

ANALYSIS OF PUBLIC POLICIES IN RELATION TO THE POST-AGREEMENT FOR THE DEFINITION OF JOB OPPORTUNITIES FROM NATURE TOURISM ENTERPRISES¹

ANÁLISIS DE LAS POLÍTICAS PÚBLICAS EN RELACIÓN CON EL POSACUERDO PARA LA DEFINICIÓN DE OPORTUNIDADES LABORALES DESDE LOS EMPRENDIMIENTOS EN TURISMO DE NATURALEZA

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Summary

The objective of the work was to analyze public policies in relation to the Post-Agreement for the definition of job opportunities from Nature Tourism enterprises. The methodology was qualitative and hermeneutic method. The sampling was non-probabilistic, the social actors were: a) Community leaders of the townships of Florencia Caquetá, b) Research professors, c) TN entrepreneurs present in the area and d) Institutions present in the territory. The selected sample is a total of 26 participants. Documentary research, discussion groups, and semi-structured interviews were applied; for the analysis of the information, the techniques of content analysis and grounded theory were used. Data were analyzed with Nvivo and Atlas Ti software. The results obtained allow concluding that public policies in relation to the Post-agreement and Nature Tourism/ecotourism enterprises are not yet defined by the Colombian State, which allow job opportunities.

Keywords: Public policies, Entrepreneurship, Nature tourism, Post-agreement, Job opportunities.

Introduction

Nature Tourism-TN has gained strength in recent years, since all activities involving this type of tourism have been encouraged, but it can also lead to the destruction of the natural environment. From this point of view, the way in which tourism activity is developed at a global level generates a growth in the levels of environmental degradation, reduction of economic benefits and increase in the negative perceptions of tourism by residents (García *et al.*, 2015; Muñoz, 2017; Rojas, 2020).

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In this sense in Colombia, TN has been identified as an alternative for communities and an opportunity to achieve the development of the Nation (Mogrovejo, 2019); despite this, the value chain that integrates the management of tourism services generates strong impacts on the economy of the local population (Rivera and Gutiérrez, 2018; Baggio, 2019; Rivera and Echeverry, 2020), in addition, sociocultural, economic and in particular, environmental problems that lead to little responsibility of tourism practices towards nature (Madrid *et al.* , 2017)

Therefore, the aim is to analyze public policies in relation to the Post-Agreement for the definition of job opportunities from TN ventures. Therefore, the evolution of TN in Colombia in recent years is analyzed (see figure 1).

Figure 1

Evolution of TN in Colombia 1996-2020



Source: own elaboration (2022)

Likewise, Figure 1 presents a timeline with public policies on TN/ecotourism, but there is a lack of guidelines associated with the Post-Accord that would make it possible to see this tourism as an option for the labor inclusion of communities affected by the armed conflict in Colombia.

Similarly, in departments such as Caquetá and its capital Florencia, there are tourism initiatives in the townships that were formed from several settlements resulting from the displaced people from the area of the Orteguaza River, San Vicente del Caguán and Cartagena del Chairá (Government of the Caquetá, 2020; López *et al.* 2020), due to the armed conflict, which has been the generator of the most relevant and worrisome problems experienced at that time in this part of the country, bringing with it considerable damage to both nature and the communities, considered an irreparable loss for society.

The cessation of this conflict with the FARC insurgent group led the National Government to adopt a peace agreement to put an end to the armed conflict between the two parties, in order to put an end to the conflict and establish a stable and lasting peace, designing public policies that would allow the consolidation of peace and thus provide peace of mind to Colombians (Presidency of the Republic of Colombia, 2016). It should be noted that, as a consequence of the post-conflict, the city of Florencia, which had been marginalized because of the conflict, became an area with a large influx of tourists with the signing of the agreement.

There are currently 88 registered companies (Chamber of Commerce of Florencia for Caquetá, 2020), dedicated to strengthening and promoting tourism in the department and 35 in Florencia, of which there are 12 in the townships according to the Municipal Development Plan

2020-2023: *Florencia Biodiversity for All* (Mayor's Office of the municipality Florencia, 2020), but these have been increasing due to the various tributaries of the Hacha, Orteguaza river basin and the scenic conditions, constituting one of the primary sites of entertainment for the inhabitants of the municipality of Florencia and visitors, who travel to visit places of archaeological and cultural interest (*Uitoto and Embera* indigenous cultures, with which you can interact, as in the Maloka) that are in the townships, some of them are: (a) Félix Artunduaga Museum and Historical Trail, this has numerous stations with vegetation (heliconias and fruit trees), to visualize different sculptures made by artists of the region; (b) Villa Paz Tourist Parador (Corpoamazonia, 2018).

