

Turismo y Encadenamientos productivos: rutas entrelazadas para el desarrollo de Malanje-Angola

Tourism and productive concatenation: intertwined routes for the development of Malanje-Angola

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Turismo sustentable, encadenamientos productivos, patrimonio cultural, patrimonio natural.

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Resumen

Introducción: la Organización Mundial del Turismo reconoce, conjuntamente con otros especialistas y analistas, el papel del turismo en la articulación con sectores y ramas de las economías emergentes del sur global. **Objetivo:** reflexionar sobre las potencialidades relacionadas con la generación de encadenamientos productivos a desarrollar en la actividad turística de Malanje, Angola. **Metodología:** el método dialéctico materialista orienta la lógica del presente artículo desde una perspectiva cualitativa y sobre esta base se adoptan los puntos de vista de los métodos filosófico e interdisciplinar. **Resultados:** la reflexión científica sobre la generación de encadenamientos productivos a partir de una amplia conceptualización de las concepciones del desarrollo sostenible del turismo ligadas a la economía territorial. Dando especial atención a la inclusión de la comunidad local, al fortalecimiento de la identidad y la riqueza patrimonial en esos espacios. **Conclusión:** se puede afirmar que la planificación y proyección del Turismo desde la perspectiva de la generación de encadenamientos productivos, es una oportunidad para el cumplimiento de la Agenda 2030 y los Objetivos de Desarrollo Sustentable que la Organización Mundial del Turismo prevé para esta actividad. **Área de estudio general:** Turismo. **Área de estudio específica:** Encadenamientos Productivos de la actividad turística.

Abstract

Introduction: The Tourism World Organization together with other specialists and analysts recognize the role of tourism in the interface with sector and branches of the global south emerging economies. **Objective:** to reflect about potentiality related to productive concatenation generation to improve in Malanje-Angola tour activity. **Methodology:** the dialectical and materialist method guides this paper logically from a qualitative perspective and it is adopted philosophical and interdisciplinary methods' points of view. **Results:** the scientific reflection about the productive concatenation generations from a wide conceptualization on the conceptions of sustainable tourism development linked to the territorial economy. It is offered special attention to the local community incorporation to the identity and patrimonial wealth strengthening in those living spaces. **Conclusion:** it is stated that tourism planning and projection from the perspective of productive

concatenationgenerations is an opportunity for theAgenda 2030fulfillment and the Sustainable Improvement Objectives thatWorld TourismOrganization allows for this activity. General study area:Tourism.**Specific study area:**tour activity productive concatenation.

Introduction.

Tourism is a key activity in many countries. According to studies by the World Tourism Organization (UNWTO, 2002), it is the fifth export activity worldwide. In 2022, the UNWTO published that Tourism registered around 965 million international tourist arrivals worldwide and the creation of more than 290 million jobs. In addition, its contribution to the world's Gross Domestic Product (GDP) exceeded seven trillion dollars (UNWTO, 2022). The global importance of the sector remains evident.

Angola has great potential for tourism development. The natural and cultural wealth that the country has is significant, with the province of Malanje being particularly noteworthy, the subject of this study. The natural and cultural heritage that this province possesses can generate a favourite tourist destination for nationals and foreigners, and become a strategic sector for the development of the province.

However, when making an inventory of the tourist potential of a town or territory, it is necessary not only to focus on the expectations of tourists, but also to establish closer contact with the traditions, people and culture of a given area.

Covarrubias Ramírez (2015) suggests that any area considering developing or expanding tourism must carefully evaluate its tourism resources. These include all types of current or potential attractions and activities related to the natural environment, cultural heritage and specific features of an area, such as economic activities.

According to Almeida & Araújo (2017), a natural element is not a resource. Human intervention is necessary, whatever its nature and dimension that gives it the capacity to satisfy needs. A sea, a landscape, a beach, the climate, are sources of attraction that cause the movement of people and respond to human needs, but this need is only satisfied through human intervention that turns these resources into tourist attractions.

Tourism has a dynamic multi-sectoral character with productive chains before, during and after the provision of tourist services with the rest of the economy. These chains are important for the comprehensive development of a country and of the sector in particular. Hence, the importance of this activity to promote, at a local level, employment

opportunities, income distribution, as well as the promotion of other activities such as agriculture, fishing and crafts in the receiving localities.

