

**ORIGINAL**  
**Research article**

## **Criteria for the definition of the tourist potential of the province of Pamplona – Colombia\***

### **Crterios para la definición del potencial turístico de la provincia de Pamplona, Colombia**

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#### **Abstract**

In the framework of the scarce valuation of heritage and environmental attractions, and the low management for the development of the tourism sector in the municipalities of the southwestern region of the department of Norte de Santander, the research aims to identify the municipal

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potential that can serve as a basis for the configuration and strengthening of a local network of nature and culture within the Santurbán tourism corridor. Based on a descriptive and interdisciplinary process of documentary review and field work, applied to the territorial diagnosis, the definition of criteria that would allow the articulation of tourism with strategic aspects of the local environment is carried out. Within the results, it is possible to evidence a linked correspondence between the theoretical bases, the local tourism potential and the short, medium and long term planning processes of the municipalities under study; the need to work jointly in the development of local capacities and to manage the conflicts of use of the territory; as aspects that allow strengthening the tourism potentialities evidenced through the optimization of support infrastructures and the implementation of strategic projects.

**Keywords:** Capacities, Conflicts, Environmental Conservation, Sustainable Development, Cultural Heritage, Tourist Potential

### **Resumen**

En el marco de la escasa valoración de los atractivos patrimoniales y ambientales, y la baja gestión para el desarrollo del sector turístico de los municipios de la región suroccidental del departamento Norte de Santander, la investigación tiene por objetivo identificar el potencial municipal que pueda servir de base para la configuración y fortalecimiento de una red local de naturaleza y cultura dentro del corredor turístico de Santurbán. A partir de un proceso descriptivo e interdisciplinar de revisión documental y trabajo de campo, aplicado al diagnóstico territorial, se realiza la definición de criterios que permitieran articular el turismo con aspectos estratégicos del entorno local. Dentro de los resultados, se logra evidenciar una ligada correspondencia las bases teóricas, el potencial turístico local y los procesos de planificación de corto, mediano y largo plazo de los municipios objeto de estudio; la necesidad de trabajar mancomunadamente en el desarrollo de capacidades locales y de gestionar los conflictos de uso del territorio; como aspectos que permitan fortalecer las potencialidades turísticas evidenciadas mediante la optimización de infraestructuras de soporte y la realización de proyectos estratégicos.

**Palabras Clave:** Capacidades, Conflictos, Conservación Ambiental, Desarrollo Sostenible, Patrimonio cultural, Potencial Turístico

### **SUMMARY**

INTRODUCTION. - RESOLUTION SCHEME. - I. Research problem. - II. Methodology. - III. Writing plan. - 1. Global development and local tourism development. - IV. Research results. - 1. Description of criteria for the definition of municipal tourism potential. - 2. Criteria weights. - 3. Points obtained by the municipality and weighted score. - CONCLUSIONS. - REFERENCES.

### **Introduction**

The study is framed within a conceptual approach to the negative effects of globalization and the direction of tourism as a sector that allows taking advantage of the territory's potential to strengthen the natural and cultural heritage and revert the conflicts of use generated by these effects. At the same time, despite the worldwide trend towards the analysis of practices that can be considered as a potential attraction for tourism and local development of communities, in the Pamplona province, formed by the municipalities of Cacota, Chitagá, Mutiscua, and Pamplona, to date it is not possible to find in the open access literature a study that addresses the articulation of natural and cultural aspects of the territory.

In addition, the lack of public policies aimed at strengthening tourism, the low local management for the development of the tourism sector, the disarticulation of tourism initiatives, and the low promotion of existing tourist attractions require the formulation of tourism processes that, articulated with public policies, promote economic, social, cultural, environmental and technological development in the subregion (Zuluaga, Mosquera, Gómez & Peñalosa, 2012). The applied cross-cutting research had a descriptive and interdisciplinary approach. It was carried out through a documentary review, complemented by fieldwork. In contrast, in the hermeneutic structure of the work, priority was given to the diagnostic phase of the process, through which we proceeded to the definition of criteria that would allow the transversalization of the particular dynamics associated with the tourism sector with strategic economic, political, environmental and cultural aspects, as prerequisites for its operationalization at the local level, from an integrated territorial development approach promoted by Quiroga (2010).

