

Scientific Journal of Applied Social and Clinical Science

CHALLENGES OF THE PEACE PROCESS: ALTERNATIVE TOURISM AS AN OPTION FOR TERRITORIAL DEVELOPMENT IN CAUCA

Alejandro Morante Maldonado

Alejandro Morante Maldonado. PhD student in Local Development and International Cooperation -Universitat Jaume I. Master in Business Administration. Professor at: Universidad del Valle Sede Norte del Cauca (Colombia)

Miguel Ángel Gimeno Navarro

Miguel Ángel Gimeno Navarro. Doctor en Psicología. Doctor en Administración de Empresas. Profesor Dpto. Administración de Empresas y Marketing. Universitat Jaume I de Castellón (España)

All content in this magazine is licensed under a Creative Commons Attribution License. Attribution-Non-Commercial-Non-Derivatives 4.0 International (CC BY-NC-ND 4.0).



Abstract: Cauca is one of the departments most affected by the armed conflict in Colombia. It forms an important part of the strategy for implementing post-conflict agreements. As such, a strong impact of the state on its economic development would be expected, with the linkage of society, private business and the community in general. However, the reality is different. Particularly North Cauca, 13 associated municipalities in the Association of Municipalities of North Cauca - Amunorca, with Santander de Quilichao as the most representative city, aims to promote sustainable regional development (Amunorca, 2019), considering its geographical position as a peripheral region, close to Cali and Popayán, with the presence of industrial zones, which stimulate economic activity and indigenous communities that stimulate agricultural activity. The challenge is to articulate efforts, facilitate the integration of traditional business interests with the interests of the communities and their potential, strengthen current productive sectors, strengthen supply chains and develop new sectors such as Alternative Tourism. The work analyzes the dynamics of unequal development in Cauca and the role of alternative tourism as an option for sustainable development, through qualitative research with documentary analysis and semi-structured interviews. The results show the importance that Northern Cauca has as a developing region that unites cultures, commercial and social interests, in which efforts must be concentrated, align national, departmental and regional policies and strengthen institutions. Taking advantage of the advantages of the territory, alternative tourism can be an important source of economic resources for local communities, facilitating environmental conservation and strengthening social well-being, becoming an opportunity for comprehensive rural development.

Keywords: peace process, armed conflict, unequal development, alternative tourism

INTRODUCTION

The inequality in the development of the Department of Cauca compared to other regions, particularly with the Valley, with which it borders and is separated by only 45 minutes by land, is confirmed when analyzing the competitiveness index (Cauca position 16, Valle position 6, among 32 departments analyzed) (Private Competitiveness Council, 2020). Contributing to this inequality is having been one of the departments most affected by the armed conflict that Colombia experienced for more than 50 years, which, in some way, limits state investment and slows down the initiatives of the communities and the business sector.

Now, once the Final Agreement for the Termination of the Conflict and the Construction of a Stable and Lasting Peace has been signed (Colombian State and FARC, 2016), hope for reconciliation arises and with it the opportunity to strengthen the comprehensive development of the regions. As a major strategy of the agreements, there is the implementation of development plans with a territorial focus - Pedet (Territory Renewal Agency, 2020), which if executed properly and promptly, could be the markers of an important sustainable development in the Norte del Cauca, considering that it is a very attractive development pole for the public and private sector, due to its proximity to Cali and its invaluable wealth (natural, cultural, human resources...).

In this sense, it is key to become aware that peace is everyone's commitment, therefore, despite the peace agreement having been signed and the ex-combatants having demobilized, the causes that originated the conflict remain in force, including inequality in the regions, the little investment of the state,

the lack of opportunities and the low quality of life of the population that, in addition, for decades was a victim of the armed conflict. It is necessary to identify opportunities for development, taking advantage of immediately available resources, in parallel with the execution of the territorial development plans agreed upon in Havana; One proposal, based on the identification of local capabilities, is alternative tourism, which is included as an initiative of the Pedet and, which in other regions has proven to be an important source of income for communities and, which also contributes to progress in the implementation of the sustainable development goals - SDG (end of poverty, zero hunger, health and well-being, decent work and economic growth...) (United Nations, 2018).

PEACE PROCESS IN COLOMBIA

After more than 50 years of armed conflict, between the oldest guerrilla on the American continent, the revolutionary armed forces of Colombia, the People's Army (FARC EP), now the political party the Revolutionary Alternative Force of the Common (Farc, 2020) and the Colombian state, A hope for peace and reconciliation arose that began publicly on October 18, 2012 in Oslo - Norway, which would advance with dialogues of almost four years, held in Havana - Cuba and that would conclude on August 24, 2016. with the signing of an agreement to end the conflict, which, as promised, would subsequently be submitted, by the government of then-president Juan Manuel Santos Calderón, to popular endorsement through the Plebiscite mechanism on October 2, 2016, in which Despite what the international community expected, the number of votes for NO exceeded the number of votes for YES, by a slim margin of 0.04%.

