



VIGILADA MINEDUCACIÓN

**Feasibility of Exporting Ecotourism  
Services for the municipality of Ciudad  
Bolívar Antioquia**

**Julián David Bedoya Olaya**

**Katherine Avendaño**

Institución Universitaria Esumer

International Business Faculty

Medellín, Colombia

2019



# **Feasibility of Exporting Ecotourism Services for the municipality of Ciudad Bolívar Antioquia**

**Julián David Bedoya Olaya**

**Katherine Avendaño**

Trabajo

Degree work presented to qualify for the title of:

**International Negotiator**

Tutor:

Juan Camilo Mesa Bedoya

Line of research:

Foreign trade, Exportation of services

Institución Universitaria Esumer

Faculty of international studies

Medellín, Colombia

2019

## **Thanks and Dedications**

I thank my parents and my brothers who were the ones who supported me during all this time to obtain my professional title of International Negotiator because without their help this great dream would not have been fulfilled.

To all the people who were involved in this long process, to my cousin Milena, my aunt Dora and my friend Juliana for opening the doors of her house in time that I needed it most

To all the faithful clients and friends of Ciudad Bolívar who supported me by buying me lotions so that I could have some money and thus be able to go to classes

I also thank all the teachers who were during this time sharing all their knowledge and advice to train me as a good professional and as a better person for society

To the professors Andrés Strobel, Karen López, Camilo Torres, Juan Camilo Mesa and to all those who asked for help to carry out my business idea “Café Cuna de Arrieros” and in the orientation to achieve a good grade work

Also to the University and all those who supported me to participate in my first event with Cuna de Arrieros in the VIII International Marketing Marketing Congress of influencers, thank you all for believing and trusting me during this very important event

To each of my colleagues for giving me their friendship and support throughout the career.

Julián Bedoya.

I thank God for giving me the necessary strength during all this way in which I did my grade work, for being my guide and inspiration in this process and for always being on my side when I saw this longing so far and difficult to achieve.

To my parents Jairo and Adriana and my little sister Sara, who witnessed all the ups and downs I had during this whole process, thank you for being my main promoters of my dreams, for trusting me and for giving me a word of encouragement when my forces were running out, his help was essential because this dream was not only mine, but also theirs, without his accompaniment it would have been a little more difficult to continue this path and reach this point of achieving one of my greatest dreams.

To my Pre-project advisor Lisbeth Duarte, who gave me the basis to make an idea something real.

To my Degree Work advisor Juan Camilo Mesa, my sincere thanks, for all the dedication and support given during the realization of what will be my step to reach one of my biggest dreams, to be an !International Negotiator!, for the respect suggestions and ideas, for your congratulations, but above all for having agreed to be our advisor and make this work something as yours as it is for us, for him my most sincere admiration.

Finally to my partner Julian, thanks for the commitment and dedication during this time, for putting your knowledge at my disposal and for forming an excellent team.

Katherine Avendaño.

**Abstract**

This project aims to analyze the feasibility of exporting ecotourism services for the municipality of Ciudad Bolívar, which already has some potential to implement it. In addition, the resources that this municipality offers for the development of this project are suitable for achieving ecotourism as one of the main activities and attractions for both tourists and their own. At the same time, it is an opportunity for economic improvement for the municipality and its inhabitants in times when there is no harvest from one of its main sources of income: coffee.

Through research in official sources, it was found that ecotourism is developing as a source of alternative economy, and at the same time it is a way to raise awareness among all people of the importance of caring for and preserving the environment. In addition, it was found that Colombia is a country that in different areas has large and suitable natural resources to develop this type of tourist activity. However, he has not made good use of these. That is why the municipality of Ciudad Bolívar Antioquia, is one of those areas where an opportunity was seen to implement said project, since as mentioned above it has the necessary resources for this type of tourism.

**Key Word:** Exportation of services, Ecotourism, Ciudad Bolívar, Economy, Natural Resources.

## CONTENTS TABLE

1. INTRODUCTION .....	8
2. PROJECT FORMULATION .....	11
1.1 Art state .....	11
1.2 Problem Statement .....	3
2.1 Objectives .....	6
1.2.1 Overall Objective .....	6
1.2.2 Specific Objectives.....	6
1.3 Justification .....	7
1.3.1 Theoretical Justification .....	7
1.3.2 Social and/or Business Justification .....	7
1.3.3 Personal Justification .....	8
1.4 Framework.....	8
1.4.1 Theoretical framework .....	9
1.4.2 Conceptual Framework .....	13
1.4.3 Legal Framework .....	15
1.5 Mar Methodological Framkewor.....	16
1.5.1 Research Method.....	16
• Research approach .....	16
• Type of study .....	16
1.5.2 Investigation methodology.....	17
• Information gathering techniques and instruments .....	17
• Selection and analysis of information .....	17
• Bias control .....	18
1.6 Scopes .....	19
3. SOCIO-ECONOMIC CHARACTERIZATION OF THE MUNICIPALITY OF CIUDAD BOLÍVAR ANTIOQUIA.....	20
3.1 Location.....	20
3.2 Demography.....	21
3.2.1 Total population .....	21
3.2.2 Population by ethnicity.....	22
3.2.3 Floating population .....	22
3.2.4 Population by age group.....	23

3.3	Transport sector .....	2
3.4	Hotel Sector .....	2
3.5	Gastronomy .....	3
3.6	Recreational and holiday infrastructure .....	4
3.7	Cultural Equipments .....	5
3.8	Cultural Festivities .....	8
3.9	Public infrastructure .....	10
3.10	Security infrastructure.....	11
3.11	Sports infrastructure .....	11
3.12	Natural Resources .....	12
4.	TOURIST POTENTIALITIES OF THE MUNICIPALITY OF CIUDAD BOLÍVAR .....	14
4.1	Other possible natural scenarios for the development of ecotourism activities in the municipality .....	16
5.	ANALYSIS OF THE EXPORT OF TOURIST SERVICES AS AN ECONOMIC ALTERNATIVE FOR BOLÍVAR CITY .....	24
2.	Conclusions and Recommendations .....	32
2.1	Conclusions.....	32
2.2	Recommendations .....	32
6.	BIBLIOGRAPHY .....	33



**Illustrations List**

<b>Illustration_1</b> Map of the municipality Ciudad Bolívar.....	20
<b>Illustration 2</b> Population pyramid of Ciudad Bolívar (years 2005, 2015, 2020) .....	23
<b>Illustration 3</b> % GDP of Ciudad Bolívar .....	27

**Table list**

<b>Table 1:</b> Reference Models of Ecotourism Cases.....	11
<b>Table 2</b> Ecotourism and its divisions.....	10
<b>Table 3</b> Regulatory Framework.....	15
<b>Table 6</b> Proportion of the population by life cycle 2005 - 2015 - 2020.....	23
<b>Table 7</b> Population by sex and age, year 2015.....	24
<b>Table 8</b> Economy of Ciudad Bolívar .....	25
<b>Table 9</b> Transport sector .....	2
<b>Table 10</b> Hotel infraestructure .....	2
<b>Table 11</b> Gastronomic infraestructure .....	3
<b>Table 12</b> Recreational and holiday centers .....	4
<b>Table 13</b> Cultural Equipments .....	5
<b>Table 14</b> Festivities .....	8
<b>Table 15</b> Public services .....	10
<b>Table 16</b> Safety equipment .....	11
<b>Table 17</b> Sports facilities .....	11
<b>Table 18</b> Natural Scenarios.....	12
<b>Table 26</b> Other possible scenarios for Ecotourism activities.....	16
<b>Table 19</b> SWOT Analysis of Ciudad Bolívar .....	22
<b>Table 20</b> Actors involved for the organization of the logistics model.....	23
<b>Table 21</b> Services offered by PROCOLOMBIA .....	26
<b>Table 22</b> Steps to Export Services in Colombia .....	26
<b>Table 23</b> GDP de San Juan Province .....	27
<b>Table 24</b> GDP by large branches of the economy .....	28
<b>Table 25</b> Territorial Agrotourism Approach.....	30

## **Graphics List**

<b>Graphic 1</b> Scenarios and Festivities with possible connection to Ecotourism activities ....	15
<b>Graphic 2</b> Actors of the tourism chain in Ciudad Bolívar .....	18
<b>Graphic 3</b> Commercial Establishments in Ciudad Bolívar .....	20
<b>Graphic 4</b> Non-resident visitors in Colombia 2014 - 2018 .....	25
<b>Graphic 5</b> Participation of Ciudad Bolívar in the business base of the Southwest 2017 subregion .....	29

## **1. INTRODUCTION**

Ecotourism is one of the branches of tourism that has taken a great boom today, because people have already been taking into account the importance of care, preservation and conservation of the environment, how important it is to take care of each animal and species that inhabit the natural areas and how much this represents for society

There are many countries that fortunately have such spaces and in which they have seen a great opportunity for their own and tourists who are part of the conservation of these media. Colombia is no stranger to this issue, as several studies (of which were taken as a reference) have shown that the country has great power and natural spaces where this type of tourist activity can be developed, leaving aside conventional tourism (sun and beach) and making people at the same time enjoy, know, investigate and get out of their routines contribute to the care of these means. Ciudad Bolívar is a municipality located in the Southwest of Antioquia and one of the places suitable for this type of activity, this municipality has a main source of income in coffee and with the implementation of this type of tourism, the economy of the Ciudbolivarenses.

To delve deeper into the subject, 10 models of ecotourism cases were taken as a reference, which have been developed in different countries and even in Colombia itself, all of them pointing to the same north “making ecotourism an activity that brings benefits for both sides: for those who practice it, they provide knowledge and opportunities to be in contact with rare or endangered species that are part of these places, and for the habitat in which the care and improvement of it develops, establishing new environmental awareness standards for avoid the degradation of these places. In addition, with this research it was found that some of the countries studied are backed by the government for the development of ecotourism, as they have found in this type of tourism another source of income which improves the economy not only of the countries where it develops This type of tourism, but also of all the people who become part of this new activity, thus improving their quality of life.

What is sought then with this research is to find the feasibility of exporting ecotourism services to the municipality of Ciudad Bolívar Antioquia, since as mentioned above and with the investigations carried out in official sources and with experts in the subject, this is a place

that has the optimal spaces for the implementation of this type of tourism and for the realization of the activities that are part of ecotourism (observation activities and contact activities with flora and fauna which are part of the places where the activities take place).

In order to find the viability of ecotourism services to the municipality of cradle of arrieros, a mixed investigation was carried out in which the primary information was collected through scientific sources to have sufficient knowledge of the subject being treated, After having all the information from reliable scientific sources, research was carried out with the community and experts in the field, all this seeking to achieve the objective of implementing ecotourism services and at the same time providing information for the Conventional Tourism Development Plan 2018 - 2028 of this municipality.

In this way, it is concluded that the municipality of Ciudad Bolívar Antioquia is a viable place for the export of ecotourism services, since it has several appropriate places for the realization of this type of tourism and all the activities that are part of this. In addition, it is a municipality which has extensive and comfortable services (transport, lodging, restaurants and other tourist attractions) for all those who arrive at this place and seek to enjoy not only ecotourism, but also other activities.

It is worth mentioning that the following step-by-step process was taken into account in order to carry out this research: a state of the art was carried out where the 10 reference models of ecotourism cases mentioned above were exposed, followed by this, the problem statement was presented in which the importance of ecotourism is exposed and a compilation of the information obtained through the logistic models studied was made, in addition here the question of the feasibility of exporting services is raised ecotourists to Ciudad Bolívar, the next step was to set the objectives that were to be achieved through this research, after this the justification (theoretical, social / business, personal) was made, The next thing that was done was the reference framework and the theoretical one, focusing the last one on alternative tourism and ecotourism that is part of it, and at the same time addressing the activities that can be developed practicing this type of tourism,

The next step was the realization of a conceptual framework where the main concepts used during the research are mentioned, in the legal framework those laws that regulate tourism

are exposed, followed by the methodological framework, the scope and the development of the research where all the characterization of the municipality of Ciudad Bolívar was carried out and finally the development of the objectives and conclusions thrown by the investigation.

## 2. PROJECT FORMULATION

### 1.1 Art state

For the state of the art, different ecotourism models will be taken as a reference as an economic alternative and as an opportunity for the export of services which were implemented and studied in some Latin American countries including Colombia.

**Tabla 1: Reference Models of Ecotourism Cases**

REFERENCE MODEL	PLACE OF DEVELOPMENT	YEAR OF STUDY
Analysis of socio-economic and environmental benefits due to the execution of an ecotourism project in protective forest hill paradise.	Guayaquil, Ecuador	2017
Ecotourism In Uruguay.	Segovia, Uruguay	2014
Ecotourism in wetlands: analysis of the potential of the Dominican Republic	Dominican Republic	2014
Indigenous ecotourism in Quintana Roo, Mexico, Kantemo case study.	Kantemo	2011
Identification of optimal areas to practice sustainable tourism (ecotourism) in the State of Sinaloa.	State of Sinaloa, México	2017
Transformation tourism Ecotourism in biosphere reserves within the framework of the experience economy - Santa Catarina, Brazil.	Santa Catarina, Brazil	2010
Proposal for a sustainable tourism management model for the consolidation of ecotourism in the Machachi cantonal capital of the Mejia canton, Quito Ecuador.	Cabecera cantonal machachi del cantón Mejía, Quito, Ecuador	2015
Regional development as a social responsibility of the university. Case of ecotourism in the province of Tungurahua, Ecuador	Province of Tungurahua, Ecuador	2016
Ecotourism Development Research in Colombia as a great opportunity to export services	Medellín, Colombia	2013
Usiacurí: community self-management model in tourism and environmental development in the department of Atlántico, Republic of Colombia.	Atlántico, Colombia	2010

**Source:** Own Elaboration.

In this investigation the possible socio-economic and environmental benefits were analyzed through the execution of an ecotourism project in paradise forest in Guayaquil Ecuador,

making use of the environmental conditions and location of the cerro paradise protective forest.

Studies that had been carried out in this locality were reviewed in which the benefits that these communities had had were demonstrated, such as the improvement of the quality of life of the inhabitants of the sector and the response of the people from Guayaquil to this type of projects. Through this project, they realized that there was little supply of recreational activities focused on ecotourism programs.

The needs of the inhabitants of marginal areas adjacent to the research area were analyzed to determine if these communities could also be part of the project and thus generate some type of income directly or indirectly related.

Within the investigations for this analysis, it was found that in the execution of the ecotourism project in the sector of the hill paradise forest, by the Municipality of Guayaquil with the support of the 21st Century Foundation, in its urban regeneration plan, They were evidenced positive aspects of improvement that the sector had had, such as a greater participation of the community in economic activities (families that worked in the place through the sale of fast food and the maintenance service of the facilities), increase in the level security because they implemented a permanent point of private security within the forest and constantly monitor the area to ensure greater security for visitors.

With the analysis of this ecotourism project it was concluded that in this area of Guayaquil and in the country there is a high potential in terms of destinations for the practice of sustainable tourism or ecotourism; but this is an activity that has still been developed in the right way in all sectors. In Guayaquil there is a great lack of knowledge on the part of its citizens of the possibility of entering this type of activities, whether in or outside the city.

For this type of projects to have a greater reception, the promotion must be reinforced to attract more visitors to these destinations and thus achieve a benefit not only economic but also environmental because awareness is created about the care of the environment, the protection of native species or in danger of extinction. (García Baqué, 2017).

In this research, we wanted to investigate the actions in the field of Ecotourism and sustainable tourism in the territory of Uruguay in order to know the ideas put in place and the approach of new ideas that will improve the quality of the management and planning of



Uruguay in these two areas. The importance of sustainability and environmental protection for the development of new tourism activities was also announced.

It was found that current trends lead tourists towards new forms of tourism, some of them related to the environment and the activities that can be carried out in it. A reference is made to the “*tourist boom*” of the sixties that presented a tourist model, which was economically profitable but did not guarantee long-term sustainability due to massive constructions, loss of traditional activities, seasonal jobs and all effects. The negatives that this model brought were questioning for years and it was concluded that tourism as a main activity for the economy of an area comes to produce negative impacts on the environment and on the local population that a tourism model complementary to the economic activities that have been traditionally performed. The creation of awareness has led communities to have a greater concern for the care of nature and its environment, making ecotourism and sustainable tourism take a greater force in these areas.