In this way, the territorial diagnosis is based on systemic and transdisciplinary notions. Its results show differentiated particularities in the municipal tourism potential, which can serve as a basis for the configuration of a polycentric environmental and cultural network in the province of Pamplona, which tends to the harmonious articulation of representative elements of the natural space with intangible elements of relevance for the space inhabited by the collective memory.

## **Resolution scheme**

### **1. Research problem**

What municipal potentials can counteract the disarticulation and insufficiency of tourism development in the southwestern sub-region of Norte de Santander and serve as a basis for configuring and strengthening a local network of nature and culture?

### **2. Methodology**

The descriptive methodological approach consisted of a documentary review (secondary information). The fieldwork (primary information) resulted in a mixed type of research based on the technical and interdisciplinary nature of the work applied to the subregional reality of the province of Pamplona. The hermeneutic structure made it possible to define a logical sequence to characterize, analyze, interpret, and synthesize specific conceptual and technical aspects of the diagnostic phase, oriented to the possibility of taking advantage of the endogenous particularities of the territory; and to define the natural and cultural conditioning factors and potentialities of the province of Pamplona.

The research corresponded to the compilation and analysis of documentary sources and fieldwork data from an integrated territorial development approach (Quiroga, 2010), bearing in mind the relevance of environmental management and cultural management for the definition of analysis criteria to generate local tourism intervention strategies with guidelines for competitiveness, sustainability, inclusion, appropriation, and governance.

Based on the theoretical foundation, we defined criteria that would make it possible to mainstream tourism with strategic economic, political, environmental, and cultural aspects, facilitating its operationalization at the local level. The period of application referred to the last 10 years, but its specific temporal delimitation depended on each criterion; for example, the

Municipal Development Plans (PDM) corresponding to the period 2020-2023, while the land use plans were related to the long term of their formulation, that is, with an approximate period of 10 years, in such a way that the influence of the diagnosis on the results was integral and could cover a period similar to the maximum period contemplated for its execution.

### **3. Writing plan**

#### **3.1 Global development and local tourism development**

The conceptualization of development is approached from the theory of capabilities, which states that economic growth is a means to achieve economic development and maintains that human development depends not only on income but also on the degree of satisfaction that responds to psychological and social factors, according to the freedoms and how the goods obtained are used to develop capabilities (Sen, 1985; Sen, 2002). Likewise, Sen (2001) considers that globalization, as a process of global interrelation, has allowed the development of certain countries and that the development of capabilities generates freedoms and highlights the importance of institutions and of "using economic services to consume, produce or carry out exchanges" (Sen, 2001: 73). Therefore, it is necessary to consider the particular influence of productive processes (Fernández-Zarza, Amaya-Corchuelo & Aguilar-Criado, 2018) and cultural dynamics on the development of capabilities, as well as the difficulties that developing countries have in ensuring that the choices and capabilities of their inhabitants are effectively developed.

Globalization processes require that local development be approached from a comprehensive perspective that, in addition to economic and political relations, includes structural aspects of sociocultural and environmental relations in a given territory, understood as a natural and cultural resource, social space and public good, with their respective potentialities and conflicts of use (Sosa, 2012). On the other hand, land use conflicts are the result of the imbalance between the supply and demand of goods and services offered by the territorial support system, which generates conflict with the interests of the social actors involved in the same conflicts (Zuluaga, Mosquera, Gómez & Peñalosa, 2012). Therefore, it is necessary to take advantage of existing potentials as a strategic aspect to revert or manage conflicts and model desired and possible scenarios.