Given the tourism boom in the territory, the Tourism Development Plan for the department of Caquetá was designed with the objective of establishing the cultural and natural potentialities in the TN product offer (Ministry of Commerce, Industry and Tourism-MinCIT, 2012); this plan also allowed the municipality of Florencia to initiate the execution of activities to promote TN as an important and viable opportunity in the socioeconomic development of the region. However, with the review of the current regulations, it was established that a decade after approving the aforementioned plan, no updates have been made to design new guidelines to coordinate, plan, execute and evaluate TN/ecotourism programs, projects and strategies that articulate them with territorial public policies for labor inclusion, and it is also evident that the vision of social actors is not considered in the development of public policies in the territory.

Therefore, the planning and management of the municipality of Florencia as a tourist destination, due to its natural heritage, should consider these problems in the articulation of public policies, as well as the educational and socio-cultural ones, especially the stigma that it has at international and national level, due to the armed conflict experienced in the area (Restrepo *et al.*, 2019; López *et al.*, 2020), by the scourge of illicit crops, and in turn by the lack of management for the positioning as a safe, sustainable, biodiverse tourist destination with the ability to provide happiness to tourists in the experiences lived (Rivera, 2019).

In addition, it is evident the lack related to the definition of competitive advantages by the companies providing this type of services in the municipality of Florencia, since there are no value generation proposals (around the labor inclusion of people victims of violence, to transmit objectively those advantages that can be provided to tourists, as well as there is also a lack of knowledge about digital ecomarketing in these TN/ecotourism ventures (Aragón *et al.*, 2019; Basto *et al.*, 2019; García *et al.*, 2020; López *et al.*, 2020; García *et al.*, 2021); that would allow them to position themselves at regional, national and international levels and mitigate the crisis caused by the COVID-19 pandemic (Menchero, 2020; World Tourism Organization-WTO, 2020). All of the above leads to the following question: What is the analysis and recommendations based on the improvement of public order and the application of laws in relation to the Post-Agreement with the insurgent group, with respect to TN/ecotourism enterprises for the definition of job opportunities?

Materials and methods

In order to analyze and generate recommendations based on the foundations of public policy and laws in relation to the Post-Agreement with the self-styled FARC-EP regarding ecotourism, as that definition of job opportunities, a study was conducted under the *hermeneutic method* assumed as the practice and theory of interpretation, It studies language and recognizes it, as well as discourse as articulating axes, therefore, it is applied to everything that may have some meaning, for the interpretation of writings, texts (in this study, public policies) and the meanings of human action (Flick, 2004).

The type of research used was qualitative, which allowed the analysis that seeks to describe in detail the subject of study, build knowledge from concepts and ensure the reduction of the degree of complexity in terms of social reality (Strauss and Corbin, 1990); also, developing various forms, where there is an axial explanatory scope, with an exemplary empirical model of non-eventual sample *with convenience sampling* (Niño, 2011). The selection *criteria* are:

- *Social actors*: "are individuals, groups or organizations that play a role in daily life and influence community processes" (Correa, 2020, p. 81). The *following* social actors were identified: a) Community leaders of the townships of Florencia Caquetá, b) Research professors, c) TN businessmen present in the area, and d) Institutions present in the territory. The selected sample is a total of 26 participants, with whom each of the methods will be approached in the course of the search for the information required in the defined categories of analysis.

Techniques for data collection

- ***Documentary research review***. It is a strategy based on the specifications of the research design to be carried out to obtain information, its analysis and interpretation using a combination of different sources, such as documents from official or private archives, which are interviewed, through the questions that guide this study and the documents are observed, being clear that these are written and symbolic records, materials and available data (Vélez and Galeano, 2002).

- ***Discussion groups***. This is a technique that is carried out with a group of six to eight people, where the debate and the dynamics developed in the research are stimulated (Flick, 2004).

- ***Semi-structured interviews***. They are chosen with the expectation that the interviewed subjects will communicate their opinions in a given situation, they are designed in a relatively open manner compared to standardized interviews; the criterion of comprehensiveness is kept in mind to ensure that the important aspects to be resolved are addressed during the interview (Flick, 2004).

