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ARCHAEOLOGICAL TOURISM

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Abstract: This research focuses on the paths of Mazo and Piedras Blancas corregimiento of Santa Elena, specifically in the Arví Ecotourism Park, for which the conservation of archaeological remains will be the tools for the creation of scripts that can be captured in different places, scripts for the guides, plates, geo-referenced maps with circuits that the visitor can develop in search of entertainment, fun and scientific knowledge. The inhabitants of Antioquia are unaware of the historical importance and the archaeological heritage that can potentially be a source of tourism development, entities such as mayors, tourism secretaries and private entities that have tourism-related purposes would be interested in delving into this issue, encouraging all generations the construction of its legacy of cultural identity and roots in customs. The archaeological wealth of Antioquia is unknown by both inhabitants and visitors. As technology advances, cultures lose the particularity that characterizes them, for which processes must be generated that allow the preservation of heritage, not lose identity and of course enhance it in the search for self-sustainability, through eco-tourism activities. to generate resources for its conservation.

Keywords: Arví Park, Archaeological Tourism, Mazo, Piedras Blancas.

INTRODUCTION

The area of influence of this project is the villages of Piedras Blancas, Mazo, in the town of Santa Elena.

The municipalities that surround the Arví Park are: Medellín, Guarne, Copacabana and Bello. That in some way have an impact on a part of the Park.

For the preparation of this work, the development plan of the Central Park of Antioquia, the strategic planning of the Arví Park Corporation and the Tourism Development Plan of the Medellín Mayor's

Office were reviewed. From which a topic for an applied research called Archaeological Tourism is derived.

The motivation of the research is to carry out a work that allows the consolidation of the archaeological studies carried out in the territory, to have clarity and spread knowledge. It is a new topic since research is promoted, as a cultural and social element, which can be used by tourism to make archeology known.

The objective found for the development of archaeological tourism in the district of Santa Elena is: "To make known to the inhabitants and visitors of the Arví Park, the tourist attractions and archaeological resources found in the villages of Mazo and Piedras Blancas, in order to make visible, contextualize and generate a sense of belonging to this resource as part of the cultural identity of the territory". In addition, establish the historical and conceptual legal framework that allows the safeguarding, knowledge and enjoyment of the spaces. The action plan, the comprehensive archaeological management plan, the territorial ordering plan, among others, are taken into account for the development of this research.

PROBLEM FORMULATION

How can the archaeological resources of the Mazo and Piedras Blancas villages be used by their inhabitants and visitors, from the tourist point of view?

Tourism can be seen as an opportunity in the source of income for the inhabitants of the Piedras Blancas and Mazo villages who live in the territory and currently serve a high flow of national and international visitors seeking to satisfy different needs of the tourist activity, leisure, recreation, research, acquisition of knowledge, meditation and others.

The territory has different historical and archaeological attractions that are used according to the interest of the visitor

and currently have little promotion and dissemination and their conservation is not optimal, since many of these vestiges, every day, deteriorate, running the risk of disappearing, affecting the cultural identity and heritage of the sidewalks.

SYSTEMATIZATION

- What strategies can be used to take advantage of these resources from a tourism point of view?
- How can a tour of the Mazo and Piedras Blancas paths be established to publicize the area's archaeological resources?
- How could a tourism product be developed based on these resources?
- What information related to tourist attractions and archaeological resources can be used for tourism purposes?

Through this work, the aim is to make the archaeological resources visible in a way that promotes their conservation and tourism promotion, so that a script emerges for a visit to the Arví Park and its Mazo and Piedras Blancas paths, to teach the archaeological tourist attractions.

It is essential that the inhabitants of Medellín, Antioquia and Colombia know and enjoy the extensive heritage that the territory of the corregimiento of Santa Elena possesses, which is why this research focuses on documenting and disseminating the historical heritage, archaeological wealth, ancestral legacy that generates identity and pride for new generations, inhabitants, and visitors of Medellín.