The consolidation of protected areas generates tourist attractions, with a natural environment that has its own characteristics and with few modifications by human activities, these places can be made in an appropriate space for the realization of ecotourism activities.

In addition, it was found that ecotourism is based on a form of tourism, harmony with nature with which it is possible to reduce the negative impacts on the natural and socio-cultural environment contributing to the protection of natural areas, coming to consider that this type of tourist exploitation is that more could be adapted in Uruguay to preserve the characteristics of its natural environment.

This research concludes that thanks to Uruguay being a young country with deep-rooted traditions, it is possible to raise awareness that the community and the government to work on sustainability issues with which a better economic, social and environmental stability can be guaranteed and that they do use of the great wealth of resources possessed by the 19 departments that make up this country, through a diversification of economic activities that suit each department. (Álvarez Marcos, 2014).

The main objective of this research was to analyze the wealth in the Dominican Republic to develop ecotourism in wetland areas. Taking into account that with the implementation of ecotourism in wetlands, it helps to conserve nature and reduce poverty in the border areas to these natural areas. Similarly, ecotourism can become a threat if it does not develop sustainably, resulting in the emergence of large negative impacts.

Tourism has achieved a good position in the Dominican Republic as one of the main economic engines for the country, with sun and beach tourism as its main activity.

For this sector (tourism) it is sought to analyze the possibility of making use of the numerous wetlands scattered throughout its territory, for the practice of ecotourism. Which would become an opportunity because this activity generates numerous positive impacts, among them it is stated that tourism contributes to the conservation and protection of wetlands and that it is also a positive factor to improve the quality of environmental education among the population local and tourists. (Orgaz Aguera , 2014)

In this analysis, it was also found that with this form of tourism some negative impacts can be generated in the geographical area such as pollution and the alteration of the species, but in many cases the impacts are caused by the lack of proper planning; Due to this, by means of the findings during the analysis of the potentialities that were in the wetlands several were raised to take into account to plan this tourist activity in an appropriate way:

- Development of products and / or activities in natural areas where there are wetlands, taking into account a previous study of the area and the environmental impact of ecotourism activity.
- Train the administrative staff providing services in ecotourism and languages.
- Improve the adaptations of the areas where the wetlands are located to have a good development during the activities and not cause damage to the ecosystem.
- Promotion of ecotourism activity at national and international level including other economic activities found in the country. (Orgaz Aguera , 2014).

The main objective of this document was to present a case of alternative tourism in the indigenous community ecotourism modality, showing the main characteristics, strengths and obstacles that these communities face.

The community ecotourism project in Kantemo is located in the José María Morelos municipality in the northeast of the state of Quintana Roo in the Yucatan Peninsula. Quintana Roo is a state with a tourist potential, where the main beach destinations of the country such as Cancun, Cozumel, Playa del Carmen, the Riviera Maya and Isla Mujeres are located. Also, in other regions, community-type tourism activities have been promoted, considering their great natural and cultural attractions, mainly of Mayan origin.

During this study, it was found that the community ecotourism project in Kantemo was in the process of being consolidated; by that time it was being projected with a series of activities and services to achieve a distinction in the national and international field. Having as main tourist offers:

- Tours of ancestral trails
- Tour in the Chichancanab Lagoon
- Bird watching
- Visit to the cave of the hanging snakes
- Other important attractions for the indigenous community.

As a result of this study it is concluded that ecotourism is becoming the framework of a new identity as one of the most viable strategies for the development of indigenous communities and peoples because income can be promoted through the creation of new jobs, to the integration of young people in their communities and revitalize their symbolic values and cultural traditions. (Palomino Villavicencio & Lopez Pardo, 2011).

The main objective of this work was to identify the areas that met the optimal conditions for the practice of ecotourism based on the principles of protection and conservation of the state of Sinaloa.

This analysis highlighted the difficulties that were encountered when implementing ecotourism as a tool for biodiversity conservation and as a strategy to generate socio-economic development.

It was also stated that sustainability should be a fundamental requirement in tourist destinations, but tourism would only be considered sustainable when the criteria of a public nature have as their sole objective a general progress and economic development, with which the limits are respected of exploitation of resources and meet the needs of communities in an equitable way. In addition, it describes that with the implementation of this activity, solutions can be offered that help reduce threats in protected natural areas and contribute to the fulfillment of protection and conservation objectives.

It was found that Sinaloa despite being a state with a great cultural wealth, history, biodiversity and tradition, Most of the sustainable projects in this State are not in operation because they encounter a series of administrative and financial problems. Drunk to this it is sought that ordinary tourism has changes in its structure works and is oriented to sustainable tourism, as an alternative to try to eliminate environmental impacts in the State of Sinaloa.

Through the results of these studies in the State of Sinaloa for the practices of economic activities such as ecotourism, it was agreed that:

- New tourist activities that encourage responsible consumption behavior by tourists must be designed and promoted with support and supervision of service providers.
- Implement actions that integrate the fundamental bases of sustainability.
- Convene the institutions responsible for providing tourism services to the training of workers through training in sustainability knowledge so that they can boost more and provide better service to tourists because they are the main managers involved in tourism. (Ochoa Patiño, 2017).

Within the new economic models of experience, companies must offer new products and services with which they can achieve a connection with tourists.

With the development of the “Sapiens Park” project, which began construction in 2007 and is planned to be delivered in 2027 as a mega work under an urban concept that seeks to bring the balance between human beings and the environment through implementation of the UNESCO “Man and Biosphere” model. This model is divided into 4 functions for operation:

- Basic scientific research
- Applied scientific research
- Environmental education
- Proper management of recreation and tourism, ecological and culturally compatible productive development

Among the previous functions, tourism and tourism are highlighted, in which the ecotourism modality is included as a main focus for the functions of the biosphere reserve, to create a connection between man and nature.

The Sapiens Park is a project that meets differentiating characteristics, among them it seeks to fulfill the objective of creating environmental education and transformative experiential practices through ecotourism. This venture seeks to bring together companies specialized in the areas of science, technology, education, culture, health tourism, among others; For this, it will use as a strategy the unification of entities that also seek to manage and execute projects that are in the same line of research as in social, technological, environmental, business projects.

As a result for these types of projects, environmental education is defined as fulfilling a primary function for the execution of activities for sustainable purposes and in order to preserve biodiversity and natural resources. Therefore, with an education dedicated to raising awareness about the care of natural resources, biodiversity, culture and tradition of a population, sustainability of tourism businesses is achieved over time. (Gonçalves Silveira & Barretto, 2010).

As an economic sustainability proposal for the cantonal headland in Machachi of the Mejía canton in Quito Ecuador, an ecotourism model was proposed in which the restructuring of land use planning was proposed and thus be able to have more updated data of the territory and be able to know with What tourist attractions were available to train and encourage the community to develop tourism ventures as an economic alternative.

With the development of this ecotourism model, it was sought that it could be used by the administrative center of the municipality of Mejía through the Tourism Development Directorate. This obtained the economic support by the tourism entity and also the accompaniment for its execution. Ecotourism became an important source of income for Machachi because it focused on attracting domestic and foreign tourists through the good promotion of its natural attractions and scenic beauty.

In order to sustain these types of projects over time, it was recommended that these new models of sustainable tourism management should be strengthened more from schools and universities, as in the local market, community stimulation is required through constant training and training for the provision of services to domestic and foreign tourists and thus achieve that Machachi is recognized as a tourist alternative and consolidated as a destination for ecotourism practice in Ecuador.

With the development of this economic alternative, it was determined that in the social field, the implementation of a tourism management model contributes to improving the quality of life by generating economic income for local communities, greater environmental preservation is also achieved because new environmental awareness standards are established to prevent degradation of places visited by tourists.

(Morejón López, 2015).

The case of the development of ecotourism in the province of Tungurahua, Ecuador, through the Prometheus program of the Ministry of Higher Education, Science Technology and Innovation with the support of the Technical University of Ambato, where the development of ecotourism is sought as a source economic knowledge and a means of value for the cultural and environmental assets of the country.

Through this economic alternative for the province of Tungurahua, recognition would be achieved for the public sector and for the connoisseurs through the services they can provide to tourists who have an interest in the natural and cultural offer of the province.

From the methodology that was implemented for the development of this research, it was not sought to reach a direct relationship with the community in terms of knowledge of ecotourism, but rather sought to question how the new tourism entrepreneurship initiatives were operating and thus get to offer future improvements alternatives for these alternative tourism activities.

In summary, with this research applied to the regional development of ecotourism, it was determined that incentive training activities by schools, universities, public and private agents of the tourism sector are required to focus on working to preserve and conserve the ecosystems that are intended to be used for ecotourism, they should not only think about what type of tourist they will receive, but also what variety of services they will offer. (Martí Noguera, Melo Fiallos, & Díez Martínez, 2016).

In the investigation of the development of Ecotourism in Colombia as a great opportunity to export services, the objective was to study the conditions in which Colombia was in the tourism sector and thus determine the possibility to enter more into the field of ecotourism, which It has been a new trend as an economic activity and as a way of exporting the country's services.

As the world changes, countries are faced with developing new economic alternatives that generate new jobs and achieve a better quality of life for their inhabitants. Presenting Colombia as a good scenario for the development of these new economic trends, it was found

that there are several places for the implementation of ecotourism, these being places with great natural wealth and a population that could be willing to make a change in their traditional economic activities.

During the investigation it was found that Colombia has not been giving adequate use to its biological wealth for the exploitation of tourist activities, thereby missing the opportunity to turn its economy into one of the most competent and sustainable for the state. This wastage is due to the fact that the country has gone through a series of obstacles that have prevented the development of these new activities and also preventing it from having a stronger global recognition in terms of services exports, some of these obstacles are:

- Violence
- Little road infrastructure
- Lack of training in tourism issues
- Social inequality
- Low levels of bilingualism
- Little access to basic and higher education.

As a conclusion of this investigation it was reached that: for the mitigation of these problems that prevent the execution of new economic activities, there should be greater interest from the government, mayors, the population, businessmen, colleges and universities to encourage them to explore all these spaces that have a great natural and cultural wealth to develop new economic sources that contribute to the development of the region and from the country. (Osorio Zuluaga, Monsalve Betancur, & Sierra Sepúlveda, 2013).

This work shows the results obtained after the execution of the ecotourism project in the municipality of Usiacurí in the department of Atlántico, Colombia. The execution of this project was formulated to be carried out in the periods from 2004 to 2007 with the name of “Ecoturismo Usiacurí Verde”. This, thanks to the support of the Governor of the Atlantic, achieved its first stage with the tourist caravan of the department “Vamos Usiacurí” which was a great help as a means of promotion for this municipality to begin to have recognition within the department, the region of the Caribbean and the country as a place for potential for ecotourism development.



For the development of this project a compromise between the mayor's office and the community was achieved and thus achieve its adoption within the Strategic Plan for the Development of Ecotourism and Cultural Tourism of the municipality to be executed between 2007 and 2017 with the help of the advice provided by the Autonomous University of the Caribbean.

With its execution, new tourist attractions were created for the municipality and the restoration of existing ones such as the craft center, church, ecological trails among others of great value for this community. It also invested in projects for the preservation and conservation of protected areas of the municipality and the department; The historical archive of the municipality was created and there was also the support of entities such as SENA to provide training to 870 people in this municipality on topics such as: food handling, tourist promoter, tour guide, tour operator, crafts, information technology and electricity, among others for a better social development of the community.

As a result of this type of initiatives, it was determined that achieving an alliance between the community and public entities, such as the Usiacurí mayor's office and the governor of the Department of the Atlantic, spaces that were previously considered unproductive could be rescued by giving them a new image and turn them into great tourist sites. (Gallardo García, 2010).

After analyzing these 10 ecotourism models that were implemented in several Latin American countries, including Colombia, it was found that countries such as Ecuador, Mexico and the Dominican Republic have been working hard in the development of new economic alternatives such as ecotourism, in which are based on the conservation and preservation of ecosystems. With the implementation of these new alternatives it is sought that there is a harmony between the environment, the community and the government so that this activity can be considered as sustainable where all the parties involved for its execution have a mutual contribution.

It was also found that in the places where these alternative economies are developed or intended to be carried out, they ask the government to provide them with assistance such as educational programs and training by the public and private entities of those localities so that the communities where tourist activities will be developed and are able to receive tourists and provide the best possible service.

The countries analyzed have a greater development in the field of tourism activities unlike Colombia, where this issue is still very weak because as evidenced in “the investigation of the development of Ecotourism in Colombia as a great opportunity to export services ”The country has gone through moments of economic, political and social crisis that have prevented places in places suitable for the development of alternative activities of the tourism sector because these places have been the scene of conflicts by criminal groups preventing development economic and social of local communities. Also, Colombia has very little support from the government to promote these activities.

Taking as reference the previous analysis to carry out the design of a logistic ecotourism model for the municipality of Ciudad Bolívar Antioquia, it is necessary to make a good study of the possible areas for the development of ecotourism and therefore have an accompaniment of the institutions public and private as in this case the Esumer University to propose a good model and achieve support from the municipal mayor and / or the government as was the case of the ecotourism model presented in the municipality of Usiacurí in the department of the Atlantic , Colombia.

## **1.2 Problem Statement**

With the results obtained in the state of the art, it was found that ecotourism is being developed as a strong alternative economic activity and as a way to raise awareness about the care and preservation of the environment. Countries that were taken as a reference for the projects and research that have been developed based on ecotourism show that it is possible to rescue all areas that were believed to be lost or where no economic activity could be developed other than those that were have been worked as for example extractive activities. The execution of these new activities is possible thanks to the fact that there is cooperation between society, the state and some public and private entities that support the initiatives that seek a socioeconomic development that serves as a reference for other States or if these supports do not exist, with a wear of these environmental resources.

It is worth highlighting countries such as Ecuador, Uruguay and the Dominican Republic, which step by step have been adopting ecotourism as one of their main economic sources followed by beach tourism because it brings greater environmental effects to the places where it runs, because of the number of tourists and their poor environmental education, a large number of polluting waste is generated for the beaches and the sea, therefore, they have chosen to boost ecotourism activities to create more awareness in local people and tourists about the care and conservation of natural spaces.

In the case of Colombia, which is one of the countries with the greatest wealth of biodiversity in the world, which despite occupying only 7% of the earth's surface has countless species such as birds, orchids, plants, butterflies amphibians, reptiles, mammals [...] among other species that have made Colombia be classified as the most biodiverse country in the world per square meter (WWF, 2019). With this we find that Colombia meets the conditions to make use and benefit from natural areas to perform new economic activities there, such as ecotourism in this case.

Currently, these natural spaces have not been taken advantage of in Colombia due to the different factors mentioned above as social, economic, political, security, among others that prevent vulnerable populations from finding new economic alternatives for their livelihoods.

Among these problems, the one that has most affected the communities and especially the communities in rural areas have been groups outside the law such as the FARC, ELN and others, who arrive in these territories in a violent way and doing that the peasants have to flee to other areas such as nearby towns or cities and there they come to perform new activities making their previous activities almost reach a total oblivion. Another factor that has prevented a better development for new economic alternatives is the lack of support from both national and local governments, this because they have other economic interests in which they seek a greater income generation but without taking into account the effects that these activities can bring to the environment and communities; this disinterest on the part of the public and private servants makes it continue in the same circle, wasting other ways to generate income with which there can be a greater contribution to society, the environment and an economic contribution to the same state.

Achieving new economic policies that really look after the care and preservation of ecosystems both in Colombia and worldwide or strengthening existing ones, an articulation of society, the state and the government would be reached to work towards what would really be sustainable economic development.

This analysis makes it clear that in the different countries of the world there is the possibility of adopting ecotourism as a new sustainable economic alternative with which a greater use of natural resources is made and thus contribute to the communities that inhabit these areas, achieve personal, social and economic development because performing an economic activity different from what they have been working for years must be trained to adapt to another lifestyle and also achieve a better service for tourists who come to explore new cultural experiences.