Techniques for information analysis

- ***The technique for the analysis of information***. Is the research method and allows combining procedures of inquiry, comprehension and examination of the information to make inferences and identify the meanings of the messages in the texts within the research context (Abela, 2002; Piñuel, 2002; Krippendorff, 2004); one of the rules of this technique is objectivity, which according to Abela (2002) "refers to the use of procedures that can be used by other researchers so that the results obtained are susceptible to verification" (p. 2).

- ***Grounded theory***. This theory allows the researcher to codify and analyze data, by establishing a permanent relationship between theory, data and codification; this has been built from the interrelation that occurs in the collection of information and the analysis of the theory, by doing an interpretative work of the voices and perspectives of the subject of study, where the researcher interprets what he has read, observed and heard, from different sources of information, such as interviews, the use of documents, observation; The main characteristic of this strategy is the comparative analysis between the theory and the data that emerge, seeking the purpose of its authors to correlate the theory with the empirical research (Vélez and Galeano, 2002).

For the bibliographic study, a significant verification of what the national and regional governments project in relation to post-conflict and natural tourism is carried out; it was approached with the documentary research technique, based on three phases: (a) exploration in search of the concept of the categories defined for this study; (b) selection of the instrument used for the registration and organization of data (title of the regulation, author, description/object, date of issue, source); (c) content assessment by experts (Supo, 2013) and the analysis technique

allowed addressing the discourse, with the support of Atlas Ti software. Thus, the application of these techniques was performed on the following documents, see Table 1:

Table 1

Post-agreement regulations and TN/ecotourism

Description	Thematic		Scope	
	TN/ Ecotourism	Post- agreement	Nation al	Loc al
Law 300 of 1996	X		X	
Decree 503 of 1997	X		X	
Decree 504 of 1997	X		X	
Decree 2074 of 2003	X		X	
Policy for the development of ecotourism 2004	X		X	
Resolution No. 0118 of 2005	X		X	
Law 1101 of 2006	X		X	
Resolution No. 2349 of 2011	X		X	
Law 1558 of 2012	X		X	
Nature tourism policy 2012	X		X	
Policy concepts for community-based nature tourism development in Colombia 2012	X		X	
Decree 945 of 2014	X		X	
Decree 1293 of 2014	X		X	
Basic elements for the practice of ecotourism, peace and coexistence 2015	X		X	
Decree 1074/ 2015	X		X	
Resolution No. 3159 of 2015	X		X	
Resolution No. 3860 of 2015	X		X	
Strategic Tourism Security Plan 2016	X		X	
Law 1834 of 2017	X		X	
Decree 229 of 2017	X		X	
Decree 355 of 2017	X		X	
Tourism Sector Plan 2018- 2022 "Tourism: The purpose that unites us.	X		X	
Decree 2063 of 2018	X		X	

Description	Thematic		Scope	
	TN/ Ecotourism	Post- agreement	National	Local
Law 975 of 2005		X	X	
Law 1448 of 2011		X	X	
Decree 4138 of 2011		X	X	
Law 1592 of 2012		X	X	
Decision C-781 of 2012		X	X	
Final agreement for the termination of the conflict and the construction of a stable and lasting peace 2016.		X	X	
Decree 897 of 2017		X	X	
Tourism Development Plan Department of Caquetá 2012	X			X
Tourism Development Plan Municipality of Florencia 2012	X			X
Caquetá, analysis of conflicts and peace building 2014		X		X

Source: own elaboration (2022)

Consequences and Interpretation

Conceptual ulterior

Governmental Strategies. Establishing state positions through public policies, according to Velásquez (2009), "a public policy is an integrating process of decisions, actions, inactions, agreements and instruments, advanced by the authorities with the eventual participation of individuals, and aimed at solving or preventing a situation defined as problematic" (p. 156). But these public policies are not elaborated taking into account the particularities of each territory, with the generation of guidelines, as well as the definition of conceptual and strategic bases to articulate an education with different actors and social processes.

There are several views and concepts of public policy for tourism, contributed by different authors, as shown in Table 2.