This information can be used to generate economic development and the promotion of a tourist destination, which promotes archaeological wealth as we see it in different neighboring countries that make the most of

their resources, it is also of interest to entities such as: Ministry of Culture of Medellín, Parque Arví Corporation, Community where archaeological finds are found, for their protection, conservation and promotion. Generating different sources of employment through the capabilities of its inhabitants, and converting these into the main economic income of the territory.

GOAL

Encourage residents and visitors of the Arví Park, through the tourist attractions and archaeological resources of the Mazo and Piedras Blancas villages, to promote and preserve them as a source of tourism development.

SPECIFIC GOALS

- Compile information on the history of the Mazo and Piedras Blancas villages, for the creation of scripts that allow interpreting archaeological tourism and potentiating the territory.
- Develop an action plan for the staging of a scenario with the archaeological resources found in a way that allows highlighting and rewriting history for new generations.
- Establish a tourist circuit that serves as an archaeological route of Medellín, and some trends and perspectives for the development of tourist activities.
- Socialize with the inhabitants of the Mazo and Piedras Blancas villages, about the heritage value of the archaeological remains and their cultural identity.

JUSTIFICATION

This tourism research is focused on the visibility, protection and recovery

of archaeological tourist attractions and resources, specifically in the Mazo and Piedras Blancas villages of the Santa Elena district.

Rescuing the ruins and archaeological remains of pre-colonial and colonial times, roads that led to Medellín for transportation, customs that were marked in history and are currently being rescued as bartering.

Heritage must be defended, not losing its identity and, of course, promoting it in a way that generates support for the conservation and development of the cultural and archaeological heritage of each place.

The inhabitants of Antioquia are unaware of the historical importance and the archaeological heritage that can potentially be a source of tourism development, entities such as City halls, tourism secretaries and private entities that have tourism-related purposes would be interested in delving into this topic, promoting in all generations the reconstruction of their cultural identity and the defense of their customs.

CONCEPTUAL APPROACHES

The tourist system according to Roberto (Boullone), speaks of the satisfaction of basic needs and the displacement of people for different reasons; the tourist system works in such a way that there is a relationship between the tourist demand, the tourist offer, the sales process, the tourist plant and the attractions, the tourist product, the infrastructure and the superstructure, the Arví Park is determined as a research space, who complies with elements of the tourism system.

The attractions are located within the scheme of the tourist system, due to the connotation of the territory of Santa Elena, Land Management Plan (POT), this is represented in its history. The assessment given to the Arví Park, in documents, books, videos and consulted tourist files shows us that this territory has great tourist-archaeological

potential.

This research project seeks to form a route of historical heritage and archeology with proactive agents for the protection, conservation and dissemination of historical and archaeological heritage as assets of interest for sustainable and institutional tourism development. In order to generate awareness, knowledge, a sense of belonging and protection of the archaeological and historical heritage spaces that are part of the Mazo and Piedras Blancas paths, seeking that the community of both inhabitants and visitors manage to identify these values through recognition of its current state.

In this sense, tourism functions as a tool for social transformation since it takes advantage of historical and archaeological remains in favor of progress, guaranteeing the permanence of values, identity, traditions and places that in turn provide not only economic benefit for the community, but also the historical and archaeological sustainability for the enjoyment of locals and visitors, all this must be done under the understanding of the historical, environmental, geographical and social context of each particular site.

METHODOLOGY

This is an Applied Practical Research since its application or use is born from the knowledge acquired, the design of the research allows, the scheme of proposals for the revitalization of the territory of the Piedras Blancas and Mazo villages, through the generation of new income and improvement of the quality of life of the inhabitants, through the collection of data having as sources: geo-reference maps with the archaeological finds located in them for identification and promotion, archival sources where we find historical information and different studies carried out by previous investigations, interviews with Norberto Vélez former director of CORANTIOQUIA, Sofía

Botero Professor at the University of Antioquia Anthropologist and Fabio Giraldo director of the area of competitiveness of the Parque Arví Corporation, surveys of inhabitants and visitors of the villages for this there is a sample of 18% in inhabitants and 20% of visitors, visit field trips for data collection.

