

Eco-touristic foresight in the Colombian post-conflict for the sustainability of the tourist service with emphasis on ecological marketing. Buenaventura Case

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Abstract

Prospective study for the construction of the ecological strategies that the improvement of the ecological management and the tourist service of the companies that are related in Colombia; The objective of the country is to develop a tourism that is sustainable and that contributes both to the protection of the environment and to the development of the communities of the tourist areas, especially the protected areas through ecotourism. However, although there are ecotourism organizations, according to the results of the exploratory study of 2015, in the context of ecological development in the country there is no economic growth and less sustainment of the service and the environmental environment; In addition, the management level of the organizations and the administrative, logistic and financial services are very low, due to the low training of the people in charge of the business, real disinterest of the state, which causes a low development of the organizations, environmental deterioration, little growth in the quality of life of the communities and, therefore, the social and economic possibilities of the Colombian rural areas that require growth strategies in the post-conflict, which this study shows through the prospective tools visibility mechanisms, social integration and associative models for a real development and sustainability of the communities.

Keywords

Ecological marketing, organizational management, Natural National Park, Uramba, Ecotourism, post-conflict.

Introduction

Since the nineteenth century Colombia has lived in an internal armed conflict that has left millions of innocent and sometimes fatal victims, causing the population to move to different places in their region of origin as a measure of protection against the war. part of Colombians lost their property, homes and belongings, leaving the country as one of the most violent and with high levels of crime in Latin America, for 2016 international newspapers categorized Colombia as one of the countries with the highest crime rates assigned to this the twelfth place according to a study conducted by the BBC (2016), CNN mentions that according to the analysis of violence rates the country ranks 146th in South America, even higher than Venezuela and other Latin countries (2015).

Faced with the situation and as a measure for the internal protection of the community and the sovereignty of the national territory, on November 30, 2016, the national government led by the president of the republic and the negotiating table of Havana signed an agreement of peace with the FARC (Revolutionary Armed Forces of Colombia), to recover the areas affected by their acts of vandalism, violence and deaths, thus managing to change the national image, the economic development of each region and the competitiveness of Colombia as a nation. (El Tiempo, 2016)

The municipalities located in the north of the country have been the epicenters of tragedies characterized by massacres, forced disappearances, kidnappings, false positives, selective assassinations, minefields, torture and sexual violence, among other aggressions; being Apartadó located in Urabá, one of the municipalities most afflicted by said representations of violence "The largest guerrilla organizations (FARC and EPL) and paramilitaries converged.

In addition, he gained some fame for the irregular actions of the Public Force ", said Giraldo (El Tiempo, 2013). In spite of this, the inhabitants of the northern zone maintain the hope of reconstructing the peace and development of these municipalities constituted by landscapes, fauna, and cultural diversity.

The signing of the Peace Process is the starting point of the restitution of sovereignty, of the economic and social evolution of the country, which is why in the post conflict stage defined as "period of time that follows the total or partial overcoming of armed conflicts. It can be understood as a single attribute concept: the reduction of the number of homicides related to the conflict below a certain threshold, which grants or denies the status of active conflict "(Universidad del Rosario, 2016) making it fundamental for the process of the post conflict to generate actions of inclusion and social reconstruction, as an action to discourage the continuation of the armed conflict. This management has to start from the implementation of policies, which promote the relationship and commitment between governmental and non-governmental entities whose purpose will be to provide services based on equality terms to the population, support for the processes of accountability, as a fundamental basis of the social restitution of the population, and the management of regional growth, as part of the competitive growth of the region, aspects that need not only the social commitment of each state entity, of adequate policies for that moment and a financial muscle that sustains the actions of the process (United Nations, 2012)

Based on the above and taking as a reference the circumstances facing the different areas of the country, in the post-conflict period, the Cooperativa de Colombia University, with the support of public and private entities, is developing its prospective research in eco-tourism in the post-conflict, with which seeks to sensitize and focus the population on the possibility of implementing projects based on the positioning of Colombia as a tourist paradise and the ecological wealth of the country, for this the regions in that the Universidad Cooperativa de Colombia is present as an entity of influence, managing to contribute to the economic growth and social change of each zone, as the central point of this document is the West zone.