Table 2

Tourism public policy concepts

Author	Concepts
Fayos-Solà (2004)	It proposes that public policy is understood as a technique for the management of knowledge, the optimization of strategies, from the component of research and analysis of tourism activity that should address aspects such as the

Author	Concepts
Velasco (2010)	<p>maximization of collective welfare measured in terms of development-freedom (level of choice and participation options) and stability (sustainability, safety, health, etc.).</p> <p>Public policy should contribute to the improvement of supply and with recent approaches aimed at knowledge management, research and the generation of higher levels</p>
Velasco (2011)	<p>of territorial governance in tourist destinations.</p> <p>This author proposes some critical premises that state that the existence of a tourism policy does not depend on the exclusive will of a public decision-maker.</p> <p>To evaluate the consistency of a public tourism policy, the author proposes: 1. Single decisions do not constitute a policy, they are the sum of isolated decisions; a policy must be a channel for coherent and concerted action with the communities on what tourism is. 2. Political declarations are not a policy; 3. A public policy must contain concrete objectives and actions, related to specific goals and deadlines; and 4. A tourism policy must have a certain global vocation and be related to the various tourism phenomena in the territory (Velasco, 2011).</p> <p>According to Velasco (2011), tourism policy is the set of actions promoted by public actors, sometimes in collaboration with non-public actors, with the intention of achieving diverse objectives related to the variety of phenomena and relationships involved in the process of attracting, staying or occasional residence of citizens in a given territory.</p>
Pimentel and Pimentel (2011)	<p>They state that a tourism policy is a set of rules, guidelines, regulations, objectives, directives and promotion and development strategies for individual and collective decision making that directly affect tourism development and activities within a destination.</p>
Castillo (2013)	<p>A public tourism policy must serve for the benefit of human beings, communities and host territories, within a framework of democratization and freedom.</p>
Quintana (2016)	<p>For this author, based on the complexity and diverse dimensions of tourism, government leadership is, at least, a necessary evil; that is, beyond its traditional functions associated with coordination, planning, legislation, regulation, control and investment, the governmental actor is fundamental to harmonize its social and environmental impact, support the development of territorial tourism governance and guarantee the public interest over the private one.</p>

Source: own elaboration based on the authors (2022).

Table 2 allows evidencing the importance of public tourism policy, recognizing that governmental scope is fundamental for the growth of sustainable planning (Orduña, 2017), which is why the participation of social actors who are not part of the state is proposed, in this case the communities and entrepreneurs who develop TN/ecotourism in the territories, so that they become managers of territorial public policies that guarantee the preservation of natural and cultural heritage, and that they themselves are the ones who exercise control at all times of this economic activity.

Post-agreement. It is a broad and inclusive process of transitional justice, oriented towards the fulfillment of the rights of the victims of the armed conflict, through the issuance of the regulations to implement the points of the Final Peace Agreement in Colombia; in this sense, the post-agreement refers to the period after the signing of this agreement with the FARC-EP, configuring from that stage a new series of public policies to facilitate the end of a conflictive situation derived from the actions of this insurgent group (Presidency of the Republic of Colombia, 2017).

The post-agreement allows human rights to acquire a central dimension and constitutes a window to the real exercise of the social rule of law established in the Political Constitution of Colombia of 1991. This implies the redefinition of the country's political agenda in the short and medium term, articulately integrating the fields of justice, security, cooperation and economy (Cepeda, 2016).

- **Victims.** Are those persons who have suffered from one or more of the following events of violence that occurred during the time of the FARC armed group and the national army, which constitute a violation of human rights individually or collectively: a) extortion; b) kidnapping; c) murder; d) recruitment of children and young people; e) torture; f) death threats; g) forced disappearance (Congress of the Republic of Colombia, 2005).

Therefore, contextualization on the meaning of the term victim is necessary because TN/ecotourism emerges as an alternative for the labor inclusion of these people and presents a range of labor opportunities for social transformation in the territory (López *et al.*, 2020).

- **Labor inclusion.** This is a primary need of the victims of the problems related to the Colombian armed conflict and is the opportunity to start a new life far from the scourge of violence. Labor inclusion is one of the great challenges of the post-agreement and at the same time it is defined as the long-term bet to achieve inclusive and fair socioeconomic development (National Association of Entrepreneurs of Colombia - ANDI, 2019).

Vega (2017) establishes the connection between labor incorporation with and TN/ecotourism and raise the need to strengthen reconciliation mechanisms and implement various activities with the aim of generating economic, social and cultural reactivation of people affected by the armed conflict.

