



A Sustainable Tourism Model for Buenaventura, Colombia

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Abstract

The purpose of the study is to propose a sustainable tourism model for Buenaventura, Colombia. This city is considered Colombia's main port in the Pacific, and boasts a wealth of biodiversity and nature reserves. This study seeks to address the development shortfall facing sustainable tourism in Buenaventura, which is related to a lack of facilities and deficient road access to tourist sites. Moreover, public policy does not establish guidelines for the development of tourism. In the absence of human capital with specialized training, learning is carried out empirically. A descriptive-exploratory method was used, which enables triangulation in the processing of primary and secondary information.

Resumen

El propósito del estudio es proponer un modelo de turismo sostenible para Buenaventura, Colombia. Esta ciudad es considerada el principal puerto de Colombia en el Pacífico, y cuenta con una amplia biodiversidad y reservas naturales. Este estudio busca abordar el déficit de desarrollo que enfrenta el turismo sostenible en Buenaventura, que está relacionado a una carencia de instalaciones y el deficiente acceso vial a sitios turísticos. Además, las políticas públicas no establecen pautas para el desarrollo del turismo. En ausencia de capital humano con formación especializada, el aprendizaje se realiza de forma empírica. Se utilizó un método descriptivo-exploratorio que permite la triangulación en el procesamiento de información primaria y secundaria.

Keywords: tourism, sustainable development.

Introduction

Colombia is blessed with eco-systemic diversity and cultural wealth. In recent decades, tourism has played an important role in the country's regional development, with growing numbers of international visitors attracted to its non-traditional destinations, including sun-and-sand resorts and urban centers. According to the World Tourism Organization (UNWTO), countries and their natural and cultural resources benefit from a sustainable approach. Studies by Gómez (2020), Miramag (2019), Baños-González et al. (2017), and Eugenio-Martín and Campos-Soria (2014) point to the benefits of destination diversification in terms of the positive impact on poverty and social inequality indicators.

Given that the tourism sector bolsters the supply chain, drives local development, and yields economic benefits, the challenge for sustainable tourism, in broad terms, is to serve as a tool for development by using territorial knowledge to create competitive advantages. Tourism is based on the paradigm of attaining local development objectives, but this can have negative impacts on the environment, as Fauzel (2020), Fauzel et al. (2017), Ren et al. (2019), and Haibo et al. (2020) have noted. According to Chou (2013), there is a relationship between the development of tourism and sustainability, characterized by dynamic feedback. Indeed, the tourism sector does not operate in isolation; its rapid growth and expansion depend on other economic activities.

The first step toward striking a balance between the two is by attaining synergy with the different kinds of local actors: public administration, via Colombia's municipal mayoralties; the private sector, composed of formalized tourism operators; and society, made up of various organizations, academia, and local communities. According to Lim and Cooper (2008), sustainability aims to reduce the negative social impacts and the ecological footprint of economic activities with a view to securing a better future for generations to come. "Tourism is currently gaining momentum and little by little is becoming an important pillar of the economy in regions oriented to tourism, and of human and societal development" (Cardoso, 2006, p. 6; translation ours). This stems from Mathus's proposal, cited in Young, (1969), for the economic valuation of nature as a source of wealth.

It is important to stress that definitions of sustainable tourism can be ambiguous since most authors relate it to the concept of sustainability. In the scientific literature, there is an international consensus in favor of promoting sustainable tourism as a means of diminishing the sector's environmental impacts. As Weaver (2005) observes, in the absence of a sustainable tourism development model or a concern for conserving or protecting cultural heritage, the communities involved in tourism must foster the skills required to safeguard the locality and its potential, bearing in mind that tourism cuts across the many economic sectors that participate directly or indirectly. Thus, as well as being a major employer, tourism stimulates investment in infrastructure that contributes to local improvement (Linares & Morales, 2014).

Next, Table 1 presents an overview of the various conceptions of sustainable tourism as a link between the economic and the social in different localities, and the ways in which sustainable management seeks to prevent environmental imbalance. According to Pereira and Vilar (2013), the purpose of sustainability in the case of tourism is to ensure

a balanced relationship with efficient resource management, such that it integrates economic development with environmental principles.