According to Agut & Del Pilar, (2015) the Sustainable Development Goals (SDG & Agenda 2030) state that, in the current, increasingly globalized context, tourism companies must be aware of their active role as generators of wealth, employment, quality products and services, as well as other benefits for the communities and markets in which they operate.

It is important to mention that the development of the tourism industry in Malanje is poor, which leads to not having a consistent inventory that basically shows the potential of the existing natural and cultural attractions to generate productive links; as well as the dynamic role of the communities in this process. In addition, the lack of strategic alliances between all the actors involved in the tourism activity was identified, in order to establish and propose models of development and economic growth based on productive links.

From the above, the following scientific problem arises: How to contribute to the generation of productive chains in the tourism activity of Malanje, Angola?

To solve the problem raised, the following objective is proposed: To reflect on the potentialities related to the generation of productive chains to be developed in the tourist activity of Malanje, Angola.

The main result of this work is a broad conceptualization of the concepts of tourism linked to the territorial economy based on the generation of productive chains, giving special attention to the inclusion of the community, the strengthening of identity and the wealth of heritage in these spaces. This article is structured based on the logical development of essential concepts such as: sustainable tourism, natural and cultural heritage and productive chains in tourism activity, which constitutes the guiding thread of the research presented (See Annex 1).

Methodology.

The dialectical materialist method guides the logic of this article from a qualitative perspective and on this basis, enables the specification of scientific research methods at the following theoretical and empirical levels:

Among the methods of the theoretical level, the following stand out:

The synthetic analysis enables the processing of information, determining the main theoretical and methodological references in the generation of productive chains in the development of tourism activity in Malanje. As well as the strategic projection of the government with respect to this activity. In addition, they make possible the elaboration of the conclusive synthesis of this work.

The inductive-deductive method allows us to determine the status of the problem under investigation, its possible causes and to assess the application of modalities of articulation of tourism with other socioeconomic sectors for the development of the Malanjina community.

The following methods and techniques stand out from the empirical level:

The analysis of documentary information, as an indirect or non-directive qualitative technique, is used in the prior theoretical study, to establish the relevance of the research topic and in the diagnosis of the scientific problem investigated.

Scientific participant observation enables the verification of information aimed at the perception of the existence or not of productive chains of tourism activity with the forms of natural heritage of the territory, such as agricultural activity. It also enables a detailed diagnosis of the possibility of generating productive chains, linked to the production, use and sale of local products and the development of other modalities such as Agroecological Tourism, a growing segment that can promote the appropriate use of the natural and cultural heritage of the territory based on existing traditional agricultural activities.

As a methodological research procedure, triangulation is used to synthesize the information obtained, from the application of selected methods, techniques, instruments and sources that enable obtaining qualitative generalizations.

As ethical aspects of the research, detailed information is provided to the highest management of the institution in a formal manner (Polytechnic Institute, Organic Unit of Rainha Njinga University at Mbande (Malanje, Angola) on the topic of research developed with fourth-year students of the Hotel and Tourism Management degree, as part of the advice for their graduation theses. These research topics are analyzed and approved by the Department of Management and the Department of Scientific Direction of the University, for which informed consent is applied.

Results.

As Hernández Moreno (2021) states, Tourism is defined as: the activities carried out by people during their trips and stays in places other than their usual environment, for a consecutive period of time of less than one year for leisure, business and other reasons. On the other hand, the definition given by the Tourism Society indicates: tourism includes any activity related to the temporary movement of people to destinations outside the places where they normally live and work, as well as the activities they carry out during their stay in said destinations, Serra & Cantaloupes (2002).

The International Tourism Organization (as cited in Vázquez & de la Torre, 1989) states that tourism is the sector related to travel: travel agencies, tour operators and guides and

related activities. Also from the perspective of host communities and the tourist offer, tourism is a set of relationships, services and facilities that cooperatively promote, favor and maintain the influx and temporary stay of visitors.