According to González, Párraga & Calle (2020), tourism is closely linked to the environment, given that the natural environment is one of the main bases for carrying out tourism activities based on sustainability and sustainability so that their results can be achieved in the long term. Therefore, from an environmental point of view, the fragmentation of the territory should be reviewed, understanding that the more fragmented the ecosystem's ability to preserve its structure and functions decreases and, on the contrary, the greater the connectivity, the greater its capacity for self-organization and sustainable evolution.

In this sense, associativity becomes a prerequisite for competitiveness (Agudelo & Salazar, 2007), and spatial connectivity can be obtained or enhanced through articulating elements that allow the identification of landscape units and natural networks. On the other hand, from a cultural notion, the deterioration of the heritage legacy influences the reduction of the sense of belonging to the inhabited space. In contrast, the articulation of strategic elements of the built heritage allows the strengthening of cultural identities. It enables a conscious appropriation of the territory as a prerequisite for adequate territorial management (Mosquera, 2008).

Although the beginnings of tourism are based on community and collective solidarity of communities, in the municipality of Pamplona, associations predominate over cooperatives with an important generation of local development (Hernández, Jaimes & Mosquera, 2017); however, with the passage of time tourism has been transforming its interpretation from the economic rationality of commercial, industrial and transportation development (Acerenza, 2006), in recent decades there is a trend that has turned tourism into an activity that not only contributes to economic development (Carner, 2001; Sánchez Carrera, Risso & Brida; 2008; Brida, Monterubbianesi & Zapata-Aguirre, 2014; Orgaz-Agüera & Moral-Cuadra, 2016) but can also respond to the growing need, both for the recovery of natural resources, recognition of scenic beauty and close relationship with nature, as well as for the promotion and safeguarding of cultural heritage.

According to data from the Bucaramanga Chamber of Commerce (Observatorio de Competitividad en Provincia, 2020), Colombia's environmental and cultural conditions and potentialities have served as the basis for the sustained and significant growth of tourism in the various regions and municipal territories, which has been reverted into positive impact associated with employment generation and business opportunities, strengthening of social capital and cultural manifestations (Figuerola, 2005), thanks to the growth of foreign visitors (Asociación Colombiana de Agencias de Viajes y Turismo, ANATO, 2017). According to the National Administrative Department of Statistics (DANE), tourism corresponds to a strategy of the national order aimed at energizing the economy and increasing foreign investment (Departamento Administrativo Nacional de Estadística, 2020a; Departamento Administrativo Nacional de Estadística, 2020b) and, according to the Ministry of Commerce, Industry and Tourism, MINCIT (2020) and the World Tourism Organization, UNWTO (2015; 2020), its evolution is evident.

Nature tourism evidences positive growth rates supported by the offer of ecosystemic services of contemplation (Hernández, Hernández, & Alfonso, 2013), while community tourism becomes an instrument of local development associated with the synergistic control of the population and the preservation of cultural and natural heritage (Burgos, 2016). To Rosenfeld, Mackenzie, Vidal, Muñoz, Simeonova, Rosenfeld, Osorio & Santin (2020), the identification and diagnosis of sites with nature tourism potential in rural areas should have tourism planning at local scales, leading to a sustainable territorial development that maximizes the benefits of closely linked communities without exceeding the carrying capacities of green areas. At the same time, faced with the demands of the international market, tourism dynamics should not only involve coexistence with communities in social, cultural, and productive terms but also be supported by bilingualism and qualification of certified human talent, improvement of infrastructure and means of communication, innovation and added value, environmental management and minimization of environmental impacts (Dueñas, Hernández & Hernández, 2014).