Table 1. Conceptualizations of sustainable tourism

Definition	Conceptualizations of sustainable tourism
Cumbre de Río (1992); Wearing (1999)	Provision of economic benefits while maintaining diversity and ecological quality; coalescence of conservation and economic development
Ivars (2001)	Management of sustainable tourism development based on balance between the preservation of natural and cultural heritage, the economic viability of tourism, and the social equity of development
Infante and González (2010) , cited in Linares & Morales (2014); Blanco & Flores (2012) .	To fully explore the concept, it is necessary to encompass values related to local identity and cultures in sustainable tourism, and this requires constant feedback on impacts in terms of high levels of tourist satisfaction with sustainable practices.
UNWTO & UNESCO (2015), Organización Naciones Unidas (2015) .	The development of sustainable tourism must “reconcile, balance, and foster social equity, natural sustainability, and the profitability of public, private, and social investment.”
Yubero & García (2016) .	Sustainable tourism must respect and conserve the environment as well as continually pursuing a balance between the economic, social, and environmental, without losing sight of the identity of the locality.
Montaño (2018); Ponce, Pérez & Hernández (2019)	Sustainable tourism responds to the needs of both the locality and tourists, without damaging the environment. At the same time, it protects and improves the region and guarantees resources and opportunities for future generations.
Toselli, Takáts & Traverso (2020)	Sustainable tourism requires coordination that encompasses analysis, planning, and monitoring so as to embrace environmental trends.

Source: compiled by authors.

With regard to this conceptualization of sustainable tourism, it is worth referring to the study of Ponce, Pérez and Hernández (2019). For these authors, sustainable tourism is oriented toward:

The management of all resources in a way that satisfies economic, social, political-institutional, and environmental protection needs, with which it becomes a strategic tool for local development based on exploitation of endogenous and endogenous resources (p. 61; translation ours).

According to the UNWTO, sustainable practices are applied to all forms of tourism across the different types of destination, based on sustainable principles related to the environmental, economic, and sociocultural aspects of tourist development, To optimize the performance of sustainable tourism is necessary to take into account the following: optimal use of natural resources, which are considered the primary element of tourism development; respect for the culture of the community and conservation of its assets; and the pursuit of balance between economic activities and environmental protection, taking into account that monitoring sustainability must be understood by all actors in society as a necessity for protecting their habitat (Linares, 2015).

The General Assembly of the United Nations declared 2017 as the International Year of Sustainable Tourism for Development in order to promote policy change, raise awareness among consumers (tourists), and encourage good business practices. Public administrations, aligned to the Sustainable Development Goals (SDGs), play an important role in fostering correct practices, formulating public policies, and strengthening collaboration between local actors. Moreover, because tourists look for an experience associated with the destination, as Espinosa and Rodríguez (2015) have noted, the locality must adopt good tourism practices to attract more tourists while safeguarding the local ecosystem.

In light of the above, in 2016 the Buenaventura Administration proposed a tourism project to promote a balance between municipal development and the environment. The aim of the project was to consolidate Buenaventura as a sustainable tourism destination so that the port would no longer be the only major source of income locally. As such, the project focused on balance between the needs of individuals, the planet, and prosperity so as to gear the dynamics of Colombian tourism toward sustainability. However, the development of the plan was hindered by the lack of public policy guidelines for tourism in Buenaventura.

Method

This study utilizes a data triangulation method and draws on the *Guía para la Formulación de Planes de Desarrollo Turístico en Territorios Rurales* published by the Instituto Interamericano de Cooperación para la Agricultura (2014) and communications with Buenaventura-based actors obtained during a workshop. As a reference point, it follows the UNWTO's recommendations for the construction of a sustainable tourism model, in terms of unsustainable patterns of production and consumption, environmental

protection, and coordination between local actors. The methodology used for the model construction process is set out below:

Methodology stages

Stage 1: Review of the literature on tourism, sustainable tourism, typologies of tourism, and models of tourism (applied cases).

Stage 2: Mapping of the natural resources of Buenaventura. This information was collected from development plans, websites, and tourism operators.

