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Tourism typologies likely to contribute to the economic and social resilience of Palermo - Huila*

Tipologías turísticas susceptibles de contribuir a la resiliencia económica y social de Palermo - Huila

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Abstract

In a resilient context for some regions of the country in the hopeful framework that is the peace agreement, there are many potentialities and attractions that the territories today try to make visible to articulate them to the economic circuits of local development. The relative peace offered by the peace agreements in regions such as Huila and in the Municipality of Palermo, constitutes a factor of social and economic resilience, with tourism as a catalyst and promoter of development. In this scenario, the present research work has the purpose of finding the existing relationship in the potential patterns of the tourist plan and its incidence in the management of sustainable development of the Municipality of Palermo, Huila-Colombia-, in post-pandemic, for which use is made of the techniques offered by quantitative research, through the collection of primary information in the field and consultation of secondary bibliographic information available in the Ministry of Industry and Commerce as well as in databases, where the decision to prioritize or a resource or dominant attraction, is based on the judgment of experts and through comparisons offered by the Analytic Hierarchy Process (AHP) method, Saaty (1980). The use of the announced method allows prioritizing among the different typologies and attractions present in the Municipality of Palermo, the Playa Juncal Recreational Center, as the anchor and articulating product between the management of sustainable development of the territory and the actions of policy makers between levels of government to promote, within a

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framework of peace and Post-COVID social resilience, tourism in those forgotten territories for reasons that the conflict is responsible for generating.

Keywords: Typologies; Tourism sector; Resilience; Development and sustainability.

Resumen

En un contexto resiliente para algunas regiones del país en el marco esperanzador que es el acuerdo de paz, son muchas las potencialidades y atractivos que los territorios hoy intentan visibilizar para articularlos a los circuitos económicos de desarrollo local. La paz relativa que ofrecen los acuerdos de paz en regiones como el Huila y en particular del Municipio de Palermo, se constituye en un factor de resiliencia social y económica, con el turismo como dinamizador y promotor de un desarrollo. En este escenario, el presente trabajo, de investigación, tiene el propósito de encontrar la relación existente en los patrones potenciales del plan turístico y su incidencia en la gestión del desarrollo sostenible del municipio de Palermo Huila -Colombia-, en postpandemia, para lo cual se hace uso de las técnicas que ofrece la investigación cuantitativa, a través del levantamiento de información primaria en campo y consulta de información bibliográfica secundaria disponibles en el Ministerio de Industria y Comercio como en bases de datos, donde la decisión de priorizar o un recurso o atractivo dominante, se basa en el juicio de expertos y a través comparaciones que ofrece el método Analytic Hierarchy Process (AHP), Saaty (1980). El uso del método anunciado permite priorizar entre las distintas tipologías y atractivos presentes en el municipio de Palermo, al Centro Recreacional Playa Juncal, como el producto ancla y articulador entre la gestión del desarrollo sostenible del territorio y las acciones de los policy makers entre niveles de gobierno para impulsar en un marco de paz y de resiliencia social Post-COVID, al turismo en aquellos territorios olvidados por razones que el conflicto se encarga de generar.

Palabras Clave: Tipologías; Sector turismo; Resiliencia; Desarrollo y sustentabilidad.

1. Introduction

The World Tourism Organization [UNWTO] endeavors to promote tourism that “contributes to poverty reduction and development, fosters knowledge, education, and training, and forges partnerships” (UNWTO, 2022). This mission is integrated into local plans and actions taken by countries and regions to create opportunities, inclusion, and wealth for those residing in the area (Naciones Unidas, 2018).

The COVID-19 pandemic caused a severe crisis for the eco-friendly smokeless industry,

resulting in the worst crisis in 50 years. The industry experienced a collapse in international demand due to the pandemic, resulting in the loss of an average of 460 international arrivals per year, and \$460 billion in international tourism export revenues (UNWTO, 2020). As a result, governments implemented public health hygiene regulations, closed borders, and suspended non-essential global economic activities (Universidad Nacional de Colombia, 2020).

