

Ecotourism an application of the cultural environmental service to achieve the sustainability of places with high risk

William E. Mosquera-Laverde

Faculty of administrative and economic sciences
Universidad Cooperativa de Colombia
Bogotá D.C., Colombia

Williame.mosquera@campusucc.edu.co

Oscar A. Vásquez-Bernal

School of Basic Sciences; Technology and Engineering
Universidad Nacional Abierta y a Distancia - UNAD
Bogotá D.C., Colombia

Oscar.vasquez@unad.edu.co

Claudia P. Gomez-E.

Faculty of administrative and economic sciences
Universidad Cooperativa de Colombia
Bogotá D.C., Colombia

Claudiap.gomeze@campusucc.edu.co

Abstract

Due to the results of the ecotourism analysis in Colombia, he found the need to define work priorities in all tourism managers of tourist areas or environmental reserves in Colombia, for which, the prospective study was structured in the areas where Universidad Cooperativa de Colombia (UCC) has influence, choosing seven specific places that have impacted conservation areas due to anthropogenic activities of the armed groups or natural parks in the vicinity, environmental design, strategic and organizational management with green engineering processes they allow to have a positive vision on the sustainability that the environmental cultural service that control the state control and promotion entities in charge of PROCOLOMBIA and of the Tourism Promotion Fund at a national level. Therefore, prospective tools are applied to experts from the regions to achieve optimal environmental management of tourism managers and ecotourism supports environmental education and economic development of the regions through integrated schemes such as Employees' Fund, Mutual Associations, Solidarity Companies and Community Companies.

Keywords

Ecotourism, Prospective, Delphi Survey, Environmental Conservation, Social Integration

1. - Introduction

It is intended to show in advance the research entitled "Prospectiva Ecoturística en Colombia" using the case of the municipality of Villapinzón, department of Cundinamarca; as an alternative that allows responding to the real economic situation of the municipality, that the consequences of the agrarian strike of 2013, that strongly impacted the development of all the population's scenarios and requires the implementation of alternatives that allow the improvement of the quality of life of the inhabitants and in which the relation with the productive sector of the region is narrowed from a sustainable and solidary perspective.

In this context, a strategy emerges as the Mutual Organization, which from its principles and values conveys and promotes a set of solidarity actions. With this Organization we are looking for response or alternative response to many economic situations that are currently facing; given the possibility of linkage and association and joint work, it is possible to benefit from the development of the Ecotourism project. The Mutual Association Turismutual-Villapinzón; Its central purpose, in the first instance, is the economic strengthening of the associated partners; and in the second instance, to positively impact the community, so that it can achieve an environmentally sustainable and sustainable human development, in which the natural, cultural and environmental protection resources it currently has in the region are respected and preserved. Municipality.

The inhabitants of the municipality of Villapinzón depend historically on agriculture, livestock, mining and the tanning industry; Due to the development development of both national and international markets and with the vertiginous change of economic, social, cultural and environmental development, through this project seeks to consolidate a proposal that supports and guarantees the community and the full of the Association. Due to the above, it is pertinent to approach from the research line of Management and Organizational Development with a prospective strategy of designing an ecotourism management model to enhance the Mutual Association Turismutual-Villapinzón. (Barrero, 2017)

2. - Tourism

Tourism is characterized in two types: passive tourism also identified as Fordism tourism, massive and conventional, which involves the use of natural resources in an unlimited manner, regardless of the negative impact that is caused to the harmonious and sustainable growth of the tourist areas. On the other hand, it is: alternative tourism, also called active tourism, characterized by a post-Fordism vision in which the active participation of tourists is required, includes cultural, rural, naturalistic, adventure tourism and the student scientist (Sandoval, 2006), as can be seen in Figure 1, a very good portion of the country has tourism as a source of income.

The director of Tourism of the Ministry of Commerce, Industry and Tourism of 2001, Gustavo Adolfo Toro, assured that the government seeks to associate the efforts between the Colombian government and UNWTO to take advantage of the experience that this international organization has in the field of promotion (Toro, 2017), and as can be seen in the figure, there are many areas that can be improved with an organized implementation of ecotourism.