In short, tourism is the natural tendency of human beings to move to a place other than where they usually live, to benefit from the benefits of other places, to rest, relax and have fun. From another perspective, this is a socio-economic phenomenon that influences not only economic growth but also cultural development, thanks to the exchange of knowledge, cultures, creeds, languages and others.

The 2030 Agenda is a flexible document, based on which, taking into account the Sustainable Development Goals (SDG), each country must adapt this Agenda to its economic and social context so that it is effective, and so that these objectives are measurable and achievable.

In this sense, the maxim is established that the tourism sector should promote the development of sustainable tourism through a more efficient use of natural resources, which allows meeting the economic and social needs of the host regions, while preserving and recovering biodiversity and cultural diversity. Providing access to decent work opportunities in the tourism sector, and implementing policies aimed at promoting sustainable tourism that creates jobs and promotes local culture and products, UNWTO and United Nations Development Programme (UNDP, 2017).

Based on what McIntyre et al. (1993) point out, “sustainable tourism is a broad perspective that merges the concept of sustainable development with that of tourism, in order to achieve and maintain a balance in the ecological, economic and sociocultural spheres at different levels: international, national and local” (p. 14). In this sense, from an economic perspective, tourism can stimulate agricultural production, the use and sale of local products in tourist destinations and their full integration into the value chain of the sector. On the other hand, modalities such as Agroecological Tourism can be promoted, a growing segment linked to traditional agricultural activities.

According to Izquierdo Paredes (2018), sustainable tourism is an economic development model designed to improve the quality of life of the host community, provide visitors with a high-quality experience and maintain the quality of the environment. Similarly, the UNWTO, together with the World Travel and Tourism Council (WTC) and the Earth Council (WTC), indicate that sustainable tourism is that which preserves and fosters opportunities for the future (As cited in Izquierdo, 2018). Hence, the main axes of the sustainable tourism development model are social equity, economic efficiency and environmental conservation.

In addition to the above, sustainable tourism recognizes the need for a comprehensive development approach that links the tourism sector to other activities. This requires the commitment of all the actors involved (the local population, tourists, entrepreneurs and the government). Hence, the importance of integrated tourism models today. These are based on the generation of other socioeconomic activities in the territories, thus generating productive chains and economic drags forward and backward. Tourism practiced in a sustainable way is the great challenge for professionals and thinkers who address the issue today.

The UNWTO is responsible for promoting responsible, sustainable and accessible tourism for all, with a view to achieving the 2030 Agenda for Sustainable Development and the SDGs. According to this global organization, tourism can significantly reduce its ecological footprint and must become a driver of innovation, the development of green, inclusive and low-carbon economies, as well as a contributor to safeguarding cultural creativity, diversity and human and ecosystem well-being, Bernard Schéou (2017).

For Mac & Kordylas (2021), tourism can contribute, directly or indirectly, to all the objectives, specifically it appears in the 21 targets of objectives 8, 12, 14 and 15, which are respectively related to inclusive and sustainable economic development, sustainable consumption and production, sustainable use of oceans and marine resources and sustainable use of terrestrial ecosystems to avoid the loss of biodiversity.

In short, tourism activity, as a manifestation of a specific type of exchange between man and nature, requires a certain ecological ethic that leads to the formation of socially responsible behaviour with respect to nature, that is, the sustainable development of this activity. It is considered that the solution is not limited to the protection of natural resources, but involves other dimensions of sustainability such as economic, technological, political, social and cultural.

When studying the situations of underdeveloped countries and examining the routes to development, it is a matter of seeking different perspectives that provide the best way to make it possible. The cluster theory and productive linkages are a relatively new approach that allows us to verify the achievement of development based on the externalities generated in the economic sectors, which occurs through a process.

One of the first authors to propose linkages was Hirschman (1958), with his concepts of "backward and forward linkages." For this researcher, backward linkages are represented by investment and cooperation decisions aimed at strengthening the production of raw materials and capital goods necessary for the production of finished products.

Meanwhile, forward linkages arise from the need of entrepreneurs to promote the creation and diversification of new markets for the commercialization of existing products, Nova González (2020).

Productive chains, together with competitiveness, productivity and the internationalization of companies, are the axes that govern the modern industrial policy of countries. According to Gereffi (2001), productive chains are defined as the complete range of activities involved in the design, production and marketing of a product.

