

Effect of the Implementation of Public Tourism Policies on the Development of the Tourism Industry in the Communities of Bahía Málaga De Buenaventura

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Abstract

In order to ascertain the strategic lines that would facilitate enhancements in the quality of tourism services, a series of policies were instituted with the objective of cultivating a culture of excellence through the collaboration of public and private entities. This strategy was implemented as a means of positioning Colombia as a tourist destination. It is imperative to acknowledge that the changes have the potential to engender a series of traumas within the endemic communities of the territories during the adaptation process. The study developed a research analysis with the objective of measuring the impact and progress of public policies in the community of Bahía Málaga in the District of Buenaventura, and make an analysis on the effects and impact generated by public tourism policy on the sustainable development of the inhabitants of the community of Bahía Málaga. It is important to note that this community is an ancestral collective territory that for many years has been dedicated to tourism activity as a form of subsistence. In this sense, it is imperative to acknowledge that the primary objective of public policies is to elicit responses that align with the needs of the constituents comprising a given community.

Keywords: *Tourism, Implementation, Public Policies, Ecosystems, Environmental Deterioration.*

INTRODUCTION

Public policies play a pivotal role in supporting territories in their efforts to conserve, prevent, and carry out fair trade, thereby promoting conservation and sustainability through the implementation of ecotourism initiatives. The implementation of public policies in the territory, as well as the relationship between actors in the tourism sector chain with public institutions, can allow for a more effective articulation of the set of formal rules in the provision of tourism (etiquette) with a holistic, integral perspective. This, in turn, can open the way to development alternatives with a human-nature approach. The state has thus developed a regulatory framework for tourism, given its role in economic development. The strategic positioning of the tourism industry within a country or municipality is contingent on a series of initial factors, including resources, infrastructures, public services, and social agents (Torres, 2004:54). Therefore, as demonstrated by numerous reports published in the literature, the implementation of public policies that are not aligned with the realities of the territories where these policies are ultimately implemented can have a detrimental impact on the social, economic, and historical development of the populations and their environment. In this sense, the effects of the implementation of public tourism policies in the territory of Bahía Málaga, the special district of Buenaventura in Colombia, and its five communities are observed in daily life. It is observed that the policies have generated an impact on sustainability in a territory that generates foreign exchange and employment thanks to ecotourism as a solution to the problems of poverty in places surrounded by natural resources and protected areas. In light of the points, the extant literature does not contain any reports that explicitly delineate the impact of public policies on tourism, with a particular focus on the Bahía Málaga region. In this sense, the study examines the impact of the implementation of public tourism policies on the sustainable development of the inhabitants of the Bahía Málaga community. It is understood that national public tourism policies are designed to address the needs of communities and the tourism industry. The central objective of this study is to demonstrate how the implementation of public tourism policies positively impacts communities. Such impacts include the enhancement of ecosystems, the prevention of environmental degradation, and the promotion of economic growth for the population. However, the implementation of these policies also affects community development. Specifically, it leads to actions that are characterized by a lack of awareness regarding natural ecosystems

and the execution of public policy. Such actions include the prohibition of ancestral and historical processes that have enabled the sustenance of communities. Additionally, there is a lack of consideration for the native and endemic actors of the territory, which is essential for ensuring the conservation of flora and fauna. The absence of a clear strategy that incorporates the participation of collective territories belonging to black and indigenous communities, as well as control agencies, is a contributing factor to these issues.

EXPERIMENTAL METHODOLOGY

This research presents a descriptive scope in which it seeks to specify the set of properties, characteristics, and features of the phenomenon analyzed according to its importance. (Ortiz, 2006). Furthermore, a quantitative approach is employed, as asserted by Silvia (2013), which posits that the relationship between theory, research, and reality is founded on the congruence between the researcher's perception of reality, as manifested in a hypothesis, and reality as a phenomenon that substantiates a theory. The design employed in this study is of the borehole type, defined as "the process of establishing specifications in terms of dimensions and materials involved." The instrument used in the research study is a structured questionnaire, meticulously designed in accordance with the guidelines established by INEGI in 2013. This questionnaire method involves the presentation of questions and possible responses in a uniform manner to all participants, with the sequence of questions and answers being of paramount importance. In this research, the survey technique was executed in accordance with the methodology outlined by Casas, Repullo, and Donado (1993). The survey can be conceptualized as a methodological approach that applies a series of standardized research procedures to collect and analyze data from a sample of cases that are representative of a population or broader universe. The objective of the study was to explore and describe the population under investigation in the district of Buenaventura, in the Bahía Málaga community. The quantitative non-probabilistic sample comprised a total of 24 informants.