Problem Statement

The western part of the country is made up of the departments of Choco, Cauca, Valle del Cauca and Nariño; Geographic aspects that influence the characteristic wealth of the region defined in terms of its culture, its hydrographic, fauna and flora, fundamental factors for economic development and competitiveness with which it has. (Colombia, 2016)

To talk about the western part of the country there is no better place to start as the city of Buenaventura, considered a tourist destination popular by the national and international population, being of tourist attraction thanks to its extensive beaches, its tropical climate and gastronomy marine, given these characteristics and the tourist recognition that the city has for the holy week of 2017, with an influx of 100 thousand visitors as reported by the management of tourism projects in the city for whale watching (Ciudad del Buen Vivir, 2017) however, at the Valle del Cauca level, unfortunately there are the greatest number of victims of the conflict, "225.508 victims are established in a large percentage of the indigenous population and Afro-Colombians, also LGBTI community, older adults, children, and adolescents and women. "According to information provided by the Care and Reparation Unit ration for the Victims, entity of the state that heads the actions that have as purpose the integral reparation to those affected by the violence contributing in this way to the social inclusion (Victimas, 2017) entity that for September of the 2017 carried out the process of characterization of victims in order to identify all the economic, psychological, legal, social and cultural conditions that the population victim of the conflict has. (victims, 2017)

This region in particular has had to endure one of the worst confrontations in the conflict, the most remembered being four fatal events in the Cauca along drug trafficking routes, these circumstances of violence could be attributed to the geographical characteristics of the region such as the extensive jungle landscapes that allow creating a strategic area to hide and perform illegal acts. Currently, reparation projects have been initiated in the region for victims of the conflict. In the initial stage, their main objective is to provide support to the community, informing them of the rights it has and the services to which they are entitled. to the integration of different entities in the region (Unit for Victims, 2016)

According to government entities, in Colombia there are six criminal gangs resulting from the growth, restructuring, merger and recruitment of the 16 that emerged after the demobilization. They are known by the names of Urabeños, Los Paisas, Los Machos, Renacer, Popular Revolutionary Anticommunist Army (ERPAC) and Los Rastrojos with 3,700 men who manage 1,170 small networks dedicated to commit various crimes with presence in 159 municipalities of 18 departments (Truth Abierta, 2010), these groups are some of the many that are missing for taking advantage of some kind of peace or demobilization agreement, it is clear that efforts are made to fight for their dismantling, however the subgroup or restructuring that is generated later of any attack, they are the same ones that prevent the growth of the departments where their armed forces are maintained.

Methodology

To fulfill the research objectives, a prospective descriptive research will be carried out, in order to achieve the general objective "Prospect factors related to organizational management and socio-ecological management that can be improved or implemented to make ecotourism in Colombia become In a tool of regional economic growth in the post-conflict through ecological marketing ", several phases of the research process will be developed from the formation of the work teams to the sensitization of the tourism managers that are part of the sample studied (Figure 1).

- **Phase 1: Work consolidation between headquarters:** Through newsletters and virtual talks with the 5 offices of the UCC that have a business administration program and research groups that accepted the digital call to participate in the project.
- **Phase 2. Conformation of interested equipment:** With the linked groups will be developed visits to the headquarters of each group where they will be presented, the objectives, prospective method and the improved tools of the exploratory study (manuals and booklets) in order to be sensitized to the eco tourist companies analyzed and analyzed. , ideally, is that you have for each of the 5 regions in which the UCC is divided, from 2 to 3 sites that accept the participation and from each site you have maximum 3 tourist managers to study for a maximum of 45 managers tourism to develop foresight.
- **Phase 3: definition of the system:** It is developed in each of the venues, in order to meet needs, problems and future trends of organizational management; that allow obtaining a prospective vision that looks towards a desirable future, the Mission, the corporate objectives and the philosophy of each one of the tourism managers.
- **Phase 4: system analysis:** It is developed in each of the venues to identify the factors of change in ecological marketing. From the position of the companies against the environment, using the Porter model, through the analysis of attractiveness.
- **Phase 5: design of strategic scenarios:** It is developed in order to look at the present action from the creation of possible (prospective) scenarios using morphological analysis and the probability that each scenario occurs (prospective) based on the Delphi method.
- **Phase 6: strategic address:** In this, the strategic position of the organization will be defined from the ecological marketing, defining the basic strategies and the strategic options of growth, development and positioning.
- **Phase 7: applicable stage:** In the near future to the conclusion of the study and based on the results obtained and the needs of each of the managers of the study, it will proceed through the business practice centers to support the implementation of strategies or centers of social practice the formalizations and creations of solidarity economy schemes; To then strengthen its growth with the support of a business incubator such as GESTANDO that supports the growth, innovation and maturation of tourism managers.