One of the main characteristics of tourism activity is the opportunity to articulate and propose alliances between the different service providers, either directly or indirectly, to achieve better economic development. Hence, tourism becomes one of the economic areas that allows for greater local development, as long as there is social projection by the companies or business groups present.

Authors such as Sánchez et al. (2011) state that: “Local linkages allow for the spontaneous integration of different sectors of the local economy, which fosters a business network through a collective process” (p. 87). This is how productive linkages have the characteristic of seeking the greatest direct and indirect benefit.

According to Escribano et al. (2017), tourism is a driver of various backward linkages, but few forward linkages, which means that it has a strong potential to drag the national economy since it exhibits a high demand for inputs and services from other sectors such as food, beverages, tobacco, furniture, transportation, communications, construction, industry, health, sports, culture and agriculture. In addition to being an export activity, it shows induced employment.

The chains linked to the services provided start from the tourist-issuing markets, with travel agencies selling tourist services to the final consumer through offices open to the public or on the Internet; distribution systems that airlines and most travel agencies rely on to make reservations; tour operators that develop travel packages and market them through national agencies and transport services.

On the other hand, it is important to take into account the fundamental aspects so that the linkages are strengthened and have an impact on local development, based on tourism activity. For Fontana (2011) they are:

1. Implementation of environmental practices and community environmental education processes.
2. Diversification and periodic renewal of the tourist offer.
3. Preservation of local values and cultural heritage.
4. Promoting the active participation of women in tourism-business activities.
5. Execution of quality controls in services.

6. Promoting local economic development. (p. 88)

Considering the above aspects, the linkages that can be established and strengthened in the case under analysis are the so-called forward linkages. Boosting tourism activity in Malanje involves generating linkages that result in more attractive activities for visitors, linked to the natural and cultural heritage of the region. That is, the promotion of natural attractions, cultural traditions related to agricultural activity, customs and religious practices.

Vindas (2020) argues that: “In a simpler way, we understand that backward linkages are those in which alliances or agreements are proposed between companies and their suppliers. And forward linkages seek to propose or incorporate new activities to the core that has been established” (p. 122).

Within the framework of the 2030 Agenda for Sustainable Development, authors such as Mateo Sagasta et al. (2018) argue that sustainable food and agriculture have great potential to revitalize rural landscapes and generate inclusive growth in countries. As well as, to promote productive chains between local producers and the tourism sector. This constitutes an alternative that would favor the development of both strategic sectors: food production and tourism.

The articulation of tourism activity and agriculture can stimulate the development of modalities or types such as Agroecological Tourism. This type of tourism is multiple, since in addition to being recreational, educational, environmentalist and ecological, it also allows for the creation of productive chains. It is considered an alternative productive system, in which a series of products and services are developed that provide benefits to the communities where it is implemented. In other words, it constitutes a complementary option to traditional rural activities.

According to Méndez & Cisneros (2017), agroecological tourism is in line with the motivations and behavior of today's tourists, who increasingly want places to interact with nature and culture, and where there are no large masses of consumers. The promotion of this activity allows for an improvement in the production market with healthier foods due to dietary changes to avoid diseases. In other words, it allows for raising awareness about the production process and the consumption of organic foods.

It should be stressed that the generation of productive chains in the tourism sector is linked to the promotion of tourist services in the destination and to the articulation with the genuine economic activities of the territory. In the case in question, agriculture, fishing, as well as the food industry are generally the first to take place.

According to Espelt et al. (2000), the analysis of heritage within tourism has, in recent years, become one of the fields of work with the greatest potential and the capacity to

influence the results of the choice of a destination. Heritage has been defined as an inherited asset, which can be subjected to a range of uses and which must be handed over, duly preserved, inventoried, enriched and disseminated, to future generations.

Cultural tourism is one of the types of tourism associated with the use and management of cultural heritage. Authors such as Espelt et al. (2000) state that one definition of cultural tourism could be that in which a displacement takes place and in which the main motivation for this displacement is to broaden personal, professional, emotional and relational horizons through the search for heritage and its territory. In this sense, cultural tourism is tourism that visits, studies and experiences fundamentally monumental and artistic heritage. It interacts with local residents to learn about traditions and customs. Frequently, this materialises in the acquisition of crafts.