RESULTS AND DISCUSSION

The following question was posed in the research: The study seeks to examine the effects of public tourism policies on the sustainable development of the inhabitants of the Bahía Málaga community in the Buenaventura district of Colombia. It is evident that this would facilitate the establishment of a perspective characterized by a territorial approach, as perceived from the vantage point of the communities that inhabit this territory.

The objective of this study is to establish and identify the effects of the public policy of ecotourism on the sustainable development of the inhabitants of the Bay of Malaga.

Bahía Málaga is one of the territories of the Port of Buenaventura that possesses a vast array of natural resources, particularly in terms of its fauna and flora. The region is characterized by rocky foundations and the presence of waterfalls, which attract tourists and humpback whales that visit its waters annually from July to October to reproduce and give birth to their calves. This phenomenon, however, poses certain risks to the tourists. Tourism in this area fosters significant interaction with the environment due to the abundance of resources present. It is noteworthy that the majority of accommodations in the area are eco-friendly, with a commitment to environmentally-friendly construction methods (eco-constructions) aimed at mitigating the felling of trees in the Bay.

This bay receives approximately 26,000 visitors annually, a situation that prompts the local community and control entities to exercise caution to avert damage to the ecosystem and safeguard the species. This responsibility must be collectively shouldered.

The ecotourism development in this Bay is primarily characterized by the communities that inhabit it. These communities are responsible for protecting, conserving, and defending their territory, as well as ensuring that their territory receives the necessary resources and services. Since the establishment of the Uramba Bahía Málaga National Natural Park, these communities have devoted themselves to strengthening this area and transforming it into their primary economic activity through ecotourism.

In Bahía Málaga, five communities have assumed responsibility for the conservation of their bay. These communities depend significantly on tourism for their economic well-being, as it constitutes the primary source of employment in this rural region of the District of Buenaventura. To promote tourism, these communities have adopted ecotourism practices, leveraging the region's biodiversity as a competitive asset. These communities have adopted strategies that allow them to conserve their area and improve the provision of ecotourism services. Each community has a community council that collaborates with environmental authorities.

Figure 1 presents the results of the percentage distribution of gender in the five communities inhabited by the population of Bahía Málaga. It is imperative to acknowledge the pivotal role that citizen participation, irrespective of gender, plays in ensuring the effective execution of conservation efforts targeting the ecosystem and its natural resources. This involvement is crucial for the effective implementation of strategies by environmental authorities, thereby facilitating the long-term conservation of these vital resources. A primary strategy employed is environmental education, which fosters effective communication between public policy implementers and territorial actors (i.e., the community) as well as operators who have direct contact with the tourism ecosystem. The efficacy of public policy implementation must be predicated on the implementation of effective measures to mitigate the risks of pollution, deforestation, and soil degradation, among other ecological hazards to which ecosystems are perpetually exposed. In the context of tourism or the habitual development of local populations in tourist areas, educational initiatives must prioritize the integration of knowledge acquired from these communities to facilitate the development of the environment and promote sustainable growth. Therefore, in the development of the current research, it was determined that the population of Bahía Málaga is generally composed of Afro-Colombian, indigenous (Embera-Wounaan), and mestizo populations, in which approximately 320 families are settled (sample universe). The information has been obtained from the community council, finding that 58% of the population are women and 42% are men. The economic activity of this population is not solely reliant on ecotourism; agriculture and fishing are also significant contributors. It is imperative to acknowledge that the extraction of natural resources is primarily intended for the satisfaction of the population's own consumption and sustenance needs.