However, with scientific progress and vaccinations, economic and social activities have re-emerged as a resilient opportunity for economic reactivation in the tourism sector, especially for regions such as Colombia that have experienced conflict for over 60 years. This conflict has hindered the use of resources and attractions for entrepreneurial activities, including tourism in its various categories.

Tourism has made a significant contribution to Colombia’s Gross Domestic Product (GDP), which has continued to grow over the past few years. The country’s GDP rose by 2.8% from the same quarter in 2017 to the same quarter in 2018, with growth in the accommodation and food service industries of 3.7%. According to data from the Departamento Administrativo Nacional de Estadística [DANE] (2019), the economic activity of wholesale and retail trade, which includes accommodation and food services, accounted for 1.6%, 0.5%, and 0.4% of the GDP at nominal prices in 2017 for Huila, Caquetá, and Putumayo, respectively. These departments are the focus of the research presented in this document.

The research, which includes various international, national, and regional sources, identifies the most recognized typologies, and matches them with an inventory of resources, attractions, and tourist products that are most well-known in these three departments, which will be referred to as tourist destinations.

This article provides reasons for designing products geared towards tourists in a post-conflict and post-pandemic context. The general purpose of the study is to explain how the design of a responsible tourism plan impacts the management of sustainable development in the Municipality of Palermo

in the Department of Huila. The municipality has abundant natural and built resources and attractions.

2. Theoretical framework and area of study

Colombia is widely recognized as one of the most diverse countries on the planet, boasting a wealth of natural beauty, varied landscapes, and a rich cultural heritage. The department of Huila serves as a prime example of these riches, offering a range of climates and agro-ecological conditions that define the region's various productive activities. It is particularly noteworthy for its status as the top producer of coffee in the country, contributing a remarkable 18.3% to the national output, according to the Comité de Cafeteros (2021). Huila's association with the famous coffee route has turned it into a popular tourist destination, with attractions such as the mountain of the hand of the giant, the La Jagua's manger, and the Betania dam's nautical tourism. The region is also a leading producer of red tilapia and boasts an array of other attractions, such as the archaeological park of San Agustín, the town of Isnos, the Tatacoa desert, and the Magdalena River Strait. Furthermore, visitors can experience Huila's rich gastronomy, religious past, and folklore, among other types of tourism present in the area.

The southern part of the country is particularly abundant with culturally significant resources. One such example is the San Agustín Archaeological Park in Huila, which was declared a UNESCO World Heritage Site in 1995 and features the Los Idolos and las Piedras highs in Isnos (Fondo de Promoción turística, Tourism Consulting S.A.S, Fundación Universtiaría CAFAM, 2012). Additionally, the region celebrates a variety of national events, such as the Folkloric and San Pedro Festival and the National Bambuco Reign.

With the aim of promoting regional development through tourism, the municipality of Palermo in Huila has a great potential for producing unique tourism products. Nevertheless, no concrete figures have yet been released to support these claims. In any case, Huila remains committed

to developing distinctive tourism activities and further promoting the municipality's attractions.

Scholars, such as (Mariotti, 1933, as cited in Muñoz de Escalona, 1992), have attempted to trace the origins of the word "tourism" by analyzing the evolution of society over time. He believes that evidence can be found in Homer's reference to strangers in the *Odyssey* and the emergence of companies that provided transportation and food to travelers in the Roman Empire. Conversely, Ed. (Guyer Freuler, 1905, as cited in Muñoz de Escalona, 1992) traced the history of tourism and drew on the fact that hostels and inns in medieval Europe offered hospitality as evidence that this activity had its own industry. In Norval's (1936) account of Thomas Cook's trip in 1841, he highlights how Thomas Cook started the multinational tourism company, leading (Defert, 1958, as cited in Muñoz de Escalona, 1992) to suggest that this was the reason for the proliferation of travel agencies in Europe at the time. (Fernández Fuster (1967, as cited in Muñoz de Escalona, 1992) contends that the word "tourist" was first used in the UK in 1760, while it was first used in France around 1830 according to Defert.