The above forced the revision of the text of the agreements, the renegotiation of

several aspects that generated disagreement, preserving the initial spirit of the agreements and addressing the citizen clamor not to go back, since peace, more than a necessity, is a right. citizen. This is how, on November 24, 2016, the "Final Agreement for the Termination of the Conflict and the Construction of a Stable and Lasting Peace" was signed at the Teatro Colón in Bogotá ("Office of the High Commissioner for Peace," 2020), the Congress of the Republic would be in charge of endorsing this new Agreement, on November 30, 2016, thus renewing hope for a peaceful future for the Colombian population. The 6-month stage for the study and approval of each of the points included in the Agreement begins in the Congress of the Republic, for which the agile Fast Track methodology is used, declared enforceable by the Constitutional Court on December 13, 2016.

The result of the plebiscite would be the reflection of the thoughts of the Colombian population, the complex thing would be the implementation of the agreements, which, although mandatory, speed and efficiency, would be in the hands of the new Colombian government, representative of the sectors that majority voted for NO, society is divided and political power in the hands of those who consider that new reforms must be made to the agreements that, according to them, favor the former members of the FARC, now reincorporated into civilian life, after leaving weapons and the formation as a political party "Ferza Alternativa Revolucionaria del Común" (Farc, 2020), which obtained recognition of its legal status by the National Electoral Council - CNE on October 18, 2017 (CNE, 2020), which It will allow them to defend their positions and ideals from the Congress of the Republic and participate in elections for public corporations, mayors, governorships and the presidency of the republic, with the "weapons

that democracy provides” and seeking the favor of the people at the polls.

Four years of consultations, dialogues, negotiations, discussions and finally consensus were condensed into the 6 points contained in the “Final Agreement for the Termination of the Conflict and the Construction of a Stable and Lasting Peace”: Comprehensive Rural Reform; Political Participation: Democratic opening to build peace; Bilateral and Definitive Ceasefire and Hostilities and the Laying Down of Arms; Solution to the Problem of Illicit Drugs; Victims; and Implementation and verification mechanisms.

Particularly, point 1 “Comprehensive Rural Reform” establishes that, “it will contribute to the structural transformation of the countryside, closing the gaps between the countryside and the city and creating conditions of well-being and good living for the rural population. The “Comprehensive Rural Reform” must integrate the regions, contribute to eradicating poverty, promoting equality and ensuring the full enjoyment of the rights of citizens” established in the Final Agreement for the Termination of the Conflict and the Construction of a Stable Peace and Durable (Colombian State and FARC, 2016). This agreement offers multiple opportunities to the territory and its people, and generates important challenges for the region and the different sectors of the economy and society in general, promotes the development of the regions and the improvement of the living conditions of the population. In its implementation, it is clearly aligned with the Sustainable Development Goals -SDG- (UNDP, 2015), among which objective 1: End of poverty and objective 10: Reduction of inequalities and objective 5: equality of gender, among others.

The government of current President Iván Duque is working on the implementation of the agreements, to this end, it has introduced

the concept of “peace with legality”, this way it emphasizes the points in which it does not coincide with what was agreed in Havana and can advance in a controlled manner, this is how the broad lines of the implementation strategy were defined in the document Peace with Legality 2018 – 2022 (Duque, 2018), establishing the scope that is the responsibility of the executive, those that are not, establishing responsibilities and, tracing a route to follow.

The Duque administration has two work fronts, the first is the Office of the High Commissioner for Peace, whose main function is to advise the President of the Republic and the Secretary General of the presidency in the formulation and development of the peace policy. peace and be spokesperson for the President of the Republic in this matter, also, convene the sectors of civil society around the purpose of national reconciliation and promote social, intersectoral and territorial dialogue for the culture of legality and coexistence and consolidate for the generation of inputs, diagnoses and prospective scenarios (“Office of the High Commissioner for Peace,” 2020). The office has three working groups, the first is the working group on thematic issues, the second is the working group for comprehensive action against anti-personnel mines and the third is the working group for legality and coexistence.

On the other hand, the Duque government has the Presidential Council for Stabilization and Consolidation in charge of coordinating and articulating between national bodies and territorial entities, as well as between the executive and the other branches of public power, matters concerning the implementation of the agreements (“Presidential Council for Stabilization and Consolidation,” 2020). The counselor has the status of Minister Counselor and is part of the Council of Ministers and the National Council of Economic and Social Policy - Conpes, for making decisions related

to the implementation of the agreements, and also represents the President of the Republic in the Agency. for the Renewal of the Territory - ART, the Rural Development Agency - ADR and the National Land Agency - ANT, which will be unified into a single Board of Directors to facilitate its operation.

Specifically, the Agency for the Renewal of the Territory - ART together with the Agency for Reincorporation and Normalization - ARN have as their main objective the planning and now the implementation of development plans with a territorial focus and their duration will be 15 years.

DEVELOPMENT PLANS WITH A TERRITORIAL APPROACH – PEDET

The Development Plans with a Territorial Approach – PEDET, are a special 15-year planning and management instrument, to take priority and with greater speed to the territories most affected by the armed conflict, with higher rates of poverty, presence of economies illicit activities and institutional weakness, the rural development that these territories require (“Territory Renewal Agency,” 2020).