Stage 3: Collection of secondary information and analysis. These data were obtained from the *Buenaventura con Dignidad* development plan (Consejo Distrital de Buenaventura, 2020), a report by the Cali Chamber of Commerce (Cámara de Comercio de Cali, 2019), the Valle de Cauca tourism plan, and Centro de Información Turística de Colombia (CITUR) bulletins.

Stage 4: Preparation of a proposed model of sustainable development for Buenaventura. This stage took into account secondary information, which was compared with the findings obtained in the workshop with local actors: namely, the public administration (Buenaventura Mayorality and the Government of Valle), the community (associations, unions, and universities), and the private sector (port companies and others). This information was then used to prepare a model of sustainable development.

Buenaventura

The municipality of Buenaventura is the third-largest city in the department of Valle del Cauca. Classified as Colombia's gateway to the Pacific, it is the country's largest port, accounting for 70% of its foreign trade. According to the *Buenaventura Digna* development plan, the city possesses ten percent of the world's biodiversity, with ecosystems such as cloud forests, mangroves, wetlands, moorlands, rocky coastline, and tropical rainforest. This abundance falls within the Tumbes-Chocó-Magdalena biodiversity hotspot, bestowing the municipality with a variety of tourist destinations.

The *Plan de Desarrollo Distrital 2020-2023, Buenaventura con Dignidad* (Consejo Distrital de Buenaventura, 2020) notes that "the Special Industrial, Port, Biodiversity, and Ecotourism District possesses an expanse of 6,078 square kilometers and an area of approximately 607,800 hectares, of which 605,6391 (99.64%) corresponds to rural areas and 2,160.9 to urban areas" (p. 23; translation ours). The ecological structure of Buenaventura is overwhelmingly classified as protected: 99.63% of the territory in the special district has forest reserve status, while 39.58% falls under the administration of national parks, such as Parque Farallones, the Uramba Bahía Málaga, and the banks of the Dagua and Sierpe rivers. These sites account for a vast share of the region's protected hectares, though at present tourism-related activities are practiced with minimal state oversight.

Figure 1. Map of Buenaventura



Source: Consejo Distrital de Buenaventura, 2020

Mapping of the tourist destinations of Buenaventura

As noted, the natural resources across some 99 percent of Buenaventura’s territory have protected status. The development plan divides this protected area into four zones, as shown in Table 2.

Table 2. Protected zones

Zone A	Maintenance of the basic ecological processes necessary to safeguard the provision of ecosystem services.
Zone B	Areas for the sustainable management of forest resources.
Zone C	Areas whose biophysical characteristics provide conditions for agro-forestry and silvopastoral production activities, among other activities with a forestry component that is compatible with the objectives of the forest reserve.
Zone subject to prior regulatory systems	The areas covered by the National Protected Areas System (Sistema Nacional de Áreas Protegidas, SINAP), collective territories, and indigenous resguardos are exempt from any other zoning or regulatory systems.

Source: compiled by authors.

Table 3 outlines Buenaventura’s potential in terms of water resources, biodiversity, ecosystem services, productive diversity, and geostrategic position.

Table 3. Resources of Buenaventura

Natural resources	Description
Hydrography	The primary hydrogeographical network in the municipality is composed of the Naya, Yurumanguí, Cajambre, Mayorquín, Raposo, Anchicayá, and Dagua rivers; Buenaventura Bay; Málaga Bay; Calima Lake; part of the San Juan, and other smaller streams. In turn, the largest basins in the municipality are: the Cajambre basin, with an approximate area of 135,649 hectares, equivalent to 21.84 percent; the Anchicayá basin, of 104,318 hectares, representing 16.79 percent of the total; and the Yurumanguí basin, whose 65,747 hectares amounts to 10.58 percent of the total.
Soil	Buenaventura contains sediment deposits that are primarily continental in origin. The salient geomorphological units in the southern block, and to a lesser extent in Málaga and Bongo, are tidal flats, sandbanks, mud plains, and tidal deltas. The Pichidó isthmus has a rockier coastal morphology, with a limited distribution of tidal flats.
Biodiversity	The flora is characteristic of the Pacific mangroves, and includes the mora oleífera, the Açai palm, the pavonia, the coconut palm, leather ferns, and algae. Lower-layer fauna includes the likes of mangrove crabs and oysters, Amazon parrots, and fisherman bats such as <i>noctilus adviventris</i> .