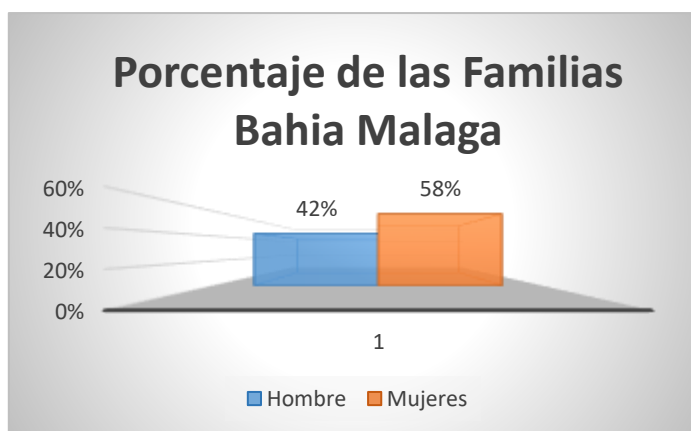


Figure 1. Percentage distribution of the gender of the five communities inhabited by the population of Bahía Málaga.

Table 1 presents the results, which demonstrate the economic activities in the community councils. A sample of 24 families was extracted from a population universe of 320 families. These families are part of the tourist ecosystem in the Bahía Malaga area. Information was acquired through surveys. In consideration of the points, it is evident that the 24 families involved in the survey constitute an exhaustive representation of the sample universe. The survey was conducted with a confidence level of 95%, thereby ensuring a high degree of confidence in the accuracy and validity of the respondents' information.

Coastal zones are considered to be one of the environments in which human beings can engage in socioeconomic or tourist activities. This is due to the wide range of natural resources found in these environments (Silva Casarin, Moreno-Casasola, Martínez, & Mendoza Baldwin, 2017). According to the authors, "the coastal zone is the land area occupied by the coastal ecosystems of lagoons, beaches, dunes, mangroves, and wetlands that tolerate changes in salinity and were considered to cover five kilometers inland from the seashore."

Ecotourism in coastal areas is defined as a tourism industry that is centered on the protection and preservation of the environment, thereby ensuring the responsible enjoyment of the ecosystem by tourists. This form of tourism involves the appreciation and enjoyment of the landscapes, flora, and fauna found in these environments, as well as the culture of the local communities. It is a commitment on the part of both tourists and authorities responsible for the protection of these environments to avoid the negative impacts that may be caused by the constant trafficking of people. Furthermore, it respects the communities that have these environments as an economic activity.

Tourism in coastal areas constitutes an economic activity that engenders employment opportunities, both formal and informal, within the surrounding communities. Consequently, these communities are able to benefit from the influx of travelers in the territory. It is incumbent upon these communities to contribute to the preservation of the resources found therein, thereby facilitating the development of sustainable and responsible tourism. This approach is essential to prevent the violation and degradation of these ecosystems.

The development that has occurred throughout history in coastal areas is due to the appeal of these regions to travelers who partake in beach-based or other coastal tourist activities. Consequently, coastal authorities must collaborate with each other to achieve objectives related to the protection of these ecosystems. Failure to do so may result in future risks, including environmental degradation, pollution, illegal fishing, and destruction of marine and coastal habitats. For this reason, environmental authorities must assume a significant role in collaboration with local communities. Through knowledge sharing, these authorities can develop joint activities aimed at preserving their resources. The mismanagement of these resources due to a lack of awareness can exacerbate the damage.

Table 1. Description of the economic activities of families dedicated to the tourism ecosystem.

Economic Activity	Percentage of Participation
Accommodation (L)	7.7%
Transport (T)	7.7%
Tour Operator (or T)	15.4%
Tour Guide/Interpreter (G T)	7.7%
Travel Agency (A V)	0,0%
Tourist Foundation or Association (F)	23,1%
Other (O)	38.4%

Figure 2 shows a percentage distribution in a bar diagram and a pie chart, so it can be seen that the 24 families surveyed are territorial tourism actors in Bahía Málaga and that were related to the implementation of public policies, as evidenced by the distribution of bars and the pie chart.

