



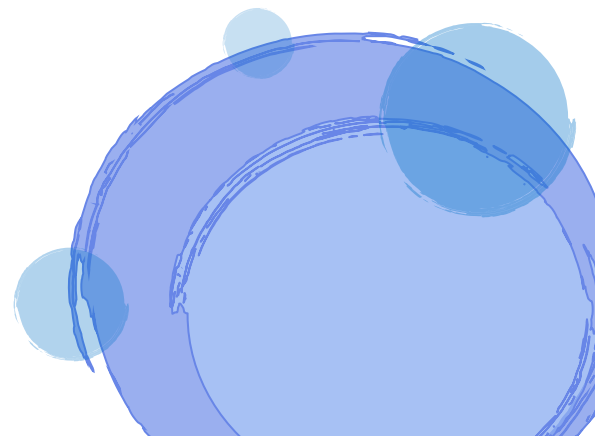
# ORNITHOLOGICAL TOURISM PROGRAM IN THE COLOMBIAN AMAZON BASIN



BOSQUE **COLOMBIANO**

## BOSQUE COLOMBIANO ORG 2020-2025

Agreement between the Ticuna indigenous tribal council, Bird  
International and the BOSQUE COLOMBIANO ORG



# ORNITHOLOGICAL TOURISM PROGRAM IN THE COLOMBIAN AMAZON BASIN

By: **BOSQUE COLOMBIANO ORG**

## RESUMEN

The Colombian Amazon Basin has the potential to receive 2 million tourists a year for ecotourism activities, with sustainable development. Biodiversity, indigenous peoples, forests and the great Amazon River, constitute impressive natural tourist centers to create an ecotourism system with income of 10,000 million dollars a year, through activities that promote conservation actions of fauna and wildlife. characteristic flora.

Through this initiative, and in agreement with **BirdLife International, the University of Amazonas and the Ticuna tribal indigenous council**, we will execute this plan with the aim of strengthening the ecotourism capacities of the Ticuna indigenous community, in the Colombian Amazon basin, to attract 20,000 tourists, taking advantage of the typical avian biodiversity of the Amazon.

The plan for the Strengthening of the Capacities for the Development of bird tourism in the Region in the Colombian Amazon basin will be executed during the period of August 2022 - 2025, with the aim of structuring a system of sustainable tourism development in the Amazon region of Colombia, for the benefit of the local community with the cooperation between the public and private sectors. This model of activities is a compilation and analysis of activities that will be developed during the execution of the program.

At the end of this plan, you will be achieved:

1. At least 50,000 ecotourists visit the Ticuna indigenous territory, in the Colombian Amazon basin by the end of 2025.
2. At least USD 1,500,000 in income is obtained from ecotourism activities in the Amazon basin.
3. Develop 5 birdwatching tour packages as a tourism attraction in the Ticuna indigenous territory.
4. Creation of an indigenous tourism secretariat in the Ticuna indigenous territory, led by 50 young Ticuna.
5. Training of 500 young indigenous Ticuna in tourism and development of ecotourism capacities.

**Keywords:** ecotourism, Ticuna indigenous community, Colombian Amazon basin, bird watching.

# ORNITHOLOGICAL TOURISM PROGRAM IN THE COLOMBIAN AMAZON BASIN

## 1. INTRODUCCIÓN

Today, "good practices" in our environment are understood as the set of habitual activities that adhere to or arise from certain principles, objectives and appropriate procedures to achieve an end of certain general importance, that is, that are satisfactorily adapted to a certain perspective, to a normativity or to one of the agreed parameters, or also to the experience in a certain field of human action that has given positive results, demonstrating its efficacy and usefulness (Cf. the 2010 publication of the Ministry of the Environment). The concept is valid in different fields and was coined to call the optimal ways of executing processes that can serve as a model for organizations and people other than those who execute them, to stable modes of action that become the object of learning from experiences. and the achievements of one or more people, to tasks well done whose application expands or is possible and desirable to expand to other areas, to the point of promoting new modes of action, adaptations, ways of working that produce more and better results in the means in which they are carried out. As the Rainforest Alliance publication pointed out two years earlier, in the field of providing tourism services, "good practices" are the ways of working that also contribute to the conservation of cultural and natural heritage, to the social and economic development of communities. and to the satisfaction of the actors involved in tourism.