Alhoy, 1841, as cited in Muñoz de Escalona, 1992 distinguished between a traveler and a tourist, stating that the former is the one who discovers while the latter is the one who visits what has already been found. In addition (Bernecker, 1957, as cited in Muñoz de Escalona, 1992) highlights that (Strdner, 1884, as cited in Muñoz de Escalona, 1992), as per Muñoz de Escalona (2007), was the first person to analyze tourism from a scientific standpoint, though he did not define tourism, only the tourism industry (p. 11).

Other authors underscore the need to preserve the environment and make responsible use of natural resources while not downplaying the importance of social, intragenerational, and intergenerational equity in society. Sustainable development presupposes, among other things, that society and nature can coexist harmoniously and those natural resources, such as water, are utilized prudently since they are essential to human life and are represented by the planet's oceans. Sustainable development is the answer to underdevelopment and the

alleviation of poverty since it “integrates economic and social development with the protection and improvement of the environment in its ecological, biological, and physical aspects, with attention to social equity and consideration of global consequences” (Urquidi, 1998, p. 953).

The movement of English tourists to continental Europe during the 18th and 19th centuries gave rise to the term “tourism.” However, it wasn’t until 1911 in England that the first definition for this activity was provided, indicating that it is the practice of leisure travel. Later, more comprehensive definitions of tourism emerged, encompassing not only the temporary relocation of people but also the reasons behind it, such as those related to their body, spirit, or profession. Other authors also discussed tourism in terms of the pursuit of culture, pleasure, and trade.

Quesada Castro (2000), according to other researchers, includes in his definition various elements resulting from the multidisciplinary nature, as well as a significant socioeconomic impact on the destination. This allows him to arrive at a widely accepted definition that refers to the relationships and phenomena that surround human displacement and stay in locations other than their homes, where their motivation is not properly productive.

In light of the numerous definitions and adaptations that have been made to the concept of tourism and its scope of action, the World Tourism Organization (1994) defined tourism as “the activities that people carry out during their trips and stays in places other than their usual environment for a consecutive period of time of less than one year for leisure, business, and other purposes” (p. 8).

Navarro-Drazich and Rizzo’s research from 2022, which shares the same objective as this article and uses the municipality of Palermo in Huila as a point of geographic reference, seeks “to know the level of development in the Argentine province of Mendoza of the San Martinian tourist attractions in the context of the general concept of tourism”.

According to Gundermann and Rojas (2021), there is a close connection between the growth of tourism activity and demographic

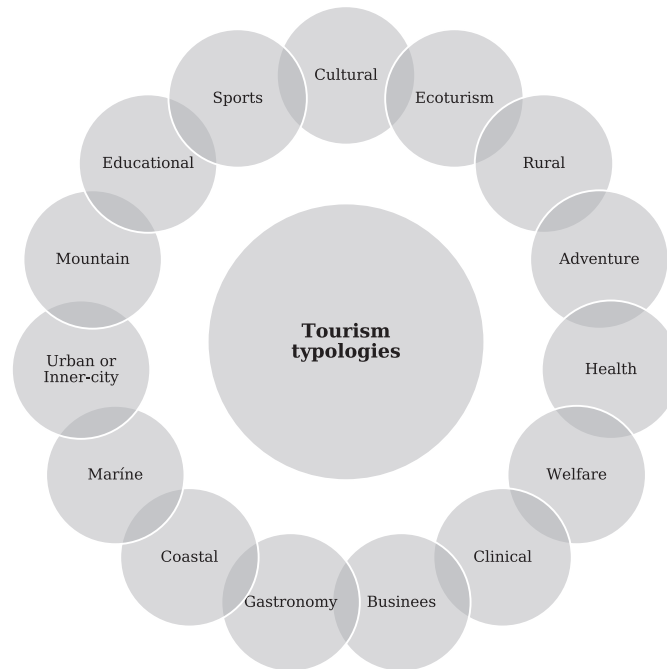
changes that are explained not only by the population’s vegetative growth in the unit of analysis but also by the attraction that the activity has on job opportunities and economic growth, altering both the population’s structures and the differentiation between socioeconomic strata. The emergence of businesses that aim to use attraction as a pillar of development is a wake-up call for the design of pro-development and pro-welfare policies.