Source: compiled by authors based on Castellanos, Prieto, Uribe & Zapata (2015)

Tourism in the district of Buenaventura is considered to be:

long-established, [and has been] practiced primarily by local actors and Afro-Colombian communities based in locations with natural attractions, considered to be of an ancestral character by the Afro-native population. Tourists arrive in largest numbers on a seasonal basis, primarily during the whale sighting season (July to October), at the time of Easter, and vacation time at mid-year and the start of the year. (Personal communication; translation ours).

In sum, Buenaventura, classified as a Special Industrial, Port, Biodiversity and Ecotourism District, is a source of biodiversity in southeast Colombia. Table 4 presents the main tourist destinations in the municipality of Buenaventura, which includes an abundance of natural attractions such as beaches, marine life, rivers, rain forests, and tropical landscapes.

Table 4. Tourist destinations in Buenaventura

Site	Description
Juanchaco and Ladrilleros	Beaches whose distinctive gray-black sand is due to the dark rocks from which the larger grains come. Locals make a living from fishing and tourism. The provision of accommodation and restaurants is adequate. Accessed by motorboat, 45 minutes from Buenaventura.
San Cipriano	Tropical rainforest reserve with waterfalls, pools suitable for swimming, and the crystal-clear San Cipriano River, which can be navigated by float until reaching the hamlet.
Bajo Calima	The mouth of the Calima River, located in the settlement of Palestina to the northeast of Buenaventura. Hosts various bird species as well as natural baths.
Cangrejo Island	Spot ideal for birdwatching. Located offshore from the Bocana beach.
La Sierpe Waterfall	Waterfall of 65 meters in height, accompanied by two smaller falls. The lower part contains several small freshwater pools suitable for snorkeling.
Maguipi	Beach located in the sector of Punta San Pedro. A 40-minute boat trip from the Buenaventura Tourist Pier along the Juanchaco and Ladrilleros route.
Arrecife Los Negritos	Large variety of marine and coral species; ideal for scuba diving.
Santa Delicia	Beach with reddish-gold sand. Located very close to Buenaventura by the mouth of the Anchicayá River.
Whale Watching	Season runs from July to October.
Pianguita	Twenty-five minutes from Buenaventura port in speedboat. Safe and convenient area with a clean beach. Opportunities for beach volleyball, kayaking, and ecological walks.

Source: compiled by authors based on information from the Fontur (2020) and Uff Travel (2020) websites.

Under Colombia's Land-use Plan (Plan de Ordenamiento Territorial, POT), different areas are categorized according to specialized activities, and usage varies according to local peculiarities. The beaches of Juanchaco, Ladrilleros, and La Bocana fall within an area classified for tourism, and the primary assigned uses are housing, trade, dining, and facilities. The forest reserve of which the Escalerete and San Cipriano rivers are part can be accessed by the public under the terms of the 1959 Law.

Culture and traditions in Buenaventura

Buenaventura has a wealth of cultural and gastronomic offerings suited to the corresponding forms of tourism (Consejo Distrital de Buenaventura, 2020). The culture of the port city of Buenaventura encompasses tradition and heritage, particularly cuisine based on different forms of seafood. The traditional beverages are biche, based on sugar cane, and arrechón, an alcoholic drink made from the borjón fruit, turtle or bull penis, honey, and spices, and considered an aphrodisiac. The music and dance traditions of the Colombian Pacific include currulao, linked to Afro-Colombian culture. The predominant musical instruments are the marimba, the cununos, the tambora, the guasa (a type of rattle), and the bunde.

Also notable is the Cantor de Rio cultural gathering in October, attended by singers and devotees of urban and rural Afro-Colombian and indigenous traditions.