Mechtild (as cited in Heyd, 2006) argues that cultural landscapes show the evolution of human societies and settlements influenced by the advantages or limitations of their natural and social environment. For this reason, they are considered natural and cultural criteria that tourists take into account when choosing their destinations.

In essence, cultural heritage is essential for the assessment of a tourist attraction. However, this type of heritage recognises the joint action of human beings and natural forces to enhance the value of such attractions. This requires, among other things, the creation of economic chains that allow the local economy and the tourist activity itself to be revitalised.

Malanje, part of the ancient kingdom of Matamba, is a province full of history and traditions with a wide range of heritage, including natural, historical, cultural and architectural. In terms of civil architecture, the old Colonial Administration Palace stands out, which is a historical heritage site, as well as the old Church of Quéssua. This Methodist Church, classified as a historical-cultural monument by the United Nations Educational, Scientific and Cultural Organization (UNESCO), is located in the commune of the same name and its construction dates back to 1953.

In relation to military architecture, the Calandula Fortress stands out, also a historical heritage site, despite having been in the process of declassification due to the destruction it presents, a consequence of the armed conflict that the country experienced for almost four decades.

Regarding the landscape areas, as reported in *Jornal de Angola* (April 2024), the following can be mentioned:

- The Kalandula Falls (see appendix 2) are the largest in Angola and the second largest in Africa, after the Victoria Falls, the latter located between Zambia and Zimbabwe.

- The rock formations of Pungo Andongo(See appendix 3) The name is easily justified by the gigantic rock formations located in the municipality of Cacuso.
- Musselege Falls is one of the places that attracts the attention of everyone who visits Malanje province in search of pleasure. It presents natural beauty and an incredible environment for meditation and delight.
- The Kwanza River Rapids, located in the municipality of Cangandala, is a charming place for those who prefer and love nature.
- Kwanza Island, also located in the municipality of Cangandala, is the place where you can spot the giant black lever, an animal that is the symbol of Angolan fauna.

These open natural areas allow people to enjoy their charms without having to comply with the necessary rules and regulations as observed in other areas.

Angola has a strong potential in the tourism sector, which represents an exceptional opportunity to transform it into a strategic sector for the diversification of the economy. The Angolan government recently approved the National Plan for the Promotion of Tourism (PLANATUR) which promises to revitalize this sector in the country. To this end, the State is committed to investing, between 2024 and 2027, nearly 2.5 billion kwanzas, as stated in the Jornal de Angola (April 2024).

PLANATUR is a cross-cutting programme that aims to give greater value to the various tourist sites already created throughout the country. It also covers sectors such as health, communications, improvement of services offered by the national airline, better distribution of drinking water and electricity, as well as basic sanitation.

As cited in the Jornal de Angola (April 2024), the objectives of this Government plan also include raising awareness, grouping and articulating the stakeholders involved on the importance of tourism in the national economy, as well as increasing the availability of information on tourism within public, academic, religious institutions and the general public. PLANATUR's objectives also include creating specific marketing strategies for the different tourist markets, allowing the entry of more airlines to facilitate the connectivity of tourist destinations, improving the quality of services provided by tourist facilities and developing the technical skills of professionals in the sector.

Hence, the tourist attractions of Malanje, based on several concurrent factors such as natural landscapes, historical sites, cultural and heritage heritage, gastronomic wealth and the undeniable hospitality of the people, constitute potentialities to transform tourism activity into a strategic sector generating links at a territorial level. This is consistent with the objectives of the government program PLANATUR.

In the context of the Malanje province, agriculture, as a fundamental economic activity of the territory, must be considered as an articulating element of the rest of the economy

and, at the same time, a natural component of the ecosystem. This approach allows us to take a systemic look at agricultural activity and the achievement of productive chains between tourism and agriculture.

This province is located in an agricultural area with high tourism potential. In this sense, the revitalization of tourism activity in this territory must respond to the generation of forward linkages linked to the natural and cultural heritage that the region presents. Authors such as Martin and Medina (2021) explain that forward linkages promote or incorporate new service activities to the primary activity that is carried out, developing an associative activity and generating an economic and social impact on the environment.