Defining ecotourism as a responsible trip to natural areas where the correct care of the environment is done and the sustainability and well-being of local inhabitants is fulfilled, promoting sustainable economic activity for low-income populations (WWF, 2019). Taking this into account and making a transfer from a global framework to a local one, such as ecotourism as an economic alternative for the municipality of Ciudad Bolívar (Antioquia-Colombia), which is one of the municipalities that has the potential to implement ecotourism, because it has suitable places to carry out this type of alternative economic activities and

there is also an interest on the part of the municipal mayor's office through the conventional tourism development plan 2018-2018 which encourages the development of new ideas that contribute to the economy of the municipality.

Given the above, it is thought that it is feasible to delve into the study of new ecotourism ideas that serve as an economic alternative and its possible implementation in the municipality of Ciudad Bolívar taking as reference some of the models analyzed in the previous state of the art; In this case, it is proposed to analyze the viability of the export of ecotourism services which can contribute to the economic development of the municipality through new sources of income so as not to depend solely on the main activity that exists at the moment such as coffee production. With the information obtained in this analysis it is intended to serve as a source of study for people who are going to carry out this type of activities in which they will live new experiences through cultural exchange, they are created a greater awareness about the care of the different natural spaces and thus be able to continue with their conservation and preservation for future tourists interested in these spaces. Through the development of this analysis, it is also sought that apart from being a source of information for the community, it is possible to identify new economic alternatives that contribute to minimizing the social problems that the municipality has been experiencing because of the micro-trafficking groups as sources of illegal income for low-income residents of the municipality; It is also intended to increase support from public and private educational institutions through programs that encourage the community to generate new entrepreneurial ideas and thus not have to leave the municipality in search of new opportunities but may remain in this and contribute to its social, economic and political development.

¿What is the feasibility of exporting ecotourism services in the municipality of Ciudad Bolívar Antioquia?

## **2.1 Objectives**

### **1.2.1 Overall Objective**

- Analyze the viability of the export of Ecotourism services for the municipality of Ciudad Bolívar Antioquia

### **1.2.2 Specific Objectives**

- Socioeconomically characterize the municipality of Ciudad Bolívar Antioquia
- Determine the ecotourism potential of the municipality of Ciudad Bolívar
- Analyze the export of ecotourism services as an economic alternative for Ciudad Bolívar

### **1.3 Justification**

The municipality of Ciudad Bolívar has a geostrategic location that allows a good connection with other municipalities of the Southwest Antioquia and capital cities such as Medellín and Quibdó. Its culture is influenced by the monoculture of coffee and the tradition linked to the winemaking, ancestral aspects that have a lot to do with the typical person "paisa". In addition to this, its ecosystem characteristics are relevant to having part of a protective forest reserve (Farallones del Citará) of great importance at the regional level, as well as other natural spaces that make the municipality one of the richest spaces in biodiversity.

According to the above, it is required to analyze the feasibility of exporting ecotourism services where the use of the tourism potential of the municipality based on its different natural, social and cultural aspects is allowed.

#### **1.3.1 Theoretical Justification**

With the development of this analysis it is intended to serve as a reference source for government entities or private entities that are in the search for the execution of new economic alternatives such as in this case the tourism sector ecotourism, where a method is expressed as an economic source to make use and enjoy natural spaces in a socially responsible way. Thus, it is possible to make many Colombian municipalities take this model as a reference to make their places of interest more visible in the local and international tourism market.

#### **1.3.2 Social and/or Business Justification**

The results of this research are sources of information for both the social and business sectors because the information collected may serve as a guide for both governmental and private companies that are in the search to implement new economic sources for certain areas that are isolated or that do not have solid economic structures for the subsistence of its inhabitants. In the social sphere, this model serves as a source for people who are looking to develop new ventures in their areas of interest and to know how to make use of their natural resources in a friendly way without causing damage to the environment where they promote wear of flora, fauna and water sources.

### **1.3.3 Personal Justification**

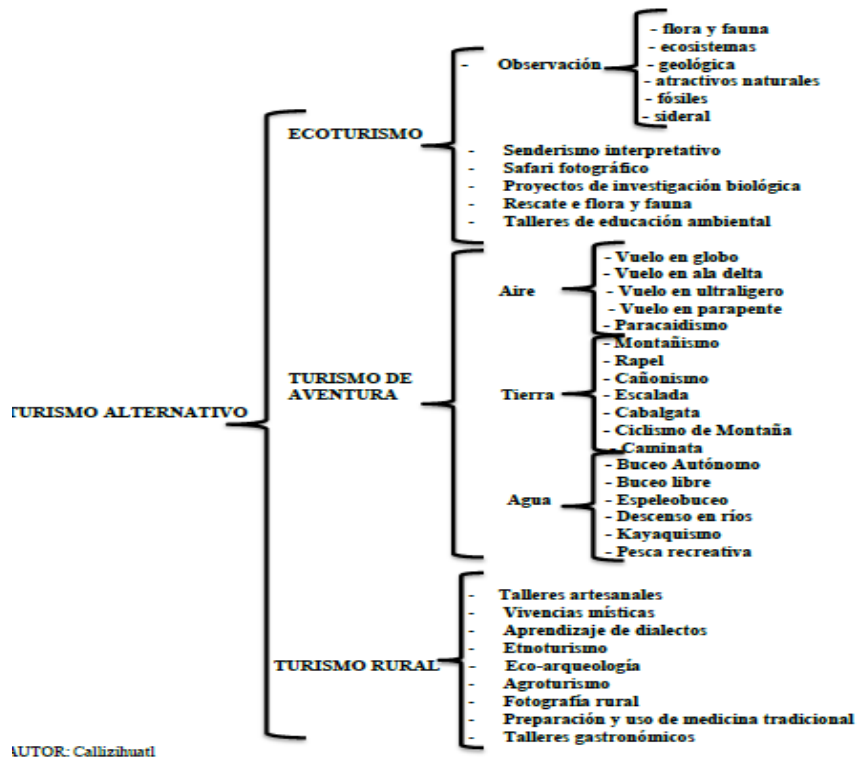
Through the development of this research, it is possible to demonstrate the strengths and weaknesses of the tourist services currently offered in the municipality of Ciudad Bolívar, and the opportunities to become a potential destination of national and international interest through the implementation of new ventures. For the field of international business it is of the utmost importance to be updated on the different global economic trends, especially those of the tourism sector because it has been a global trend with which people seek new experiences through different spaces. Thus allowing the integration of communities and the strengthening of the value chain for the generation and commercialization of competitive services.

### **1.4 Framework**

The objective of this framework is to highlight the importance of analyzing the feasibility of exporting ecotourism services as a guide to connect society and companies in the development of new economic alternatives and not depend solely on coffee monoculture, This model aims to encourage the use of its natural and cultural wealth to carry out activities that have lost relevance and thus contribute to a social and economic contribution, making this municipality a place more recognized nationally and internationally for all its tourist attractions and for the good use of natural resources.



### 1.4.1 Theoretical framework



In the previous image we find that alternative tourism is the main branch, from it the different types of tourism emerge as they are: Ecotourism, Adventure Tourism and Rural Tourism. For this case, we will delve into Ecotourism because it is the main focus for the investigation of the ecotourism logistics model.

Tourism has roots since many years ago, this was created with the curiosity of allowing people to discover, meet and visit new places and spaces and at the same time interact with those of the areas visited, that is why tourism is It has become an activity of "daily consumption".

Tourism throughout history has been taking a great boom and prominence within developed societies, day by day there are more definitions that have about this concept, it is translated as the relationships and actions that occur when people they are outside their place of residence and in these places they carry out non-profit activities. On the other hand the UNWTO (World Tourism Organization), indicates that tourism is the set of activities carried

out by people (travelers) in places other than their usual environment for a period not exceeding one year, this organization mentions tourism not only as a leisure activity, but also business trips and other reasons, constituting a consumption activity and a productive activity. The UNWTO also indicates that tourism not only has an effect on the economy of each place that is visited by tourists, but also on the natural environment and in each place that is adapted or attractive to visit and get out of the routine and cares that the day It brings with it, it also has effects on the local population of each place and its own visitors.

Alternative tourism is known as cultural tourism, it has been defined as the type of tourism that relates to natural, social and community values, which make the enjoyment not only for visitors, but also for hosts or people of every place visited. It is also known as the counterpart of conventional tourism (especially traditional tourism of the sun and paya), as this type of tourism is focused on the trips taking place in places where the natural and environmental are the main attraction and are the center of attraction, where people who carry out this type of tourism have contact with the rural and indigenous community at the same time, respecting each place visited. It should be noted that this type of tourism is a product of international policies that seek to preserve the environment.

**Tabla 2 Ecotourism and its divisions**

<b>Ecotourism</b>	<b>Observation</b>	Flora and Fauna
		Ecosystems
		Geology
		Natural attractions
		Fossils
		Sideral
	Interpretative hiking	
	Photo safari	
	Biological research projects	
	Flora and fauna rescue	
	Environmental education workshops	

**Source:** Own Elaboration.

Ceballos-Lascurain, is known as one of the first people who dared to give a definition about ecotourism, saying that, ecotourism is an environmentally responsible activity that consists of visiting natural areas without making any disturbance in the places that are The visit also considers it as a process through which conservation is promoted, has a low environmental

impact and promotes socio-economic involvement in favor of local populations, the same definition used by the World Conservation Union.

On the other hand, TIES (The International Ecotourism Society) defines it as: a trip to natural areas that supports the conservation of the environment and improves the well-being of the area's own.

The Green Globe on the other hand gives its definition based on the Ecotourism of Australia: Sustainable tourism focused mainly on experiencing natural areas that promote the preservation and care of the environment.

Although ecotourism is one of the main objectives of preserving and conserving the environment, it offers activities of enjoyment and enjoyment for all those who practice it, for example, observation of flora, fauna, observation of ecosystems, observation of fossils, interpretive hiking, photographic safari, participation in rescue programs of flora and fauna.

It is said that ecotourism is an activity that has had great growth in many markets, both nationally and internationally, some countries not only use ecotourism as an economic activity but also as an opportunity for development, since as mentioned, is an instrument of protection of the places where it is practiced. In addition, it is a means by which people can become aware of sustainability and the use and care of natural resources.

Ecotourism then consists of several types of activities which are all focused on the preservation and care of the environment, which allow tourists to enjoy different activities but all with an atmosphere of tranquility.

One of the main activities into which ecotourism is divided are observation activities:

- **Flora and Fauna:** in this type of activity tourists have the opportunity to come into contact with the animals and flora (including fungi and lichens) found in the places visited, but always following the safety standards imposed in these places.
- **Ecosystems:** through observation the tourist can know the functions and habitat of each organism within the ecosystems.
- **Geological:** this type of activity occurs in places where you can observe geological formations each with unique characteristics.

- **Natural attractions:** unlike the previous activity, the observation of natural attractions occurs in places where phenomena can be predicted (tides, star showers, northern lights, among others), all of them also with extraordinary characteristics.
- **Fossils:** as the name implies, this type of activity consists in the search for fossils, allowing tourists to do scientific research on them if they wish.
- **Sidereal:** this type of activity is carried out in the open, because its main objective is the observation of shooting stars, constellations, achieving this with the help of a telescope or binocular.

On the other hand, ecotourism is also made up of activities that allow tourists to be more in touch with the environment, but always with the same objective as those mentioned above, take care and preserve the place where they are developed:

- **Interpretive hiking:** this type of activity allows tourists to increase their knowledge of the habitat they visit, although it is a natural space that is conditioned for easy access so that anyone who practices this activity can enter either on foot, by bicycle or horse.
- **Photographic safari:** as the name implies, this type of activity allows tourists to capture photographs of the animals and plants of the place they visit, using hunting elements if necessary, as long as they are not used for the purpose of hurt animals.
- **Biological research projects:** this type of activity seeks to support the rescue and recovery of species to study them.
- **Rescue of flora and fauna:** like the previous activity, the rescue of flora and fauna consists in the rescue of species, but in this case of endangered species or rare species.
- **Environmental education workshops:** this type of activity is intended to carry out workshops for the awareness of all those people who visit natural places of care that they should have in these, at the same time as they can contribute to the preservation and care of the same.

In conclusion, ecotourism is that type of activity that is configured as a tool that promotes sustainable development in the place where this type of tourism is practiced. In addition, it is one of the types of tourism that with the help of all the activities it involves most contributes to raising economic funds to invest in conservation programs.

### **1.4.2 Conceptual Framework**

In this conceptual framework, the main concepts that were used during the development of the ecotourism logistics model will be mentioned

<b>Concept</b>	<b>Description</b>
<b>Exportation of services</b>	Unlike tangible goods, the export of services refers to the benefits which can not be touched or stored, you can only enjoy the benefit it offers.
<b>Logistic model</b>	Logistic models serve to identify different action variables, either for a service or for a tangible activity.
<b>Tourist service</b>	Set of activities that meet the needs and tastes of tourists. In addition, it allows the enjoyment and use of tourist goods.
<b>Economic development</b>	Ability to increase the wealth of a specific place (for example a municipality, department or country), which improves the economic well-being of its inhabitants.
<b>local government</b>	administration of a specific place, distinguished by being those who work for the welfare of citizens, and at the same time being close to them
<b>Local community</b>	Group of people who are in the same place, who have common relationships with each other, also care for both their own and collective well-being.
<b>Sustainability</b>	sustainability refers to everything that thanks to its characteristics can be preserved without the need for great external help
<b>Conservation</b>	Unlike sustainability, conservation has more external support in order to keep the qualities of each species intact.
<b>Preservation</b>	Preservation has as its main objective the care and protection of something in advance, seeking that it will not suffer any damage in the future
<b>Perdurability</b>	What is sought with durability is that something lasts as long as possible, even if this duration is indefinitely
<b>Economic analysis</b>	The economic analysis refers to the study of the behavior of economic decisions of either organizations or individuals and the repercussions that these have for each of them. As for tourism, it is an activity that directly generates indirectly an increase in the economy of the places that tourists visit
<b>Tourism satellite account</b>	(CST) national accounts system which has as main function to expand the information of tourist recommendations given by the World Tourism Organization. It is also a tool that performs statistical studies for the economic calculation of this sector.

<b>Main destination of a trip</b>	It is the main place that a tourist takes into account for the realization of their trip, these destinations are of utmost importance for decision making since it will be the main attraction for travelers.
<b>Employment in the tourism sector</b>	Group of people working in the tourism sector, which each have different functions but all aiming to offer a better service in this sector.
<b>Usual environment</b>	It refers to the usual place (for example, the residence) where people live and develop their work activities in addition to their day-to-day activities. This environment also includes people who, although they travel to other places, are everyday and not for enjoyment.
<b>Hiker or tourist</b>	Person who performs different types of leisure activities outside their usual place and who does not visit the same places frequently.
<b>Forms of tourism</b>	It refers to the different types of cars that can be done, according to the UNWTO these are some of the different types of tourism that exist: - Domestic tourism: residents of the same country visit different places without leaving this one. -Receptive tourism: this type of tourism refers to non-residents who come from a specific country, -Emitting tourism: resident of a specific country traveling to a foreign country.
<b>Tourist spending</b>	As the name implies, it refers to the expense that is made in obtaining consumer goods and services during travel.
<b>Travel group</b>	Two or more people who meet to visit the same place.
<b>Meeting industry</b>	Meeting of companies that carry out the organization of congresses, meetings, events, among others.
<b>Tourist industries</b>	Group of companies that, as the name implies, is intended for all tourism demand and meet the needs of travelers.
<b>Reason for trip</b>	Reason why a person decides to move to a different place than usual, there are different types of travel among them: personal, work, tourism, among others.
<b>Reference place</b>	They are those places that are most easily remembered, which are distinguished either by an object or by something significant from it, it should be borne in mind that these references may not all be fixed over time as they can change or even deteriorate. In the rural area a place of reference can be trees, mountains or even house names, on the contrary in the rural area they can be houses painted in bright colors, advertisements or commercial premises.
<b>Country or city of residence</b>	The country of reference is one where you have citizenship or where you are a legal citizen.
<b>Tourism sector</b>	The tourism sector is a fairly wide sector, since this includes hostels, restaurants, transportation, recreation activities, emblematic places and other things related to tourism.
<b>Local tourism</b>	The local tourism make reference to that type of tourism in which the inhabitants of a specific place do not leave this to do leisure activities, they enjoy the activities that they have in their places of residence.