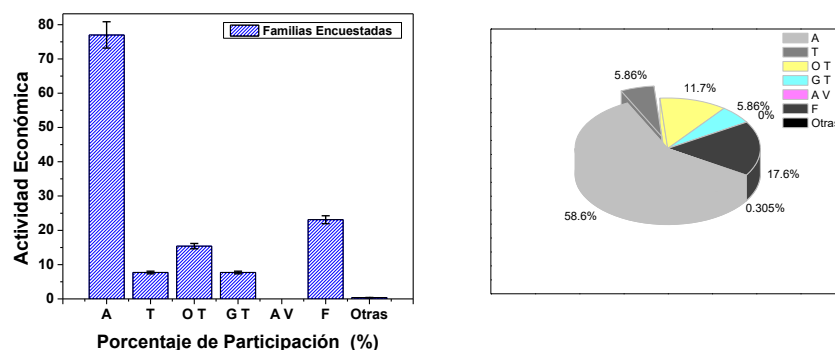


Figure 2. Percentage distribution of the economic activities of families dedicated to the tourism ecosystem.

The formulation of public policies encompasses governmental initiatives aimed at modifying the natural state of a given circumstance, achieving its enhancement, and mitigating the damages that would otherwise occur if such policies were not implemented. Consequently, the community is tasked with becoming acquainted with the prevailing public policies concerning tourism and their implications for the betterment of their respective communities. According to the findings of the study, 84.6% of the respondents reported being cognizant of these policies and their associated benefits. In consideration of the points, Table 2 presents the results of surveys conducted to assess the awareness of public tourism policies in Colombia and their correlation with the local territory.

The crisis of the conventional model of tourism in the nineties, the expansion of alternative tourism, and the growing environmental concern led to the incorporation of sustainability as a central element in the discourse and the promotion of ecotourism. Prado and Palomino (2008).

In this sense, public policies are defined as the actions undertaken by the government with a public objective. These policies are characterized by the sustained decision-making process that aims to address public issues, with citizen opinions being considered as integral components of this process. The primary objective of public policies is to provide effective solutions to the challenges faced by specific territories.

Colombia has experienced a moderate development of tourism. A confluence of factors has contributed to its status as a relatively modest tourist destination. However, domestic tourism has exhibited remarkable dynamism. In the context of ecotourism, there has been a notable concentration of these initiatives within the designated protected areas of the National Natural Parks System, as well as within the Network of Civil Society Reserves, which are managed by private entities. However, when viewed in contrast to the immense potential inherent in this field, it becomes evident that regional disparities persist, with various regions failing to capitalize on their comparative advantages and instead focusing on maintaining the status quo. Indeed, the development of ecotourism products has been inadequate, and no destinations have yet emerged to compete with those in Latin America and elsewhere in the world for market share (Velez et al., 2003).

The promulgation of Law 300 of 1996, which accorded particular significance to ecotourism as a specialized form of tourism, precipitated the necessity for concerted efforts to formulate guidelines for this particular industry.

In Buenaventura, the tourism sector is a primary economic catalyst, attributable to the city's status as a destination that offers a plethora of tourist attractions. In addition to its status as a major port in Colombia, it is the most significant municipality in the Pacific region.

Ecotourism has been defined as visits to natural attractions focused on the conservation of their resources in a manner that generates income to improve the quality of life and offer opportunities to regional actors. National and regional entities support the organizational processes developed in this direction. Participation and concertation must be considered in accordance with the decisions taken in the field of ecotourism. These processes should be equitable and provide a favorable framework for

the resolution of potential conflicts. It is essential to recognize various existing organizational forms and allow the incorporation of the expectations of different local and regional actors. These decisions are linked to issues of land use, including tourism planning, market studies, promotion, and the provision of tourism services.

The emergence of ecotourism represents a significant opportunity to provide visitors, businessmen, and local communities with training and education on the importance of respect for nature and cultural diversity. This approach should be conceptualized as a form of environmentally and socially responsible tourism.