Birdwatching and its consequent habitual practice, birdwatching, consists of observing and identifying birds in their natural habitats. Birdwatching is an activity that has grown rapidly, mainly in developing countries that are home to enormous biological diversity. Colombia, considered a mega-diverse country, stands out as an especially attractive option for bird watching because the largest number of bird species in the world live in its

territory (approximately 1,900 species, equivalent to 20% of the planet's species). ). In addition to the richness of species, Colombia has a large number of endemic (79) and almost endemic (193) species, that is, birds that live exclusively in small geographic areas, as well as 139 species on the red list of endangered species. at the national level, many of them of enormous birding interest (Garzón & Myers, 2016). The Guide to Good Practices for Birdwatching in Colombia — which the Ministry of Commerce, Industry and Tourism, the National Tourism Fund and the Bogota Ornithology Association present as a contribution to the development and promotion of this activity in our country— is a response to the concerns that this activity raises about its consequences on birds and their natural behavior. Even though birdwatching is considered friendly to biodiversity and its conservation, the practice of this activity in the open air can produce disturbances in ecosystems and in the species that make them up.



Colombia is the number one country in terms of birdlife, which is why it has become one of the most desired destinations for birdwatching tourism. This is a specialized activity that is based on observation and involves visitors and suitable sites to find different species.

These people are willing to pay for the service of a guide who knows the birds of the environment, as well as hotels and transportation to be able to observe a given number of species.

Birdwatching is an activity to which a significant number of people around the world dedicate themselves and which generates important economic dynamics, which is why it is becoming increasingly important and is done in a better way by people trained for it. Above all, birdwatching is a way of approaching nature, which is why it is essential that it be done responsibly and coherently with the national regulatory framework (Policy for the development of Ecotourism and Strategy for Birdwatching in National Parks) and taking into account the local social and environmental conditions.

Thanks to a work agreement signed between our organization and the Technical Subdirectorato de National Parks, five protected areas were selected (Vía Parque Isla de Salamanca, the PNN Tayrona, Utría and Amacayacu and the Santuario Flora Fauna Flamencos) as priority areas to move forward with a pilot program to develop the avituristic product, since important elements of the national avifauna have been identified in these sites. We will work through hands-on activities with local environmental officials and interpreters in order to strengthen their skills and abilities in bird identification and monitoring techniques. At the same time, trails will be evaluated, visiting periods will be determined and species will be assessed, all with the aim of consolidating the "Birdwatching in National Parks" program.

## 2. OPPORTUNITIES

A study carried out by several international organizations defined that bird watching in Colombia can become one of the most profitable tourist activities in the country.

Annually, bird tourism could generate 9 million dollars and attract more than 15,000 observers, according to the study.

A recent investigation carried out by the organization Conservation Strategy Fund

(CSF), in collaboration with the National Audubon Society and the Universidad de los Andes de Colombia, confirms the great potential that the country has for bird watching and therefore for developing a interesting tourist proposal.



With a sample of 5,000 respondents from the United States and Canada, members of the Audubon organization, an institution specialized in bird conservation and ecosystem restoration, it was shown that birdwatching tourism could be one of the most profitable and profitable activities. greater economic benefits for local communities and for the country.

Jorge Maldonado, researcher and professor of economics at the Universidad de los Andes, explained how "the projected demand for the birdwatching sector in Colombia estimates, according to the study, that a total of 280,000 people in the United States and Canada alone, members of the Audubon society, would be interested in visiting the country. That means that 15,000 people a year would be spending about 46 million dollars a year in the process and that implies 9 or 10 million dollars in profits for the country for that activity."

The research highlighted how a tourist tour with the characteristics that travelers demand—safety, health services, quality food, comfort in community settings and easy mobility—motivates 97% of tourists to spend \$310 per person per day, \$60 more than the average cost they would pay in destinations like Costa



Rica, where nature tourists spend \$250 per person.



Being a country like Colombia, noted for its great biodiversity, an activity such as birdwatching could generate 7,500 new jobs that would result in improving the quality of life of the communities.

With the study as an input, the challenge for the country is to be able to develop its competitiveness in terms of quality and price compared to countries such as Mexico and Costa Rica. Colombia, with more than 1,900 species of birds, is a destination that can benefit the local inhabitants, who were the main affected by the armed conflict.

Sandra Howard, deputy minister of tourism in Colombia, believes that "conservation must be tied to knowledge and use of the territory, which is why ecotourism is one of the fundamental pillars to take advantage of this new context."

Tourism in Colombia, according to the Multisector Tourism Plan 2014-2018, is emerging as one of the engines of national economic growth after mining, construction, the financial sector, and transportation, with a goal of 6,000 million in 2018. dollars in foreign currency and 5 million tourists a year. It currently earns foreign currency above 5.2 billion dollars and sustainable and nature tourism is an important option for the sector.

### **3. Avitourism as an opportunity in the Colombian Amazon basin**

John Myers, director of Audubon for Latin America, visited Colombia motivated by the country's bird biodiversity. His first approach

was through Steve Hilty's book Colombia Bird Guide, a publication that shows the wide diversity of bird species that the country is home to.