<b>National tourism</b>	Tourism in which travelers do not leave their country of origin, only travel to cities or municipalities other than their own.
<b>international tourism</b>	Unlike national tourism, international tourism is one where borders are crossed to visit a foreign country.

**Source:** Own Elaboration.

### 1.4.3 Legal Framework

The following table will mention the rules that regulate the different tourist activities in Colombia.

**Tabla 3 Regulatory Framework**

<b>RULES</b>
Law 300 of 1996
After Law 300 of 1996, Law 1101 of 2006 was issued “By which It modifies Law 300 of 1996 - General Tourism Law and other provisions are issued”.
For the year 2012 Law 1558 was issued, by which Law 300 of 1996- General Tourism Law, Law 1101 of 2006 and other provisions are issued.
Ecotourism Policy
Nature Tourism Policy
Sectoral technical standards of gastronomic establishments
CONPES Document 3397
Law 152 of 1994, Organic Law of the Development Plan

**Source:** Own Elaboration.

## **1.5 Mar Methodological Framkewor**

The methodology will be structured in order to articulate the different actors that will be involved in the development of the analysis of the feasibility of exporting ecotourism services, with the participation of the community, public and private entities for the effective management of the information that can be used in order to develop new ideas that make good use of local resources where there is complete economic, social and environmental harmony.

### **1.5.1 Research Method**

The research will be carried out in a mixed way, where the primary information will be collected through scientific sources to have sufficient knowledge of the subject being treated, after having all the information from reliable scientific sources, research will be carried out with the community, where visits will be made for data collection through planned surveys to achieve more accurate data collection. In carrying out this form of information collection we are starting from the use of the deductive method, with which it is going from the general to the specific, this is reflected from the obtaining of the main data because logistic models of ecotourism developed are taken as a reference in other countries to transfer these ideas to the local space such as direct study in the municipality of Ciudad Bolívar Antioquia.

- **Research approach**

For this type of research, the most appropriate approach is the mixed one, because numerical information provided through statistics and descriptive information is required to achieve better bases on the research topic and thus be able to design the logistic ecotourism model.

- **Type of study**

**Descriptive:** the information is presented describing the feasibility of exporting ecotourism services as a possible economic alternative for the municipality.



## **1.5.2 Investigation methodology**

- **Information gathering techniques and instruments**

The techniques that will be used to collect the necessary information for the investigation will be of mixed type:

In the case of the collection of information in the field, it will be carried out through observations, visits to sites of interest of the municipality of Ciudad Bolívar, visits to the community to make surveys of all the people who will be involved in the process.

To obtain documentary information, secondary sources will be used through the Google scholar search engine such as: EBSCO, E-book, Ebooks 7-24, extracting from these articles, magazine articles, books and other documents containing information about logistic models, tourism, economy and coffee, to respond to the established problem; the sources mentioned above are then places where true information and experts on the topics to be covered rest.

- **Selection and analysis of information**

To select the information that best suits the research, the databases mentioned above will be used in order to gather suitable and accurate information to respond to the problem posed; in the same way, the information obtained through the field work will be tabulated and analyzed. To give order and structure to the research, tools such as Word, Excel and PowerPoint will be used.

- **Bias control**

Bias control:

- Results and methodological instruments
- Ensure true and verifiable information
- Ensure correct and objective use of information
- Avoid value judgments
- For primary information, ensure adequate design and sample selection.

In the development of this research the correct use of the main and reliable sources of information is made to try to reach a proposed problem solution with which future projects can be carried out and thus guarantee greater reliability in their execution. Also, to have more precision during the development of this research, there was a constant accompaniment where the information was validated and where changes were made to achieve better clarity with the proposed ideas. To validate that this information has been extracted from reliable sources, it will be disclosed through the references and bibliography of the document.

## **1.6 Scopes**

This investigation identifies the tourism potentials that the municipality of Ciudad Bolívar Antioquia has with the possibility of providing information for its Conventional Tourism Development Plan 2018 - 2028 where it is sought to encourage the community and companies to manage new economic activities through of tourism and thus with these contribute to the local and regional economy. This research also seeks the possibility of carrying out the export of tourist services through the possible implementation of ecotourism logistic models with which it is intended to continue with the improvement of the image that Colombia has globally and to show all the natural and social potential that the country has.



The municipality has some factors that make it part of the most important municipalities for the Southwest Antioquia, it has a geostrategic location which allows easy communication with the municipalities of the region and major cities such as Medellín and Quibdó. This location has allowed travelers and merchants who seek access to the department of Chocó to arrive more easily and thus be able to create an agro-industrial exchange between the regions which generates a strengthening in economic development. In addition, Ciudad Bolívar has been characterized as one of the municipalities with a large quality coffee production and specializing in the production of gourmet coffees nationally and internationally.

## **3.2 Demography**

### **3.2.1 Total population**

By 2015, the total population of Ciudad Bolívar was 27,084 inhabitants, of which 13,765 were men and 13,319 women. Of this total population, 59.8% inhabited the municipal capital and 40.2% the rural area.

**Table 4 Total population by area of residence Urban / Rural**

<b>Municipio</b>	<b>Población cabecera municipal</b>		<b>Población rural</b>		<b>Población total</b>	<b>Grado de urbanización</b>
	<b>Población</b>	<b>Porcentaje</b>	<b>Población</b>	<b>Porcentaje</b>		
<b>Ciudad Bolívar</b>	16.200	59,8	10.884	40,2	27.084	59,8

**Source:** (Alcaldía de Ciudad Bolívar, 2016)

According to the data shown in the previous table, it is evident that the largest number of the population is located in the urban area. Therefore, it can be said that there has been a migration of people from rural areas to the urban area, which leads to a change in the lifestyles of these people.

### 3.2.2 Population by ethnicity

**Table 5 Population by ethnicity**

Pertenencia étnica	Total por pertenencia étnica		Porcentaje de la población pertenencia étnica	
	Hombre	Mujer	Hombre	Mujer
Indígena	124	104	54,4	45,6
Raizal del archipiélago de San Andrés y Providencia	2	3	40,0	60,0
Negro(a), mulato(a), afrocolombiano(a) o Afrodescendiente	808	674	54,5	45,5
Ninguno de las anteriores	13134	13110	50,0	50,0
No Informa	76	32	70,4	29,6

**Source:** (Alcaldía de Ciudad Bolívar, 2016)

In the previous table we find that the population formed by the different ethnic groups make up a minority group in comparison to the population that is not part of any ethnic group, it is also observed that the indigenous ethnic group, being one of the oldest in this area is formed by few people unlike blacks and mulattos [...] This is possibly due to the displacement of these Afro communities from territories such as Chocó (Pacific coast) and the Atlantic coast.

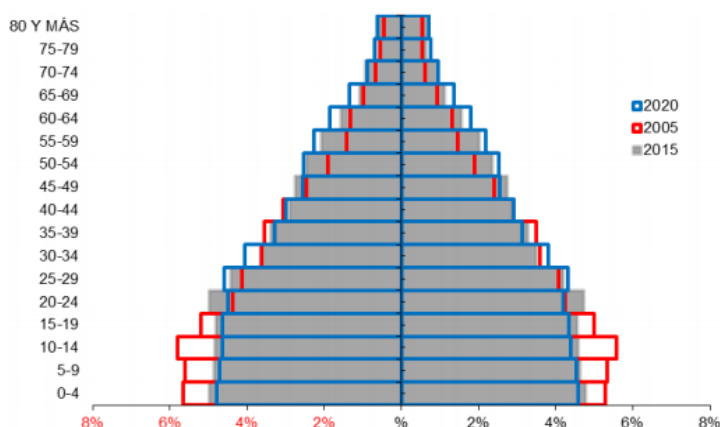
### 3.2.3 Floating population

During the different festivities that take place in the municipality during the course of the year it is possible to have an analysis of the dynamics of the floating population. These analyzes are carried out through the study of the increase of solid waste, increase in water consumption and hotel occupancy during the high season seasons that occur in the months of January, July, November and December (months in which activities such as coffee harvest, Fiestas del Arriero and other cultural festivities such as between cultures and the equine festival are carried out). The increase of the floating population in the municipality has also been motivated by the different tourist attractions such as recreational centers, inns and natural spaces for hiking, trekking. Among others.

## Population projection

In the data of the projection of the population thrown by the DANE, it was evident that Ciudad Bolívar has been having changes in its population growth since 2005, in the pyramid it is observed that since that year, it has passed from an expansive pyramid to a stationary with modern characteristics due to the demographic decline and is expected to continue with this same behavior

**Illustration 2 Population pyramid of Ciudad Bolívar (years 2005, 2015, 2020)**



Source: (DANE, 2019)

### 3.2.4 Population by age group

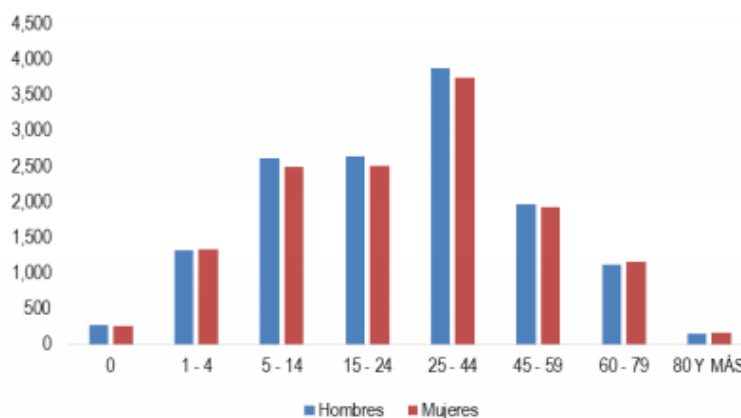
**Table 4 Proportion of the population by life cycle 2005 - 2015 - 2020**

Ciclo vital	2005		2015		2020	
	N	%	n	%	n	%
Primera infancia (0 a 5 años)	3.701	13,1	3.164	11,7	2.965	11,2
Infancia (6 a 11 años)	3.784	13,4	3.070	11,3	2.912	11,0
Adolescencia (12 a 18 años)	4.268	15,1	3.547	13,1	3.330	12,6
Juventud (14 a 26 años)	6.894	24,4	6.652	24,6	6.097	23,1
Adultez ( 27 a 59 años)	10.359	36,6	10.553	39,0	10.604	40,1
Persona mayor (60 años y más)	2.245	7,9	2.625	9,7	2.907	11,0
Total	28.279		27.084		26.434	

Source: (DANE, 2019)

It is evident that since 2005, the population belonging to age groups from 0 to 26 years is in a decrease, which being projected until 2020 shows that the young population will be smaller than the population belonging to age groups over 27 years. Therefore it can be considered that over the years the population in the municipality is going to be older, this is caused because the young population tends to decrease the number of members per family or to the decision of not having sons.

**Table 5 Population by sex and age, year 2015**



**Source:** (DANE, 2019)

In the statistics thrown for the year 2015, it was shown that the number of men between the ages of 0 to 59 years is more relevant than the number of women between the same age ranges; unlike the age range over 60, women take on relevance. It is also found in these data, that the highest proportion of people are in the age ranges from 5 years to 44 years of age and the groups with the best proportion are between those under one year and over 80 years. Economía de Ciudad Bolívar.

Ciudad Bolívar, like other municipalities in the Southwest of Antioquia, operates in economic activities such as agriculture and commerce. It has a significant volume in coffee production, part of 69% dedicated to this economic activity and 78% of departmental production. In addition to coffee, the crops of beans, sugar cane, bananas, cassava, and corn, among others are developed in agriculture. As for urban commerce, commercial activities are carried out through day and night establishments such as: bars, restaurants,



supermarkets, miscellaneous, workshops, ice cream parlors, restaurants, clothing stores and others that are of great importance for the maintenance of the Economy Township.

**Table 6 Economy of Ciudad Bolívar**

<b>Agriculture</b>	<b>Trade</b>
- Bean	- Supermarkets
- Sugar cane	- Workshops
- Banana	- Miscellaneous
- Yucca	- Ice cream parlors
- Corn	- Pubs
	- Restaurants
	- Clothing stores

**Source:** Own Elaboration.

In addition, among the main companies of the municipality, some already have international projections, among them we find:

- Agropecuaria farallones: producción y comercialización de café tostado, marca "café milagro".
- Cotracibol
- Agrocibol
- Oroespress joyería
- Avícola el triángulo
- Distribuidora MERKASUR
- Panificadora Iberu
- C.L Balsur ltda
- La foret S.A.S
- Inversiones Comerciales Suroeste, Marca: "Tinto".
- Cafeexcol SAS/Marca: "Café Don Tulio"
- Café Marne

Among other activities in which Ciudad Bolívar stands out are livestock and tourism. As for the latter, there is great potential in different social, cultural and natural aspects which can be exploited through good proposals for alternative economies.

Currently there is no good tourism planning, so it makes the provision of tourist activities a bit limited, but this is still useful to meet the demand presented by the floating population. Thanks to the location presented by the municipality and to the fact that most of its

infrastructure is located in the urban area, it is possible for it to be visited by tourists through its own transport from nearby cities such as Medellín and other municipalities of the subregion. Although the municipality has a deficiency in its packaging, supply and commercialization of tourist services, it has a recognition as a tourist destination at the departmental level, which can be a great help to help the municipality find a north through proposals for new initiatives for its economic and social development.

Through consultations conducted with the Chamber of Commerce of Medellín for Antioquia, at the headquarters of the Ciudad Bolívar, it was found that there are no established private entities that are dedicated only to the development of tourism activities, there are only accompaniments by the Chamber of Commerce itself Commerce, City Hall as government entities and a tourism corporation (Southwest Tourism Corporation) that are responsible only for managing and supporting tourism product projects to make the municipality and the region more visible by participating in fairs and national events in the clusters Regionals in this sector. It was found that it is difficult for a government entity such as the Municipal Mayor's Office or the Chamber of Commerce to devote themselves to planning and executing a tourist package, because it is difficult to connect the parties involved in the value chain of tourism activities such as the restaurants, hotels, among others. To carry out these activities, the participation of a private entity that makes all the connection management or that has all the resources to be able to develop tourist activities is required.

In addition to these entities that provide support for the promotion of tourism, there are also entrepreneurs who are a direct way to benefit this sector in the municipality.

### 3.3 Transport sector

Within the transport sector we find companies such as:

**Table 7 Transport sector**

<b>TRANSPORT SECTOR</b>	
<b>Cooperativa de transportes de Ciudad Bolívar (Cootracobol):</b>	Created in 1987, with the objective of working in a joint, organized and equitable way among the service providers, establishing fixed rates for the operation routes. This cooperative is made up of 105 members, among which they offer individual taxi service (there are approximately 54 taxis, of which half covers the urban route and the others the intermunicipal (Medellín-Ciudad Bolívar, Ciudad Bolívar-Medellín) , 83 camperos and 6 stairs that are responsible for covering the interverend routes of the municipality.
<b>Rápido Ochoa</b>	It covers the route into Ciudad Bolívar – Medellín
<b>Coonorte</b>	Andes-Hispania-Ciudad Bolívar
<b>Surandian</b>	Routes into Medellín-Carmen de Atrato (Chocó) - Ciudad Bolívar
<b>Cootrasana</b>	Provides the public transport service (Urban) for the municipality

**Source:** Elaboración Propia

### 3.4 Hotel Sector

Within the municipality there are entities providing hotel services, each working under an individual objective. In the urban and rural area we find the following:

**Table 8 Hotel infrastructure**

<b>Zone</b>	<b>Hotels y Hostels</b>
<b>Urban Zone</b>	<ul style="list-style-type: none"> <li>- Hotel el Samán</li> <li>- Hostal Los Vitrales</li> <li>- Hotel Bahía</li> <li>- Residencias Su Casa</li> <li>- Hostal Casa Blanca</li> <li>- Hostería San Juan de Bolívar</li> </ul>
<b>Rural Zone</b>	<ul style="list-style-type: none"> <li>- Finca Hotel Lagos del Citará</li> <li>- Finca Hotel el Tesoro</li> <li>- Parque del Café del Suroeste el Samán</li> <li>- Finca Hotel el Refugio</li> </ul>

**Source:** Elaboración propia

Among the hotels and hostels mentioned in the previous table, the spaces that have suitable conditions in their infrastructure for the provision of ecotourism services are those found in the rural area, these have a better development to carry out activities tourism because within

its facilities you have the necessary tools for the attention of tourists.