As we discuss the municipality of Palermo in Huila, Colombia, Arévalo Martínez and Armas Arévalo (2022) state that the goal of local development is to “improve the living conditions of the receiving populations” (p. 984). Garcés *et al.* (2021) suggest that tourism is an industry that transforms the territorial space and creates conditions for entrepreneurship and the use and development of the local population. It is evident from what has been said thus far and from the referential context that this industry, beyond a conceptual approach that leads us to consider one or another meaning, creates conditions for entrepreneurship.

The work of Massetti (2022) points us in the same direction and invites us to consider a philosophy that incorporates investments and innovations in territorial plans, even more after the COVID-19 pandemic, that lead to the emergence or rediscovery of new activities. Among these, he points to resilient tourism and the construction of habitability that protects the common home, as referred to by Pope Francisco in the Encyclical Letter *Laudato Si’* (2015). Following the pandemic crisis and a conflict that has lasted for more than 60 years in the nation, particularly in some regions, the population, in general, needs a catalyst to help them overcome the collateral damage and adversities. As Ibanescu *et al.* (2020) suggest, this presents an opportunity for the tourism industry to serve as that catalyst.

2.1. Typologies of tourism

To ensure a clear and concise explanation of the study’s subject, it is crucial to define the term “region” as a multidimensional reference with a historical, environmental, economic, and cultural identity that is connected to a specific territorial or geographical space.

Figure 1. Tourism typologies according to UNWTO

Source: Authors' own elaboration based on the World Tourism Organization (UNWTO, 2019).

This location is where events that shape and define life occur and where conflicts of power and dependence are resolved (Porrás, 2017).

In terms of tourism, any location, thing, or activity that can draw tourists is considered a tourist attraction, which serves as the core element of the tourism service (Capani Olarte and Poma Curasma, 2017). However, it is not enough to have resources alone; it is crucial to add value to tourism activities by providing adequate infrastructure, equipment, and tourist facilities to ensure the attraction of the destination and satisfaction of tourists (Fondo Nacional del Turismo de Colombia [FONTUR], 2016). Decision-makers must include funding for the provision of social infrastructure and habitat in territorial management plans, as there is a relationship between the resource and the tourist attraction that must be considered.

Considering the numerous references and wide range of activities that drive tourism, the UNWTO has defined the following tourism typologies in a document created by the Committee on Tourism and Competitiveness at the 22nd Session of the General Assembly

held in China in September 2017 (UNWTO, 2019). The purpose of this document is to standardize concepts worldwide for the development of measurement studies, catalogs, and comparative analyses of the sector.

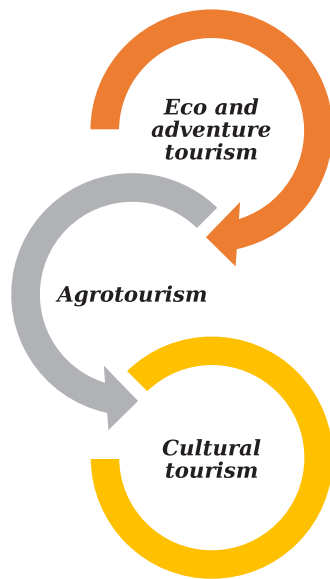
Ecotourism, adventure tourism, agrotourism, and cultural tourism are identified as the main and dominant typologies for the Municipality of Palermo in compliance with the typologies defined in Figure 1, as described below.

2.2 Tourism typologies found in the department of Huila

To establish the main typologies of tourism in the Southern Colombian region, several documents have been referenced, including the UNWTO (1998) Tourism Definitions and CONPES Document 3397, DNP (2005), and Departamento del Huila - Cámara de Comercio de Neiva (2015), which outlines tourism policies at the sector level. Tourism, as the subject of study, analysis, legislation, regulation, planning, and execution, is

addressed in various international, national, and regional instances, as can be seen in the Figure 2.

Figure 2. Tourist typologies identified in the department of Huila



Source: Authors' own elaboration.

2.3. Eco and adventure tourism

According to the Colombian Ministerio de Comercio, Industria y Turismo [MINCIT] (1996), ecotourism refers to a specialized and directed form of tourism developed in areas with a special natural attraction and framed within the parameters of sustainable human development, as defined by Act 300 of 1996.