The PEDET brings together the main initiatives required by the 170 municipalities prioritized by the Peace Agreement, distributed in 16 PEDET zones, as shown in figure 1, as a participatory planning exercise, in which a vision of the territory is built, starting from a territorial diagnosis and the formulation of strategic lines for 15 years, with the participation of the local, municipal and subregional communities and the action of the different actors of the private sector, institutional and social organizations, in this sense, advancing in the integration and development of the territories; The communities are directly involved and the way of thinking about development from

their “World Vision” and “Life Plans” is contemplated, also agreeing with ethnic authorities, and aligning with community plans, biodiversity, climate change, governability and self-government.

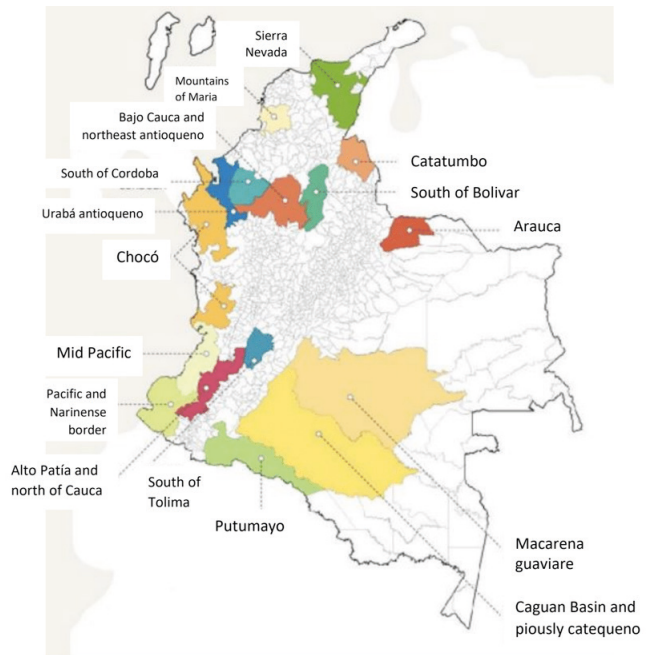


Figure 1: 16 PEDET Zones

Source: Territory Renewal Agency

The PDETs have been structured under the scheme of eight thematic pillars (Figure 2), which facilitate their execution in the action plans for regional transformation – PATR established by 2032: 1. Social planning of rural property and land use; 2. Infrastructure and land adaptation; 3. Rural health; 4. Early childhood rural education; 5. Housing, drinking water and sanitation; 6. Economic reactivation and agricultural production; 7. Right to food; 8. Reconciliation, coexistence and peace.

The PEDET allow us to highlight some relevant figures. Thus, 6.6 million people live in the 170 PEDET municipalities; 2.5 million victims reside in PEDET territories; 24% of the country’s rural population lives in the PEDET municipalities; 57% of the rural population of the PEDET is economically poor; PEDET