### **3.5 Gastronomy**

Like the hotel sector, there is also no alliance or association between the restaurants in the municipality. A large part of these restaurants are located in the urban area; these have a wide gastronomic variety with typical and traditional dishes of the area (Bandeja paisa, Sancocho Antioqueño, Soup of mondongo, tamales, empanadas [...] they are wanted by national tourists and by foreign tourists who arrive with the curiosity to try new delicacies.

**Table 9 Gastronomic infrastructure**

- Restaurante Pura Candela
- Restaurante La Casa
- Restaurante Casa del Arriero
- Restaurante La Luisa
- Restaurante El Costeño
- Restaurante La Cocina del Gordo
- Restaurante Multiservicios Libardo Rincón Bolívar
- Pollos Mario
- Asadero El Relincho
- Restaurante Theos
- Restaurante Pacho

**Source:** Own Elaboration

Within these gastronomic service providers also establishments such as Mario Bross, mandingas, Hamburguesas las monas, El perrero, Cositas ricas, among others that are part of the local and national gastronomy.

### 3.6 Recreational and holiday infrastructure

**Table 10 Recreational and holiday centers**

<b>Name</b>	<b>Location</b>	<b>Description</b>
<b>Parque del Café del suroeste El Samán</b>	Ventorrillo countryside	Coffee farm, in which you can perform adventure activities such as canopy, ATV tours, chairlift travel, agrotourism experiences, includes activities related to ecotourism directly related to Cerro San Nicolás. It also has a pool, jacuzzi, among other areas to enjoy the coffee landscape.
<b>Finca hotel Lagos Del Citará</b>	Corregimiento de Farallones	It is located 6 kilometers from the municipal capital via the corregimiento de los farallones. It has adaptations to provide services of restaurant, bar, cabins for lodging, sport fishing, wet areas, horseback riding, and ecological trails. Among others.
<b>Hostería San Juan de Bolívar</b>	Urban area, neighbor of Hospital la Merced	It is a place with comfortable areas to share a sunny day with the family, it has wet areas, it offers lodging, bar and food services.
<b>Finca Hotel El Tesoro</b>	Main road that leads to the municipality, 10 km before reaching the municipal seat.	Finca hotel that offers different spaces to enjoy with the family such as: wet areas, horseback riding, lodging service, food, bar and a pleasant view.
<b>Ecoparque los Farallones</b>	Corregimiento Farallones del Citará	It is a natural space that is located on the left side of the urban area of the town, has a puddle as the main attraction, ecological paths in stone, kiosks with grills, bridges, camping areas, recreation, among others. It was created in 2001 in agreement of Corantioquia and the municipal administration. This destination has an easy path and is constantly visited by the local community and other places in the region.
<b>El Refugio</b>	Arboleda countryside – Sector el caimán	It offers lodging service, and is characterized by its natural resources and proximity to other tourist destinations located in the corregimiento of the cliffs and the urban capital.
<b>Finca El Roble</b>	Corregimiento Farallones del Citará	A modified coffee farm with spaces to provide lodging services, has wet areas, green areas, a tree house, and games for children like a doll house. Share boundaries with the eco-park the cliffs and with the Forest Reserve. This place is suitable for tourists interested in ecotourism and adventure tourism.

**Source:** Own Elaboration

The recreational and holiday centers mentioned in the previous table, are part of the tourist infrastructure of the municipality, of these only mention is made in the Tourism Development Plan of Ciudad Bolívar to the Hostería San Juan de Bolívar as a recreational and holiday

center with establishment in the urban zone; In addition to this, there are also other smaller establishments such as the semi-Olympic swimming pool of Liceo San José del Citará (It is also located in the sports facilities of the municipality) and the estadero Villa Josefina; The latter mentioned are normally attended by the inhabitants of the municipality and also by some tourists interested in participating in some recreational activities within the urban area. In general, these establishments have the conditions to serve local, national and foreign tourists, offer basic restaurant, lodging and wet areas services for sunny days but they need more development in their physical and administrative infrastructure if they are interested in specializing in offer services to a larger foreign public.

### 3.7 Cultural Equipments

**Table 11 Cultural Equipments**

<b>Name</b>	<b>Location</b>	<b>Attractives</b>	<b>Description</b>
<b>House of Culture Ernesto María Gonzales Vélez</b>	Urban Zone	pre-Columbian museum	Museum donated by Mr. Tulio Cadavid in support of the municipal administration, in this ceramic pieces from different indigenous cultures of Colombia are exhibited.
		Eufrasio Rojas Parish Historical Museum	It is made up of different objects that belonged to different cultures such as the Emberá Chamí Indians, Representatives of the Catholic Church and the Colonizers of the municipality.
		Wellness Center Cultivarte	There, artistic education processes related to singing, music and crafts for children and young people are carried out.
<b>Municipal Public Library</b>	Urban Zone	It has a great literary variety from the oldest to recent collections. It also has a computer available for the community.	
<b>Convent of the Conceptionist Sisters</b>	Urban Zone	Founded on October 7, 1952 with the arrival of 6 religious from the municipality of Jardín, who were led by Monsignor Antonio José Jaramillo and Father Bernardo Restrepo Peláez. It has a chapel in which religious celebrations are held for the local community.	

<b>Tourist House</b>	Urban Zone	It is an old house with a colonial design, it was built in 1852. It is located in the park, this house offers tourist information about the municipality and also has a coffee shop and stalls selling handicrafts.
<b>Hermeregildo Chakiana indigenous shelter</b>	Urban Zone	It consists of an indigenous community made up of 280 people from the Emberá Chamí language. This community is dedicated to agriculture as the main economic source and crafts that are sold in some commercial premises of the municipality. It is located in the corregimiento of the cliffs; To access this community, it is necessary to ask the governor for permission to know and learn about their culture.
<b>La Ermita Chapel</b>	Urban Zone	The chapel is located in the western part of the municipality, it was inaugurated on August 7, 1976. It is one of the most popular chapels by the parishioners of the municipality, especially those that inhabit neighborhoods encouraged by it (El Alférez, La Ermita, El cabrero, among others)
<b>Pedro P. Puerta Street</b>	Urban Zone	Better known as the third street (nomenclature 46th street) It is a national road, connecting the municipality and the department of Antioquia with the Department of Chocó. In the past it was known as the Atrato Street because the muleteers were passing through it; his current name is due in honor of the civic and political leader of the town Pedro Pablo Puerta who managed to give the name through ordinance 019 of 1961 to the municipality as Ciudad Bolívar. This route is also recognized by the palm trees on its sides which make it more attractive for visitors and local people.
<b>The Immaculate Conception Temple</b>	Urban Zone	It is the main religious temple of the municipality, its construction took 46 years, beginning in 1869 and ending in 1915. It has an old Spanish style architecture, has a great variety of oil paintings, and sculptures of religious images.
<b>Las Mercedes Chapel</b>	Urban Zone	It is a modern construction, is located on the sidewalk La Bolívar Arriba. It was specially designed for the community of this path because it is removed from the town center.
<b>San Judas Tadeo Chapel</b>	Urban Zone	Located in the San Judas neighborhood, 5 blocks from the main park, it is a modern style building.

<b>Capuchin Sisters Chapel</b>	Urban Zone	This construction has a modern American style of colonial times, shares land with the convent of the Capuchin sisters and with the entrance to the Cristo Rey Hill; Holy Week celebrations, private ceremonies such as marriages and masses for the local community are held there.
<b>Sanctuary of Father Lema</b>	Urban Zone	It is a concrete monument was built in honor of Father Francisco Luis Lema Barrientos who died in this place because of a traffic accident. This place is more crowded during Holy Week by parishioners who are going to do penance on behalf of Father Lema. It is located to the west of the municipality on the road to la mansa on the sidewalk la linda.
<b>Coffee Landscape</b>	Urban and Rural Zone	Formed by coffee farms which adorn the mountains of the municipality with their coffee trees. This one of the most important attractions for the municipality, because all who visit it are interested in appreciating the great beauty of the coffee cultural landscape.
<b>Principal Park</b>	Urban Zone	Main square, the meeting area of the Ciudadbolivarences. It had 70% of its traditional architecture but currently (01/10/2019) the remodeling process is being carried out due to its poor state in which it was located, this remodeling is being accompanied by the municipal mayor's office and the government of Antioquia; The remodeling of the park is expected to be completed by the end of this year. It is surrounded by great samanes which create a natural roof and thus enjoy the park under the shade.

**Source:** Own Elaboration

Among these cultural establishments predominate those that are located in the urban area, highlighting the chapels which are enabled to receive an audience interested in religious tourism. We also find that there are few museum-type places such as the house of culture that are dedicated to telling and showing the culture of the municipality as in the case of Jardín, Jericó (from the Southwest Antioqueño) and Santa Fé de Antioquia (West Antioqueño) are villages who have taken advantage of their cultural riches and have made themselves known to the national and international public through them; where they have religious, colonial museums and scenarios where they present their culture and that of the region, strengthening the Paisa culture. In the case of Ciudad Bolívar, it is necessary to strengthen these religious spaces to make it more attractive for tourists interested in these topics. Among the spaces for



the development of ecotourism activities would be taken into account the coffee passage (For coffee farms), the communities that inhabit natural spaces such as the Hermenegildo Chakiamá indigenous reservation and the natural scenarios that will be mentioned later.

### 3.8 Cultural Festivities

**Table 12 Festivities**

<b>Name</b>	<b>Description</b>
<b>Fiestas del arriero</b>	The Fiestas del Arriero are the most symbolic festivities of the municipality, these are celebrated in honor of the muleteers who were the forgers of the progress of the towns of the region on the back of mule. Its celebration began after July 8, 1946 by agreement # 45 was confirmed as a special holiday for the municipality; Since then it has been held every year on the second bridge in November.
<b>Festival folclórico Entre Culturas</b>	It is a festival that is celebrated in the month of August of each year, in this it shows the culture and folklore of the different regions of the country through parades, parades, live music and among other activities with which It transmits the essence of the regions to local people and visitors.
<b>Easter Week</b>	Like other municipalities in the country that have a religious - Catholic vocation, in the municipality Holy Week or also known as the senior week, is celebrated in the months of March and April. The majority of the local and foreign community participates in all the events that are held by the church during this week such as masses, processions, pilgrimages and others.
<b>Fiestas de la Piedra</b>	They are celebrated in the corregimiento San Bernardo de los Farallones in the month of June as the traditional festivals of the corregimiento. In this celebration there is a contest in which people collect stones and win the stone with the most striking shape and color. As an important fact of the collection of the stones, it is because of the meaning of "Farallón" - High and chopped rock that stands out in the sea and sometime on land (RAE, 2019).
<b>Fiestas de la virgen del Carmen</b>	It is celebrated in the month of July between the Catholic community and the church. There is a parade that runs through the entire urban area in cars and motorcycles.
<b>Fiestas de la Inmaculada Concepción</b>	In the first week of December, each year this celebration is held in honor of the patron saint of the Immaculate parish.

**Source:** Own Elaboration

It is notable that the municipality is rooted in the practice of religious activities, in this case with greater force in Catholic practices. In addition to this, there is also a great participation

in the culture because coffee prevails as a monoculture and the arriera culture joins it, which through the appellation “Cuna de Arrieros” denotes the love for horses, the chalaneo and the ironwork; For this reason, the “Don Danilo” equine festival is held every year (with the support of the equine committee and the municipal administration) in the month of June. Along with the aforementioned festivities, there is also a subregional Cavalcade for Community Christmas, Women's Cavalcade and the Mule and Coffee Festivities. In addition to this, there are also artistic manifestations such as dancing, singing, gastronomy with which the heritage of the ancestors of the Paisa culture continues to be preserved.

Taking into account previous mentions that in the municipality there are no private entities that are dedicated to the development and promotion of tourism plans, through alliances between the community, the municipal administration, the chamber of commerce and others. There have been different events that encourage tourism in the municipality, among these there have been cycling competitions such as the challenge to the meek (with the support of Julián Arrendo) parade of old cars, festival between hills (with the integration of some coffee growers that have a coffee brand, the Seine and other members of the coffee sector), also took place in October of this year (2019). Within the framework of the youth week that takes place in the same month of October, a concert was held for all young people and the community in general of the municipality which was supported by My People TV, of course music and the Administration Municipal. Thus, through these alliances, the purposes set forth in the Conventional Tourism Development Plan 2018 - 2028 are being fulfilled.

### 3.9 Public infrastructure

**Table 13 Public services**

Service	Description
<b>aqueduct and sewer</b>	In the municipality there are 2 companies that provide water and sewage services, which are Total Engineering and Acolinda. In the rural areas there is the Multiveredal Aqueduct (AMVA) and it is entrusted that the people on the sidewalks have an adequate drinking water and sewerage service.
<b>TV</b>	This service is offered by Apacibol TV, is the community channel and has been providing this service for 20 years. It is also provided by UNE. It covers the entire urban area and some paths such as La linda, EL Cabrero and El manzanillo.
<b>TV and Internet</b>	UNE is accompanied by the provision of this service in the urban area with internet and telephony for homes and businesses. There is also Tigo and Claro in providing the service for mobile devices which cover the entire urban area and 80% of the rural area.
<b>Radio</b>	Corporación Radio Ciudad Bolívar provides broadcasting service throughout the urban area and approximately 50% of the rural area. It has 200 watts of power in FM.
<b>Solid Waste Collection</b>	This type of materials are collected by the municipal company "Our Cleanliness", this is present in the urban area and some paths and towns such as San Bernardo de los Farallones, Alfonso López
<b>Education</b>	There are 4 Educational Institutions, 3 public (I.E San José del Citará, I.E María Auxiliadora, I.E José María Herrán) and a private one (Alejandrino Restrepo Cooperative College) located in the urban area. In addition to these, in the neighborhoods there are also schools which mostly only offer up to the 5th grade of primary school. They are accompanied by entities such as SENA and COMPUJER that offer techniques and technologies. Currently they are using the Semillas del Futuro educational park (located in Cl 48 (5th street) downtown area of the municipality) where their spaces are used to teach higher education courses.
<b>Health</b>	In the urban area of the E.S.E Hospital la Merced is the main provider of health service in the municipality. It is found in second level health and provides services such as: General medicine, Dentistry, General surgery, vaccination, Physiotherapy, Nutrition, emergency intention, among others. In the corregimientos are health centers that serve the local population through the provision of basic services such as washing, vaccination, sutures and others. In the municipality there are also health providers such as private offices, doctor Lisandro Villa's office and Sanarte's office of Doctor Sergio Montoya, where they provide general medicine consultation services. In addition, there is the presence of the EPS Coomeva, Savia salud and Medimás.