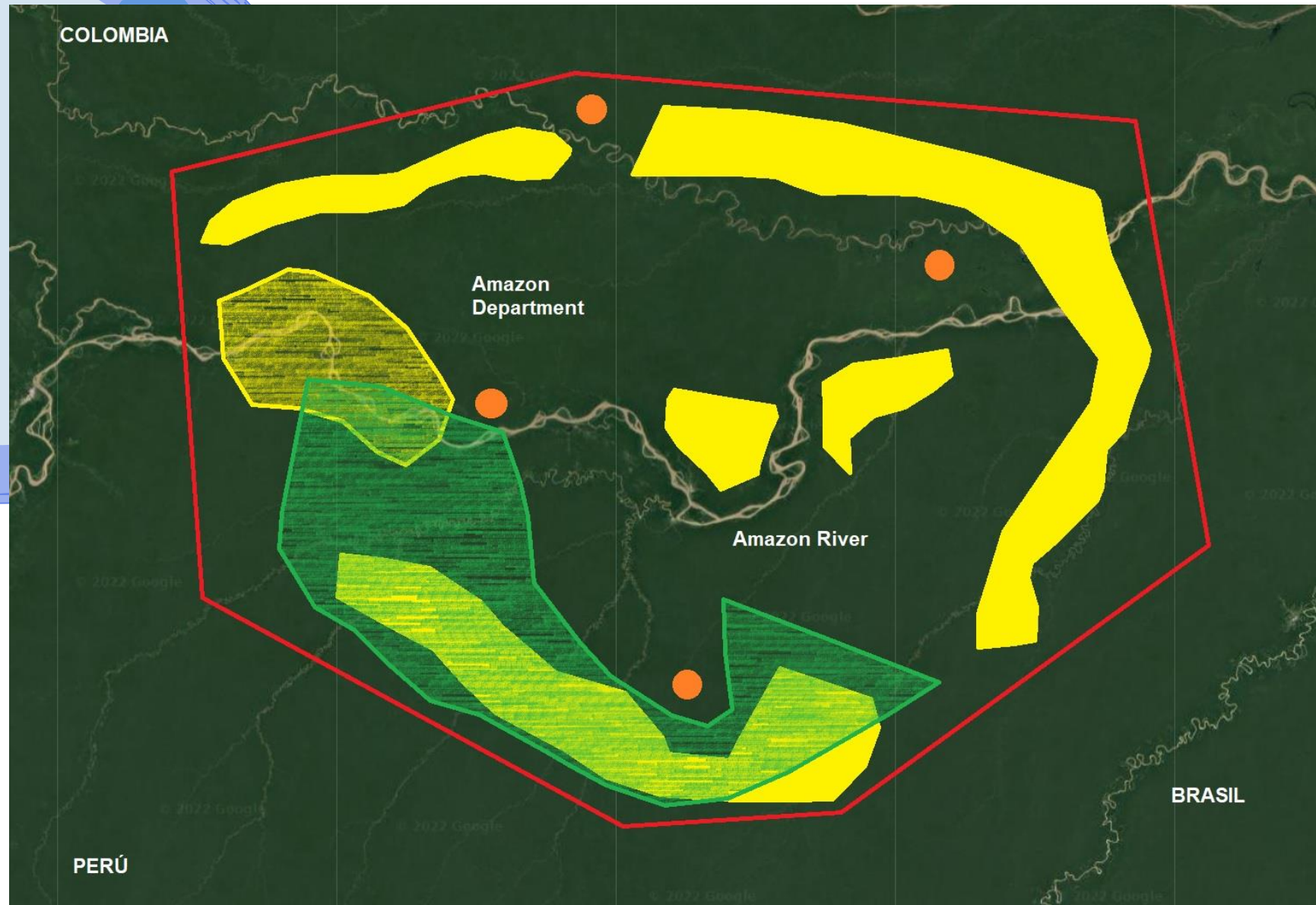
"When I read that book, I loved the idea of having to visit Colombia, despite the fact that people told me that it was very dangerous to arrive, but I did it and I invited myself as an intern or professional trainee at the National Natural Parks Unit and I I got sick (alluding to how surprised I was) with the biodiversity of the country and with the people and I made the decision to dedicate myself to the promotion of birdwatching" explains the researcher.

The knowledge of him motivated him to propose the study that analyzes the economic potential of bird watching for Colombia and that suggests some tourist routes for bird watching.

The development of a model project in Colombia known as La Ruta del Norte, is a way to show how the strategy can work, what are the first steps that must be taken to design a route, how the visitor experience can be optimized and take into account the logistics that must be considered.