Articulating the fundamental types of economic activities in Malanje would result in what we know as Community-Based Rural Tourism, this activity takes place in a rural environment. For Cabrini (2002), this type of tourism responds to the desire to offer visitors a personalized contact, providing the opportunity to enjoy the physical and human environment of rural areas and, as far as possible, participate in the activities, traditions and lifestyles of the local population. According to Quesada (2012), community-based rural tourism encourages tourists' contact with sites where local natural and wild factors are combined with the productive factors and traditions of a rural community.

In other words, community-based rural tourism is an opportunity for both national and foreign tourists to visit areas far from urban environments and interact with the natural and cultural heritage of the territories where tourism activity takes place. Consequently, developing this type of tourism in Malanje would allow for the development of sustainable tourism consistent with the SDGs and the UNWTO's imperatives for this sector.

In short, community-based rural tourism links the rural community to the tourism project through community services such as lodging, food, rural tours, among others. Generating forms of employment and linkages that allow the diversification of the local economic activities.

Another type of tourism that can be developed in the study that concerns us is Ecotourism. For Bertonatti (2002) it is that specialized segment of sustainable tourism that promotes and supports the conservation of nature, in turn carrying out activities on a scale appropriate to the environment and putting clients in direct and personal contact with nature and local culture. Another author such as Cevallos-Lascuráin (1998) defines it as the type that promotes the rational and sustained use of ecosystems, without the movement of tourists modifying the life cycle or the self-ecology of the tourist attraction that is visited.

However, it is worth emphasizing that ecotourism is not only based on natural attractions, but must also generate resources for the development of tourism activities, thus contributing to the conservation and sustainability of surrounding communities. In addition, it promotes forward linkages through the generation of new activities and services for visitors.

As has been explained in this work, agriculture is the main economic activity carried out in Malanje. In addition, it has been stressed that the generation of productive chains in tourism must be linked to the articulation with the genuine economic activities of the province. Taking these premises into consideration, Agroecological Tourism constitutes another type of tourism to be promoted in this territory, as a form of sustainable tourism.

According to Quesada (2012), “Sustainable tourism encompasses, in principle and principally, nature tourism (soft and strong), ecotourism, agroecotourism and rural tourism” (p. 111). The author also maintains that “sustainable tourism seeks to take advantage of existing resources with little environmental and cultural impact. At the same time, it encourages the active participation of communities in protecting the environment” (p. 112).

Taking these premises into account, as shown in table 1, it can be seen that Ecotourism, Community Rural Tourism, Cultural Tourism and Agroecological Tourism are the types of tourism that can be implemented in Malanje, based on the potential associated with the natural and cultural heritage that this province presents. This would enhance productive chains and the sustainable development of the territory and the activity.

Table 1

Tourism modalities in Malanje to generate productive chains

Category	Type of Site	Type of tourism to develop
1. Natural Sites	1.1 Mountains	Ecotourism
	1.2 Rivers and streams	Community-based rural tourism
	1.3 Waterfalls	
	1.4 Caves and caverns	
	1.5 Flora and fauna observation sites	
	1.6 Hunting and fishing places	
	1.7 Picturesque paths	
	1.8 National parks and flora and fauna reserves	
2. Architecture and cultural manifestations	2.1 Architecture	Cultural Tourism
	2.2 Historical Places	Community-based rural tourism
	2.3 Ruins and archaeological sites	Agroecological tourism
	2.4 Religious manifestations and popular beliefs	
	2.5 Fairs and markets	
	2.6 Music and dance	

2.7 Crafts and popular arts

Table 1

Tourism modalities in Malanje to generate productive chains (continued)

Category	Type of Site	Type of tourism to develop
2. Architecture and cultural manifestations	2.8 Typical food and drinks 2.9 Ethnic groups 2.10 Traditional agriculture	

Source: Own elaboration

As shown in the table above, the province of Malanje in Angola has great potential for tourism due to its landscapes and nature. This region, rich in natural and cultural heritage, encourages the development of tourism as an economic sector. This would allow the creation of a tourist destination preferred by national and foreign visitors, and become a strategic activity for territorial and national development.