## **4. Research results**

### **4.1 Description of criteria for the definition of municipal tourism potential**

This section responds to the objective of identifying the potential of the municipalities of Cacota, Chitagá, Mutiscua, and Pamplona as a basis for the configuration and strengthening of a nature and culture network within the Santurbán tourism corridor in which the municipalities of the Province of Pamplona actively participate. For this purpose, and based on the theoretical

foundation, we defined criteria that would allow the transversalization of tourism with strategic economic, political, environmental, and cultural aspects, facilitating its operationalization at the local level. The period of an application refers to the last 10 years, but its specific temporal delimitation depends on each criterion; for example, the Municipal Development Plans (PDM) correspond to the period 2020-2023, while the land use plans are related to the long term of their formulation, that is, with an approximate period of 10 years, so that the influence of the diagnosis on the results is integral and can cover a period similar to the maximum period contemplated for its execution. Table 1 shows the different criteria obtained with their weight. Each of the criteria is described in Table 1.

**Table 1. Summary table of criteria for the definition of municipal tourism potential**

NUMBER	CRITERIA	WEIGHT (VALUE BETWEEN 0 AND 100)
1	Articulation of agricultural and tourism projects in the PDMs <sup>1</sup> .	15
2	Ecotourism projects in the EOT <sup>2</sup> or PBOT <sup>3</sup> .	15
3	Tourism potential to be exploited in ecotourism and contemplation tourism.	10
4	Tourism potential to be exploited in rural tourism	10
5	Tourism potential to be exploited in religious tourism.	10
6	Gastronomic offer capacity	10
7	Hotel supply capacity	10
8	Percentage of agricultural production units with production factors as of 2014.	10
9	Open government and transparency as of 2018	5
10	Conflicts due to overuse of land use as of 2012	5

**Source:** own elaboration.

### **Criterion 1: Articulation of agricultural and tourism projects within the municipal development plan**

The articulation of agricultural and tourism projects in the municipal development plan, as a short-term territorial development instrument, allows for planning that should be incorporated into the long-term planning instruments of each of the municipalities, in addition to enabling the diversification of income sources for their inhabitants and contributing to the improvement of their quality of life.

According to Orgaz-Agüera & Moral-Cuadra (2016), tourism is one of the main economic sectors worldwide and has become an object of study in various geographic destinations. This economic activity operates as a source of opportunities for a geographical area's socioeconomic and cultural modernization, with heritage being a social cohesion factor of strategic importance given the appreciable sensitivities it affects.

At present, different and new tourism alternatives are appearing linked to the experiences and services demanded by people, so it is vital that each municipality is prepared and makes real planning regarding the projects and strategic lines to be implemented within their territories.

<sup>1</sup> Municipal Development Plan, as a short-term planning instrument for each government period.

<sup>2</sup> Territorial Planning Scheme as a long-term planning instrument for municipalities with less than 30,000 inhabitants.

<sup>3</sup> Basic Land Management Plan is a long-term planning instrument for municipalities with populations ranging from 30,000 to 100,000 inhabitants.

### **Criterion 2: Ecotourism projects in the Basic Land Use Planning (EOT) or Land Use Plan (PBOT)**

The formulation of ecotourism projects in the land-use plans of each municipality not only allows for short-, medium- and long-term planning but also makes it possible to establish appropriate land use by its maximum utilization. Therefore, the establishment of areas defined as having a tourist vocation or compatibility in the EOT or PBOT allows, in addition to the development of tourist activities, the control and reduction of land use conflicts as conditions that favor the articulation of tourism planning between municipal development plans and land use planning instruments, thus guaranteeing the conservation of the natural and cultural heritage, the competitiveness of the sector and the well-being of the communities in the short, medium and long term.

### **Criterion 3: Untapped tourism potential in eco-tourism and contemplation tourism**

It is important to identify the tourism potential of each municipality by detailing the supply of products and services in the sector with an ecotourism and contemplation focus, as this will allow the tourism products and services to be strengthened and adapted to satisfy a greater proportion of the demand from national and international tourists. From this identification, it will be possible to confirm if a given municipality has a tourism development potential that justifies certain investments considering its tourist attractions and market trends.