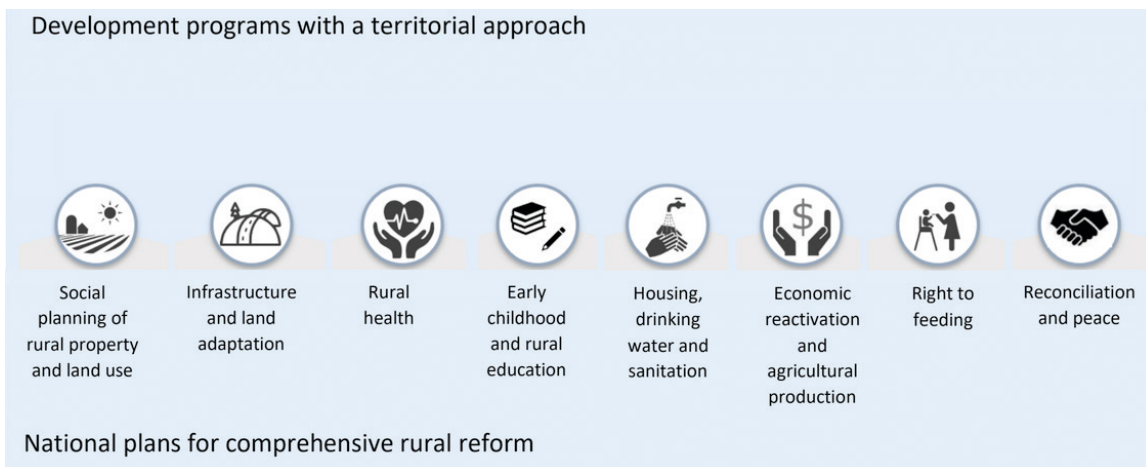


Figure 2: PDET Abutments

Source: Territory Renewal Agency

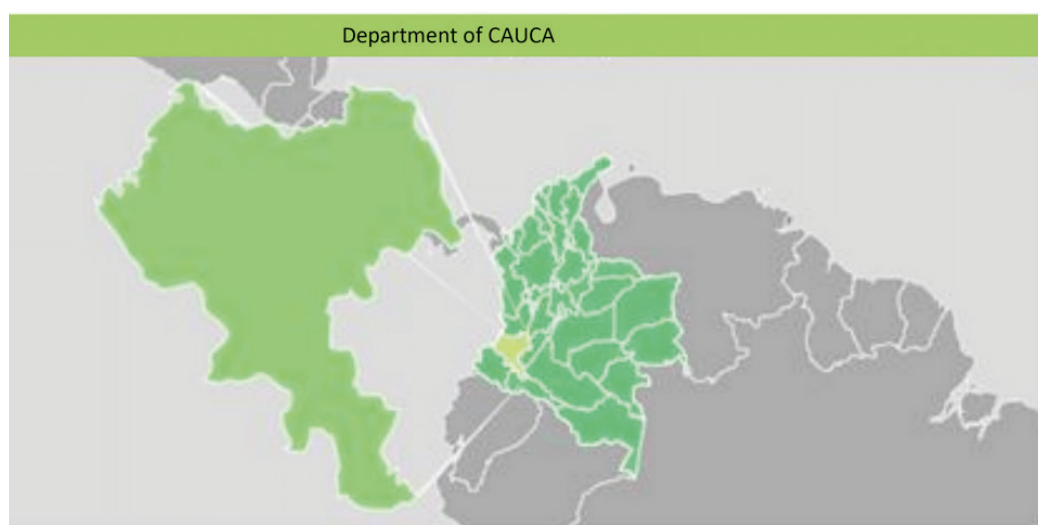


Figure 3: Geographic Location of the Department of Cauca

Source: Departmental Development Plan; 2016 – 2019

zones correspond to 36% of the national territory; Of the total national natural parks, 45% correspond to areas that are in PDET zones; 170 municipalities began the PDET participatory planning route; There are 9,400 villages with completed participatory processes; 33,500 initiatives and projects have been identified; There are 1,300 concerted ethnic route processes; There are more than 200,000 participants at different times of the PDET route.

In this context, the Department of Cauca has historically been one of the most affected

by the conflict in Colombia, due to its majority indigenous population and the dispute over land tenure and ownership, particularly the Northern Cauca region. Made up of thirteen municipalities, it concentrates the greatest attention due to the number of people who have been victims of this extensive conflict, which is why it participates in the PEDET called “Alto Patía and Norte del Cauca” (“Territorial Renewal Agency,” 2020). which was established in point 1 “Comprehensive Rural Reform” of the agreement as a means to prioritize investment in the most needy areas.

CAUCA TERRITORY OF PEACE

The department of Cauca is located in the south-western part of Colombia and is part of the Andean, Pacific and Amazon regions. As can be seen in figure 3, it limits to the north with the Department of Valle del Cauca, to the east with the departments of Huila, Tolima and Caquetá, to the south with the departments of Putumayo and Nariño and to the west with the Pacific Ocean, its capital. is Popayán and is administratively divided into 42 municipalities (“Gobernación del Cauca,” 2020), with a population of 1,426,938 inhabitants, according to the projections of the National Administrative Department of Statistics (DANE, 2020), likewise, it is part of the so-called: PACIFIC REGION, also made up of the departments of Nariño, Valle del Cauca and Chocó.

The Colombian state has a historical debt with this territory that has been one of the most affected by the armed conflict, its population being mostly indigenous, but in which the Afro-descendant population and peasant population are also identified, its mountain ranges have facilitated the settlement of armed groups and the fight for tenure and ownership of land has been their permanent incentive. The sources of the main Colombian rivers make it a strategic territory for the country, even so, the abandonment of the state has been permanent, the lack, in most of the territory, of the basic basic services of health, housing, education and social well-being are evident.

In Figure 4, you can see the geographical location of the region called Norte del Cauca, which concentrates the greatest business activity, distributed in seven free zones, established from the incentives of the Colombian state for the location of companies in this region., after a natural disaster in this area. Industrial activity is even greater than that of the capital, Popayán, which makes it

a pole of economic development, attractive in addition, due to its proximity to Cali, the capital of the Department of Valle del Cauca and the main city in southwestern Colombia., located less than two hours from Buenaventura, Colombia’s main seaport in the Pacific and where approximately 60% of merchandise enters the country.

Paradoxically, the population of Northern Cauca is mostly rural, with agriculture as the main economic activity and source of sustenance for its inhabitants, but the low level of technology and therefore productivity, added to the poor roads, when they exist, limits competitiveness and access to larger markets.

The population of this region of Northern Cauca, made up of thirteen municipalities, according to the projections of the 2005-2020 census is 420,562 inhabitants in 2019, is distributed as illustrated in Table 1:

City	Inhabitants
Buenos Aires	34.631
Caldono	34.132
Caloto	17.747
Corinto	33.489
Guachené	19.933
Jambaló	19.018
Miranda	42.639
Padilla	7.686
Puerto Tejada	46.166
Santander de Quilichao	99.354
Suárez	18.404
Toribio	30.397
Villa Rica	16.966
Total	420.562

Table 1: Inhabitants of Northern Cauca

Source: Dane census population, projection,2005 – 2020

The network of initiatives for governance, democracy and territorial development – Rinde, recalls in its publication “Institutional designs for the territorial management of peace” that the planning of the territory and