This methodology has a Mixed approach since we quantitatively and qualitatively evaluate the findings found to determine which are the most relevant for the investigation.

ANALYSIS OF RESULTS

The results of this investigation are partial since it is an ongoing investigation. the location of the most significant findings has been identified, which are potential tourist resources for the creation of the circuit, in addition, a brief summary of each of them, geo-referenced maps, photographs and testimonies of three interviewees: Gustavo Tapias Guide Tourist from Santa Elena, who has information on the places visited, Fabio Giraldo deputy director of Planning and Projects of the Arví Park Corporation and Norberto Vélez, author of the book the search for the arvi valley, former director of CORANTIOQUIA.

The general map of the Arví park gives us the location of the main trails and roads for the creation of the archaeological tourist circuit. It can be seen in figure 1, where the roads and connectors that can be used for the circuit are highlighted.

As it can be seen in table 1, we find the location and a brief summary that are the main source for the creation of the scripts. I have inputs for the archaeological tourist circuit.

As it can be seen in graph 2, the inhabitants of the villages of Mazo and Piedras Blancas, who respond to the question: Do you consider that archeology and history are a source of tourism and development for the territory?

We found that 88% responded that archeology is a source of tourism and development for the territory, and 12% responded that archeology is not important.

As it can be seen in graph 3, the state of conservation of the findings and the importance of cultural heritage for its inhabitants are shown, 88% respond positively and 12% respond negatively to the question:

Has there been greater conservation of cultural heritage in the last 5 years?

As it can be seen in graph 4, the percentage of people who respond to the question: What is your interest in learning about archaeological and historical findings? It is 46% who respond that it is High, 41% show a medium interest, 7% show low interest and 6% are not interested.

We found in graph 5 where people respond to the question Would you like to have a tourist route to visit archaeological and historical places? 93% of the people surveyed answered that they would like to have an Archaeological tourist route and 7% of those surveyed answered that they would not like to have an archaeological tourist route.

CONCLUSIONS

We will have as purpose the interest of the inhabitants and visitors to know the archaeological tourism of the region as a source of archaeological tourism development.

Selection and training for inhabitants and entities interested in deepening and promoting archaeological tourism in the villages of Mazo and Piedras Blancas.

Cooperation to guarantee the fulfillment of the proposed objectives by public and private entities that support archaeological tourism research.

Place name	Description	Location	
		Latitude	Length
El Molino	Ruins of a mud-walled construction where a gold mill worked	6°14'56.24"N	75°28'57.28"O
Terrazas de cultivos indígenas	Geographical spaces where they developed agricultural activities.	6°16'22.25"N	75°31'29.91"O
Poso de Sal	Salt water mines used for salt extraction.	6°15'2.20"N	75°28'58.83"O
Socavones del Tambo	Caves used for mining and extraction of gold.	6°16'41.46"N	75°29'44.91"O
El Hotel Cabuya	Ruins of a construction in wall used as a transit hotel for the muleteers.	6°16'47.80"N	75°30'3.96"O
Camino de la Cuesta	Prehispanic stone path.	6°16'37.37"N	75°31'3.42"O
Iglesia de Mazo	Mud wall construction in the village of Mazo.	6°15'18.62"N	75°30'2.37"O
Ermita la Santa Cruz	Adobe construction located in the sector dairy.	6°16'38.57"N	75°29'46.76"O
Escuela de Sabanas	Old mud wall construction used as educational core.	6°16'36.23"N	75°31'7.04"O
Laguna de Guarne	Surrounded field, place of ceremonies natives.	6°16'18.94"N	75°31'24.24"O
Petroglifos y Vestigios	Ceramic pots for kitchen use.	6°15'22.45"N	75°29'54.38"O

Table 1 description¹ of places For the creation of the tourist circuit.