**Source:** Own Elaboration

### 3.10 Security infrastructure

It has the presence of security agencies within the municipality and in the corregimientos of the same. Among them are the following:

**Table 14 Safety equipment**

<ul style="list-style-type: none"> <li>- Police station</li> <li>- Firefighters</li> <li>- Groups of soldiers (They monitor and control the municipality and collaborate in the security of events)</li> <li>- Police substations in the townships (San Bernardo de los Farallones and Alfonso López)</li> </ul>
--

**Source:** Own Elaboration

### 3.11 Sports infrastructure

Within the municipality, paths and corregimientos there are different sports scenarios, these will be mentioned in the following table:

**Table 15 Sports facilities**

Location	Description
<b>Urban Zone</b>	<ul style="list-style-type: none"> <li>- Covered Colosseum with covered auxiliary sports center plate</li> <li>- Municipal soccer stadium with covered stand. "The liberators"</li> <li>- Soccer field and semi Olympic pool in the facilities of the I.E. San José del Citará.</li> <li>- Covered sports centers and skating rink "Jorge Hernán Tobón"</li> <li>- Sports Plates in the Neighborhoods: El Manzanillo, Las Palmas, Pio XII, Altos de la Hermitage, Conrado Vélez</li> <li>- Educational institutions with integral plates.</li> <li>- Municipal gym.</li> </ul>
<b>Rural Zone</b>	<ul style="list-style-type: none"> <li>- Sports hall in the Alfonso López Corregimiento.</li> <li>- Sports stages: on the sidewalks: Santa Librada, Amaranth, San Miguel, El Abejero, Ventorrillo, La Linda, Long Sleeve, La Arboleda, Alto de los Jaramillo, La Angostura, El chincho, Buena vista, Bolívar above, Sucia la María .</li> <li>- Soccer field and sports center at La Ermita School</li> <li>- Soccer field in the San Bernardo de los Farallones Corregimiento.</li> </ul>

**Source:** Own Elaboration

### 3.12 Natural Resources

**Table 16 Natural Scenarios**

Scenario	Description
<b>Cerro San Nicolás</b>	Located in the Farallones del Citará in the Colombian Western Cordillera, it has a height ranging from 1,500 to 4,022 M.S.N.M approximately. Cerro San Nicolás is a magical and unique place in the Southwest of Antioquia, especially for the municipality of Ciudad Bolívar, Antioquia; It has different thermal floors that make it one of the richest areas in ecosystem life, starting from mountainous, humid forests to moors. It also has an important water wealth and great diversity in flora and fauna with endemic and wild species.
<b>Cerro de las Tres Cruces</b>	This hill is part of the mountain chain of the Farallones del Citará in the boundaries of the department of Chocó in the town of La Linda el Tres. It is a place with great wealth in natural resources, it is visited by foreigners in Holy Week, walkers and university students to study the geological fault that this place has.
<b>Cordón orográfico Farallones del Citará</b>	This mountainous area covers a large part of the municipality from Angostura alta to Linda and shares boundaries with the department of Chocó. This is part of Cerro San Nicolás. It has different water sources such as Los Monos Gorge, La Linda, La Arboleda, Farallones River and others.
<b>Mirador de Ventanas</b>	This viewpoint is located on the road that leads to the head of the Ventorrillo sector, in the limits of the municipality and Salgar, from there you can see part of the corregimiento of Alfonso López, the village of Samaria and some of the municipality of Salgar. It has a great wealth of birds that makes this place special for bird watching.
<b>Mirador de Boquerón y Monteloro</b>	Located in La Vereda the meek Chocó, a border between Antioqueño and Chocoano. It has a cold climate, a great variety of flora and fauna, from there you can see the different fruit crops, as well as the whole currency of the canyon that opens the way to the town center.
<b>Bosque de Búcaros</b>	A little known place for the same local population, it is located near the road that leads to the town center to the east of the urban area in the Valparaíso Estate. This forest was an obligatory step in ancient times for people who were heading towards the paths of the Arboleda, Farallones and Alto de los Jaramillo along a horseshoe path.
<b>Mirador de la Torre Repetidora</b>	It is located south of the municipality on the Vereda de Buena vista, has a wide panoramic view where you can see different paths such as Samaria, Punta brava Amaranto and the entire coffee landscape of the area. It is accessed by a tertiary route that communicates to this path.
<b>Alto de la Mesa</b>	Located near the road leading to the corregimiento Los Farallones and Finca Hotel Lagos del Citará. It has natural spas, large green

	areas for camping, bird watching and trails for ecological horseback riding.
<b>Cascada Colecaballo</b>	This waterfall is located in the terminal of the village of Mina de la corregimiento Farallones, it is a natural waterfall with 55 meters high, there you can do torrentism and rope descent activities having the appropriate equipment for this activity. You can also do ecological walks to enjoy its natural landscapes.
<b>Cascada las Pocetas</b>	In the Yarumal sector in the village of La Arboleda, waterfalls are located the site known as the pocetas, where you can enjoy the water wealth from the Farallones del Citará Forest Reserve and a variety of flora and fauna.
<b>Paraje los Tubos</b>	Located on the sidewalk the monkeys, its name is because the pipes of the municipal aqueduct pass there, it is a place with a variety of puddles and has a beautiful coffee passage.
<b>Charco de los Patos</b>	This place has great natural wealth, it is part of the Farallones del Citará Forest Reserve. To access there you must climb the mountain and go through a stone tunnel, when you reach the place you can enjoy a beautiful waterfall and a natural puddle full of ancestral stories.
<b>Monte Blanco</b>	It is located within the border jungle between Ciudad Bolívar and the department of Chocó, to access there, you must enter the Los Farallones Mine, through a horseshoe path with a route of approximately 3 hours. This place is recognized for its puddles and a river that flows into the Chocoano department.
<b>Cerro dela Cruz de Naratupe</b>	Located on the south side of the municipality, on this hill is a cross made in iron angles and has lighting that can be seen at night from the center of the municipality. It is accessed by a country path in the middle of coffee plantations.
<b>Cerro Parque Cristo Rey</b>	Located on the north side of the town center, it is one of the most recognized places in the municipality due to the image of Cristo Rey and its natural areas. There you can make ecological walks, appreciate much of the panoramic view of the municipality, it has easy access through its cobbled roads.

**Source:** Own Elaboration

#### **4. TOURIST POTENTIALITIES OF THE MUNICIPALITY OF CIUDAD BOLÍVAR**

Ciudad Bolívar has ideal scenarios to develop different tourist activities such as cultural tourism, sports tourism, adventure tourism, rural tourism (agrotourism) and ecotourism. Its natural and cultural wealth are the main factors to have to carry out the development of new economic activities; natural scenarios that have not yet been exploited in an ideal way in one of the tourism lines are in this case a great advantage to create new proposals that help connect the three important factors in the framework of sustainable development (economy, society and environment) with which it is not only to develop new proposals for the present, but to be enduring proposals for the enjoyment of future generations. When we talk about cultural wealth, we make reference to the historical roots and traditions that make it the municipality as one of the most interesting to know and learn about the arriera culture and its other traditions such as gastronomic ones; These traditions, which identify the inhabitants of Ciudad Bolívar, must continue to be strengthened so that in the near future they are not forgotten by the new generations, therefore it is important that accompaniments be made to the community by public and private institutions such as schools, institutions of technical and higher education such as the Seine and the University of Antioquia that are present in the municipality and the subregion, the house of culture as a cultural and historical center, the Municipal Administration, the Chamber of Commerce and other institutions that they promote cultural activities so that the local and landscape identity of the area is preserved and preserved.

Among the scenarios that are located in the urban area, religious establishments predominated as specific scenarios for visitors interested in religious tourism, taking into account that these places are of great importance for the local community, they are not the main reason for the The municipality is attended by tourists as in the case of the municipality of Jericho, which is currently one of its main tourist forts is religious tourism because it is the place where the renowned Santa Laura Montoya was born. Those who visit Ciudad Bolívar are those interested in festivities that are related to horses or tourists interested in knowing and living new experiences in some of the natural establishments located near the town center or in the surrounding towns such as San Bernardo de los Farallones in where the

Farallones del Citará Forest Reserve is located, where you can go hiking, trekking, bird watching, photo safari, among other activities related to ecotourism.

**Graphic 1 Scenarios and Festivities with possible connection to Ecotourism activities**



**Source:** Own Elaboration

Taking into account that within the municipality there is a good infrastructure and optimal scenarios to serve new visitors, there are some that stand out to serve an audience that is looking for new tourist adventures. In the previous graph, mention is made of the scenario and festivities that can help connect a logistic ecotourism model, these are mostly located within the urban area of the municipality; they are taken as references for a logistic model because they are a central point to start a route of experiences, such as if the model includes as main scenario the House of Culture Ernesto María Gonzales Vélez, it would be possible to inform the visitors about history, traditions, culture and other places of interest inside and outside the municipality; This scenario would also serve as a historical museum and thus achieve greater interest for those who are visiting. After taking a tour of these local scenarios, new routes can be designed for the natural attractions found in the townships of the municipality, such as in the San Bernardo de los Farallones district and other surrounding areas. In order to carry out new tourist activities in Ciudad Bolívar, as would be the case with activities of the Ecotourism line, it is necessary to strengthen and create new alliances with all the actors involved in this tourism chain; as well as propose improvements for the access



routes and establishments that are part of the logistics chain such as the main roads that are deteriorating.

#### **4.1 Other possible natural scenarios for the development of ecotourism activities in the municipality**

For the identification of other possible natural scenarios for the development of ecotourism activities in the municipality, the potential scenarios mentioned in the first objective and the economic force with which the municipality that is agriculture stands out were taken into account. Therefore it was decided to delve into other spaces such as coffee farms which have good resources to be part of an ecotourism route. Among the farms that are near the municipal seat and in the townships of the municipality (San Bernardo de los Farallones) a selection of 8 farms was made that had the necessary conditions to be able to be connected in the ecotourism route and that in turn activities related to agroecotourism could also be carried out in order to create a connection between the two tourist alternatives taking advantage of the fact that the farms are part of a rural territory and that they are also surrounded by a great natural wealth where you can appreciate and enjoy the flora and fauna that compose them.

**Table 17 Other possible scenarios for Ecotourism activities**

#	FARMS NAME
1	Loma
2	Las Mercedes
3	La Luisa
4	Terranova
5	San Fernando (La purina)
6	La cascada
7	La San Pablo
8	Los Alpes

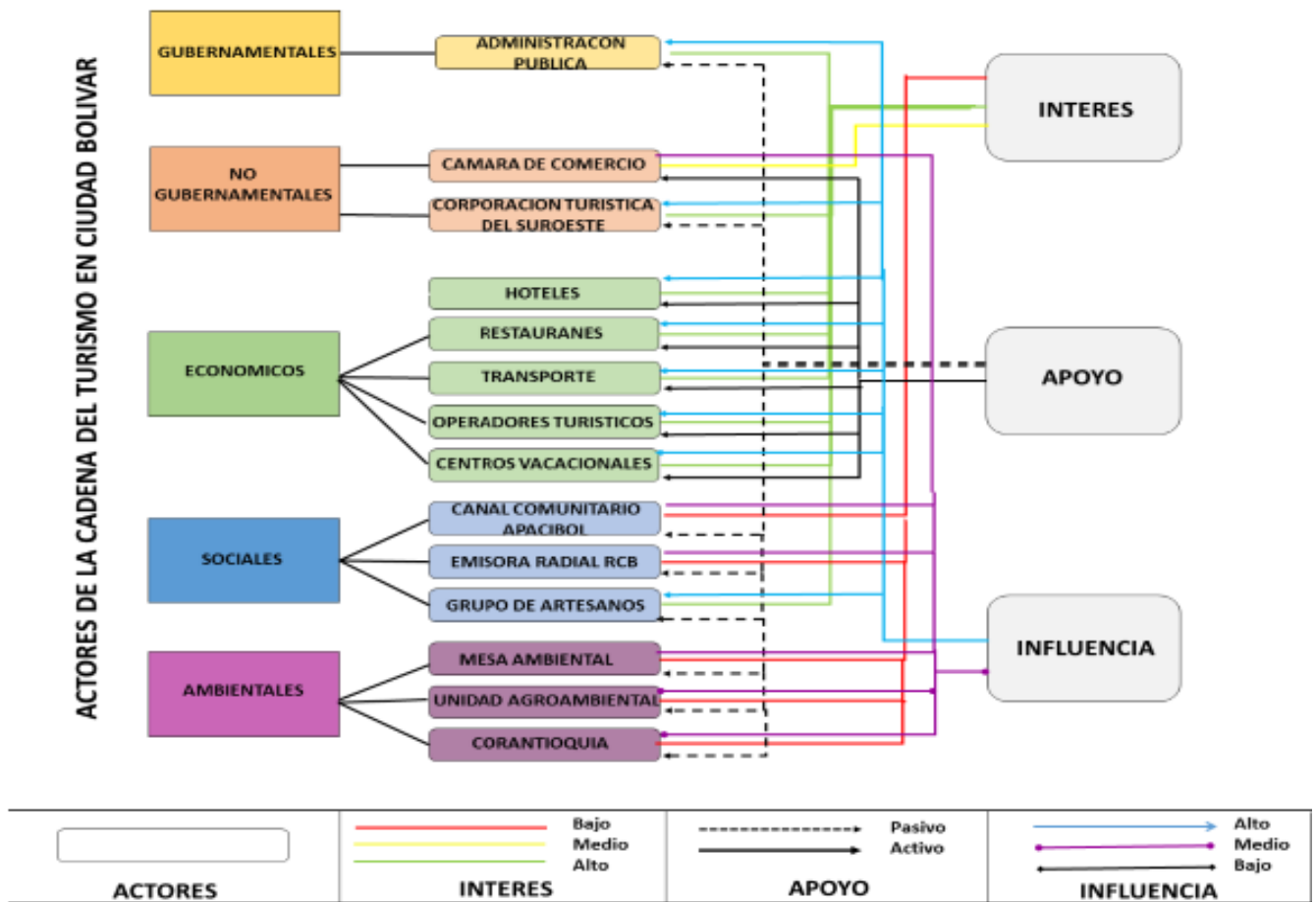
**Source:** Own Elaboration

Within the 2018-2028 Tourism Development Plan of Ciudad Bolívar, it is mentioned that the current tourist plant has been developed by commercials and businessmen without having taken into account a good market study, which has prevented a better provision of tourism services. If each one of these tourism service providers developed strategies with better planning, they would achieve a sectorization of their services and a greater attraction of visitors.

Although the above mentioned actors fulfill an important role for the economy of the municipality, because thanks to them tourism in the municipality has been having great relevance; they have some establishments in good conditions for the provision of the tourist service, they offer basic services of lodging, food, transportation, among others, some have the national tourism registry but for the most part they do not comply with the regulations established in the Sectorial Technical Standards ( NTS), which establish technical specifications based on the results of experience and technological development, which must be met in certain tourism products and services (Mincit, 2018). Therefore, failing to comply with the provisions of the NTS, there is no order within the facilities, which translates into poor customer service, constant changes of persalty, difficulty in training staff for not having an organized administrative structure and a defined service line. Another negative aspect within these establishments is that some of their administrative staff are not interested in participating in training offered by the guidance entities in tourist services, which makes this economic sector still in a state of stagnation.

Other stakeholders are involved with the tourism plant that help define the value chain of the tourism sector within the municipality, these will be shown below in a graphic provided in the document of the Tourism Development Plan (Pag, 98).

Graphic 2 Actors of the tourism chain in Ciudad Bolívar



Source: (Alcaldía de Ciudad Bolívar, 2017)

These actors that make up the tourism chain in Ciudad Bolívar, intervene in it directly and indirectly depending on their interest; among these, public and private institutions are responsible for providing security, training, training, health services and the regulation of regulations in the municipality. The importance that these fulfill for the execution of a logistic model of ecotourism, as for example in the connection of the establishments and festivities mentioned in Page 59, is that a common benefit would be reached, achieving the General Objective of the Conventional Tourism Plan :

*“Consolidate the municipality of Ciudad Bolívar, through the management and effective planning of a comprehensive tourism development process, as a competitive and inclusive destination, based on the improvement of its tourist conditions, the adaptation and staging of its attraction factors, the relevant training of human resources and the articulation of the public, private and community sectors”* (Alcaldía de Ciudad Bolívar , 2017).

To achieve the consolidation of this objective, it is necessary that the alliances that are carried out work together in strengthening the main needs of this activity such as training, education and training in all areas of tourism. Within these alliances, it is also necessary to try to ensure that young people are increasingly interested in this sector of tourism and thus be able to have a long-lasting future and become a strong economic alternative for the municipality so that it does not depend solely on coffee growing as it has been until today.