The specialization in ecotourism must entail the design of services and their subsequent direction towards specialized segments. In this regard, qualitative criteria must be prioritized over quantitative ones. In order to avoid an exclusive character, the specialization must be selective, opting for the segment of the population that is respectful and sensitive to the environment and local cultures. The integration of public and private efforts is imperative for the effective management of protected areas and ecotourism initiatives. This integration must serve as a model for the collaboration between the public and private sectors at various levels of institutional organization. It is essential to instill a sense of responsibility among entrepreneurs, promoters, and service providers, guided by the principles outlined in the Tourism Code of Ethics, as adopted and promulgated by the World Tourism Organization. These actors must ensure that tourists are provided with comprehensive and responsible information, promoting respect for natural, cultural, and social resources, thereby ensuring equitable treatment and the provision of quality services that satisfy visitors. Continuous research and monitoring are crucial for achieving these goals. Those responsible for the operation of ecotourism must ensure the effective application of indicators through the efficient data capture system and the use of technical instruments of analysis. This will facilitate the production of sufficient, objective, and timely information to address challenges and streamline decision-making processes related to the balanced The policy's management, conservation, and implementation of resources are instrumental in the development of ecotourism.

Table 2. Distribution of Tourism Policies in Colombia.

Tourism policies	Percentage of Participation
Cultural Tourism Policy (TC)	30,80%
Tourism Infrastructure Policy (IT)	15,40%
Sustainable Tourism Policy: "United for Nature" (T.S)	30,80%
Tourism Competitiveness Policy: the challenge to achieve world-class tourism (CT)	0,00%
Policy Guidelines for the Development of Community-Based Tourism in Colombia (LTC)	15,40%
Tourism Marketing and Promotion Policy: Colombia World Class Tourist Destination (M.P.T)	0,00%
Tourist Beach Policy - Sectoral Guidelines (P.T)	7,70%
Nature Tourism Policy (T.N)	15,40%
Social Tourism Policy (TS)	0%
Tourism and Handicrafts Policy: joint initiatives for the promotion and promotion of artisanal heritage and Colombian tourism. (T.A)	0%
Policy for the Development of Ecotourism (D.E)	7,70%
Strategic Plan for Tourism Security: Colombia's Competitive Challenge (S.T)	15,70%
Tourism Sector Plan (P.S.T)	7,70%
Tourism Quality Policy (C.T)	0%
None (N)	38,50%

Public tourism policies have a specialized focus on the comprehensive management of biodiversity and its ecosystem services. This focus has the potential to enhance the sector, while achieving achievements related to nature, agrotourism, and rural tourism. The region of Buenaventura has the capacity to achieve significant benefits from these policies. In addition to promoting economic development, environmental sustainability, and social and cultural cohesion through its practices and conservation of ancestral heritage, the policies focus on community tourism. This allows for the active participation of local communities, which in turn can improve their creativity, innovation, and constant growth in employment. This, in turn, can allow the farmers of the district to sustain a better quality of life.

The implementation of continuous strategies for the conservation and protection of ecosystem resources in the territory has enabled the surrounding community to benefit from the constant development of tourism in their areas. Furthermore, the continuous accompaniment of supervisory entities has fostered greater dynamism with the different tourism plans, thereby facilitating social inclusion and expanding tourism in the district. The government's initiatives to safeguard ecotourism destinations have resulted in the influx of foreign investment into these regions, thereby promoting the development and preservation of these areas. Programs such as the United Nations Small Grants Program, which is primarily aimed at "generating global environmental benefits through local community action" (Ministry of Environment, 2015), have enabled local communities to benefit from materials and training, thereby enhancing their capacity to provide superior customer service and transforming their territories into economic sources through ecotourism.

