Ecotouristic 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.

Biography / 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 Ecoestrategicos 023. Assistant professor Researcher, Business Administration Program, courses oriented Environmental Management, Operations Research, Quality Management, and Finance. I work with
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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.