Within this analysis of the tourist potentialities of the municipality, it is important to highlight the study that was carried out by some students of the University of Antioquia as grade work (Baseline for the Identification of the Tourist Product of Ciudad Bolívar, 2016), which It served as a basis for analyzing the tourist situation that the municipality was in and thus being able to develop the Conventional Development Plan. This study was carried out with a sample of 30 people (tourists and visitors) who were in the municipality as an exploratory exercise and thus find out the reasons why these people were interested in visiting Ciudad Bolívar.

The results produced by this study, indicated that the reasons why people are interested in visiting the municipality, is to enjoy the natural sites (the Farallones eco park, the Colecaballo waterfall, the Cristo Rey hill and the main park) sites of recreation (Finca hotel Lagos del Citará and the Parque del Café El Samán), historical centers, learn about its gastronomy and cultural traditions. The tourists indicated that other reasons why they were interested in visiting, it was because of the image that Ciudad Bolívar has for the taste of horses (horse culture), coffee production and coffee landscape making relevance of natural scenarios such as better spaces to share with family and friends because they are quiet spaces that have relatively easy access. In addition to these spaces, sporting events, fairs related to equine aspects and cultural activities were highlighted. Of the 30 people surveyed for the study, they expressed a high degree of conformity with their visit to the municipality, but they do not have extensive tourist information, little presence of cultural spaces and deterioration in tertiary roads.

The people who served as a sample for this study, are mostly of national origin, which shows that the municipality is still not very recognized for foreign tourists, therefore this could be an advantage or an opportunity to start developing new tourist packages focused on the foreign public, taking advantage of the fact that they are looking for new experiences in natural places such as those with which Ciudad Bolívar has good potential.

Within this study, the presence of commercial establishments in the municipality and those related to tourism was also taken into account; these included restaurants, hotels, transport services companies, and others. Next, the space occupied by commercial establishments in front of establishments directly related to tourist activities within the municipality will be shown.

**Graphic 3 Commercial Establishments in Ciudad Bolívar**



**Source:** (Alcaldía de Ciudad Bolívar , 2017)

To conclude with this analysis of the tourist potential of Ciudad Bolívar, we can determine that the municipality has suitable scenarios to carry out the development of new economic alternatives in the tourism sector, such as ecotourism. Although there are no establishments that are dedicated to tourism activities such as the promotion of tourist packages within the municipality and its surroundings, existing commercial establishments that work for an individual benefit and do not have the best administrative organization in which they do not correctly apply the NTS, lack of training for employees in customer service, they do their best because the people who visit the municipality are interested in them and thus somehow

encourage tourism. In addition to this, it is also important to highlight the situational analysis and diagnosis of the local tourist system of Ciudad Bolívar, which was carried out with the accompaniment of different businessmen from the tourist sector of the municipality, some people from the community and representatives of some areas administrative of the municipal mayor, this analysis was through work tables, in this the potentials and weaknesses that the municipality has in terms of tourism (infrastructure, tourist scenarios, education and others) were discussed. After doing the study of each of the factors proposed, it was determined that apart from the establishments already mentioned during the development of the tourist potential of the municipality, there are strong points in the basic infrastructure such as drinking water, solid waste management and banking entities which contribute greatly to the articulation of a logistic model of ecotourism and which are essential for the reception of tourists within the municipality. However, it was also determined that work should begin on the design of tourism products (motivation for the development of new tourism models such as this study), maintenance of the tourism offer, market studies to identify trends in the tourism sector and thus identify and meet the needs of real and potential demand.

Next, the SWOT analysis of Ciudad Bolívar, which was developed through the work tables that studied the tourist profile of the municipality, will be presented.

**Table 18 SWOT Analysis of Ciudad Bolívar**

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<ul style="list-style-type: none"> <li>- Strategic geographic location</li> <li>- Landscape wealth for the development of ecotourism projects.</li> <li>- Various climatic zones.</li> <li>-Existence of non-governmental and governmental organizations that support the development of the municipality (Association of Professionals, CORANTIOQUIA, Coffee Growers Committee, COMFENALCO, among others).</li> <li>- Presence of a nature reserve zone (Farallones del Citará Reserve)</li> <li>- Water wealth (Farallones Reserve)</li> <li>- Presence of the chamber of commerce in the municipality.</li> <li>- Constant interest of some social actors in the intervention of tourism and commercial processes.</li> <li>- Good secondary road infrastructure.</li> <li>- Closeness to tourist centers within the subregion.</li> <li>- Good civil security infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>- Poor political-administrative will to create projects focused on tourism.</li> <li>- High dependence on coffee economy.</li> <li>- Ignorance of the territory.</li> <li>- Little articulation between the public and private sectors in the development of competitive tourism projects.</li> <li>- The community has very little vocation and tourist culture.</li> <li>- There is no definite tourist product.</li> <li>- Little continuity in the political-administrative processes related to tourism.</li> <li>- The municipality has not focused on creating a positive image to project outside.</li> <li>- There are no contingency plans to mitigate risks caused by tourism activity.</li> <li>- There is no compliance with tourism regulations in the municipality.</li> </ul>
<b>OPPORTUNITIES</b>	<b>THREATS</b>
<ul style="list-style-type: none"> <li>- The transformation of biodiversity resources into resources with economic value to achieve the economic development of the municipality (ecotourism products among others)</li> <li>- Articulation and coordination between the private company and the public sector for the development of the municipality.</li> <li>- The Growing Value that the international community attaches to forests and natural resources.</li> <li>- Existence of non-governmental organizations supporting the development of municipalities.</li> <li>- Make tourism an alternative sector in the economy of the municipality.</li> <li>- Make use of heritage, architecture, history for the strengthening of tourism.</li> <li>- New market trends.</li> <li>- Potentialization of sports activities, fairs and events that attract floating population.</li> </ul>	<ul style="list-style-type: none"> <li>- Deforestation of strategic ecosystems, which can reduce water sources for human consumption and the landscape and ecosystemic deterioration of the municipality.</li> <li>- Social deterioration due to unplanned tourism.</li> <li>- Little training in customer service and real moments in the tourist service.</li> <li>- Granting of mining licenses in reserve areas.</li> <li>- Informality in tourism service providers.</li> </ul>

**Source:** (Alcaldía de Ciudad Bolívar , 2017)

Within the organization of the management of ecotourism activities in the municipality, different public and private actors are connected for which a balance is sought in the

distribution of the benefits obtained through the execution of new tourist activities inside and outside the municipality. These actors must guarantee the provision of quality services through which new experiences are transmitted to the people who participate during tourist activities and thus result in their satisfaction and the possibility of increasing the recognition of the municipality before the territory National and international as a center of quality in tourism activities such as ecotourism.

**Table 19 Actors involved for the organization of the logistics model**

<ul style="list-style-type: none"><li>- El Ministerio de Industria, Comercio y Turismo</li><li>- El FONTUR</li><li>- La Secretaria de Productividad Y competitividad de Antioquia</li><li>- La Cámara de Comercio de Medellín</li><li>- La corporación turística de Suroeste</li><li>- La Secretaria de Educación, Cultura y Turismo,</li><li>- El Instituto de CULTURA Y Patrimonio de Antioquia</li><li>- Servicio Nacional de Aprendizaje- SENA</li><li>- La Universidad de Antioquia presente en la región</li><li>- Future companies that promote, articulate and execute tour packages</li></ul>
--

**Source:** Own Elaboration

With the participation of these actors within the organization of the logistics model, the articulation of the improvement of the tourism sector in all its lines, the development and positioning of new destinations, the orientation for the implementation of the NTS according to the services that are intended to offer are guaranteed and at the same time it increases social and economic development within the communities involved in the different tourist activities.



## **5. ANALYSIS OF THE EXPORT OF TOURIST SERVICES AS AN ECONOMIC ALTERNATIVE FOR BOLÍVAR CITY**

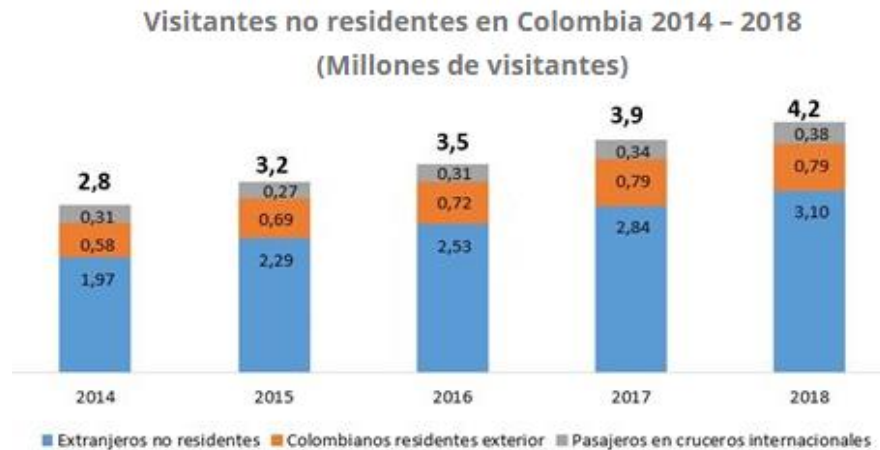
As it has been mentioned that the very sad one can continue to be promoted as an economic alternative for the municipality and thus not depend clearly on coffee cultivation and be able to achieve an economic balance for both the municipality and its population. Tourism as an economic alternative within the export of services, becomes a non-traditional export activity which generates a flow of foreign exchange income that helps improve the country's balance of payments.

Taking as a reference other tourism projects in Colombia related to ecotourism we find the Mano Cambiada corporation (the meaning of its name derives from the local ancestral practice of Chocó “Barter of trade” where there is an exchange of tasks and not money) which costs a development model based on ecotourism and creates added value from the appropriation of its territory, culture and knowledge. This venture goes up to others that add value to the Colombian Pacific, especially in the Utria National Park where the protection of natural resources is promoted to generate a sustainable economy for the Chocoana community. In addition to this there is also Manakin Nature Tours which specializes in wildlife and bird watching, is established in Tunja Boyacá and has 20 routes throughout the country and is made up of a group of experts including guides Biologists and ecologists who travel through more than 90 locations in the country (it is listed as one of the 3 bio-companies in Colombia) and with Ecodestinos another company focused on promoting social development among communities in a responsible way, this company operates since the year 2001, has offices in Leticia and Bogotá; It provides support to the peasants who used to cultivate coca in the Sierra Nevada de Santa Marta in the development of community tourism activities. (Procolombia, 2017)

With the above, it is worth highlighting that it is not only cataloging Colombia as the most biodiverse country, but in order to preserve this level, it is necessary to fulfill the responsibilities that exist for the protection of natural resources and that complying with them, different ones can be created proposals for tourism products that contribute to the national and international promotion of sites with tourism potential in which the quality of life of its inhabitants can be improved and make the tourism sector an important source of

employment and foreign exchange for the country through the arrival of foreign travelers. In 2018, exports of Colombian services were largely concentrated in the tourism sector with a 56% share, making this sector the third export product for the country followed by oil and coal. How are these revenues generated? Through the cats of foreigners within the country and by passenger air transport services. (Analdex, 2018)

**Graphic 4 Non-resident visitors in Colombia 2014 - 2018**



**Source:** (Mincit, 2019)

In this same US residents were the most visited to the country where there was an increase of 22.2% with which it can be said that the US is one of the most dynamic markets for Colombia after Argentina, Brazil and Spain which in 2018 also stood out for the visit of its residents.

Medellín became one of the cities that received more foreigners during 2018, this being a positive point for the local economy. According to figures provided by COTELCO (Hotel and Tourism Association of Colombia), hotel occupancy in the country reached 55.46% in the same year, making it the highest rate in the last 10 years.

With the previous data it is possible to confirm the growing trend of the Colombian tourism and hotel sector, which is expected to continue improving in the coming years through the incentives provided by the Ministry in helping to improve the environment of the different lines of the tourism sector. (Mincit, 2019)

In Colombia there is a service for tourism entrepreneurs by PROCOLOMBIA, through which different campaigns, resources and services are promoted to tourist sites that are in the country and thus support entrepreneurs to strengthen their ventures to achieve the sale of its services. (Procolombia, 2019)

**Table 20 Services offered by PROCOLOMBIA**

- |  |
|--|
| <ul style="list-style-type: none"><li>- Promotional activities</li><li>- - Management projects</li><li>- - Familiarization trips (Fam trips)</li><li>- - Training seminars (Workshops)</li><li>- - Tourism macrorruedas</li><li>- - Participation in international fairs</li></ul> |
|--|

**Source:** Own Elaboration

For the process of Exporting Services in Colombia there are some steps to carry out this process, these steps were found in the digital library of the Chamber of Commerce of Bogotá, these are also found with a more detailed explanation on the Procolombia page in the service export guide (Procolombia, 2018)

**Table 21 Steps to Export Services in Colombia**

- |  |
|--|
| <ul style="list-style-type: none"><li>- 1) Company creation</li><li>- 2) What is a service?</li><li>- 3) modes of service provision<ul style="list-style-type: none"><li>- 3.1) Cross-border supply</li><li>- 3.2) Consumption abroad</li><li>- 3.3) Commercial presence</li><li>- 3.4) Movement of people</li></ul></li><li>- 4) Classification of the service to be exported</li><li>- 5) Process of internationalization of services</li><li>- 6) Prepare to export services</li><li>- 7) Requirements to export services</li><li>- 8) How to export services?</li><li>- 9) Reimbursement of foreign exchange</li><li>- 10) Preservation of supporting documents</li><li>- 11) Taxes to be paid in Colombia<ul style="list-style-type: none"><li>- 11.1) Value added tax (VAT)</li><li>- 11.2) VAT refund:</li><li>- 11.3) Income tax</li></ul></li><li>- 12) Vallejo plan for the export of services<ul style="list-style-type: none"><li>- 12.1) Vallejo plan scheme for the export of services</li></ul></li></ul> |
|--|

**Source:** Own Elaboration

To delve deeper into the application of export of tourist services in the municipality of Ciudad Bolívar it is important to know how much the municipality contributes in the different economic branches within the department, so we go to analyze the different variables that were made in the Technical Bulletin Gross Domestic Product Provinces of Antioquia offered by the Government of Antioquia made with data taken from the DANE of 2016 where the GDP of each province was published..

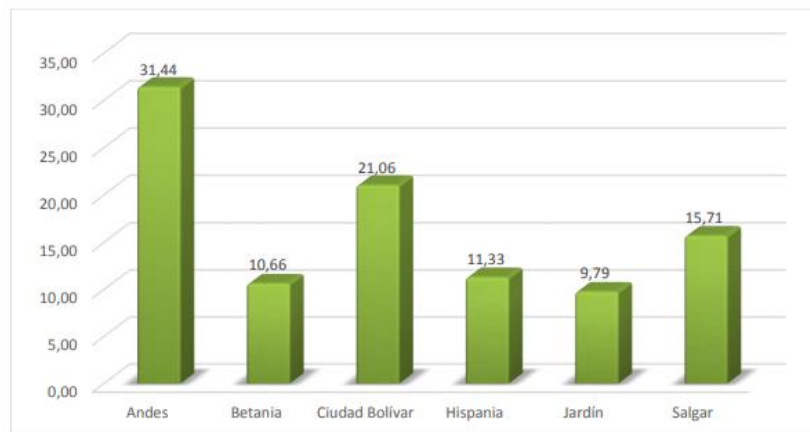
**Table 22 GDP de San Juan Province**

Provincia	Municipios por provincia	Extensión Km2	Población	Presupuesto ejecutado, en miles de pesos	PIB por municipio	Porcentaje de participación del PIB por municipio
<b>Total Provincia</b>		<b>3.870</b>	<b>152.638</b>	<b>137.604.154</b>	<b>1855,98</b>	<b>100,00</b>
Provincia de San Juan	Andes	449	46.221	40.517.830	478,72	31,44
	Betania	170	9.188	10.389.093	162,35	10,66
	Ciudad Bolívar	285	26.957	27.139.823	320,71	21,06
	Hispania	59	4.874	8.542.917	172,45	11,33
	Jardín	227	13.673	16.263.717	149,13	9,79
	Salgar	423	17.539	18.837.787	239,23	15,71
<b>Total Provincia</b>		<b>1.613</b>	<b>118.452</b>	<b>121.691.167</b>	<b>1522,58</b>	<b>100,00</b>

**Source:** (Gobernación de Antioquia , 2016)

The previous table shows the participation of the GDP of Ciudad Bolívar in 2016 compared to the other municipalities that make up the province of San Juan, for this year the municipality ranked second after Andes with a 21.06% share of the GDP.