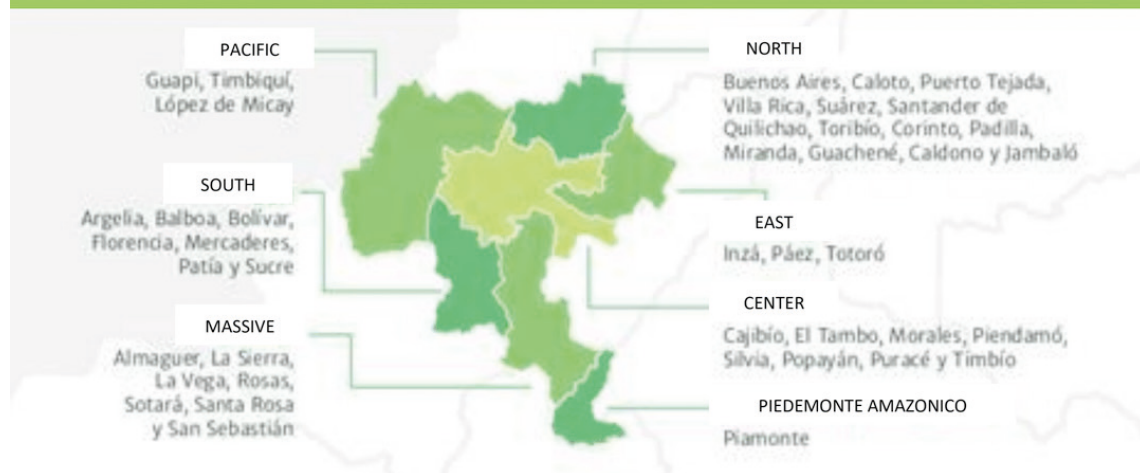


Figure 4: Geographic Location of North Cauca

Source: Departmental Development Plan; 2016 – 2019

the use of the land and that the general interest takes precedence over the individual and the distribution of benefits, as established by law 388 of 1997 (“Law 388 of 1997,” 2020):

“The mechanisms that allow the municipality, in the exercise of its autonomy, to promote the planning of its territory, the equitable and rational use of the land, the preservation and defense of the ecological and cultural heritage located in its territorial scope and the prevention of disasters in settlements of high risk, as well as the execution of efficient urban planning actions; and guarantee that the use of the land by its owners adjusts to the social function of the property and allows the constitutional rights to housing and public home services to be effective, and ensure the creation and defense of public space, as well as as well as for the protection of the environment and the prevention of disasters”

In this sense, (Rinde, 2016) suggests taking into account that centralism is not appropriate for promoting policy development; it is necessary to agree with the territorial entities, for which the powers of both the one and the other must be reviewed., in turn, provide effective tools to territorial authorities for post-conflict management and territorial planning. This is how the territory of Northern Cauca must empower itself, know

its rights, capabilities and duties towards the post-conflict, articulating the different social actors and leading innovation processes, incorporating their knowledge and resources, in any case, diverse and generous., in search of development options based on productive activities of an associative nature that benefit the largest possible population and that consider the integration of the demobilized as part of the process of reconciliation and social advancement.

UNEVEN DEVELOPMENT IN THE PERIPHERY

According to interviews carried out with different social actors, the existing inequality in the North of Cauca is evident; in fact, there is no complete information available on the economic activity of the companies located in the area, nor on the agricultural activity of the majority of the population. population, there are no observatories in universities or other entities, but it is evident that large companies are subsidiaries of large national and even multinational companies, the operating personnel are mostly from the region and the management personnel mostly come from Cali and other cities in Colombia.

The secondary roads are not in adequate condition and the tertiary roads, when they exist, are in very poor condition, there are areas of very difficult access that are several hours away, in which not a single peso has been invested and It is the communities that are in charge of “opening the way.” The indigenous communities concentrate on agricultural activities of products from the region such as pineapple, coffee, cocoa, gulupa, among others, but they lack technology and productivity levels that allow them to be more competitive and access national and international markets, among others. other things, due to the lack of compliance with adequate phyto-sanitary standards and conditions.

It is the Private Competitiveness Council that, through the competitiveness index (“Private Competitiveness Council,” 2020), allows the regions to be compared, at least in the topics included in its indicator. As illustrated in Table 2, Cauca occupies the 16th place among the 32 departments of Colombia, 22nd place in infrastructure, 24th in institutions, 13th in environmental sustainability and in general 22nd place in basic conditions, which represents a huge road ahead, a great challenge for local administrations., nationals and society in general. The difference is clear, illustrated in Table 3, in the competitiveness index with the department of Valle, which has Cali as its capital and, which is only 45 minutes away by land, a 7th place in conditions is evident. basic, 7 in infrastructure and 6 at a general level. In this indicator alone, we can establish the great inequality that exists in the development of peripheral regions, which, although endowed with great comparative advantages, are not valued and taken advantage of by the state, limiting its intervention to the minimum admissible and leaving the task to the business sectors and social sectors, which must take on this important challenge with great discipline and perseverance, seeking to

strengthen alliances, develop synergies that then manage to guide public policies of great importance and that allow the transformation of the region.

Due to its geographical location, natural riches, scenic beauty, water abundance, cultural wealth and the ancestral wisdom of the people, the North of Cauca has enormous potential to be an important development pole, its proximity to Cali, south, just 45 minutes away facilitates regional integration, which in fact is a reality, since the amount of population that moves daily between Cali and Santander de Quilichao, the main city in Northern Cauca, is significant; mobilization of students, workers and merchants that boost the region’s economy, but could be greater if efforts are combined between the business sector, local administrations and communities, naturally with the leadership of the state in constant investment in the strategy to develop the regions most affected by the armed conflict, through investments oriented by routes such as the PEDET.