Nature tourism/Ecotourism.

- **Nature tourism.** It is the opposite of mass tourism, it provides principles in search of harmony between the tourism system and the environment. It preserves the nature, culture of the regions and allows communities to participate in the benefits of tourism and the development of the activity so that in the countries it is the strategic basis for economic improvement (Jafari, 2005; Nel and Llanes, 2016). TN is distinguished by motivating the link between man-environment as a whole, to overcome environmental damage, enshrined in currents such as ecosophy and deep ecology (Naess, 2005), for

the protection of nature, the minimization of environmental impact and pollution and, the granting of economic benefits for local communities.

In the present study, TN is assumed as one in which the major motivation is appreciation towards nature and the regions' own cultures, in order to conserve the environment, generate income for the communities, and contribute to the achievement of a sustainable environment (Chiu *et al.*, 2016; Arguello *et al.*, 2017; Hernández *et al.*, 2017; Sahebalzamani & Bertella, 2018).

- **Ecotourism.** In order to understand and clearly identify what ecotourism is, the following concepts were investigated: (a) ecotourism is that which is dedicated to developing tourism activities from a responsible and sustainable approach, promoting and supporting the care and/or conservation of nature, instructing people cultural values and strengthening the social improvement of the communities residing in those places (Vanegas, 2006); b) according to the Quebec Declaration on Ecotourism (2002), it was defined as that which includes the principles of sustainable tourism and the economic, social and environmental impacts; c) as enshrined in the Mohonk Agreement (2000), ecotourism is a sustainable tourism dedicated to the development of its activities in natural areas, which benefits the environment and the communities that promote tourism and the teaching of environmental and cultural awareness.

Therefore, community-based tourism is the offer of tourism services by an organized community, which participates in the benefits in all links of the tourism production chain, generating economic benefits for the community, respecting cultural and ecological values, with sustainability and quality (Ministry of Commerce, Industry and Tourism-MinCIT, 2012).

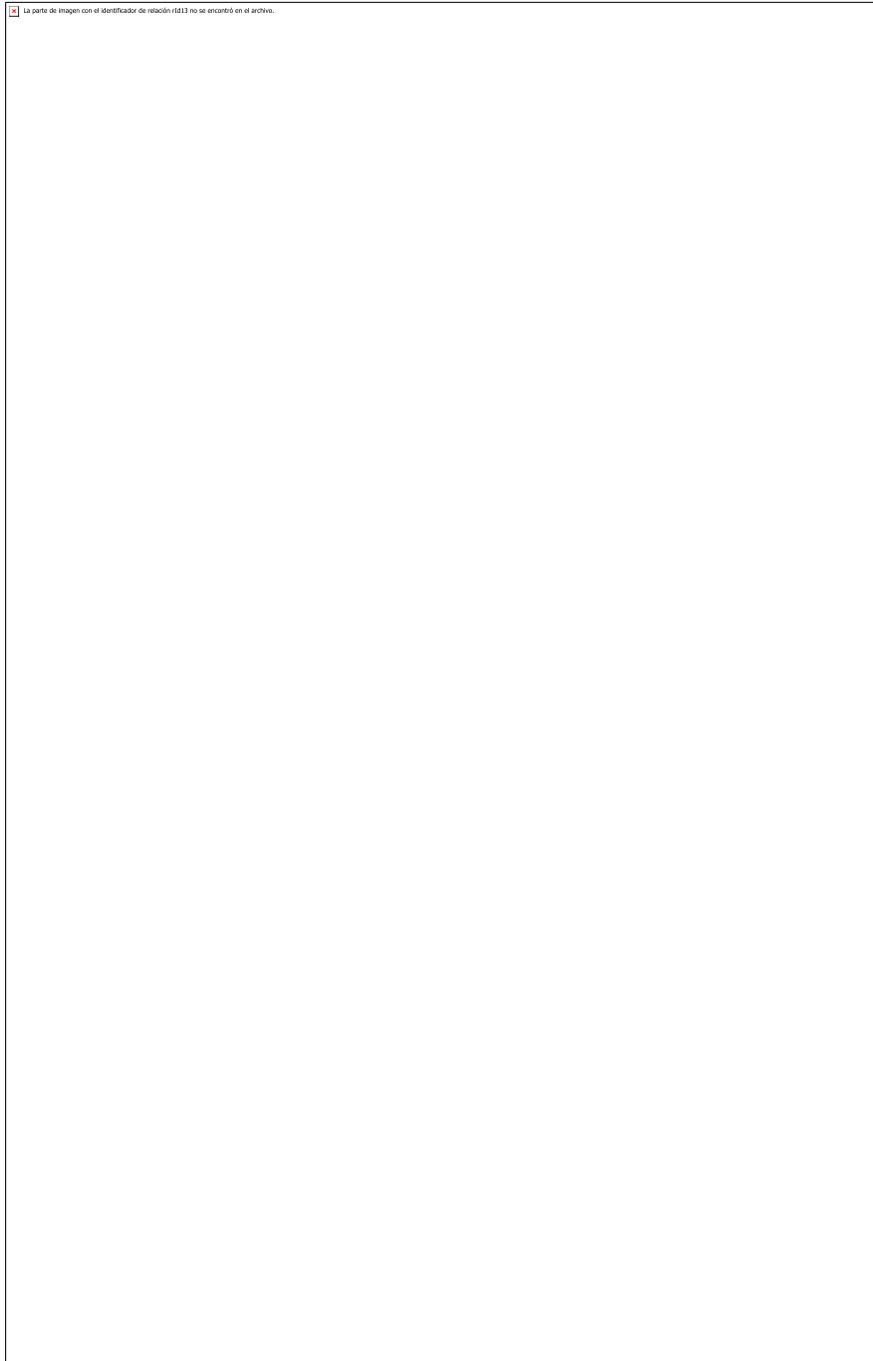
Economic reactivation. This is a process that involves the immediate strategies that the government, through departmental/local administrations, seeks to adopt to contribute to the economic reactivation of the tourism sector in the country (Toledo, 2021). In addition, it is important to know the problems of the armed conflict in the region under study and to analyze possible scenarios to guarantee the economic reactivation of tourism (Velandia, 2020).