The end result for Colombia, with which Myers and Deputy Tourism Minister Sandra Howard agree, should be the implementation of a network of birdwatching routes. The first of these would be the Andes and its three mountain ranges, an ecosystem characterized by the presence of humid forests that are home to a large number of species. The second route would be located in the Amazon and would include six departments of the country. And the third would take place in the Caribbean, to the north of Colombia, which has very diverse ecosystems ranging from high peaks in the Colombian amazon basin, dense jungles and the coast with a diversity of birds that deserve to be observed.

## TOURISM MAP IN PROJECT SITE



## ORNITHOLOGICAL TOURISM PROGRAM IN THE COLOMBIAN AMAZON BASIN

### Specifications

	Project action area
	Bird watching areas
	Ticuna indigenous cities
	Protected natural area

### Scale



### Sources:

- BOSQUE COLOMBIANO ORG, 2021.
- BirdLife International, 2021.
- Google Maps, 2021.





**Birdwatching a business that works**  
Ten years ago, several companies in Colombia saw in nature tourism a business option that had a future despite the violent conditions in the country. Today, four legally constituted companies are dedicated to the activity and others carry it out informally, according to Ángela Gómez, manager of Nature Colombia, a company specializing in nature tourism and bird watching.

Companies like Nature Colombia receive approximately 200 tourists a year, who spend between 15 and 20 days touring the country, leaving their income in the local communities, explains Gómez, when she refers to the development of the activity. "This type of tourists do not visit large hotels, on their tours of the country they leave their money mainly in the communities, they use community transporters, that is to say that the movement of money from this business stays mainly in the local", comparing the activity with other types of tourism.



#### 4. Methodology

The realization of this research project follows the guidelines that the UNWTO determines in its Agenda for local planners, according to which the elaboration and application of a strategic plan for sustainable tourism development is specified in the linking of a series of phases and tasks that evolve and are coherent with each other, in which the success of each one of them derives from the correct development of the previous one, largely focused on the acceptance of its conclusions by the local society as a whole where tourist

activity has its special heading. The project seeks, among others, the following objectives:

1. The balanced and sustainable development of the town and its main attraction.
2. The rational and responsible use of the territory and its resources.
3. Administrative coordination.
4. To become an instrument that, in the hands of local public management, promotes the improvement of the quality of life of citizens.

The proposed methodology extends to five phases and eight tasks, outlined below (OMT, 1999b):

**Phase A. Secondary investigation and field visits**

**Task 1. Organization and management structure: compilation and collection of information and data**

**Objectives:** Collect data from the GAD's natural and cultural tourist inventories, service cadastres, maps, photographic files, CDs, books, magazines, brochures, protected area management plans, among other documents (establish a prior list of a documentary archive and bibliographic index). Compile the data and documentary files.

**Phase B. Strategic diagnosis**

**Objective:** To base the different strategies based on the results of the diagnosis in order to establish and sustain the chosen development model.

**Task 2. External analysis - Study of tourism demand**

Objective: To investigate the visitors to the canton in order to establish their tastes, desires, motivations and needs, as well as to determine the degree of acceptance of the services offered.

### **Task 3. Internal analysis - Community tourism endowment and management**

Objective: To analyze the operating capacities and characteristics of the community to carry out tourist activities. To do this, a visitor study is carried out by means of which their characteristics, tastes, desires, motivations, stay, activities, etc. are identified. A survey is applied to the local community –and the data are tabulated– to identify and treat the factors of the territory and the community (with greater control capacity on the part of the community), emphasizing the strengths and weaknesses of the community. local tourism system with respect to the selected strategic themes. These internal factors could include those related to local fairs and festivals, if they are significant for the specific destination analyzed.

### **Task 4. Elaboration of the SWOT matrix**

Objective: To know the current and potential situation of tourist activity in the community. To carry it out, it is necessary to analyze their strengths, weaknesses, opportunities and threats (SWOT analysis). The analysis must be both explanatory and predictive, this means that the causes that explain the current situation (positive or negative) must be discovered. In addition, the SWOT analysis must provide elements that allow predicting with some degree of certainty what will happen to tourism in the future if the current trend continues.

### **Phase C. Tactical phase, objectives, actions, projects**

### **Task 5. Establishment of strategic objectives derived from the diagnosis**

Objective: Establish strategic goals based on the results of phase B regarding external analysis (opportunities and threats) and internal analysis (strengths and weaknesses at the local level), to achieve sustainable tourism development in this specific reality .

### **Task 6. Design of strategies**

**Objective:** To guide the public and private actions of a sustainable tourism model in the locality which allows the achievement of the established objectives and their attainment, making necessary the real prioritization of the effectiveness of the design, taking into consideration two criteria: the different effects of its application and the resources available for it.

### **Phase D. Programmatic proposal: programs and projects of the plan**



### **Task 7. Development of the plan**

Objective: To guide the diagnosis made, the objectives set and the strategies selected. In this way the document of the plan itself is obtained, which must be approved within the collective bodies of participation, and whose publication, Presentation and dissemination



will be essential as one more instrument of social pedagogy to support the proposed tourism model.