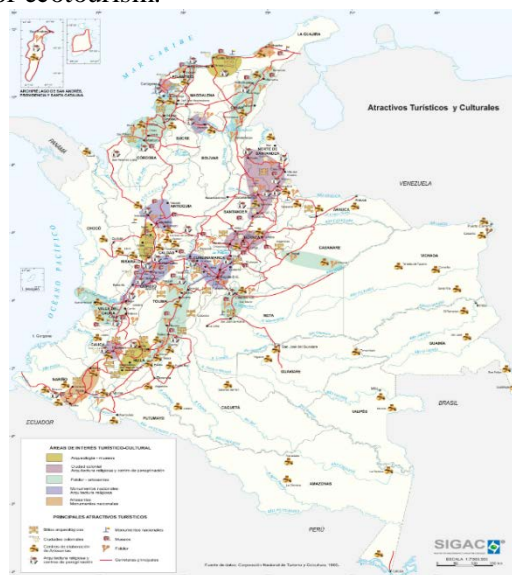


Figure 1: Map of Colombia, tourist and cultural attractions. (Valero, 2012)

3. - Ecotourism

The Mexican architect Héctor Ceballos-Lascuráin coined the term ecotourism in 1983, who since 1971 worked in the planning and development of sustainable tourism in all its aspects. Ceballos-Lascuráin defines it as: "the execution of a trip to natural areas that are relatively undisturbed or polluted, with the specific objective of: studying, admiring and enjoying the panorama with its plants and wild animals, and likewise any manifestation cultural (past and present) that is found in these areas, which fosters an active and socioeconomically beneficial involvement of local populations "(Ceballos, 1998).

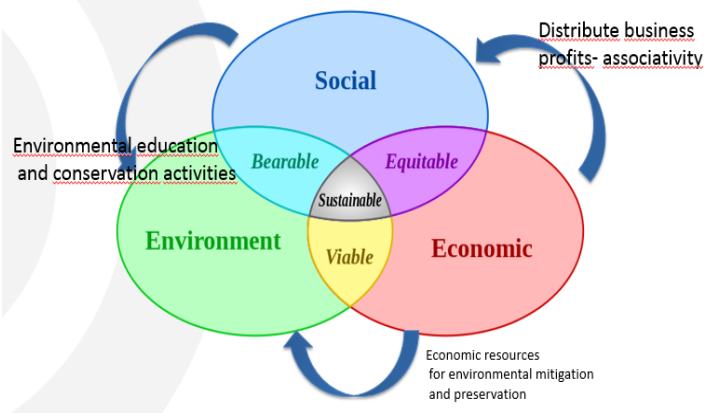


Figure 2: Components of Ecotourism

As shown in figure 2, the relationship between tourism and ecology is: making the activity of leisure and recreation a time to enjoy and enjoy, save and respect nature; make known without damaging the environment (Gonzales, 1999). Ecotourism also proposes new alternatives to tourists based on sustainable development, seeking recreation and education through: the observation and study of natural values, producing a minimal impact on natural ecosystems. (Mosquera, 2015)

An important portion of the income generated by these ecotourism activities are destined to the promotion and conservation of the natural areas in which it is carried out. The World Tourism Organization (WTO) defines it as: "all forms of tourism in which the main motivation of tourists is the observation and appreciation of nature and that contribute to the conservation of the natural environment and cultural heritage with the less possible negative impact " (UNWTO, 2002). This organization also recognizes that, in addition to actively contributing to the conservation of natural and cultural heritage, ecotourism includes local and indigenous communities in their planning, development and operation; therefore, it is better suited to independent travellers, as well as circuits organized for small groups.

Another definition adjusted by the World Conservation Union (IUCN), which describes ecotourism as: "That environmentally responsible tourist modality consisting of traveling or visiting natural areas in order to enjoy and appreciate nature (as well as any cultural manifestation of the present and the past), which promotes conservation, has a low impact of visitation and encourages active involvement and socioeconomically beneficial for local populations "(IUCN, 1997).

Therefore, it is determined that ecotourism considers the principles of sustainable tourism regarding the economic, social and environmental impacts of tourism; but it differs from the general concept of sustainable tourism in that it actively contributes to the conservation of natural and cultural heritage, includes indigenous communities contributing to their well-being, interprets the natural and cultural heritage of the destination for visitors and lends itself to a low flow of visitors, for which, sustainable development is linked to the social development of the area to be conserved, therefore, sustainable tourism applies to all forms of tourism and all types of destinations, including mass tourism and different segments. The principles of sustainability refer to the environmental, economic and sociocultural aspects of tourism development and the balance that these must have in the long term. Thus, sustainable tourism must ensure the optimal use of natural resources, respect the sociocultural authenticity of the host communities and ensure socio-economic benefits for all those involved (UNWTO, 2002).

4. - Ecological Marketing

Due to the interest in nature tourism and concerns in the deterioration of ecosystems, has resulted in the inclusion of the natural environment as an object of analysis of various disciplines including marketing that must assume a new behaviour in front of the environment; since consumers seek products and services that incorporate the environmental variable. Therefore, the tourism managers try a better positioning implementing marketing strategies whose competitive variable is the ecological aspect.

Emerging from the above, a marketing derived from the consumer-environment relationship that involves the needs of the client aware of the importance of preserving nature and to which various denominations are attributed: ecological marketing; green marketing; environmental marketing; Eco marketing and sustainable marketing (Fisk, 1999).