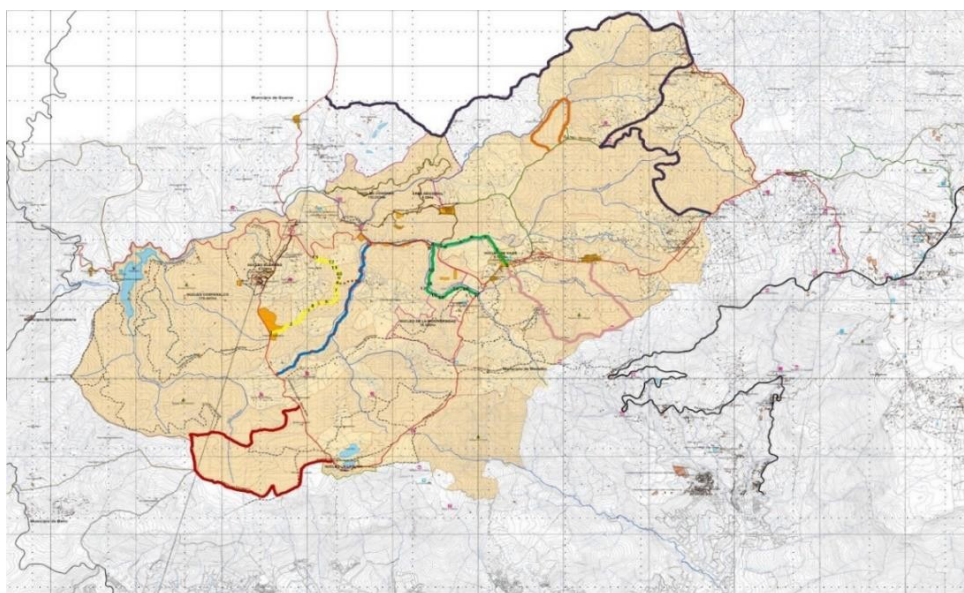


Figure 1: General map Arví Park.

Source: Strategic planning of the Parque Arví Corporation.

¹ Source Own elaboration based on field trips and observation.

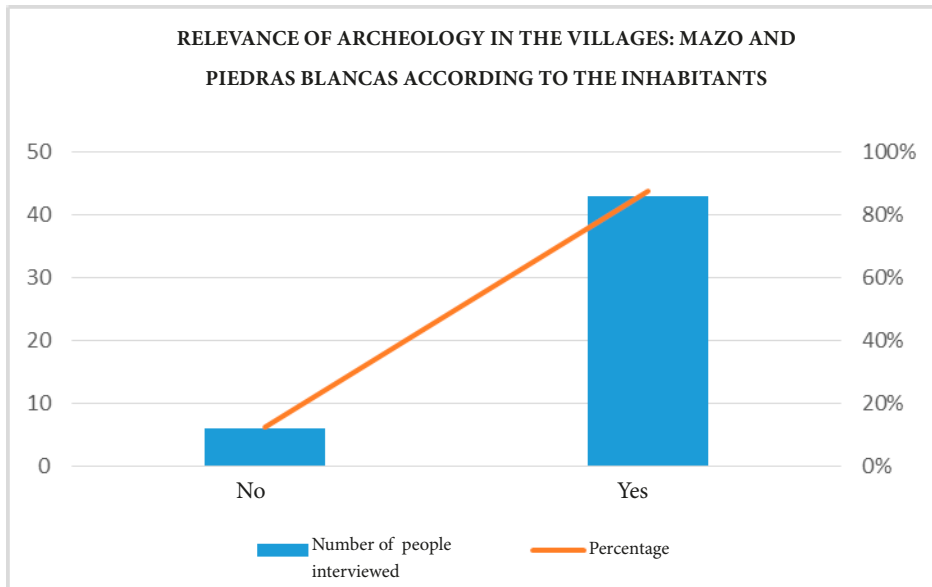


Figure 2 - Relevance of archeology in the villages of Mazo and Piedras Blancas according to their inhabitants.
 Source: Own elaboration based on surveys to inhabitants of the villages: Mazo y Piedras Blancas