### **Phase E. Execution, evaluation, control and feedback mechanisms**

#### **Task 8. Instrumentation and feedback**

**Objectives:** Opt for a planning instrument and select the monitoring system, as well as the indicators that best suit each place. All this linked to destinations, indicators, sources of information and related institutions, with the idea of limiting the possible negative impacts derived from tourist activity that can have a notable impact on competitiveness and sustainability.

To achieve the aforementioned ends, this process must be understood from an integrative and long-term dimension of the policies and cultural, social, economic and environmental aspects that affect the territory to be considered. It must have the participation of citizens and it must be functional



–In the sense of adapting to the different regional structures– as well as prospective, since it must take into account the trends that affect its dynamics.

The study is structured by phases that seek to consciously select an alternative for economic action and consequently promote a specific tourist option for the Colombian amazon basin parish and the Guabizhún lagoon.

The so called structuring of the tourist space is the basis for planning the sector in the future, which is based on the global vision of the tourist destinations defined in the PLANdetUR 2020 (Ministry of Tourism, 2007). The elaboration of maps by zones, areas, centers, corridors, tourist sites, as well as forms and types is proposed of tourism, infrastructures and tourist plant in georeferenced form. The presence or absence of these aspects generates operating limitations. The possibility of developing the offer together with other destinations can also be considered, with a view to enhancing local characteristics. In this way, there is the current and potential tourist offer based on the attractions, accesses and facilities placed on the market, as well as tourist products.

It is necessary to determine and identify the conditions that the development of tourist and recreational activities imposes on the planning processes of the territory. This makes it possible to study the instruments and planning strategies that are going to be implemented for the creation of the product and the organization of the tourist space, in order to analyze the characteristics of the resulting economic processes, highlighting their main achievements and limitations.

#### **4. Results**

The results obtained are:

a) The situational diagnosis was based on the analysis and elaboration of specific reports of the Colombian amazon basin (Colombian

amazon basin) related to tourist capacity, the evaluation of impacts that tourism could generate, as well as such as tourist and recreational zoning. Likewise, a study of the tourism market was carried out and regional socio-economic conditions were assessed.

#### **b) The development proposal:**

1. This proposal was based on the definition of the objectives that were identified during the elaboration of the situational diagnosis and was developed according to the following work scheme: basic criteria for action and guidelines.

2. Once the basic criteria had been defined and the guidelines for action established, the following topics were developed to complete the development proposal: investment programs, management and administration, and implementation strategy.

#### **4.1 Proposal for the tourist development of the Colombian amazon basin and the Fray Vicente Colombian amazon basin parish**

The proposal for structuring the product and the tourist space of the Colombian amazon basin consists of developing and building a basic recreation infrastructure around the Guabizhún lagoon, for example, docks, camping areas, trails, huts, signage, tourist facilities center, sanitary batteries, picnic areas with kitchens, firewood deposits, viewpoints, rest tables, food and handicrafts, stables, garbage cans, all of them built with typical materials of the area and they could even be built with the labor and support of the community.

It is sought, in such a way, that visitors and tourists who visit the area have a tourist service center, a space for recreation, recreation and the satisfaction of food and basic needs in appropriate places and under

control. However, the possibility of developing community and rural tourism in a next phase in the future is not ruled out, then or that the interest in knowing the site and the tourist area in general has been generated, for which a manual of community and rural tourism development has been included in the following sections.

#### **4.2 Basic criteria for action**

The tourist development of the study area requires the execution of a set of strategies, programs and projects that make it possible to prepare services and adapt a minimum tourist plant, as well as the infrastructure and superstructure to support development. This set of proposals has been selected and prioritized according to the application of the following criteria:



- For tourist activity, keep in mind that attractions, by their nature, are fragile, that is, they can be affected and altered.
- For tourism management, based on the condition of fragility of the natural attraction, the management of tourism activity in the territory of the Colombian amazon basin must start on a concept of sustainability, so that it does not alter its three basic components: social, economic and ecological. For this reason, it must be considered that services should be concentrated in areas of territory that have already been altered and that can be easily controlled. In this way, the tourist

activity itself will be developed in the lagoon area and its rural spaces, following the route of the designed circuits, all based on a determination of the allowed tourist capacities.



- The vision of tourism development is made up of a natural and cultural tourist destination that develops by applying the sustainable tourism model. This area has increased its ability to attract visitors by promoting itself in conjunction with the attractions of the area inserted in the tourist circuit made up of the provinces of Azuay and Cañar. It is intended that the surrounding populations benefit substantially from tourist activity, that families participate directly as providers of tourist goods and services and that they abandon activities that threaten the natural environment. The Economic benefits from tourism will contribute significantly to the financing of the canton's productive system.