The formulation of public policies encompasses governmental actions aimed at modifying the natural state of a given entity or circumstance, enhancing it, and mitigating the adverse effects it engenders. In the absence of such policies, the repercussions of public policies within a community have not been duly addressed, signifying their inadequate implementation. This suggests that the criteria employed by government entities have either not yielded the anticipated outcomes or have proven ineffective. It is evident that the efficacy of the national government's efforts in fostering the growth of ecotourism in the district of Buenaventura has been suboptimal, resulting in a paucity of tangible outcomes. This predicament portends a decline in the development of tourism in specific regions of the territory, a decline in the quality of service provision, an increase in unemployment, and a decline in tourist traffic. In 2019, the CVC, government entities, and some community councils implemented a series of measures aimed at safeguarding the Buenaventura district. Among these measures was the signing of an agreement that sought to protect this specific area. The document in question stipulated the adoption of mechanisms by the community to ensure the protection and conservation of natural resources. This agreement included provisions for the protection of mangroves and the mollusks found within the designated area. Additionally, it provided for economic and material support to be provided to the community. The agreement also outlined follow-up measures to be implemented to ensure compliance with the stipulated terms. (Corporación Autónoma Regional del Valle del Cauca, 2019).

As indicated by the data presented in Table 3, the population of Bahía Málaga exhibits a divergence of opinion regarding their inclusion in the execution of community-oriented programs and projects that are facilitated by public policy strategies. A significant proportion, constituting 76.5%, asserts their non-involvement in the implementation of any tourism policy. This inquiry further prompts a self-assessment to ascertain whether they have been consulted regarding the implementation of any tourism policy. A mere 17.6% of respondents affirm having been consulted, yet they remain uncertain about the origin of the project or program in question, be it a current initiative or a previously completed one. As demonstrated above, the absence of awareness in the territory regarding acceptance and inclusion in public tourism policies suggests that the working population does not perceive itself to be represented and reflected in these policies.

In this sense, the results of Figure 3 demonstrate a percentage distribution in the form of a bar chart and a pie chart of the application of public policies. The highest percentage reflected in the figures corresponds to 38.50%, which indicates a lack of participation. These findings confirm that the state formulates public policies that prioritize the well-being of the population. However, the implementation

of these policies in remote areas of the national territory is often flawed. In many cases, these areas experience deficiencies in education and reading, and the documents produced by these policies are often difficult to implement in practice. This oversight disregards the individuals who are genuinely involved in public policy. In light of the previously stated considerations, a population that exhibits a negative response when asked to indicate their level of involvement in the implementation of public tourism policies, with a 5.9% favorability rate, suggests the necessity for a review of the implementation methods of these policies within the Colombian Pacific community.

Moreover, an analysis of extant literature reveals that numerous public policies are implemented in the absence of prior knowledge regarding the specific territory in question. These policies often fail to fulfill the intended function. Consequently, state agencies and corporations are compelled to compensate for the absence of action when implementing policies or to supplement actions in order to mitigate the impact of these policies in the respective territories. Consequently, in 2019, the Autonomous Regional Corporation of Valle del Cauca (CVC), in conjunction with relevant government entities and several community councils, initiated a collaborative effort to safeguard the natural environment of the Buenaventura district. This initiative entailed the formalization of an agreement aimed at safeguarding the area's natural resources through the implementation of specific mechanisms. The signing of agreements in the linking document was conducted for the following purposes: the protection of the mangroves and the mollusks therein; the provision of economic and material support to the community; and the implementation of follow-up measures to evaluate compliance with the agreements.

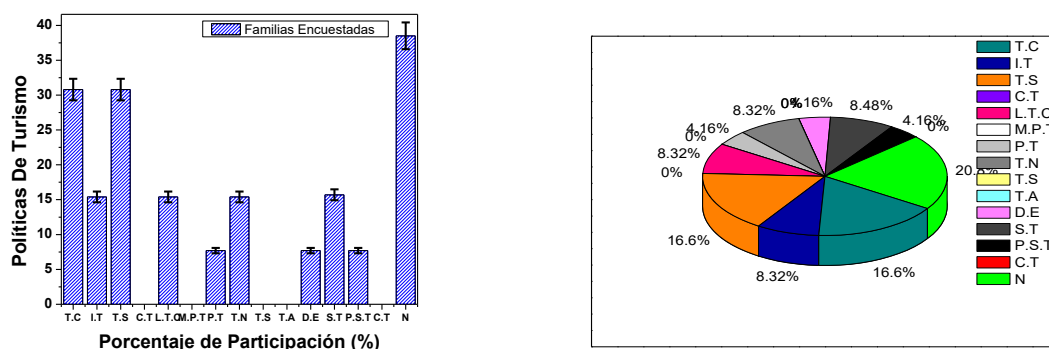


Figure 3. Percentage distribution of those of Tourism Policies in Colombia.