In order to achieve the economic, social and cultural recovery of those affected by the armed confrontation in Colombia, it is essential to bring up the term labor inclusion as one of the fundamental pillars based initially on the acceptance and valuation in society reflected in the generation of employment; Likewise, inclusion constitutes a competitive advantage for companies with challenges in labor matters whose main purpose is to improve the quality of life of people associated with this phenomenon, who can become the basis of human capital for organizations to innovate in their processes and reduce desertion and absenteeism (National Association of Entrepreneurs of Colombia - ANDI, 2019).

Public policies and laws in relation to the Post-Agreement with the FARC - EP for labor inclusion - economic reactivation

Figure 2

Diagram of comparison between stakeholder performance and public policies



Source: own elaboration based on Nvivo (2022)

It is important to understand that the armed conflict has granted roles and positions that configure diverse ways of existing and relating to the territory. Law 1448 of 2011 "Whereby measures of attention, assistance and comprehensive reparation to the victims of the internal armed conflict are dictated and other provisions are issued", aims to create a set of administrative, judicial, economic and social, individual and collective measures to grant benefits to the victims of the violations established in this law within the context of transitional justice, with the purpose of

guaranteeing their rights to truth, justice and reparation with a guarantee of non-repetition (Congress of the Republic of Colombia, 2011).

For the purposes of this law, victims are considered to be those persons who individually or collectively have suffered harm as a result of events occurring on or after January 1, 1985, as a consequence of breaches of International Humanitarian Law or serious and gross violations of international human rights law, occurring as a result of the internal armed conflict.

On the other hand, in the peace agreements signed in Habana, Cuba, the term environment is referred to as follows:

Attentive to the fact that the new vision of a Colombia at peace will make it possible to achieve a sustainable society, united in diversity, founded not only on the cult of human rights but also on mutual tolerance, environmental protection, respect for nature, its renewable and non-renewable resources and its biodiversity (Presidency of the Republic of Colombia, 2016, p. 3).