#### **4.3 General guidelines for tourism development in the area**

Tourism development proposals must take into account the evaluation of the benefit / cost, both in the overall vision and in the detailed proposals, even in the case of small-scale services and facilities. Tourist services in the Colombian amazon basin and its areas of influence may be provided in the following ways: concession for the provision of tourist and recreational services; permission for the development of minor activities; agreement

with local people for the development of minor activities.

Tourism service providers must be duly personalized and meet the requirements established by MINTUR Colombia and its Regional Coordination, the Magdalena Chamber of Tourism and the Déleg Municipal GAD. Each supplier must have the approval and authorization of operation issued by MINTUR.

Guidance and monitoring services may be given by direct approval of MINTUR once the requirements indicated in the point relating to local guides have been met. The tourist services that are given in the lagoon and its areas of influence must meet the sustainability criteria in accordance with environmental and tourism regulations. Similarly, permits may be granted for the development of consistent minor activities, such as guides, monitors, muleteers and other complementary tourist services that visitors may require and that are not provided by concessionaires.

The inhabitants of the localities located in areas near the lagoon must have the preference to act as providers of tourism services, either individually or organized in specific groups, on behalf of the local population through their established bodies (community tourism).

To achieve the greatest and best participation of local people, they will be appropriately trained before starting the tourist operation of the services in which they participate directly. Then, regular training activities will be carried out to improve the technical-professional level and maintain quality standards. The participation of suppliers must materialize in accordance with the provisions of current legislation and its approved regulations.



#### 4.4 Relating to infrastructure and equipment

The infrastructure and equipment proposed in the Colombian amazon basin will be developed based on the tourism management model that will be designed, after the Déleg Municipal GAD prepares the ordinance that will regulate the use of its land.

Recreation and tourism services have been conceived as conditioned spaces, located on the inner edge of the limits of the lagoon, but trying to be located very close to the existing populated centers, so that the facilities can be used. and the services that these centers already have, mainly the supply of energy and water, as well as the telephone, safety and health services (medical posts), basic elements for the operation of these tourist service centers.

On the other hand, the service centers will facilitate the participation of the population in the management and / or operation of tourist services.

The location of the "recreation and tourism services" has been selected based on the accesses to the lagoon and the tourist importance that each one of them has.

There are three groups of tourist sites that deserve a differentiated treatment:

- First group: the Colombian amazon basin and the parish of Colombian amazon basin.
- Second group: the Ticuna Route and the Cojitambo Ruins.
- Third group: the tourist corridor between the city of Cuenca and the city of Azogues, with its towns and picturesque roads.

The equipment - understood as the premises and the facilities intended to provide tourist

services - will have as a main requirement to harmonize with the landscape environment of the Guabizhún lagoon, for which use will be made of materials from the area, techniques and styles. of traditional construction, procedures that have been shown to fulfill the characteristics of functionality, thermal and acoustic insulation.



Likewise, the facilities must consider the following construction characteristics: the provision of foundations and cyclopean concrete overlays, to guarantee protection against the climatic factor and its structural stability; The walls should be built on the basis of crossed and embalmed hardwood pedestals, using construction materials from the area, locating pieces of dry tree bark and scattered. you in the area; These walls can be covered with mud from rotten clayey earth and combined with bituminous substances, in order to guarantee their waterproofing and consistency; the ceilings will be made with wooden beams and slats, covered with tile.

It is convenient that the site plan of the Colombian amazon basin –and those that are in the process of elaboration and / or execution– be adapted as much as possible, especially with regard to materials and covering treatment, so that it is presented a homogeneous tourism product. The equipment must be conceived with a modular design, so that it can be adapted according to

the demand requirements and thus avoid unused spaces.

The area where the equipment for recreation and tourism services is located must have a landscape treatment, mainly considering afforestation, signaling and the location of garbage dumps. Infrastructures must take into account non-conventional and sustainable systems, among which solar energy and water treatment must be considered, fundamentally. An example will be taken of the infrastructure with environmental principles that has been previously approved and that is being used in other areas with similar characteristics.



#### 4.5 Relating to transport and travel

The routes of the tourist circuits defined in the plan are as follows: on foot, in mules and routes in boats and canoes. The use of motorized vehicles will be allowed to access the starting points of the routes as long as the routes provided by the authority of the Déleg Municipal GAD for this purpose are used. The authority in charge may authorize cycling for any of the routes, depending on the results of the monitoring work to manage the load capacity. After defining the routes and the degrees of difficulty, the type and characteristics of the boats allowed in the Guabizhún lagoon will be established, as well as minor works on the riverbank. The different

types of The route must be subject to a behavior card.