The Department of Huila, as stated in the Development Plan (2012-2015), is located in the southern part of the Andean Region and is part of the upper basin of the Magdalena River, which originates in the Colombian Sierra where the Central and Eastern Mountain ranges split (Gobernación del Departamento del Huila, 2012, p. 24). Additionally, the department boasts several significant rivers, including *Las Ceibas*, *Cabrera*, *Neiva*, *Baché*, *Suaza*, and *Guarapas*, which attract visitors for adventure sports at the *Betania* and the *El Quimbo* dams.

Furthermore, the region has three National Natural Parks, including Huila's snow-capped mountain, *Los Gucharos* cave, and the

Puracé Park, as well as other protected areas such as the Regional District of Integrated Management of *la Tatacoa* desert, which is famous among tourists from Colombia and around the world for its stunning landscape of extremely dry tropical forest and unique astronomical observation opportunities. Every year, the area hosts festivals to bring together amateurs and scientists alike.

2.4. Agrotourism

Agrotourism is a practice that aims to involve tourists in the daily operations of agriculture in Colombia, offering a way to combine traditional rural pursuits with activities such as biking, hiking, camping, and taking in breathtaking natural scenery. The aim is to help tourists understand how the countryside, crops, and economy function by allowing them to self-experience it. This practice is becoming increasingly popular, and the deeply ingrained peasant traditions and fertile land that allow agriculture to be practiced in every region of the country further support it (DANE, 2019).

The Department of Huila, whose economy is primarily based on agriculture, has recently undergone significant development and technological advancement. Irrigated rice, sorghum, sugar cane, cocoa, cassava, corn, and fruit trees in general, among others, have reached greater heights, making it possible to position itself as one of the highest coffee producers, surpassing departments like Antioquia and the geography of the coffee axis, with 95% of its municipalities producing coffee. The cultivation of rice is also a significant sector of the regional economy, accounting for about 29,180 hectares and returning close to the highest productivity in the nation, or close to 7 tons/hectare (DANE, 2019). This suggests that rice cultivation has the potential to be developed as an agrotourism activity, similar to what has been done with products like coffee in Colombia itself or in countries like Spain and Chile, where routes have been developed to highlight the best of their local products.

In summary, agrotourism in Colombia is an excellent way to experience the countryside, understand how crops and the economy function, and engage with local traditions and customs. Huila, with its fertile land and

Figure 3. Legal and Regulatory Framework of the Tourist Sector

Source: Authors' own elaboration.

rich agricultural sector, has great potential for agrotourism, with coffee and rice being among its main products of interest.

2.5. Cultural Tourism

Cultural tourism, as defined by the United Nations Educational, Scientific, and Cultural Organization [UNESCO], is an activity that aims to promote economic growth, social integration, and inter-ethnic understanding by providing a means of convergence for policies, values, and the appreciation of natural and cultural resources. It also serves to educate visitors about the monuments and historical-artistic sites that reflect the multiculturalism of each region and social group (FONTUR, 2016).

According to Figure 3, current legal and political structures in Colombia state that laws, decrees, and resolutions govern the country's tourism industry. The Ministry of Industry, Commerce, and Tourism is responsible for promoting the tourism industry and facilitating regional development in accordance with these regulations.

3. Methodology

According to data from the information platform for Colombia TERRIDATA Source DANE, the National Population and Housing Census for 2020 shows that the municipality of Palermo, located in the northern region of Huila department, has a total population of 27,322 people, with 53.11% dispersed across

54 rural villages and the remaining 46.89% residing in urban areas.

This study aims to investigate the relationship between the potential patterns of the tourism plan and its impact on the management of sustainable development in the municipality of Palermo, Huila. To achieve this goal, the study employs quantitative research techniques, including the collection of primary information in the field, consultation of secondary bibliographic information available at the Ministry of Industry and Commerce, and examination of documents produced by national, departmental, and municipal territorial entities on the subject under investigation.

Furthermore, the Analytic Hierarchy Process (AHP) method, in addition to expert judgment, is utilized to determine the relative importance of a dominant resource or attraction, Saaty (1980).