Hence, the necessary scientific reflection on the generation of productive chains based on a broad conceptualization of the concepts of sustainable tourism development linked to the territorial economy, giving special attention to the inclusion of the local community, to the strengthening of identity and heritage wealth in these spaces, requires the following actions:

- ❖ forward productive chains, in the provision of services linked to the natural and cultural heritage of the province.
- ❖ link between tourism activity and agriculture to encourage the development of competitive advantages, such as the emergence of Agroecological Tourism and the market for organic food production.
- ❖ supply of goods and services at a territorial level to serve visitors, which would link the different economic agents, ranging from communities to local companies and large national companies, which would boost the national and territorial market.

Conclusions.

- There is limited development of the tourism industry in Malanje, which translates into the failure to identify the potential of existing natural and cultural attractions to generate productive links, as well as the dynamic role of the communities in this process.

- The alliance between all the actors involved in tourism activity is weak, which makes it difficult to establish and propose models of development and economic growth based on productive chains.
- Therefore, it can be stated that the planning and projection of Tourism from the perspective of the generation of productive chains is an opportunity for the fulfillment of the 2030 Agenda and the SDGs that the UNWTO foresees for this activity.

Conflict of interest

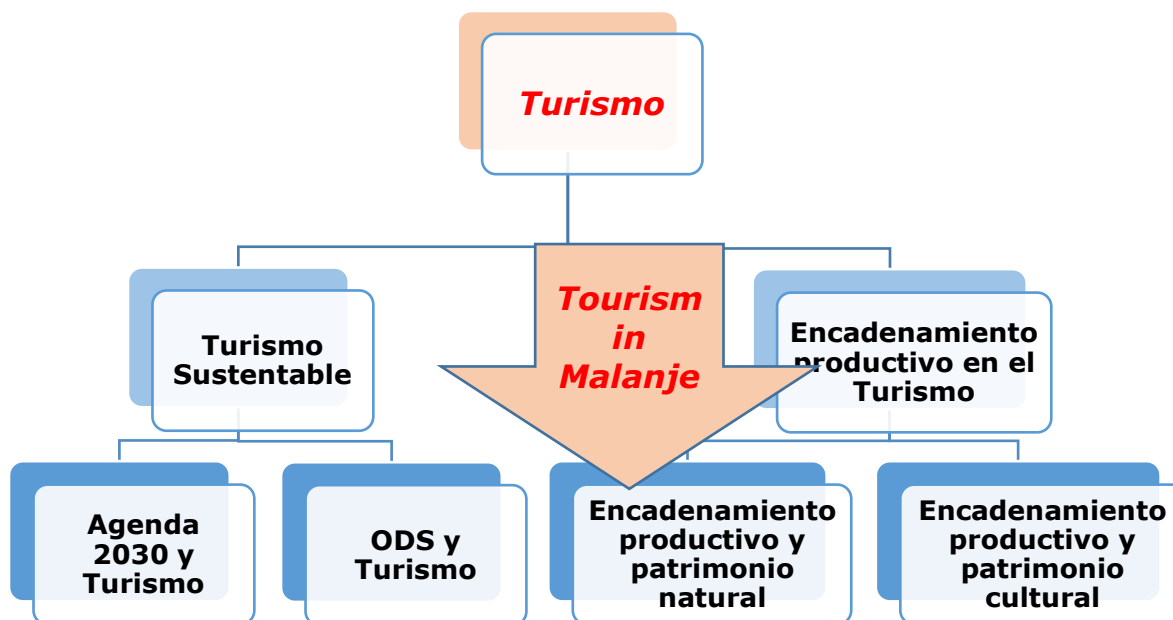
The authors declare that there is no conflict of interest.

Authors' contribution

The authors participated equally in the preparation of the article.

ANNEXES

Appendix 1:Aspects for the generation of productive chains in tourism activity, in Malanje



Fountain:Own elaboration

Appendix 2: Kalandula Falls



Fountain:Own elaboration

Appendix 3: Rock formations of Pungo Andongo



Fountain:Own elaboration

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