

Agroecological Tourism and Neurorecreation: a Strategy for the Therapeutic and Spiritual Fulfillment of Visitors in Rural Environments.

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ABSTRACT

The general purpose of this research was to outline a Neurorecreation Model in the context of Agroecological Tourism to enhance therapeutic and spiritual well-being in visitors from rural settings, responding to the need for conscious and meaningful tourism. The methodology employed was qualitative, under the phenomenological-hermeneutic approach, using a descriptive field design. Data collection was based on in-depth interviews and focus groups with 44 student key informants, with rigorous processing structured in three coding phases (Open, Axial, and Selective). The findings confirmed the existence of a dynamic framework where recreation is linked to neuroscience, identifying key categories such as sensory integration, play therapy for resilience, experiential learning, and the revaluation of biocultural heritage. This demonstrates that immersion in nature, when intentionally planned, activates neural mechanisms that generate calm and self-knowledge. The main conclusion is that the model represents a qualitative leap that transforms passive recreation into a therapeutic process of healing and personal growth. This approach strengthens the spiritual connection with the environment and promotes ecosocial regeneration. Therefore, the application and validation of this double-spiral theoretical-methodological model is recommended as a cutting-edge strategy to promote the economic and social sustainability of rural communities, while addressing the growing global demand for mental health and comprehensive well-being.

Keywords: Comprehensive Well-being, Neurorecreation, Neuroscience, SDG No. 3, Agroecological Tourism.

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