Policy guidelines for sustainable tourism development

Article 16 of the *Buenaventura con Dignidad* (Consejo Distrital de Buenaventura, 2020) development plan seeks to strengthen rural development, recover the traditions of rural indigenous peoples, strengthen infrastructure and logistics, and improve access to the region. These objectives are part of Prop 1¹ and are linked to Prop3, in line with the vision:

By 2032, Valle del Cauca will be the most competitive region in Colombia and one of the most competitive in Latin America, will have a high level of income per person equivalent to that of an upper-middle-income region, and will have a level of income redistribution greater than the national average, through a goods and services economy with high added value and innovation oriented to the domestic and external markets, and a business environment that encourages local and foreign investment, promotes formal investment, raises the quality of life, and substantially reduces poverty levels. (Ministerio de Hacienda, 2008, par.1)

When it comes to tourism, there are two main focuses: so-called “MICE” tourism (Meetings, Incentives, Conventions and Exhibitions/Events); and vacationing, especially nature and adventure tourism, which ties in directly with sustainable tourism and applies to Buenaventura.

Table 5. Value chains

International chains		
Tourism	Category	Focus
	Business	Events and conferences
	Vacationing	Sport Adventure Fairs and festivals Nature Health Religious

Source: compiled by authors based on the Valle del Cauca tourism development plan (2012)

To strengthen the adventure and nature tourism value chain, the creation of an industrial park was proposed for Buenaventura. A conclusion drawn from the development plan workshops was that tourism drives the department’s economy, but there is a need for a technical roundtable attended by local actors and a tourism public policy at the departmental and municipal levels, both of which should encompass a sustainable perspective.

¹ Each “prop” (*horcón*) corresponds to a strategic pillar that upholds the local government development plan.

Proposed sustainable tourism development model for the port of Buenaventura

Taking into account Buenaventura's distinctive features and potential, as well as the political will to strike a balance between tourism and the environment, Murgeitio (2019), Montaña (2018), Espejo (2016), and Trujillo (2011) argue that the tourism sector in the Pacific region should consolidate and strengthen ties with tradition and promote environmental equilibrium so as to prioritize protection of the natural reserves. To this end, the public administration must implement public policies oriented toward the development of rural tourism, the maximization of Buenaventura as a territory with a wealth of biodiversity, and the emergence of synergy between the port, the city, and the surrounding area.

At the workshops, representatives from the public administration, academia, the tourism sector, and the port companies all contributed to the development of a participative methodology for tourism. This involved an analysis of the strengths, weaknesses, opportunities, and threats that Buenaventura faces with regard to tourism. Then, the results were cross compared with secondary information from the Valle del Cauca development plan and tourism development plan.

The main conclusions from the workshop were that:

- Buenaventura possesses biodiversity and a sizeable area of influence.
- Buenaventura has a rich cultural heritage based on traditional knowledge, customs, gastronomy, and folklore.
- It also has potential for growth and development in ecotourism, nature tourism, adventure tourism, and sun-and-sand tourism.
- There must be more synergy between the development of port terminals and the local development of Buenaventura and its area of influence.
- The public must be made aware of the wealth and the potential in the region beyond port development.

These findings are in accordance with a report published by the Cámara de Comercio de Cali (2019) in reference to the attractions of Buenaventura and its area of influence, which found that the area's beaches, waterfalls, and tropical rainforests, along with its cultural wealth, gastronomy, and traditional knowledge, lend it great potential for development.

Table 6. SWOT Analysis

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> - Natural diversity. - Potential of natural resources. - Main port of the Pacific. - Accessibility of the dual carriageway. - Gastronomic diversity. - Warmth of the people. - Proximity to the region's main urban centers. 	<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> - Interest of public administration in ecotourism and biodiversity. - Waterfront project. - Population's identification with local tradition. - Growth of the ports. - Private investment. - Access to forest reserves. - Growth potential of different economic sectors. - Classification of Buenaventura as a special district. - Tax benefits of classification as a special economic zone (SEZ).
<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> - Lack of control over transport in the forest reserves. - Disorderly entry of trucks to the port. - Lack of trust in the institutions. - Lack of cohesion between local actors. - Antiquated infrastructure at loading bay for the transportation of passengers to tourist sites. - Lack of infrastructure maintenance and development at potential tourism sites. - Lack of staff trained in tourism-related matters (they learn empirically). - Lack of academic tourism programs. - Deficient basic utilities (water, energy, sewerage, roads). - Lack of a hospital network. 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> - Development of tourism programs in other regions of the country. - Perceived lack of public security in the region. - Geological stability. - Inadequate development of transport and communications infrastructure. - No tourism policy. - Depredation of natural resources by mining and illegal forms of exploitation. - Development imbalance between port terminals and the municipality.