The environmental interpretation will be aimed at the local population, users and / or visitors. The issues of interpretation and information will be of two types: direct (guided tours, talks, orientation and complementary contacts) and indirect (signs, printed-guides, plans, brochures, audiovisuals). This interpretation should be considered as a priority service in all phases of the tourism process, from the design and execution of plans and programs to the provision of services during the tourism operation phase. The direct and indirect providers of tourist services must consider this provision in all their particular process and comply with the specific provisions on interpretation in the design and production of informative and promotional materials, for which they will have to describe the meaning, the importance, the characteristics of the natural, cultural and historical degree that the area has.

Visitors will make tours on foot, in mules or in boats, accompanied by local guides and monitors, in accordance with the provisions of the tourist use regulations. The routes have been established according to the expected tourist demand modalities and based on the least impact that they may generate in the tourist areas; For this, the determined load capacity will be taken into account.

The information (signage) is conceived as the set of strictly necessary messages that must be transmitted to the visitor in order to provide guidance and security on their tour of the area. The information (signage) contained in the signs may be of two types:

- Start of the tour: necessary prior information.

- During the route: strictly necessary to locate, orient oneself and point out outstanding elements of the route.

In the case of tours on foot, in mules and in boats, the guides in charge of the circuits are obliged to instruct visitors on the rules and recommendations for each case, for which they will use an instruction booklet. that must be explained to the visitor at the beginning of the tour and will be remembered during the journey when necessary. The signaling of the area, both in the design stage and in the execution, must be carried out in accordance with the signaling manual of the Ministry of Tourism and the Ministry of the Environment.



#### **4.7 Relating to local tourism guides and promoters**

The services of conduction, information and monitoring of visitor groups will be in charge of local tourist guides. When groups of visitors arrive accompanied by tour guides, the local guides will act as monitors, that is, they will accompany the groups to ensure their behavior. Local guides are the people who live in the buffer zones of the area and who are duly trained and evaluated to carry out guiding and / or monitoring tasks for groups of visitors.

The condition of local guide is obtained by fulfilling two basic requirements: the first consists of the accreditation of a resident of the area, and the second requires the

approval of the "Training of Local Guides" course, organized, directed and centralized. - supervised by the General Management of Tourism of the Austro, of the Ministry of Tourism of Ecuador. The way to prove your status as a resident of the buffer area will be by letter issued by the president of the

Parish GAD of F. V. Colombian amazon basin.

#### **4.8 Relating to behavior and to the safety of visitors**

The safety of visitors will be protected at the preventive level, in the provisions and indications of the legal framework on tourist sites, in relation to the rules of conduct and movement of visitors. The legal framework for action of tourist activities in the Guabizhún lagoon area must be drawn up. The places of evacuation and emergency care are provided in the populated centers near the Cuenca or Azogues "service centers".

#### **4.9 Relating to regulation and monitoring of activities**

Access to the Colombian amazon basin by tourists and visitors in general will be conditioned by the carrying capacity of each of the incomes. Access control will be in charge of the control entities or of an employee or collaborator of these, who will have the means to disseminate the norms of behavior allowed to visitors and their regulations. The sale of tourist services may be given in the so-called "recreation and tourism services", where the different tourist facilities will be located. The activities of the routes and their interpretation may take place in the lagoon, in the pre-established circuits, through the work of a local guide.

#### **4.10 Relating to the promotion, image and administrative coordination of the lagoon**



## **Guabizhún and the tourist route "Los Caminos del Ticuna"**

In the general planning of the tourist development of the tourist route "Los Caminos del Ticuna" and the Colombian amazon basin and its area of influence, it should be adopted as a basic policy not to carry out any promotional activity to induce tourist demand towards this recreation and tourism service if the tourist product to be offered is not ready for commercialization or if, at least, the control of the negative impacts that the induced demand could generate is not guaranteed.

The following actions are proposed:

- Promotion and dissemination. Position the Colombian amazon basin and the Ruta del Ticuna as natural, cultural and ecological tourist destinations.
- Of interpretation. Present the natural and cultural heritage in a systematic, encouraging and innovative way, to deepen the tourist experience and sensitize the visitor regarding conservation.
- Of information. Develop content that meets the requirements of users with regard to places and tourist attractions, services, security and visitor orientation.
- Local management of tourism. Promote and guarantee the effective participation of the residents of the lagoon, the route and its areas of influence in tourist activity.
- Tourist training. Lead the training of residents in the management of tourist services with international quality standards.
- Governance. Identify and establish coordination channels with institutions related to tourism to develop activity in the Guabizhún

lagoon, the Ticuna Route and their areas of influence.

- Infrastructure and equipment. Identify the infrastructure and equipment required to develop the tourist activity. Establish its characteristics and conditions.
- Monitoring and evaluation: Establish the systems or aspects that will be monitored as a result of the plan.