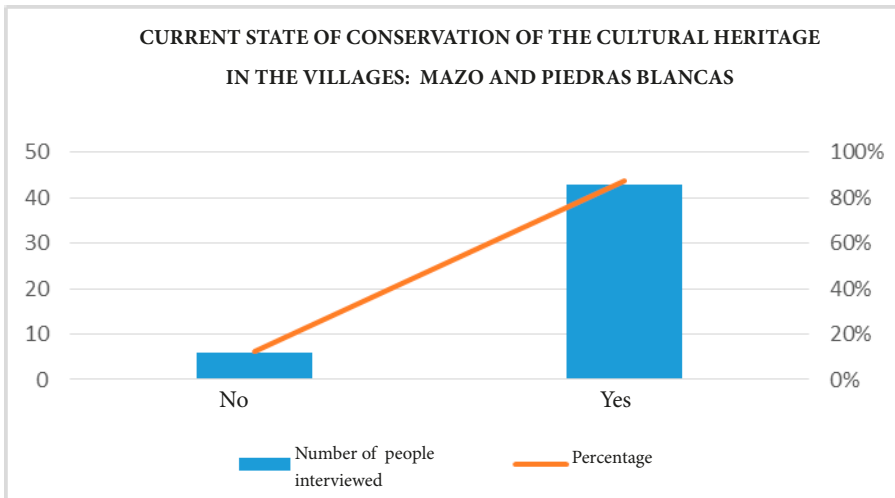


Figure 3 - Current state of conservation of cultural heritage in the villages of Mazo and Piedras Blancas
 Source: Own elaboration based on surveys of inhabitants of the villages of Mazo and Piedras Blancas

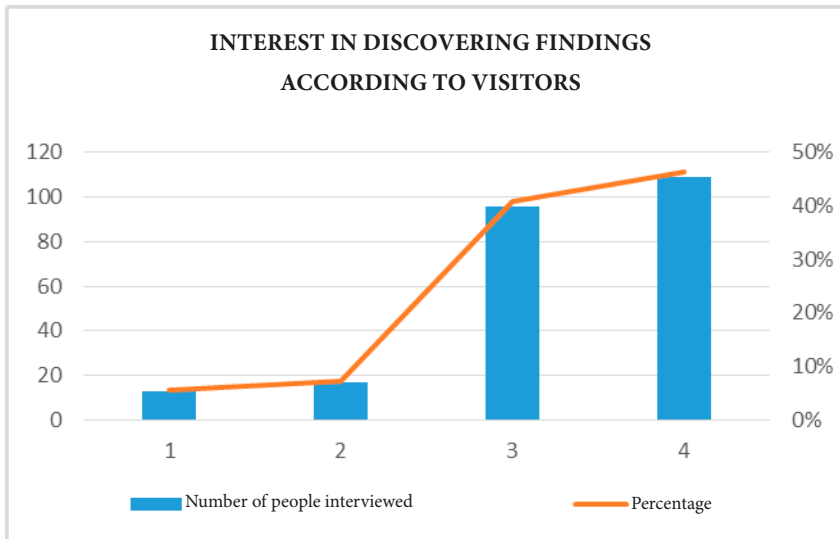


Figure 4 - Interest in discovering findings according to visitors

Source: Own elaboration based on surveys of visitors to the villages of Mazo and Piedras Blancas



Figure 5 - Archaeological Tourist Route

Font. Own elaboration based on surveys of visitors to the villages of Mazo and Piedras Blancas

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