rather help in strengthening these communities, attracting young people's attention to this market. In addition, it is constantly reported by members of traditional communities that parents do not want their children to go through the difficult situations they have passed, depending directly on the environment and conditions of the same. They want a higher quality of life for their children and encourage them to seek more profitable activities, not seeing their own culture as an opportunity to generate value. The strengthening of Community Based Tourism with the use of technology as a support, besides attracting tourist attention and increasing the visibility of this market, also attracts the attention of young people from the communities who feel more comfortable in a desirable reality they wish to achieve by participating actively in the process, inserting themselves into a niche in which their parents or grandparents do not yet know, thus giving their collaboration, for the strengthening of their culture, however much it may be in a different way.