As posited in this manuscript, the absence of public police impacts in a given community suggests that the impacts have not been implemented as intended. This observation indicates that the criteria adopted by government entities have not yielded the anticipated positive outcomes or have failed to produce the expected effects. The government's efforts to promote ecotourism in Buenaventura have not yielded the anticipated outcomes. A potential decline in tourism, particularly in certain regions, is probable. This decline may result in diminished service quality, increased unemployment, and reduced tourist mobility. The study is consistent with this perspective. As illustrated in Table 3, the implementation of tourism policies in Bahía Málaga has resulted in a low level of participation from local residents.

Table. 3. Percentage distribution of the effect of the application of Tourism Policies in Bahía Málaga.

Public Policy Implementation	NO	YES
Have you participated in the implementation of some Public Policies on tourism in Bahía Málaga? (I.P.P)	76.5	23.5
Have you been consulted for the implementation of some Public Policies on tourism in Bahía Málaga? (C.I.P.P)	82.4	17.6

Do you know of any project or program in execution or completed that comes from a Public Policy of tourism in Bahía Málaga? (C.P.O.P.P)	70.6	29.4
Have you participated in any project or training process for the implementation of Public Policies on tourism in Bahía Málaga? (Pa.I.P.P)	82.4	17.6

As illustrated in Figure 4, the application of public policies in Bahía Málaga is predominantly characterized by non-implementation, as evidenced by the predominance of this category in the bar charts and pie charts. A thorough examination of the statistical data reveals a conspicuous absence of dedication in the execution of the public tourism policy. This deficiency has led to a series of challenges within the tourism ecosystem of the region, underscoring a critical issue in the region's tourism management. Therefore, the statistical information and the collection of data resulting from the study engendered a tool that facilitated the determination of the impact of the development of public policies associated with the benefits and weaknesses of the policy in the face of its implementation. In addition, observing the results of Figure 4 enabled the measurement of the impact on the population in the face of factors such as the protection of the natural resources existing in the area with the participation of the five (5) communities that inhabit it. This process also enabled the determination of some weaknesses evidenced in the tourism plans and programs, which do not allow the generation of good opportunities for tourism development in said territory.