The phase 6 and phase 7 will be developed with the IA methodology that will integrate the managers and the community in a participative way, allowing to consolidate the strategies to improve the social reality, of management

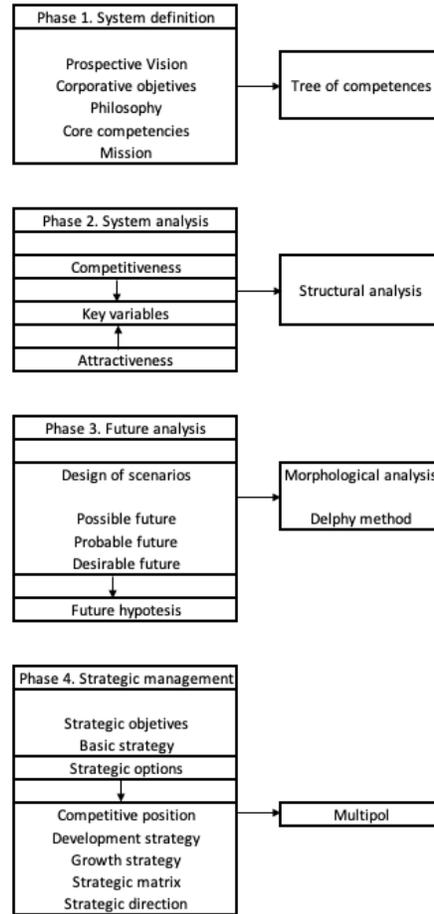


Figure 1. Methodology of prospective management (Escobar, 2007)

Theoretical framework

- **Ecotourism in Colombia**

Ecotourism reveals natural attractions typical of a region that in turn contributes greatly to the development of communities.

"Four fundamental elements that must have any definition of ecotourism. The first is the trip focused on protecting and not destroying natural areas. The second is that it is based on nature where ecosystems, flora, fauna and geology are enjoyed as well as the culture of the locality. The third is the conservation of natural resources and the fourth is an educational role where the tourist learns from nature."(Neil, 2006).

The nature of ecotourism is the preservation of non-modification and education, for the enjoyment of tourists of the natural beauty that the site provides, where you learn to value invaluable natural wealth and that must be protected by government entities through the communities and the different actors that interact with the tourist site. Therefore, it is not intended to generate aggressive tourism that puts tourism attractions at risk, but instead seeks to create a culture of preservation and awareness in communities that receive good income and are the ones who become direct guides and communicators for the national and international tourist.

"Natural tourism is called the activity of traveling where what is fundamental is experience based on natural sites while ecotourism is based on sustainability, education, economic and social development." (Scace, 2013). The

importance of this economic activity greatly helps communities affected by the armed conflict, ecotourism is a great solution for the economic livelihood of communities that enter a post-conflict stage and see such activity as a way of life. The great advantages range from the abandonment of illicit crops such as the coca leaf or cannabis that does great damage to the ecosystem, to become generators of change and promoters of a culture of preservation of the natural heritage and biodiversity that the time will be inherited to future generations.

Key opportunities for the development of ecotourism in Colombia with the implementation of bio-businesses and bio-services in regions under study, with a sustainable production from materials that nature itself throws into its natural process, promotes alternative production systems, with good use of natural resources such as soil, water and biodiversity, generating economic resources for communities while preserving and promoting cultural values.

"Colombia has the greatest diversity on the planet per square kilometer, because of its geographical location. The Country possesses all the thermal floors. Colombia has the only snow mountain in the world at the foot of the ocean, which is the Sierra Nevada de Santa Marta. In addition, one of every ten species of fauna and flora of the world are found in Colombia, as well as about 56 million hectares of forests, the largest marine reserve in the world (San Andrés) and is the third country in water resources, with half of the paramos of the world" (Lacouture, 2013).