To achieve this purpose, indicators from the “Colombian Sectoral Technical Standard NTS-TS 001-1” Instituto Colombiano de Normas Técnicas y Certificación [ICONTEC], Universidad Externado de Colombia. (2006), and those for the trade, industry, and tourism sectors of the municipality of Palermo, as obtained from the development plan “Palermo is now 2020-2023” (Alcaldía de Palermo, 2020), were utilized. Table 1 shows these indicators.

Table 1. Sustainability Indicators

Environmental sustainability indicators		
Category	Criteria	Indicator of destinations under development
Environmental Dimension	Waste management	“Increase in the generation of solid waste per capita in high/low season” (MinCIT, 2014).
	Water management	Presence of signboards informing the general public and visitors about the water quality conditions for recreational uses (swimming pools, SPAs, etc.) (MinCIT, 2014).
	Use of chemical products	Presence of an initiative for the minimization and appropriate use of chemical products, identifying those with a significant environmental impact. (MinCIT, 2014)
Sociocultural sustainability indicators		
Sociocultural Dimension	Architectural preservation	Existence of its own architectural pattern
		Municipal investment in historic building rehabilitation projects (both public and private investment) (MinCIT, 2014)
	Identity	Existence of programs that support the preservation of architectural history and the use of traditional and indigenous materials in the tourism industry (MinCIT, 2014).
	Code of conduct	Existence of a code of behavior created with community input and directed at residents, visitors, and business owners (MinCIT), 2014.
“Prevention campaigns against child sex trade exist at the destination” (MinCIT, 2014).		
Economic sustainability indicators		
Economic Dimension	Employment	“The consumption of goods and services created and offered by local people, depending on the availability of such products and services, by businesspeople and visitors” (MinCIT, 2014).
	SMEs	“Number of tourism SMEs/number of my destination SMEs” (MinCIT, 2014).

Source: This table shows information from the MinCIT (2014).

4. Findings and Analysis

This section presents the findings and analysis of the study, which aimed to identify and characterize the tourism inventory of the Municipality of Palermo in Huila, Colombia. To achieve this, the theoretical framework established by the MINCIT, the normative framework created by ECLAC for defining sustainable development indicators, and the conceptual framework that incorporates the prospective vision of tourism as an integrating activity for the management of local development were utilized.

Using the multicriteria technique, levels were classified based on a hierarchical structure and expert judgments were obtained to define sustainability criteria. These standards address not only the preservation of the municipality's historical and cultural diversity but also the organization and management of resources for a harmonious guarantee of human activity and nature.

Through field work and the use of tools provided by the Ministry of Industry, Commerce, and Tourism of Colombia, a tourist inventory of natural sites, cultural resources, and immovable material heritage in the Municipality of Palermo was identified. The natural sites were found to have the potential for the development of tourist activities, and their management as tourist products would add value to the comprehensive management

of the environmental system in the territorial entity.

The study identified various tourist attractions that could serve as the anchor for the creation of a tourism development plan for the municipality. These include the Pindo Hat Route, the *Los Idolos* canyon, *Rosario* lakes, the *Camino Real Buenos Aires* trail, The *Juncal* lagoon and *Juncal Beach*, *Salto del Nilo* Waterfall, Colonial Temple, *Santa Rosalia* Grotto, *Piedra de los Sueños* Bridge, Gastronomy and culinary expressions, music, and dance. The experts used criteria valued on the Saaty scale to prioritize and choose a resource or attraction.

The results of the study are presented in Tables 2-7.

The following table presents a comparison of criteria using the Saaty comparison scale, where environmental sustainability has been assigned the highest weight of 0.37 compared to the other criteria.

The matrix analysis indicates that Juncal beach has the highest score in terms of the sustainable management criterion compared to other tourist attractions, with an average vector of 0.48. This suggests that Juncal beach has the greatest potential for sustainable development and management as a tourist destination when compared to the other attractions analyzed.