Source: compiled by authors, based on information from workshop held with local actors.

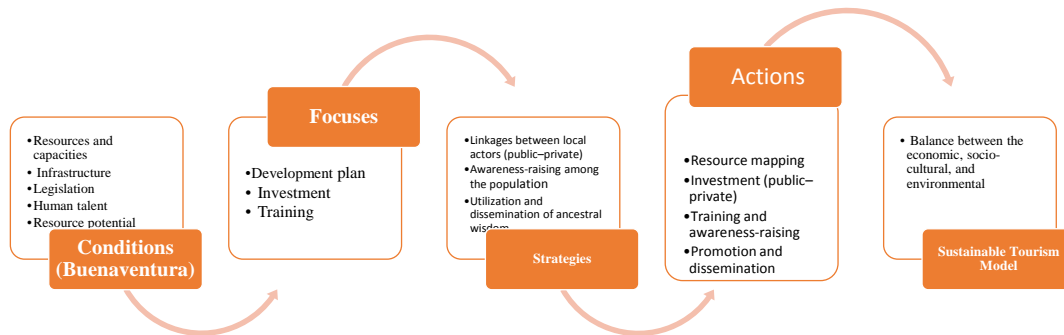
Moreover, the findings are in keeping with the recommendations of the UNWTO for a sustainable tourism model that does not adversely affect nature:

- Tourism must support individuals in their aim of living healthily and productively in harmony with nature.
- Tourism must be based on sustainable patterns of production and consumption.
- Environmental protection must be an integral part of the tourism development process.

The information from the workshops and the UNWTO recommendations were used to formulate a sustainable tourism model that takes into account the circumstances of Buenaventura and its area of influence. The purpose of the model is to apply and adapt the concept of sustainable development based on the characteristics and peculiarities of Buenaventura and its area of influence, as well as local actors' knowledge of the territory. The model was developed by way of the following steps:

1. Conditions of the area: corresponds to the resources and capacities available in the region (Buenaventura and its area of influence) that form the basis of the assessment and the establishment of short-, medium-, and long-term goals. This first step allows for identification of the region's potential in terms of natural resources, infrastructure, regulations on protection and conservation of natural resources, and the human capital trained in sustainable tourism.
2. Goals: setting the goals required the proposal of a vision for the model and the delimitation of the regulatory framework, such that it allows for protection and conservation of the environment. It should be noted that it was based on the *Buenaventura con Dignidad* municipal development plan (Consejo Distrital de Buenaventura, 2020)
3. Strategies: the proposed strategies focus on three important aspects: awareness raising among the population, utilization of ancestral wisdom, and synergy with local actors.
4. Actions: the actions describe the way of executing the strategies for the development and application of the model; this requires monitoring and follow-up in order to take corrective measures along the way. These actions include the implementation of an environmental education program for rural communities, the promotion of natural and cultural tourism, the implementation of regulations on usage within communities, and the responsible use of tourist attractions with established load capacities.
5. Sustainable tourism model: the model seeks a balance between the economic, the sociocultural, and the environmental with the aim of "living healthily and productively in harmony with nature." This must encompass and be consistent with the visions of local actors. Figure 2 presents an overview of the model.