### **Criterion 4: Tourism potential to be exploited in rural tourism**

The identification of the tourism potential of each municipality serves as a basis for detailing the supply of products and services in the sector based on the presence and condition of farms and crops with the potential for the development of rural tourism, which will make it possible to generate income alternatives for the rural population of the municipalities under study.

### **Criterion 5: Tourism potential to be exploited in religious tourism**

For Guimarães & Kyoko (2020), religious tourism is an important source for the development of the regions, given the significant income generated by this activity and its impact on industrial production, transportation, hotels, restaurants, and handicrafts, among other strategic aspects. For this reason, it is essential to identify the tourism potential of each municipality, detailing the supply of products and services in the sector to the extent that it will allow for the strengthening and adaptation of these tourism products and services in order to satisfy a greater proportion of the demand of national and international tourists.

### **Criterion 6: Gastronomic offer capacity**

The importance of identifying the capacity of the gastronomic offer is based on the number of restaurants in each municipality since this corresponds to one of the most attractive and necessary services for visitors who are both tourists and hikers and will lead to higher levels of development, economic growth, and population benefits.

### **Criterion 7: Hotel supply capacity**

It is essential to identify the hotel supply capacity, which is based on the number of hotels in each municipality, given that, similarly to the gastronomic supply, it is recognized as a mandatory service of great demand for all visitors, regardless of the different types of tourism they engage. In this sense, the quantity of the hotel offer, within the framework of the free

development of economic activities, serves as a basis for qualifying this service, positioning tourist attractions, and articulating multiple activities to support lodging services.

#### **Criterion 8: Percentage of agricultural production units with production factors**

This indicator refers to agricultural production units (farm; a complete farm, set of continuous or separate farms, or parts of farms in one or more municipalities, regardless of size) that meet three conditions: Production of agricultural, forestry, livestock, aquaculture and/or fish catching for continuous consumption and/or sale; a single natural or legal producer who assumes the responsibility and risks of the productive activity and uses at least one means of production, such as buildings, machinery, equipment and/or labor on the properties that comprise it. Moreover, that, in turn, uses factors such as machinery, construction, and irrigation (National Administrative Department of Statistics, 2015). Its importance lies in the possibility of adding value to production and qualifying the tourist services of each municipality (National Administrative Department of Statistics, 2018) as key aspects for local and sub-regional competitiveness. Likewise, Romo, Cruz & Torres (2020) emphasize that agricultural production levels are diversified in the national territory but are closely linked to the existing physical and geographical conditions, such as soil types, altitude, flora, fauna, and precipitation levels.

#### **Criterion 9: Open government and transparency**

The open government and transparency index refers to the information that entities have available to the public in a timely and open manner. Allows for establishing a barrier against corruption and enables citizens to know and control expenditures and what is financed with their taxes. Among the components are citizen participation, integrity, transparency, and technology for openness and accountability (Red de Iniciativas para la Gobernabilidad, la Democracia y el Desarrollo Territorial, 2018).

#### **Criterion 10: Land use overuse conflicts**

Land use presents conflicts that the overuse of land can determine. Overused land is determined by geographic spaces in which the current use is not in harmony with the land use capacity due to poor agricultural and livestock practices, mining, use of fragile ecosystems, or low or no soil conservation.

### **4.2 Criteria weights**

In order to establish an objective evaluation of the established criteria, weights are defined per criterion. Ranges are established per criterion, which allows assigning the value depending on the degree of compliance so that the existence and non-existence of the aspects contemplated in each criterion are valued as 100 and 0. However, some cases generate weights of 25 or 50 points depending on the applicable amounts according to the characteristics of the local environment (Table 2).