Table 2. Criteria Comparison Matrix

Matrix for comparison of criteria									
	Sustainable Management	Environmental Sustainability	Socio-economic Sustainability	Cultural Sustainability	STANDARDIZED MATRIX				WEIGHTING
Sustainable Management	1	1/3	5	1/5	0,11	0,17	0,54	0,02	0,21
Environmental Sustainability	3	1	3	3	0,33	0,50	0,33	0,33	0,37
Socio-economic Sustainability	1/5	1/3	1	5	0,02	0,17	0,11	0,54	0,21
Cultural Sustainability	5	1/3	1/5	1	0,54	0,17	0,02	0,11	0,21
TOTAL	9,20	2,00	9,20	9,20					

Source: Authors' own elaboration.

Table 3. Comparison of alternatives matrix

Sustainable management criteria	Pindo hat route	Santa Rosalia's religious route	Camino Real Buenos Aires Trail	A mix of adventure and folkloric activities	Playa Juncal	Standardized matrix					Average vector
Pindo hat route	1	1/3	1/5	5	1/5	0,07	0,05	0,02	0,38	0,11	0,13
Santa Rosalia's religious route	3	1	3	3	1/5	0,21	0,14	0,25	0,23	0,11	0,19
Camino Real Buenos Aires Trail	5	1/3	1	1	1/7	0,35	0,05	0,08	0,08	0,08	0,13
A mix of adventure and folkloric activities	1/5	1/3	1	1	1/3	0,01	0,05	0,08	0,08	0,18	0,08
Playa Juncal	5	5	7	3	1	0,35	0,71	0,57	0,23	0,53	0,48
Total	14,20	7,00	12,20	13,00	1,88						

Source: Authors' own elaboration.

Table 4. Alternatives comparison matrix

Environmental sustainable management	Pindo hat route	Santa Rosalia's religious route	Camino Real Buenos Aires Trail	A mix of adventure and folkloric activities.	Playa Juncal	Standardized matrix					AVERAGE VECTOR
Pindo hat route	1	1/3	1/3	1	1/5	0,08	0,05	0,03	0,08	0,11	0,07
Santa Rosalia's religious route	3	1	5	5	1/5	0,23	0,14	0,41	0,38	0,11	0,25
Camino Real Buenos Aires Trail	3	1/5	1	3	1/5	0,21	0,03	0,08	0,23	0,11	0,13
A mix of adventure and folkloric activities	1	1/5	1/3	1	1/5	0,07	0,03	0,03	0,08	0,11	0,06
Playa Juncal	5	5	5	5	1	0,35	0,71	0,41	0,38	0,53	0,48
Total	13,0	6,7333333	11,7	15,0	1,8						

Source: Authors' own elaboration.

Table 5. Alternatives comparison matrix

Socio-economic sustainability criteria	Pindo hat route	Santa Rosalia's religious route	Camino Real Buenos Aires Trail	A mix of adventure and folkloric activities	Playa Juncal	Standardized matrix					Average vector
Pindo hat route	1	7	7	5	1/5	0,15	1,00	0,57	0,38	0,11	0,44
Santa Rosalia's religious route	1/7	1	5	1/3	1/5	0,02	0,14	0,41	0,03	0,11	0,14
Camino Real Buenos Aires Trail	1/7	1/5	1	1/3	1/7	0,01	0,03	0,08	0,03	0,08	0,04
A mix of adventure and folkloric activities.	1/5	3	3	1	1/5	0,01	0,43	0,25	0,08	0,11	0,17
Playa Juncal	5	5	7	5	1	0,35	0,71	0,57	0,38	0,53	0,51
Total	6,5	16,2	23,0	11,7	1,742857						

Source: Authors' own elaboration.

Table 6. Alternatives comparison matrix

Cultural sustainability criteria	Ruta Sombrero de Pindo	Ruta religiosa de Santa Rosalía	Sendero Camino Real Buenos Aires	Un mix de actividades de aventura con actividades folclóricas	Playa Juncal	Matriz normalizada					Vector promedio
Ruta Sombrero de Pindo	1	1	3	1	3	0,27	0,14	0,25	0,08	1,60	0,47
Ruta religiosa de Santa Rosalía	1	1	1	1	3	0,27	0,14	0,08	0,08	1,60	0,43
Sendero Camino Real Buenos Aires	1/3	1	1	1	3	0,02	0,14	0,08	0,08	1,60	0,38
Un mix de actividades de aventura con actividades folclóricas	1	1	1	1	3	0,07	0,14	0,08	0,08	1,60	0,39
Playa Juncal	1/3	1/3	1/3	1/3	1	0,02	0,05	0,03	0,03	0,53	0,13
Total	3,67	4,33	6,33	4,33	13,00						

Source: Authors' own elaboration.