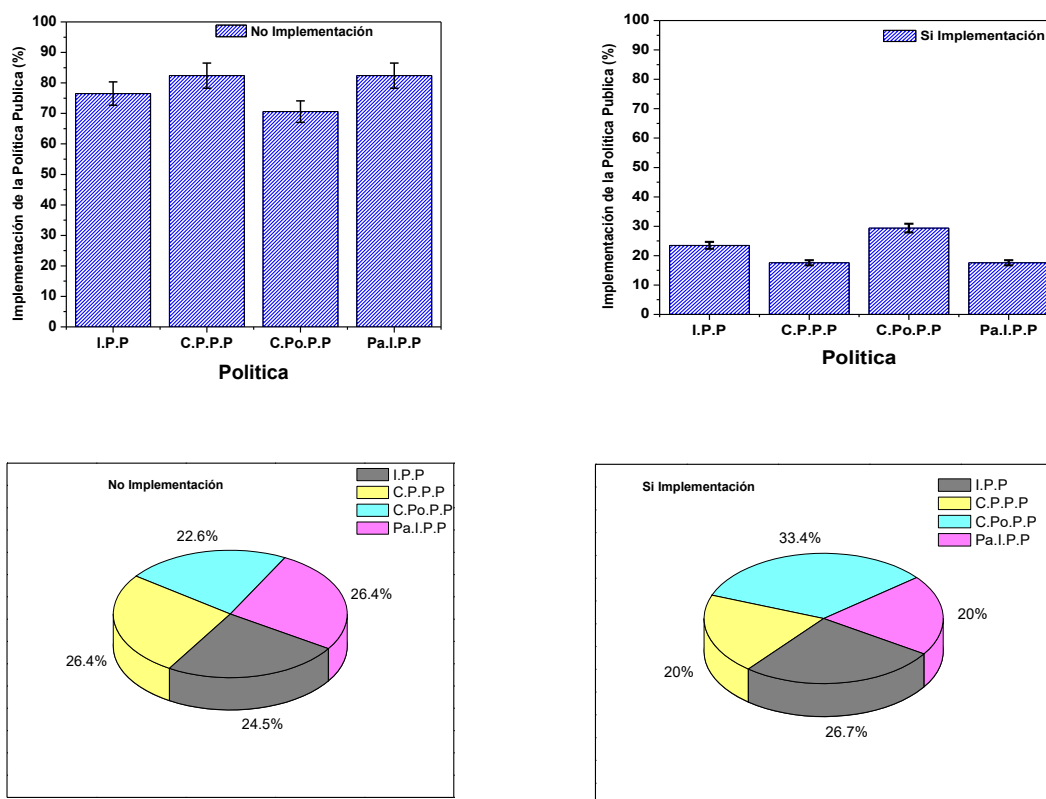


Figure 4. Percentage distribution of the effect of the implementation of tourism policies in Bahía Málaga, where the low participation of people from the territory in Bahía Málaga is observed.

(Rodríguez Quiñonez, 2012), points out that the criteria that must be taken into account for the development of activities and the preservation of ecosystems are (see table 4)

Table 4. Limits of sustainability

Resource Exploitation	Issuance
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Renewables	Non-Renewable	Contaminants
The usage rate must not be less than the generation or renewal rate	It cannot be greater than the generation of substitute renewable resources	The rate of emission of pollutants must be lower than the rate at which they can be recycled by the environment

This plan is predicated on the principles of characterizing access to and the rational use of natural resources. It is expected to facilitate the community's recognition of the imperative for the sustainable exploitation of resources, thereby enabling the conservation and regeneration of ecosystems. It is noteworthy that the ancestral knowledge of these communities has played a pivotal role in the conservation of the area's natural resources over the years.

The incorporation of the community into new development and quality-of-life improvement proposals frequently enables them to reduce the ancestral processes they have employed to manage their territories. This, in turn, attracts economic support from the national government due to the opening of new spaces for interaction, which allow them to learn about the community's problems in the rural areas of the District of Buenaventura.

Artificial Intelligence (AI) Recognition

No use of AI or AI-assisted technologies has been made in any way to prepare, write, or complete the writing assignments in this article.

CONCLUSION

The study has demonstrated that the implementation of public tourism policies in Bahía Málaga, Buenaventura, has enabled the observation of the effects that these policies generate. The viability of sustainable tourism is contingent upon a systematic process that encompasses the planning, evaluation, and monitoring of public policies in this territory over time. These policies must be articulated and interconnected with the characteristics of the physical environment, particularly the natural environment.

It is evident that public policies play a pivotal role in the conservation, prevention, and promotion of fair trade in territories. While conservation is a multifaceted concept, it can be succinctly defined as sustainability. Ecotourism and the implementation of public policies within the territory are instrumental in fostering a symbiotic relationship between stakeholders in the tourism sector and public institutions. This collaborative effort enables the formulation of comprehensive, holistic policies that catalyze alternative development models, with a particular emphasis on the harmonious coexistence between humans and nature.

The study demonstrated that the expectations of key stakeholders, namely, individuals, public and private organizations, were that tourism could serve as a catalyst for socioeconomic development in rural areas. This potential was found to be contingent upon the promotion of productive activities that complemented, rather than competed with, traditional ones. Furthermore, it was posited that such activities must respect and do not contribute to the deterioration of the natural base of resources.

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