**Table 2. Weight per criterion**

CRITERION	DESCRIPTION	MAXIMUM VALUE (100 POINTS)
1	Has within the municipality's vision, or the strategic lines defined in the PDM, programs or plans focused on the agricultural and/or tourism sector.	100 puntos
	Does not have within the municipality's vision or the strategic lines defined in the PDM programs or plans focused on the agricultural and/or tourism sector.	0 puntos
2	Has programs or projects focused on the ecotourism sector within the EOT or PBOT.	100 puntos
	Does not have programs or projects focused on the ecotourism sector within the EOT or PBOT.	0 puntos
3	More than 1 resource to exploit	100 puntos
	At least 1 resource to exploit	50 puntos
4	At least one tourism farm initiative	100 puntos
	No tourism farm initiatives	0 puntos
5	More than 1 recognized festival	100 puntos
	At least 1 recognized holiday	50 puntos
	No recognized festivities	0 puntos
6	More than 10 restaurants.	100 puntos
	Between 6 to 10 restaurants.	50 puntos
	Between 1 to 5 restaurants.	25 puntos
7	More than 10 hotels.	100 puntos
	Between 6 to 10 hotels.	50 puntos
	Between 1 to 5 hotels.	25 puntos
8	Access to factors greater than 25.00%.	100 puntos
	Access to factors less than 25.00% Access to factors less than 25.00%	0 puntos
	Access to factors less than 25.00% Access to factors less than 25.00	
9	Percentage of open government and transparency greater than 95.00%.	100 puntos
	The percentage of open government and transparency is between 94.99% and 75.00%.	50 puntos.
	The percentage of open government and transparency is between 74.99% and 50.00%.	25 puntos.
	The percentage of open government and transparency is less than 49.99%.	0 puntos.
10	Percentage less than or equal to 30 of overutilization.	100 puntos
	Percentage greater than 30. of overutilization.	0 puntos.

**Source:** own elaboration.

### 4.3 Points obtained by the municipality and weighted score

The results obtained show the presence and implementation of tourism development planning processes in the municipalities with the highest scores (Chitagá and Mutiscua), while Pamplona and Cacota lag in terms of possibilities for ecotourism and contemplation tourism; the presence of technified agricultural production and overutilization of land use, aspects that have been undervalued, not only by some municipal administrations in their short, medium and long term planning processes but also by the local communities. At the same time, it is clear that, despite the initial disarticulation of initiatives, all the municipalities have favorable conditions for articulated tourism development (Table 3).

Nowadays, the institutional climate is increasingly important to the extent that it serves to direct the management of the development of the territories and to achieve the articulation of actors within the municipality as the main demanders and beneficiaries of the same. Given the above and according to the criteria matrix, it is possible to identify a better institutional climate in the municipalities of Chitagá and Mutiscua, followed by the municipality of Cacota. In

contrast, the municipality of Pamplona has the lowest result, which is a product of the greater number of conflicts due to the overuse of land due to its role as an articulating municipality and center of sub-regional order in which private interests converge, not necessarily in favor of rational land use. Nevertheless, the results indicate that all municipalities have the potential to contribute to the nature and culture network within the Santurbán tourism corridor (Table 4).

The matrix of tourism resources and attractions shows that all the municipalities have the potential to contribute to the nature and culture network within the Santurbán tourism corridor because they have resources and attractions, as well as different orientations associated with the services they offer. As can be seen in Table 5, the municipalities of Cácuta, Chitagá, and Mutiscua have a strong tourism potential to be exploited in terms of rural tourism and contemplation, while the municipality of Pamplona has a potential oriented towards cultural and religious tourism; aspects that have a high degree of complementarity between them and that, under conditions of planned specialization, can become an engine for local and subregional development (Table 5 and 6).