The new local rulers have the enormous responsibility of articulating themselves and generating investment projects of a regional, rather than local, nature, making use of the various sources of investment such as royalties from the mining and energy sector, resources destined for the post-conflict, through the Colombia in Peace Fund, whose main source of administered resources are those from the General Budget of the Nation, international cooperation resources, private, public, etc., through fiduciary commission.

Inequality is not only economic or opportunity, it is also in access to quality education, which is evident in state academic tests, which confirm the great differences between students from the periphery or mainly rural regions and those students from the main cities or department capitals. In the same sense, there is access to health, there is a

	Score	Position.	Trend	Gap
General results	4.46	16		
Basic conditions	4.65	22		
Institutions	4.07	24		
Infrastructure	2.99	22		
Size of market	5.48	15		
Medium and basic education	5.47	18		
Health	4.97	18		
Environmental sustainability	6.05	13		
Efficiency	4.33	12		
University level and training	5.24	10		
Efficiency of markets	3.42	23		
Sophistication and innovation	4.33	10		
Sophistication and diversification	7.03	6		
Innovation and business dynamics	1.63	17		
	Score	Position.	Trend	Gap
General results	4.46	16		
Basic conditions	4.65	22		
Institutions	4.07	24		
Infrastructure	2.99	22		
Size of market	5.48	15		
Medium and basic education	5.47	18		
Health	4.97	18		
Environmental sustainability	6.05	13		
Efficiency	4.33	12		
University level and training	5.24	10		
Efficiency of markets	3.42	23		
Sophistication and innovation	4.33	10		
Sophistication and diversification	7.03	6		
Innovation and business dynamics	1.63	17		

Table 2. Cauca Competitiveness Index
Source: Private Competitiveness Council

	Score	Position.	Trend	Gap
General results	5.86	6		
Basic conditions	5.85	7		
 Institutions	5.96	9		
 Infrastructure	4.93	7		
 Size of market	8.25	3		
 Medium and basic education	4.97	22		
 Health	5.91	5		
 Environmental sustainability	6.69	8		
Efficiency	5.69	7		
 University level and training	6.14	8		
 Efficiency of markets	5.24	8		
Sophistication and innovation	6.31	3		
 Sophistication and diversification	8.75	2		
 Innovation and business dynamics	3.88	5		

Table 3. Competitiveness Index Valle

Source: Private Competitiveness Council

lack of adequate health centers and hospitals in the region, the most important and best equipped, level three, is in Cali, as are the health care centers of the health promoting entities - EPS, which already represents limitations for the population of Northern Cauca, due to travel costs.

It is, then, a great opportunity for the Colombian state, the implementation of the Havana agreements, the intelligent investment of its own resources and international cooperation through coordination with the business sector, local administrations, communities organized as councils, communities Afro and other actors, in order to achieve a synergy that brings integration and sustainable development, at all levels, naturally aligned with the sustainable development

objectives, the national development plan, the departmental development plan, the municipal development plans and of course the efficient execution of the Development Plan with a Territorial approach for Alto Patía and North Cauca.

ALTERNATIVE TOURISM: SUSTAINABLE DEVELOPMENT OPTION

In consultations carried out previously, within the pillar of economic reactivation and agricultural production of the Development Plan with a Territorial Approach – PEDET, tourism appears as an important initiative, expressed by the inhabitants themselves, members of the community. It is well known that tourism is an important source

of employment and income generator for the region and by definition, according to the World Tourism Organization, in its publication Introduction to Tourism (WTO, 1998), “it includes the activities carried out by people during their trips and stays in places other than their usual environment, for a consecutive period of less than one year, for leisure, business and other purposes.

The importance for nations lies in the ability to produce economic goods, through exchange (Mercado Vargas & Palmerín Cerna, 2012), tourism represents great economic potential, the generation of jobs in rural and remote regions, contributes to the eradication of poverty (Ruiz, 2008), likewise, is a phenomenon of great significance, an economic activity that is difficult to delimit (Agüera, 2013), with activities that present cyclical fluctuations due to tourist flows from the main issuing countries and the fluctuations of the local economy (Cuadrado Roura & López Morales, 2011).

When talking about alternative tourism we must talk about sustainable tourism, so we must take into consideration the integration of nature aspects, economic aspects, understanding sustainability, as the ability to satisfy current demand while ensuring the maintenance of the offer over time (Diaz Coutiño, Reynold & Escárcega Castellanos, 2008), in essence it is about improving the living standards of the local community, satisfying the demand for a different tourism and preserving the environment where this activity is carried out.

On the other hand, it is important to consider the impacts of mass tourism on the environment, the uncontrolled use of natural resources, which leads to the emergence of new forms of tourism, ecotourism, adventure tourism, ethnotourism, cultural tourism, among others. others, configuring new tourist products and tourist activities in the

form of sustainable tourism (Agüera, 2013). (Mowforth, 1993) proposes the following classification of Table 4.