Therefore, it is understood that environmental marketing encompasses the marketing activities that assume environmental management as the development of the responsibility of the company and as an opportunity for growth for it, being a change of perspective in the way of doing business and which demands a global commitment from the company (Coddington, 1993). It is also possible to understand, as a green marketing where all the activities tend to generate and facilitate any change with the aim of satisfying the human desires or needs with the least harmful impact on the environment. This marketing includes a set of communication policies and strategies (promotion, publicity and public relations, among others) aimed at obtaining a comparative advantage of differentiation for the products or services offered by the company in relation to competitive brands, thus achieving increase market share, consolidating its competitiveness (Dias, 2008).

5. - Associativity

The sustainable growth of the ecotourism regions is possible in the last phase of the research where the integration of the communities in models of associativity, allow them to grow as a community, starting from solidarity strategies as they can be taking into account historical experiences. diversity of alternative trajectories to the typical lucrative enterprise, in particular with the emergence of a wide range of new self-managed social ventures and, even more so in the case of Latin American countries, with the permanence and expansion of entrenched practices typical of the popular economy of subsistence. In this regard, we present below a synthetic scheme that seeks to classify this diversity of types of ventures.

Traditional or historical social economy Cooperatives: work, agriculture, public services, housing, consumption, credit and banking, insurance, professional provision Mutual aid mutuals in activities such as supply, housing, health, education and culture, foresight, sports, nurseries, homes, funerals and wakes, tourism. Associations that produce and provide different goods and services
New social economy Productive: socio-productive entrepreneurship, family and associative, companies recovered, etc. Finance: micro-credit and microfinance entities, social banking and ethical banking Societal: social and insertion enterprises, socio-cultural undertakings, family and communal gardens, rural associativism

Figure 3. Types of solidarity ventures (Pastore, 2006)

Beyond the classification of Figure 3, it should be noted that the importance that the issue has acquired lies precisely in the fact that this diverse set of ventures has tended to expand in recent decades in response to the profound structural changes brought about by globalization economic and the withdrawal of the State from the economy and society. Although in its broadest sense the social economy (particularly in the reality of Latin America) tends to include the economic initiatives of social reproduction of domestic units aimed

at the satisfaction of needs, in its strategic sense, it is based mainly on entrepreneurship group or associative character, which may arise at the initiative of the interested parties themselves or from the collective or community groupings that promote them. Thus, in this last character, that is to say as organizational entities, the ES projects result in a combination of a social grouping with management autonomy together with a productive organization that generates goods and services in plural economic forms, which may include mercantile forms. (monetary exchange or not) as non-mercantile of redistribution or reciprocity (Pastore, 2006), when applying any of these models of solidarity associativity, one can get to have a social, economic and environmental equilibrium, which leads us to a true sustainability in Colombia.

6.- Beni Tourism System

There are three lines of theoretical analysis of tourism activity, as highlighted by BENI (2000): The first line corresponds to the perspective of production either as a raw material conversion or as a supply of goods and services. The second line refers to the distribution and the sector of activities that according to the productive moment may correspond to the distributive, as a step of the tourist goods and services directly from producer to consumer. The third line is to establish the components of the trip as the motivations, needs, preferences or the degree of participation in recreational tourist activities, economic and social stratification of the consumer. In the following figure the scheme of the tourist system of Beni is shown. (Rivas, 2012)

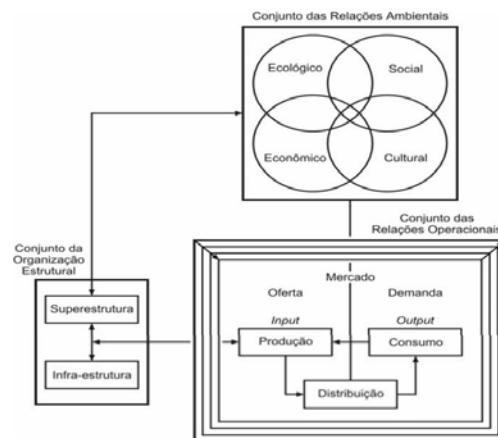


Figure 4 Tourist System of Beni. (Rivas, 2012)

7.- METHODOLOGY

To complete the research objectives, a prospective descriptive research was carried out. The investigative process was developed in phases, from the formation of the work teams, to the sensitization of the tourism managers who are part of the sample studied. The methodological phases of the project are shown below.

- Phase 1. Consolidation of work between headquarters
- Phase 2. Conformation of inter-venue teams
- Phase 3. System definition
- Phase 4: Analysis of the system
- Phase 5: Design of strategic scenarios
- Phase 6: Strategic direction

Additionally, the prospective phases include two subsequent phases that consolidate the proposed strategies; the phases will be developed with the Implementation Action (IA) methodology that will

integrate the managers and the community in a participative way, allowing consolidating the strategies to improve the social reality, management and recognition of the importance of natural resources where tourism is practiced (Mosquera, 2018).