**Table 3. Weight per criterion**

CRITERION	WEIGHT%	POINTS OBTAINED BY THE MUNICIPALITY							
		CACOTA	WS	CHITAGÁ	WS	MUTISCUA	WS	PAMPLONA	WS
Articulation of agricultural and/or tourism projects in the PDMs.	15.00	100	15.00	100	15.00	100	15.00	100	15.00
Ecotourism projects in EOTs or PBOTs	15.00	100	15.00	100	15.00	100	15.00	100	15.00
Tourism potential to be exploited in ecotourism and contemplation tourism.	10.00	50	5.00	100	10.00	100	10.00	50	5.00
Tourism potential to be exploited in rural tourism	10.00	100	10.00	100	10.00	100	10.00	0	0.00
Tourism potential to be exploited in religious tourism.	10.00	50	5.00	50	5.00	50	5.00	100	10.00
Gastronomic supply capacity: No. of restaurants	10.00	25	2.50	50	5.00	25	2.50	100	10.00
Hotel supply capacity: No. of hotels	10.00	25	2.50	25	2.50	25	2.50	100	10.00
Percentage of agricultural production units with production factors as of 2014.	10.00	50	50.00	100	10.00	100	10.00	50	5.00
Open government and transparency 2018	5.00	50	2.50	50	2.50	50	2.50	50	2.50
Conflicts due to overutilization of land use as of 2012	5.00	50	2.50	100	5.00	100	5.00	0	0.00
<b>TOTAL</b>	<b>100.00</b>		<b>65.00</b>		<b>80</b>		<b>77.50</b>		<b>72.50</b>

**Source:** own elaboration.

**NOTE:** WS is the weighted score.

**Table 4. Institutional climate**

CRITERION	WEIGHT%	POINTS OBTAINED BY THE MUNICIPALITY							
		CACOTA	WS	CHITAGÁ	WS	MUTISCUA	WS	PAMPLONA	WS
Articulation of agricultural and/or tourism projects in the MMPs.	15.00	100	15.00	100	15.00	100	15.00	100	15.00
Percentage of agricultural production units with production factors as of 2014.	10.00	50	5.00	100	10.00	100	10.00	50	5.00
Open government and transparency as of 2018	5.00	50	2.50	50	2.50	50	2.50	50	2.50
Conflicts due to land use overutilization as of 2012	5.00	50	2.50	100	5.00	100	5.00	0	0.00
<b>TOTAL</b>	<b>35.00</b>		<b>25.00</b>		<b>32.50</b>		<b>32.50</b>		<b>22.50</b>

**Source:** own elaboration.

**NOTE:** WS is the weighted score.

**Table 5. Resources and tourist attractions**

CRITERION	WEIGHT %	POINTS OBTAINED BY THE MUNICIPALITY							
		CACOTA	WS	CHITAGÁ	WS	MUTISCUA	WS	PAMPLONA	WS
Tourism potential to be exploited in ecotourism and contemplation tourism	10.00	50	5.00	100	10.00	100	10.00	50	5.00
Tourism potential to be exploited in rural tourism	10.00	100	10.00	100	10.00	100	10.00	0	0.00
Tourism potential to be tapped in religious tourism	10.00	50	5.00	50	5.00	50	5.00	100	10.00
<b>TOTAL</b>	<b>30.00</b>		<b>20.00</b>		<b>25.00</b>		<b>25.00</b>		<b>15.00</b>

**Source:** own elaboration.

**NOTE:** WS is the weighted score.

**Table 6. Services**

CRITERION	WEIGHT%	POINTS OBTAINED BY THE MUNICIPALITY							
		CACOTA	WS	CHITAGÁ	WS	MUTISCUA	WS	PAMPLONA	WS
Gastronomic supply capacity: No. of restaurants	10.00	25	2.50	50	5.00	25	2.50	100	10.00
Hotel supply capacity: No. of hotels	10.00	25	2.50	25	2.50	25	2.50	100	10.00
<b>TOTAL</b>	<b>20.00</b>		<b>5.00</b>		<b>7.50</b>		<b>5.00</b>		<b>20.00</b>

**Source:** own elaboration.

**NOTE:** WS is the weighted score.

## Conclusions

Both territorial development and tourism development processes should be supported by theories, concepts, and approaches in line with local and regional particularities and be oriented to the harmonious and integral combination of social and economic, environmental and cultural, political and regulatory aspects, with their respective advantages and problems, challenges and problems. The combination of documentary review with fieldwork, as well as the interdisciplinary and integral approach of the research process with concrete application to a subregion, demonstrate the importance of the diagnostic phase for taking advantage of the endogenous potential of the territory and tourism dynamics in regional development, and of environmental and cultural management in local development.