Table 7. Comparison of criteria and alternatives in consolidated calculations

Criteria/ Alternatives	Sustainable Management	Environmental Sustainability	Socio-economic Sustainability	Cultural Sustainability	Prioritization
A mix of adventure and folkloric activities	0,13	0,07	0,44	0,47	0,24
Pindo hat route	0,19	0,25	0,14	0,43	0,26
Santa Rosalía's religious route	0,13	0,13	0,04	0,38	0,17
Camino Real Buenos Aires Trail	0,08	0,06	0,17	0,39	0,16
Playa Juncal	0,48	0,48	0,51	0,13	0,41
WEIGHTING	0,21	0,37	0,21	0,21	

Source: Authors' own elaboration.

Based on the matrix, it can be inferred that *Juncal* beach holds the greatest potential among other tourist destinations in terms of fulfilling the environmental management criterion, as demonstrated by its average vector score of 0.48.

Based on the comparison matrix, Juncal Beach has the greatest potential for socioeconomic management compared to other tourist attractions, with an average vector of 0.51.

According to the matrix, the *Pindo* hat can be identified as the tourist attraction with the greatest potential in terms of the cultural sustainability criterion, as it yields an average vector of 0.47 in comparison to other tourist attractions.

The *Juncal* Beach Recreational Center has been identified as the tourist attraction with the highest prioritization, scoring 0.41 in comparison to other alternatives. The *Pindo* Hat Route follows in second place with a score of 0.26. Although falling within an acceptable range of consistency, it is worth noting that some expert evaluations resulted in inconsistent matrices, and scores exceeding the 0.1 threshold were reviewed and eliminated.

These findings indicate that the local government must improve and develop a marketing strategy centered around Juncal Beach Recreational Center as an anchor product to attract tourists to the area and connect them with other resources that make up Palermo's tourism offer. The Juncal Recreational Center, located 19 kilometers from the Huilenses' capital (Neiva), is a lovely destination that can draw in visitors from far and wide.

5. Conclusions

Colombia is an increasingly appealing option in the global tourism landscape, and strategic actions in the tourism sector must be taken to capitalize on this exceptional opportunity in the market. To stand out in this highly competitive environment, it is necessary to focus on markets with high potential products, which can produce a long-lasting, unique value proposition that is both profitable and sustainable (DNP, 2018).

Given the various water sources, easy accessibility, and price competitiveness in the southern Colombian departments, it can be inferred that ecotourism has the greatest potential in the area. However,

the challenge lies in achieving positioning and diversification in terms of price, supply, and authenticity to make these destinations more attractive without erasing the ethnic, folkloric, and culinary cultures that make the region unique.

There are gaps in the area that limit the exploitation of agrotourism and cultural tourism, so it is necessary to develop aggressive strategies for access routes, connectivity, and diverse travel packages that produce total immersion with the culture, customs, traditions, and gastronomy, without neglecting the need for effective information and promotion that demands global marketing.

This study has identified the inventory of potentialities at the level of the tourism sector and for the Municipality of Palermo, characterizing its tourism resources with local significance, highlighting its assets without potential for exploitation, but with the potential to promote local territorial development through adequate articulation with the tourism circuit in the north of the department. In this context, the Juncal Beach Recreational Center is identified as an anchor product with the potential to solve the proposed problem and govern the objective of the research, and it finds support in the articulated work with experts in different types of tourism and in the creation of tourism products using the AHP method.

The tourism inventory and fieldwork, supported by the municipal government and industry experts, reveal that the natural and built endowments, such as basins, destinations, events, and products, enable the territorial entity to customize its tourism offer. Moreover, stakeholders must oversee operations in the niche tourism market to make the most of these opportunities.

6. Conflict of interest

The authors declare no conflict of interest.

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