Level 1	ALTERNATIVE			
Level 2	Ecologic	Cultural	Adventure	Specialized
Level 3	Natural Salvaje Safari Etc	Anthro-tourism Archaeological Farms Ruraletc	Riesgo Safari Deportivo Salvaje etc	Académico Agrícola Científico etc

Table 4: Alternative Tourism Classification

Source: Mowforth, 1993

The main differences between mass tourism and alternative tourism (Weaver, 1991, cit. Mowforth, 1993) are described in Table 5.

Variable	Mass Tourism	Alternative tourism
Model: Space pattern Scale Property	Coastal High density Integrated large scale Foreign Multinational	Dispersed low density Small scale Domestic Family owned small business
Market: Volume Origin Segment Activities Seasonality	High Dominant market Psycho-centric Medium-centric water beach nightlife Summer	Low There is no dominant market Allocentric - mediocentric Nature Culture There is no dominant station
Economy: Satus Impact	Domain of the tourism sector No withholding of benefits	Mastery of complementary sectors Retention of profits

Table 5: Differences between Mass Tourism and Alternative Tourism

Source: (Weaver, 1991) citado por (Mowforth, 1993)

The importance of tourism in generating income for the regions is well known, this is evident in mass tourism and particularly in sun and beach tourism, which is not the case of alternative tourism, the income is not of a similar magnitude. However, if well oriented, it can be an important source of employment, income and well-being for communities that adopt it as an economic activity, exploiting the particularities and essences of their region.

Being consistent with the realities of the department of Cauca and what is established

in the “Final Agreement for the Termination of the Conflict and the Construction of a Stable and Lasting Peace” and the expressed concern for the conservation of the environment, the protection of the territories and the alignment with the objectives of sustainable development, alternative tourism is a great opportunity for the communities of Cauca and particularly North Cauca due to its innumerable riches (mining, water, landscape, cultural, ethnographic,...), likewise, the strong Articulation of agricultural lines with national and international companies present in the free zones established in the region, could generate an important pole of regional development that serves as an input for alternative tourism.

According to these considerations, alternative tourism becomes a sustainable path of development to articulate the peace process, addressing several of the Sustainable Development Goals - SDG (end of poverty, zero hunger, health and well-being, decent work and growth. economic...) (United Nations, 2018). On the one hand, it requires low levels of investment, due to the physical and geographical conditions of the area and its exuberant natural beauty in forests, rivers and lakes, and it favorably impacts the communities that can give alternative use to their farms, in which, For now, there is only production of fruits and vegetables but they can also become part of ecological routes and hostels for tourists, obtaining in exchange an additional income, which contributes to improving their living conditions. On the other hand, alternative tourism makes it possible to combine the opportunities offered by the post-conflict with the needs of the region, the strengths of the territory and its cultural wealth.

Although there are administrative limitations due to weak legislation, security has improved and international cooperation projects are

increasing, but not at the appropriate pace, the time established for implementation, agreed to be 15 years, is running out, it has been two years and barely Action plans are being defined. The costs are gigantic and the resources are scarce, so the projects to be financed must be strategic for the region; those that require less investment and provide greater benefits to the community must be prioritized, including alternative tourism.

Following (Álvarez Rodríguez, 2017) in his article on the challenges to governability and the culture of peace, in which the need for a successful development of the reintegration of the demobilized into productive life is raised, with the help of the institutions, civil society and the business sector, it is important to remember the peasant origin of the majority of former combatants and their intention to return to their places of origin, along with their families, in addition to their willingness to work in their places of location current situation, the rural and concentration areas, this is an opportunity to articulate alternative tourism as one of its initiatives that can be financed with resources destined for the post-conflict.

The challenges are in governance (Blunt, 2016), on the community side, in the development of the population's capabilities and the generation of initiatives, through associative systems that allow progress to be made in a safe and sustainable manner. On the side of governance (Aguilar, 2010) of the Colombian state and, in deciding to firmly manage the implementation of the “Final Agreement for the Termination of the Conflict and the Construction of a Stable and Lasting Peace”, reduce the polarization among the supporters of the agreement and non-partisans, which has not allowed progress to be made effectively; in establishing the public policies necessary to strengthen the regions and their economic, social and environmental

development, in supporting initiatives such as alternative tourism. On the side of the international community, the decisive support in the co-financing of productive projects with social impact, the protection of human rights, the accompaniment in the implementation of the agreement.

CONCLUSIONS

The peace process in Colombia began with the dialogues in Havana Cuba, it was formalized with the signing of the “Final Agreement for the termination of the conflict and the construction of a stable and lasting peace”, however, the consolidation will depend on the timely implementation of these agreements, while it is not only about the demobilization of the members of the FARC, but also about the comprehensive development of the regions, victims of the war and in conditions of neglect by the state, this is how the current The government of President Iván Duque has the historical responsibility of expediting the execution of the agreements, given the imminent risks of destabilization, generated by dark forces, which take advantage of the lack of governance in the regions.

Point 1 of the Havana agreements is the Comprehensive Rural Reform, which has as its grand strategy development plans with a territorial approach (pedet), which is key to the post-conflict, the proper implementation of these, with the active participation of the regions incorporating territorial entities as main actors and executors of the development of their region and reducing centralism, contrary to the traditional way of making the state present. Peace from a desk in Bogotá will not be consolidated in the territories.