The results obtained show the correspondence between the tourism potential and the short, medium, and long-term planning processes of the municipalities under study with the theoretical and conceptual bases, given that it is necessary to work together in the development of capacities proposed by Sen (1985; 2001) from an integral approach promoted by authors such as Quiroga (2010) and Sosa (2012), in order to achieve favorable conditions that go beyond economic growth and allow contemplating aspects related to psychological well-being and the freedom to make conscious and wise decisions, sociocultural relations and the management of systemic conflicts in the territory.

It was also found that the systemic approach to territorial development addressed by Zuluaga et al. (2012) enables the self-organization and self-regulation of processes associated with tourism, the interrelation and complementarity of its different components, and the strategic articulation of natural and cultural elements as determining factors in strengthening local capacities for tourism management and its impact on the safeguarding of natural resources and the cultural heritage of a territory. On the other hand, documents issued by international organizations such as the World Tourism Organization (2015; 2020) and national entities, such as the Colombian Association of Travel and Tourism Agencies (2017), the National Statistics Administration (2020 b), and the Ministry of Commerce, Industry and Tourism (2020), show that Colombia has environmental and cultural comparative advantages that should be exploited for their transformation into competitive advantages in terms of environmentally responsible tourism development, the dynamization of the economy, the improvement of the quality of life of the inhabitants and the strengthening of local cultural identities.

Regarding the municipalities of Cécota, Chitagá, Mutiscua, and Pamplona, given the information obtained in the services matrix, the difference between the municipalities of Cécota, Chitagá, and Mutiscua, compared to the municipality of Pamplona is very noticeable, which suggests that the former do not have a potential of services such as restaurants and hotels that could satisfy the demand of tourists, While the municipality of Pamplona does have such a supply of services that could absorb the demand for them, which indicates that Pamplona could become a receiving municipality for tourists from where they could leave to enjoy the potential and attractions of the other municipalities. The tourism potential criteria of the municipalities analyzed show that the municipalities of Cécota, Chitagá, and Mutiscua have a high possibility of developing rural and contemplation tourism and a low level of conflicts due to the overuse of land, which indicates that these potentialities can be strengthened through infrastructure and tourism projects in these territories.

On the other hand, although the municipality of Pamplona does not have the same benefits in rural tourism, as an aspect associated with the high degree of conflicts over land use due to the complexity of the municipal territory, it should be noted that it has a high potential for religious tourism, which, by its strategic assessment for subregional development contemplated by Guimarães & Kyoko (2020), could be articulated with its wide range of services associated with hotels and restaurants, which are lacking or scarce in the other municipalities. Therefore, given the service potential and geographic location of the municipality of Pamplona as a subregional center, it can become a distribution node for tourists insofar as it can host and enjoy strategic lodging services and religious offerings and, at the same time, from Pamplona, they can leave to enjoy the tourism potential and offerings of the other municipalities.

According to what was evidenced, the organization of the territory in a network of nature and culture interconnected within the Santurbán tourism corridor allows linking the attractions of the rural landscape and cultural heritage with territorialities originated as a synthesis of those manifestations specific to each locality and strengthening supra-municipal relations with parameters of specialization and complementarity. In addition, the results obtained could serve as support for the formulation of tourism development strategies aimed at regulating and arbitrating decision-making on the territorial system based on environmental sustainability, valuing, recovering, and strengthening the cultural identities of the inhabitants and optimizing the levels of economic competitiveness of the department of Norte de Santander.

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