Zones in study

In accordance with the methodology and chronogram of the research project, the study regions were defined based on those defined by the university and the following places were found to develop the project:

Table 1: Studies Sites

Region	Head	Place	Specific Site
Centre	Ibague	Chaparral	Tuluni
Centre East	Bogota	Surroundings area	Cota Villapinzon
	Villavicencio	Granada Paz de Ariporo	Eco hotel Cascadas
North	Santa Marta	Buritaca	Playas
	Monteria	Tierra Alta	Las Guartinajas
South West	Cali	Buenaventura	Parque Uramba Playa Pianguita

Delphi survey was designed at a minimum of four experts who meet the characteristics of professionalism and recognition in the areas presented in table 2.

Table 2: Experts

TYPES OF EXPERTS	
ECONOMIC	OFFICIAL: Secretary of Finance
	EMPIRIC: Tour operator, hotel manager
	FORMAL: Tours and restaurants
SOCIAL	OFFICIAL: Secretary of social integration
	EMPIRIC: Community leader
	FORMAL: Foundation or Non-government organisation.
ENVIRONMENTAL	OFFICIAL: Secretary of the habitat, national parks
	EMPIRIC: Guides, forest guard
	FORMAL: Business with environmental management
TOURISTIC	OFFICIAL: Secretary of Tourism
	EMPIRIC: Business unit, informal tourism agency
	FORMAL: Hotel manager

8. - RESULTS

Once the research is completed, the need for the implementation of an ecotourism management model to enable the sustainability of the Mutini Tourism Association Villapinzón as a tour operator, to serve two fronts of work: the general public and the service provider to the municipal administration, in order to meet the requirements set forth in the commitments of the Villapinzón Local Development Plan. This is a viable -project, since this organization, in addition to generating labor inclusion, groups the producers of the

region, promoting the preservation of the environment and the promotion of Villapinzón as a tourist destination.

In accordance with its purpose aimed at strengthening its partners and harmonizing them with their environment, it is worth noting that the 2016-2020 Development Plan becomes an important tool to continue building a competitive scenario aimed at generating actions aimed at achieving of economic growth and environmental sustainability. Each of the actions that are intended to be deployed are aimed at achieving a business management oriented to the sustainable and sustainable development of the environment, a relevant aspect within the Development Plan of the municipality, which ostensibly favors the execution of the different activities due to the availability of means (Vasquez, 2018).

Villapinzón offers a favorable scenario to generate ecotourism and impact the community causing conjunctural changes such as the generation of value not only for the producers of the different sectors, but also for those who visit the municipality, Likewise, in terms of tourism potential in Villapinzón and the region, it was evident that there are many possibilities for development. Modalities of tourism from a contemplative tourism to the most daring demands, because there are spaces for hiking, horseback riding, torrentism, climbing, among many.

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Biographies

William E. Mosquera-Laverde graduated as chemical engineer from the National University of Colombia, in 1993; Specialist in Higher Education at a Distance, National Open and Distance University - UNAD, in 2010 and full Masters in Environmental Management, University of the Andes, Bogota in 2014. Professor of Environmental Management at the Universidad Cooperativa de Colombia, co-researcher of the Strategic Noesis Group (UCC), Director of the Seedbed Ecostrategicos 023. Assistant professor Researcher, Business Administration Program, courses oriented Environmental Management, Operations Research, Quality Management, and Finance. I work with the UCC's entrepreneurship center and sustainability management in vulnerable communities and as a consultant to industrial companies since 1995.

Oscar A. Vasquez-Bernal is an Associate Professor in the School of Basic Sciences, Technology and Engineering at Universidad Nacional Abierta y a Distancia, Bogotá Colombia. He earned his BS in Industrial Engineering from Universidad Antonio Nariño, Colombia, Masters in Business Administration from UNAD Florida USA, and is a PhD candidate in engineering at Universidad Nacional de Colombia. He has published several journal articles and conference papers. Professor Vasquez-Bernal has been involved in projects with manufacturing and engineering companies. He is a management consultant in quality assurance, project management and safety management. He has taught courses in entrepreneurship, strategy and corporate logistic and innovation for engineers. His research interests include certification, accreditation, multi-criteria decision analysis and optimization. He is member of NFPA, LACCEI and IEEE.

Claudia P. Gomez-E is a Business Administrator, Mg. Consumer psychology. Expertise: co-investor prospective projects with the solidary and ecotourism sector, research processes and student-grade labor consultancy, business administration program, on issues of solidarity economy. As a teacher, I managed the management of social organizations, social marketing