The department of Cauca and in particular the North of Cauca, is a key peripheral region for the success in the implementation of the Havana agreements, its privileged geographical position, its invaluable riches

(environmental, cultural, mining...), ethnic diversity and its human potential, but also being one of the territories hardest hit by the armed conflict, for more than 50 years, make it worthy of being prioritized in investment programs.

In Colombia, the difference in the development of peripheral regions is evident, compared to the main cities and departments, which for years have been privileged by state investment and on which the productive sector has focused. The North of Cauca borders the Valle del Cauca and the differences in competitiveness, among other aspects, are significant, however, the settlement of large national and international companies, as well as the important investments that are expected as part of the implementation of The peace agreements and the agricultural and industrial potential of the region make it a very attractive development pole for all types of activities.

Alternative tourism emerges as an option for sustainable development, considering the low investments required, the traditions of the inhabitants, regarding the protection of the environment, the beauty and variety of its natural resources, among many other factors. It is perhaps an important source to have early victories in the development of the region, it contributes to the generation of employment and with this to the obtaining of income, which allows improving the living conditions of the communities associated in this offer of services, in accordance with several of the sustainable development objectives - SDG (end of poverty, zero hunger, health and well-being, decent work and economic growth...). It is a sustainable alternative, since it brings economic development, social development and preserves the environment so that future generations can enjoy it.

REFERENCES

- Agencia de Renovación del Territorio. (2020). Retrieved from <https://www.renovacionterritorio.gov.co/>
- Agüera, F. O. (2013). El club de producto turístico como herramienta para el desarrollo socioeconómico en países subdesarrollados. *Contribuciones a La Economía*, (2013–06), 1–13. Retrieved from <http://www.eumed.net/ce/2013/club-producto.zip>
- Aguilar, L. F. (2010). *GOBERNANZA: El nuevo proceso de gobernar*.
- Álvarez Rodríguez, A. A. (2017). Acuerdos y construcción de paz en Colombia: retos a la gobernabilidad y la cultura de paz, *1213(24)*, 13–45. <https://doi.org/10.25100/prts.v>
- Amunorca. (2019). Asociación de Municipios del Norte del Cauca. Retrieved from <http://amunorca.gov.co/>
- Blunt, P. (2016). *Reconceptualising Governance*, (January 1997).
- CNE. (2020). Consejo Nacional Electoral. Retrieved from <https://www.cne.gov.co/>
- Consejería Presidencial para la Estabilización y la Consolidación. (2020). Retrieved from <http://www.portalparalapaz.gov.co/>
- Consejo Privado de Competitividad. (2020). Retrieved from <https://compite.com.co/>
- Cuadrado Roura, J. R., & López Morales, J. M. (2011). El turismo: un sector clave en la economía española. *Papeles de Economía Española*, *128*(January 2015), 2–20.
- DANE. (2020). Departamento Nacional de Estadísticas. Retrieved from <https://www.dane.gov.co/>
- Díaz Coutiño, Reynold & Escárcega Castellanos, S. (2008). *Desarrollo sustentable. Una oportunidad para la vida*. (McGraw Hill/Interamericana Editores, Ed.) (1a ed.). México. Retrieved from www.FreeLibros.me
- Duque, I. (2018). Paz con legalidad.
- Estado Colombiano and Farc. (2016). Acuerdo Final para la Terminación del Conflicto y la Construcción de una Paz Estable y Duradera.
- Farc. (2020). Fuerza Alternativa Revolucionaria del Común. Retrieved from <https://partidofarc.com.co/farc/>
- Gobernación del Cauca. (2020). Retrieved from <https://www.cauca.gov.co/Paginas/Default.aspx>
- Ley 388 de 1997. (2020). Retrieved from http://www.secretariassenado.gov.co/senado/basedoc/ley_0388_1997.html
- Mercado Vargas, H., & Palmerín Cerna, M. (2012). El Turismo Y Su Impacto En La Economía De México Y Del Estado De Michoacán. *TURyDES. Revista de Investigación En Turismo y Desarrollo Local*, *5*(13), 14 p. Retrieved from <http://www.eumed.net/rev/turydes/12/mvpc.pdf>
- Mowforth, M. (1993). Eco-tourism: Terminology and definitions. *Research Report Series*, *1*.
- Naciones Unidas. (2018). *Agenda 2030 y los Objetivos de Desarrollo Sostenible Una oportunidad para América Latina y el Caribe*. (Naciones Unidas, Ed.), *Publicación de las Naciones Unidas*. Santiago de Chile. Retrieved from https://repositorio.cepal.org/bitstream/handle/11362/40155/24/S1801141_es.pdf
- Oficina del Alto Comisionado para la Paz. (2020). Retrieved from <http://www.altocomisionadoparalapaz.gov.co/>
- Rinde. (2016). *Diseños institucionales para la gestión territorial de la paz*.
- Ruiz, O. (2008). *TURISMO_factor_desarrollo_competitividad_Docto46*. (C. de E. S. y de O. Pública, Ed.).
- UNDP. (2015). *UNDP_MDG_Report_2015*. (N. Unidas, Ed.). New York.
- WTO. (1998). *Introducción al turismo*.