**Illustration 3 % GDP of Ciudad Bolívar**



**Source:** (Gobernación de Antioquia , 2016)

In these data, the agricultural sector stands out as the main economic activity of the municipality with a participation of 93.63%

**Table 23 GDP by large branches of the economy**

Municipio	Subregión	Zona	Ramas de la economía de Antioquia				
			Agricultura	Minería	Industria	Electricidad, gas, agua y eliminación de desperdicios	Construcción
Andes	Suroeste	San Juan	89,34	17,12	17,42	7,02	25,28
Betania	Suroeste	San Juan	70,13	0,00	3,40	1,67	19,93
Ciudad Bolívar	Suroeste	San Juan	93,63	0,00	7,48	10,25	11,83
Hispania	Suroeste	San Juan	13,72	0,00	6,94	1,71	66,26
Jardín	Suroeste	San Juan	34,34	1,35	2,88	6,05	10,17
Salgar	Suroeste	Penderisco	85,11	0,07	4,82	17,88	0,31
<b>Total provincia</b>			<b>386,27</b>	<b>18,53</b>	<b>42,95</b>	<b>44,57</b>	<b>132,89</b>

Ramas de la economía de Antioquia				Total valor agregado por municipio y grandes ramas	Derechos e impuestos	PIB por municipio	% de participación PIB por municipio
Comercio	Transporte	Financiero	Servicios sociales, comunales y personales				
61,58	49,87	89,60	80,18	437	41	478,72	31,44
9,36	9,91	17,19	20,82	152	11	162,35	10,66
43,84	29,09	53,66	44,58	294	26	320,71	21,06
14,51	5,26	36,98	11,83	157	15	172,45	11,33
16,95	14,75	29,12	21,85	137	12	149,13	9,79
23,64	18,92	30,04	37,12	218	21	239,23	15,71
<b>169,88</b>	<b>127,81</b>	<b>256,59</b>	<b>216,38</b>	<b>1395,87</b>	<b>126,71</b>	<b>1522,58</b>	<b>100,00</b>

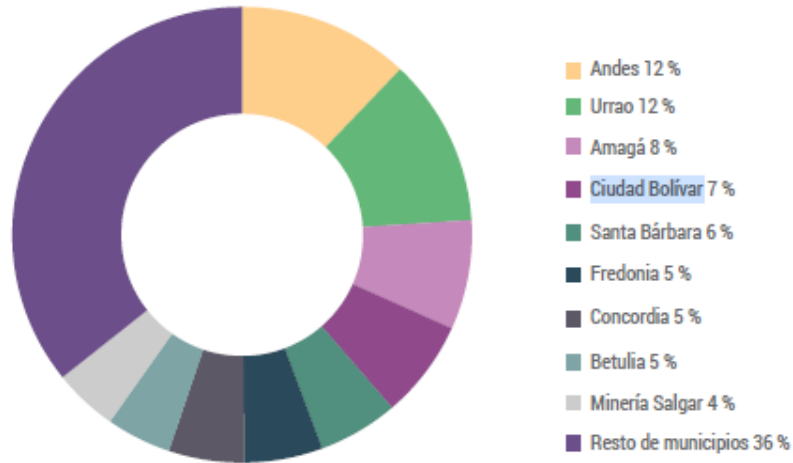
**Source:** (Gobernación de Antioquia , 2016)

From these data, we also wanted to check the level of business participation with which Ciudad Bolívar in the southwest subregion compared to the other municipalities that make it up, in this query it was found that the municipality occupies the fourth position with a 7% participation business, has more than 500 registered companies to the Chamber of Commerce with which a contribution of 9.8% of the business base of the subregion is made.

En In this, it was found that the municipality in relation to Andes, Urrao, and Tamesis are the municipalities that concentrate the tourist force of the Southwest; This force has been achieved through good coffee production which has served as the basis to achieve such recognition and make them potential places in different branches of tourism..

Graphic 5 Participation of Ciudad Bolívar in the business base of the Southwest 2017 subregion

### Participación en la base empresarial de la subregión Suroeste según municipio, 2017



Source: (Camara de Comercio de Medellín para Antioquia, 2019 )

With the information obtained from the economic participation of Ciudad Bolívar in the Southwest subregion and at the departmental level, we can conclude that its economic strength is located in agricultural activities, therefore it was intended to create a relationship of the present study with the article *Agroecotourism: a territorial approach of tourism in rural and natural spaces presented by Edwar Ramírez at the Esumer University Institution*, which consisted of making an approach of Agroecotourism as a tourist typology in rural spaces and analyzing its characteristics from a territorial approach. With the relationship of these two economic alternatives we find that both in their *raison d'être* are constituted as a rest and recreation option through activities that take place in natural and rural spaces such as agricultural activities, forestry, visit to natural sources, enjoy flora and fauna and also the possibility of relating to the population to learn about their culture, roots and customs, which considers these 2 activities in the line of alternative tourism.

**Table 24 Territorial Agrotourism Approach**

Territorial Agrotourism Approach		
<p><b>Economic dimension:</b></p> <ul style="list-style-type: none"> <li>-Attracts social investment and development business</li> <li>- Job creation and markets connected</li> <li>- Diversification of activities and income</li> <li>- Dynamization of the activity local economic</li> </ul>	<p><b>Sociocultural Dimension:</b></p> <ul style="list-style-type: none"> <li>- Cultural understanding and peace</li> <li>- valuation of customs of life and traditions</li> <li>- Family business</li> <li>- Gender inclusion</li> <li>- Territorial and cultural roots</li> <li>- Cooperativism</li> </ul>	<p><b>Environmental dimension:</b></p> <ul style="list-style-type: none"> <li>-Conservation of the natural environment</li> <li>- sustainable planning and management</li> <li>- Balanced management of ecosystems</li> <li>-Preservation of diversity</li> </ul>

**Source:** Own Elaboration

It can be concluded that from the approach of tourism activities in a rural (natural) scenario, gathering the essential elements to offer tourists products based on the fundamental structure of sustainable development through an interconnection of social, economic and environmental dimensions Ecotourism and agroecotourism focusing the second on agricultural activities, are two elements that are articulated to enhance the local development of communities involved in the logistics of tourism activities where it contributes to the conservation of the environment and the economic increase in scenarios where the execution of these activities will take place (Ramírez Castellanos, 2017).

With the previous analyzes we can determine that in the municipality the different areas of the tourism sector can be strengthened to create solid bases for the export of these services such as ecotourism services. Taking into account the economic potential of the agricultural sector, new models that contribute to the economic development of both the municipality and the region can be joined; But in order to achieve this, the support of the different actors that

are involved within the value chain of the tourism sector must be counted on to achieve the development of new proposals which benefit each of the participants.

Looking at the municipality of Ciudad Bolívar from a global perspective, this unlike other municipalities that are strong in the different activities of the tourism line, is a territory with a great natural and social wealth but all this has been overlooked by the The same community, therefore it is necessary that the new ideas that arise from the governmental entities and business of the tourism sector and others contribute to the strengthening of the cultural roots of the municipality so that this sector can be stronger in the future and thus to be able to achieve greater viability for the export of ecotourism services so that the municipality achieves better national and global recognition as a tourist destination for all those who are looking for new experiences in natural spaces.



## **2. Conclusions and Recommendations**

### **2.1 Conclusions**

- Ciudad Bolívar Antioquia is a place that has spaces suitable for the development of ecotourism activities with which sustainable development would be achieved because if these activities are entered, the communities in these areas would benefit economically from visiting tourists.
- Ecotourism is one of the branches of tourism whose main objective is the conservation and care of the environment. Therefore, this activity would contribute to the preservation of the natural ecosystems of the different scenarios where such activities would be carried out.
- By analyzing in a more detailed way the economic panorama of the municipality, it is evident that it is possible to achieve the viability of the export of ecotourism services of the municipality through a work between government entities and merchants of the municipality.
- More and more countries have been adopting ecotourism as an opportunity for the care of natural resources, this with the help of their own and visitors.
- Government entities have been backed by ecotourism for the great benefits it offers both economically and social development and with the care of the natural environments where it is practiced.

### **2.2 Recommendations**

To strengthen the viability of the export of ecotourism services of the municipality, it is necessary to strengthen the cultural roots, guide and train merchants to have a better provision of tourist services and that these can also have a market study to give a better north to each of the companies and know what public to reach. In addition, it is recommended that both public and private basic and higher education institutions develop programs for training in the provision of tourism services that contribute to strengthening the foundations of this sector.

## **6. Bibliography**

- Alcaldía de Ciudad Bolívar . (2017). *Análisis DOFA ampliado, pag 118*. Ciudad Bolívar Antioquia : Secretaría de educación, cultura, turismo, deporte y recreación.
- Alcaldía de Ciudad Bolívar . (2017). *Establecimientos comerciales en Ciudad Bolívar, pag 106*. Ciudad Bolívar .
- Alcaldía de Ciudad Bolívar . (2017). *Plan Convencional de Turismo, Objetivo general, Pag 123*. Ciudad Bolívar Antioquia : Secretaría de educación, cultura, turismo, deporte y recreación .
- Alcaldía de Ciudad Bolívar. (2016). *PLAN TERRITORIAL DE SALUD 2016 - 2019 - Ciudad Bolívar Antioquia*. Recuperado el 28 de 08 de 2019, de <http://saludpublicavirtual.udea.edu.co/apssuroeste/images/aps/pts/PTS-CiudadBolivar2016-2019.pdf>
- Alcaldía de Ciudad Bolívar. (2017). *Plan de Desarrollo Turístico 2018 - 2018*. Ciudad Bolívar Antioquia : Secretaría de educación, cultura, turismo, deporte y recreación.
- Álvarez Marcos, C. (2014). *Ecoturismo en Uruguay*. Segovia: Universidad de Valladolid.
- Analdex. (02 de 05 de 2018). *Retos y perspectivas en la exportación de servicios para Colombia*. Obtenido de <https://www.analdex.org/2018/05/02/retos-y-perspectivas-en-la-exportacion-de-servicios-para-colombia/>
- Bernal, C. (2006). *Metodología de la Investigación: Administración, Economía, Humanidades y Ciencias Sociales*. México DF: Pearson.
- Camara de Comercio de Medellín para Antioquia. (2019 ). *Perfiles Socio Economicos de las Subregiones de Antioquia* . Obtenido de <https://www.camaramedellin.com.co/DesktopModules/EasyDNNNews/DocumentDownload.ashx?portalid=0&moduleid=569&articleid=480&documentid=151>
- Creación Propia. (26 de 08 de 2019). Lista de referencias de modelos de ecoturismo. Medellín , Colombia .
- DANE. (28 de 08 de 2019). *Proyecciones de población* . Obtenido de <https://www.dane.gov.co/index.php/estadisticas-por-tema/demografia-y-poblacion/proyecciones-de-poblacion>
- DANE. (10 de 09 de 2019). *Proyecciones de población* . Obtenido de <https://www.dane.gov.co/index.php/estadisticas-por-tema/demografia-y-poblacion/proyecciones-de-poblacion>
- Daros, W. (2002). ¿Qué es un marco teórico? *Revista Enfoques*, 73-112.

- Duarte, L., & González, C. (2017). *Metodología y Trabajo de Grado: Guía práctica para las ciencias empresariales*. Medellín: Centro Editorial Esumer.
- Gallardo García, G. (2010). Usiacurí: Modelo de autogestión comunitaria en el desarrollo turístico y ambiental en el departamento del Atlántico, Colombia. *Revista de investigación en turismo y desarrollo local Vol 3, Nº 7*.
- García Baqué, A. (2017). *Análisis de los beneficios socio económicos y ambientales por la ejecución de un proyecto ecoturístico en bosque protector cerro paraíso, Guayaquil*. Guayaquil: Universidad de Guayaquil.
- Gobernación de Antioquia . (2016). *Boletín técnico Producto Interno Bruto Provincias de Antioquia* . Obtenido de <http://www.antioquiadatos.gov.co/images/cuentas-economicas/PIB-Provincias.pdf>
- Gobernación de Antioquia . (28 de 08 de 2019). *Ciudad Bolívar* . Obtenido de <https://antioquia.gov.co/index.php/ciudad-bol%C3%ADvar>
- Gonçalves Silveira, F. E., & Barretto, M. (2010). Turismo de transformación. Ecoturismo en reservas de la biosfera dentro del marco de la economía de la experiencia. *Estudios y Perspectivas en Turismo, vol. 19, núm. 2*, 315-329. Obtenido de <http://www.redalyc.org/articulo.oa?id=180713901009>
- Martí Noguera, J. J., Melo Fiallos, D. F., & Díez Martínez, D. (2016). El desarrollo regional como responsabilidad social de la Universidad. Caso de Ecoturismo en la provincia de Tungurahua. *Revista Colombiana de Ciencias Sociales*, 96-113.
- Mincit. (2018). *Calidad y Sostenibilidad (NTS)*. Obtenido de <http://www.mincit.gov.co/CMSPages/GetFile.aspx?guid=d42c816a-9882-4c30-829e-b89820bdb5e5>
- Mincit. (15 de 02 de 2019). *El turismo obtuvo resultados históricos en 2018*. Obtenido de <http://www.mincit.gov.co/prensa/noticias/turismo/el-turismo-obtuvo-resultados-historicos-en-2018>
- Morejón López, A. S. (2015). *Propuesta de un modelo de gestión turística sostenible para la consolidación del ecoturismo en la cabecera cantonal Machachi del Cantón Mejía*. Quito : Universidad Central de Ecuador .
- Ochoa Patiño, J. A. (2017). *Identificación de áreas óptimas para practicar el turismo sustentable (ecoturismo) en el estado de Sinaloa*. Toluca: Universidad Autónoma del Estado de México.
- Orgaz Aguera , F. (2014). El Ecoturismo en los Humedales: Análisis de las Potencialidades de República Dominicana. *Revista Rosa dos Ventos* , 4-18.

Osorio Zuluaga, C., Monsalve Betancur, P., & Sierra Sepúlveda, J. (2013). *Investigación del Desarrollo del Ecoturismo en Colombia como una gran oportunidad de exportación de servicios*. Medellín: Institución Universitaria Esumer.

Palomino Villavicencio, C. B., & Lopez Pardo, A. G. (2011). Ecoturismo indígena en Quintana Roo, Mexico. Estudio de caso. *Tourism & Management Studies*, vol. 1, 990-998.

Procolombia. (07 de 09 de 2017). *La naturaleza y cultura colombiana atraen a los visitantes extranjeros. Cuatro empresas con vocación turística internacional, que trabajan de la mano de ProColombia, son ejemplos de ecoturismo en el país.* Obtenido de <http://www.procolombia.co/noticias/colombia-y-su-potencial-en-ecoturismo>

Procolombia. (21 de 11 de 2018). *Guía Práctica para exportar servicios desde Colombia* . Obtenido de [http://www.procolombia.co/sites/default/files/\\_servicios21-11-2018.pdf](http://www.procolombia.co/sites/default/files/_servicios21-11-2018.pdf)

Procolombia. (2019). *Servicios a empresarios del turismo*. Obtenido de <http://www.procolombia.co/empresarios-del-turismo/servicios-empresarios-del-turismo>

RAE. (01 de 10 de 2019). *Diccionario de la Lengua Española* .

Ramírez Castellanos, E. D. (2017). *El agroecoturismo: un enfoque territorial del turismo en espacios rurales y naturales*. Medellín : Institución Universitaria Esumer .

WWF. (09 de 2019). *El Ecoturismo deberá ser Turismo Responsable*. Obtenido de <http://www.wwf.org.co/?2558/El-Ecoturismo-deberaacute-ser-Turismo-Resp>

WWF. (09 de 2019). *Glosario ambiental: ¿Qué es la biodiversidad?* Obtenido de <http://www.wwf.org.co/?uNewsID=328100>