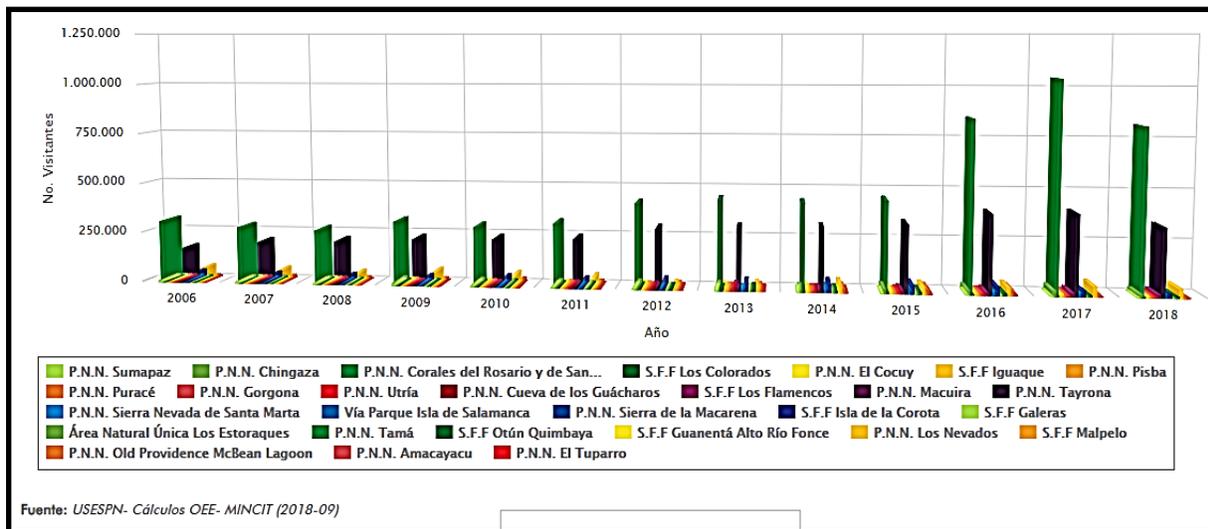


Figure 2. Visitors to natural national parks 2006 -2018. (Citur, 2019)

- **Post-conflict**

Colombia through history has become a scenario of wars, going from the wars of independence, the war of a thousand days or simply violence at the hands of different guerrillas, paramilitary groups or the emergence of self-defense groups, with over time our country has been involved in various peace processes, in order to end the conflict and take a step to post conflict, however all these attempts have been frustrated, until the current peace process.

At the global level, expectations have been generated about the peace process that has been carried out with the guerrillas of the FARC-EP and the ELN in Colombia, as well as the adoption of the possible agreements that have been agreed with the National Government. However, the fact that it is referred from the theoretical and conceptual point of view to the appearance of a phase of 'post-conflict' and / or 'post-agreements' does not mean that internal conflicts disappear, but that, in Instead, they are transformed or can even lead to new conflicts. A contribution in this sense is to conclude that armed development is only a manifestation or expression of the conflict that turns out to be much more complex, due to its multiple aspects and the factors that originate it. (Guerrero, 2018).

- **Ecological and tourism marketing**

The growing interest in nature tourism is directly related to the growing concern for environmental issues that currently occupy a privileged place in all human activities. This has led to the inclusion of the natural environment as an object of analysis in many disciplines. The latter includes marketing because, as societies become more sensitive in relation to environmental issues, it is necessary to assume new behaviors against them. (Dias, 2008)

On the other hand, ecological issues are gradually becoming more important because today there are large numbers of consumers who seek products and services that incorporate the environmental variable. Based on this, companies try to better position using marketing strategies whose competitive variable is the ecological aspect. This same strategy is applied by public sector organizations and by non-governmental organizations (NGOs). (Dias, 2008)

Companies are now being updated for a benefit to green sectors, given by their marketing strategies and environmental aid against consents and disciplines more sustainable intrinsically to the productive field and service provision for an improvement of structuring within the economic sector.

The major trends in marketing strategy in the formation of elements and the change of business towards consumers; this increase is used with available information delivered to each consumer, generating much more marketing tools focused on the ecology of tourism.

Morphological analysis of the Mic-Mac study zones

In our role as research assistants initially and as a connection with the information provided by the previous group of research assistants, the Mic-Mac of the study areas and their corresponding matrices of crossed impacts were reviewed, which are the basis for the elaboration of the Mic-Mac matrix. Then what is sought with the development of this specific objective is the diagnosis of Mic-Mac all areas and the location of its variables in the plane, giving us to know in which areas are distributed and which are biased this to be able to have a panorama of perception and be the starting point for the generation of future hypotheses in the creation of prospective scenarios.

Within the analysis carried out, the variables were discriminated by means of the morphological analysis method in which the Mic-Mac is analyzed by parts of which the zones and variables that were very close to the abscissa are composed and analyzed. These do not have an appropriate level of influence or dependence; these are in an area of uncertainty reason why they were not considered according to the following explanatory graph. The figure gives us to know the four possible scenarios according to the zones and what divides them are the zones of uncertainty. (Figure 3)