## **5. Conclusions**

- Tourist activity in the form of ecotourism and bird watching is difficult to develop and carry out, mainly because the study area and its areas of influence do not have local legislation that helps them in the sense of creating a protected area of the type environmental, ecological and patrimonial. In addition to this, it is mentioned that the main activities carried out by the local population are agriculture and livestock, both intensively, which affects endemic local species and leads to the ecological modality of tourism.
- The community is not organized to provide tourist services in the form of community tourism, which affects its socioeconomic conditions. In addition, there is high migration and abandonment of properties.
- The tourist attraction of the lagoon area is of a medium quality, which can be involved in the so-called regional complementary markets of

the area, such as the Camino del Ticuna, the viewpoint and the archaeological remains of the Cojitambo and Pachamama hills. , the picturesque towns and roads of the Déleg canton, the churches and chapels of the parishes of the canton, the Luis Cordero temple in Suranpalti, the toquilla straw handicrafts and hats, which are stand out. Due to this circumstance, the area is very little known in the tourist market (supply and demand), especially the Colombian amazon basin and the parish of Colombian amazon basin.



- There are few services in the tourist modality because, by not having developed the attraction, the community does not see the real potential that can be worked together in the future, enhancing the potential of the locality. It is highlighted that the tourist infrastructure is acceptable to access the Colombian amazon basin and the attractions of the entire canton.
- There is very little attention from public or private organizations in charge of preserving and promoting the natural and cultural tourist benefits of the area.
- The tourist site is more positioned in the international tourist market due to its archaeological wealth, such as the Camino del Ticuna and Cojitambo.
- The visitor's study determines that the majority are Ecuadorians, young people

between 18 and 28 years old, with a medium income and who visit the place for purely recreational reasons.

- The economic investment and infrastructures carried out in the lagoon and its areas of influence have been considered for recovery due to the benefits that the community can obtain through the generation of services that it could provide. to the visitor if a complementary tourist product is structured with the routes indicated in the previous item.
- There is inadequate local management by the parish GAD, since there is accumulation of waste, waste and debris, which directly affects the surroundings of the lagoon, the main attraction of the area and the community.

## 6. Recommendations

- Request that the Déleg Municipal GAD work on the land use ordinance with the aim of rescuing the main attraction of the area (Guabizhún lagoon), in order to execute the projects and programs resulting from the research carried out on its part. strategic.
- Carry out a limnological and hydrological study that determines the proposed recovery in a natural way of the original level of the lagoon, which was two meters above the current height, to counteract the banks of earth and vegetation that are currently observed. and that they have decreased the total diameter of the water mirror.
- Work with the Déleg Municipal GAD for the relocation of the different families that are settled in the lagoon.
- Create a local body that supports and manages tourist and community activity, so that a process of gradual participation of the community is projected so that they are in charge of managing the activity in the future.

- Work should be done on the elaboration and creation of local infrastructures that support the development of the community, where tourism is a dynamic element of local production chains.



- It is important to integrate the attractiveness of the Colombian amazon basin and the parish of Colombian amazon basin in a complementary way by means of gave circuits and tourist routes, promoting it as a single destination, with the purpose of raising the level of integration of the community in a regional system.

- Rescue and preserve cultural manifestations as a way of proposing to create direct and indirect jobs, mainly assistance in handicrafts, with the idea of avoiding mass migration.

- Carry out intensive tourism promotion in the cities of Cuenca and Azogues and in the cantons of the region as recreation sites for weekends, and thus, in the short and medium term, consolidate them as complementary tourist destinations.

- The infrastructure of tourist and recreational services must be elaborated in a rustic way with materials, shapes and designs typical of the sector

- Derived from the limnological study, work should be done on the proposal to generate sport fishing activity, with the idea of producing

greater local development capacity in the area.

- It is important to work with the parish GAD in awareness and training campaigns so that visual contamination of the landscape can be avoided due to the use of materials foreign to the natural environment, such as the presence of block and metal constructions. , which completely distort the natural and cultural landscape around the lagoon. Additionally, it is necessary to work on the recovery of the environmental space.

- It is important to work on projects to recover the landscape and landscaping around the lagoon with native species of the area, with the idea of creating natural spaces, environmental education and natural activities.

- Improve and implement the tourist signage plan with local materials, as well as adapt a booth for information and tourism promotion.



- Work together with the community to create favorable conditions to design the rural accommodation network prior to a training plan and regularization of services: if the agrotourism activity is developed in this way, it will be possible to offer services of Tourist accommodation.

- A joint effort must be generated with the different entities involved in the management of protected natural areas, such as the



Ministry of the Environment, the municipalities, the Ministry of Tourism and the universities. In this way, you can give way to the conservation, protection and use of natural resources.

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