Figure 2. Sustainable tourism model 1



Source: compiled by authors, based on conclusions from the workshops

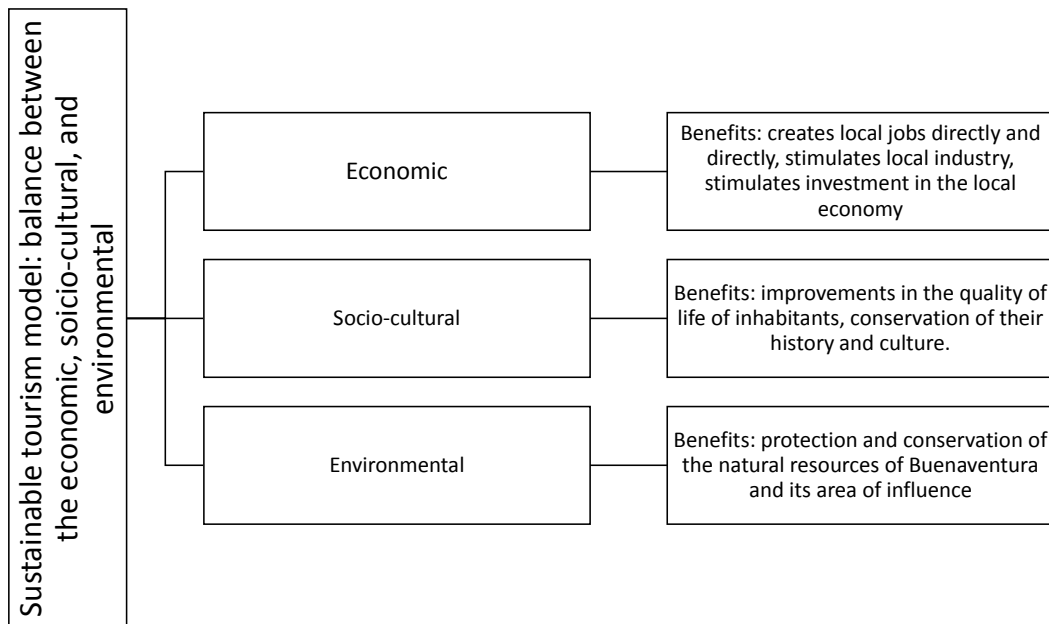
Sustainable development--which applies to the realization of tourism potential associated with natural resources--promotes environmental conservation and greater economic efficiency based on the local and social economy. This is linked with the objectives of local development and improvement of the quality of life in Buenaventura; aligned to a public-policy focus on economic and social development through equity and equal opportunities; and based on an ethnic differential approach and knowledge dialogue.

The proposed model is associated with the triad of sustainable development: environmental, economic, and sociocultural, taking into account the conclusions of the roundtables and the goals for Buenaventura. The props of the *Buenaventura con Dignidad* (Consejo Distrital de Buenaventura, 2020) development plan are as follows:

- **Economic:** enables income generation to promote improvement in the quality of life and wellbeing of actors and inhabitants of the region, facilitating and enhancing access to services and infrastructure.
- **Sociocultural:** in line with Prop 1 “regulating the territory and conserving the environment,” which is directly related to the national development plan and the cross-cutting sustainability agreement, “Produce by conserving and conserve by producing” and, in turn, is connected to Pillar 1, “a green and sustainable department.” Thus, the sustainable tourism model seeks to promote social benefit and improvement of the quality of life of the rural and urban populations, in line with the objective of local development.
- **Environmental:** pursues the conservation and protection of the environment and the biodiversity.

The interplay of these three elements enables the optimal use of resources from the territory, the conservation of biodiversity, respect for ancestral wisdom and the assurance of regional identity over time, financial viability, and long-term sustainability, for the benefit of stakeholders and future generations. This is in accordance with the sustainability principles proposed by UNWTO, so “that development has an economic, social and environmental dimension and will only be sustainable if a balance is achieved between the different factors that influence quality of life.” In this way, the sustainable tourism model for Buenaventura and its area of influence can become a strategy that places tourism within a framework of relations with the economy, society, and the environment, which must be flexible and proactive and in accordance with regulations, planning, and management. See Figure 3.

Figure 3. Sustainable tourism model



Source: compiled by authors, based on conclusions from the workshops

Conclusions

The cornerstone of sustainable tourism is the guarantee of sustainability at the destination as well as efficient oversight of adequate natural resource usage with the aim of preserving and protecting the region. Sustainable tourism must be distinguished from mass tourism, in order to exercise proper management in the sphere and thus minimize the impact on the destination. Thus, if the negative impact of tourism is to be anticipated and regulated, there is a need for linkage and joint work between the community and the public administration in pursuit of sustainability.

There must also be an analysis of the tourism value chain in order to identify the actors and their participation. This will allow for recognition of the peculiarities and characteristics of Buenaventura and its area of influence and the adaptation of training to local needs, with a view to assuring the optimal use of resources in terms of respecting nature. The aim is to achieve coordination between local actors in the implementation of sustainable tourism in economic, socio-cultural, and environmental terms.

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