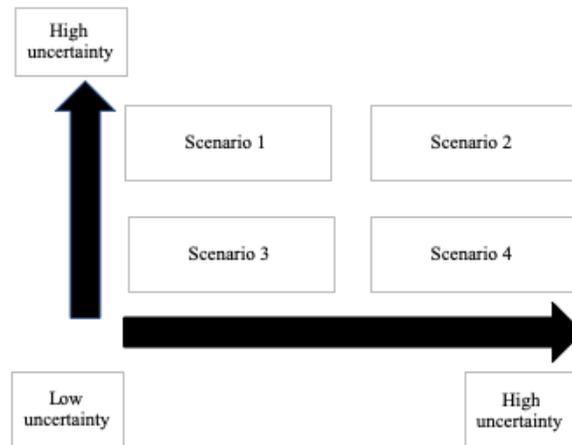


Figure 3. Uncertainty zones

The four zones divided by the cross in red which are named in their order from the upper left corner as power zone, lower left corner as autonomous area, in the lower right corner we have the area exit and in the upper right corner we have the conflict zone. We can see the different points of the variables of the matrix located in the different zones and finally we can see the ellipses in orange which enclose the variables in the uncertainty zone which are the variables that are discarded and will not be part of the design of prospective scenarios (Figure 4).

The selected variables are those that present a level of independence from the others and stand out from the others since they are far from the center of the Cartesian plane, then we will review one by one the Mic-Mac of the different regions and their respective analysis.

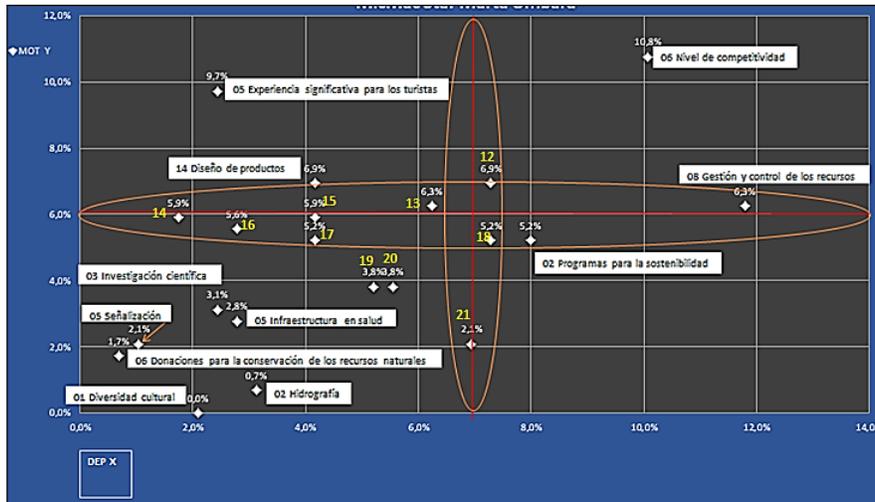


Figure 4. Mic-Mac graphic (Micmac Umbara.xls. 2018)

Conclusions

Ecotourism is not only a fundamental tool that contributes and contributes to the local and regional economic development of the country, but it is a source of resources for the communities in the areas where it is carried out. At the same time it is a great strategy used to conserve the ecotourism heritage in Colombia, given the use of the resources which serve to create awareness for the conservation of the eco-tourist environment and to diminish the negative impacts that the visitors of each one of them can leave. the eco tourist places.

In Colombia ecotourism is not developed as such because companies are more interested in generating profit and emerge, and do not focus on helping the communities and areas where they are located, therefore the concept of ecotourism, it should be taken into account that there is an interest in ecotourism due to the positive factors that this brings, since it generates a source of resources for conservation, special care of biodiversity, cultural heritage and socioeconomic development.

Companies play an important role because through them the concept of ecotourism and its components is promoted and disseminated, applying them properly is a healthy habit because it generates a favorable social culture, at the same time it contributes to sustainability and economic development that a community can have with ecotourism activities. Lack of economic benefits to the local community, most of the rewards remain in the tour operators and little is extended to the preservation of the place, the community and the population.

Recommendations

- Taking advantage of the fact that ecotourism is growing globally in a greater proportion than traditional tourism, the State must propose a strategic economic development initiative for the country based on ecotourism and must appoint the government institutions that ensure to control this activity in the country. .
- Promote the development of ecotourism in certain regions of the country where parks and natural reserves already exist for the generation of new direct jobs in nearby communities.
- Strengthen transport, communications and sanitation infrastructure in all regions of the country, especially in the most remote areas where the vast majority of natural reserves are located, such as the new road concessions of the ANI on 4G roads with the environmental component implemented.
- Promote community projects based on values such as solidarity and joint work to implement ecotourism programs mainly in regions where indigenous and peasant communities live together.

- Generate initiatives that seek competitiveness and productivity through regional business unions that can attract the capture of external resources and generate support and rapid growth of ecotourism in the country.
- Colombian indigenous communities should be involved in order to make them aware of the good management of their customs and turn them into benefits for the community itself.
- Create foundations and institutes that focus on the theme of ecotourism in our country, promoting studies of our natural resources and transform them into benefits for all our communities.

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