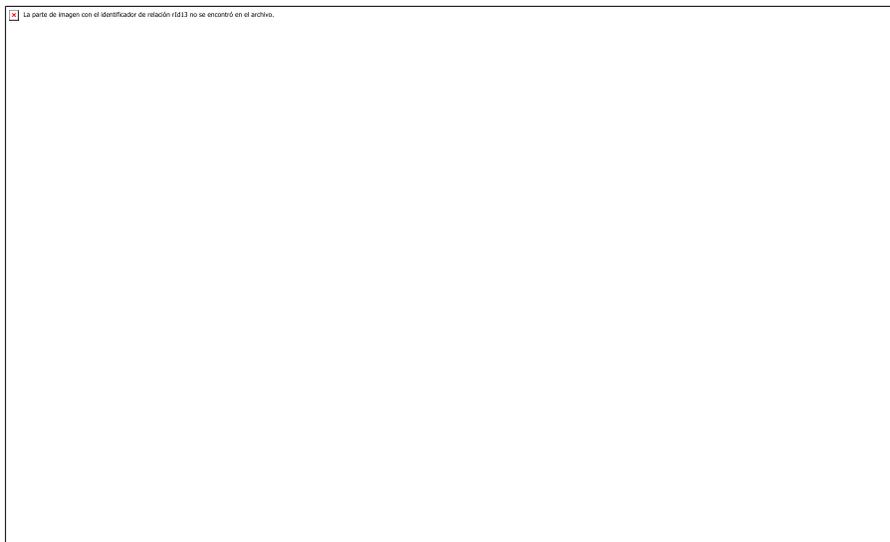
According to the author Correa (2015) in the article entitled *Environmental restoration and post-conflict*, post-conflict is the historical moment that allows the construction of peace, that is to say, it is the moment, in which equity must be sustained as a mechanism for freedom and progress in reconciliation, attention to the vulnerable population, the creation of spaces for memory and truth, the assertive management of justice and reparation for victims, the prevention of violence and crime, environmental restoration, political stabilization and the committed participation of the private sector, civil society and the international community in overcoming these and other needs (Galtung, 1975; Rettberg, 2003, cited by Correa 2015).

In a complementary manner, it is emphasized that in our country, work is a right and a duty, protected by our National Constitution in force since 1991. As a right, it is protected by law according to Chapter 1 "Fundamental Rights", Article 25 of the Political Constitution of Colombia of 1991 and in Ruling T-799/98 Fundamental Rights Colombia irreplaceable Center, through the legal apparatus established for it (Political Constitution of Colombia, 1991; Constitutional Court, 1998). The above is part of the substantial elements of the State to support compliance with the provisions of the Peace Agreement.

With these regulations and the others that were analyzed in the Atlas.ti software, the semantic network presented in Figure 2 was constructed through the categorization and systematic coding of the information, resulting in the definition of five codes: a) Post-agreement concept; b) Post-agreement history; c) Post-agreement labor inclusion; d) Labor inclusion objective; e) Peace support activities (mutual understanding, peace and security).

Figure 3

Semantic network of public policies and Post-Accord laws



Source: own elaboration using Atlas.ti Software (2022)

The review and systematization of public policies and laws in the field of the Post-Agreement with the FARC - EP insurgent group, for labor inclusion and economic reactivation allows analyzing the contextualization and historical evolution of a process that represents the challenges of the Colombian Government to achieve reconciliation and peace building. In this way, the joint effort of society in general will contribute to the achievement of the post-conflict as a result of the post-agreement, whose purpose is the end of the armed conflict originated by the actions of this illegal armed group (Beltrán *et al.*, 2017a).

On the other hand, a set of peace support activities are established under the perspective of re-signification based on memory, narration of experiences and understanding from the collective and individual conscience, taking into account that the facts have different particularities due to the context of the violent events that happened to each victim (Acevedo, 2021).

Therefore, the State defined labor inclusion as one of the main challenges in the post-agreement process, with the aim of integrating the victims of the conflict with the country's productive system, thus contributing to the generation of employment to start a new life and giving companies the opportunity to apply the principles of organizational social responsibility.

Public policies and TN/ecotourism laws for labor inclusion - economic reactivation.

From the national sphere, it is observed that since the late 1950s, from the National Congress, legislation had been passed on peace agreements; on the other hand, in the academic field, contributions are made to community ecotourism as is the case of the work of the authors Beltrán *et al.* (2017b) called *Propuesta turística para la población del posconflicto en el municipio de Restrepo - Meta* (*Tourism proposal for the post-conflict population in the municipality of Restrepo - Meta*), who consider that Colombia needs a change in the country's territories where war has been evident for years and therefore poverty, inequality, soil deterioration, among other serious problems.

In view of the above, associating tourism with community development is a high-impact interest, due to the fact that new opportunities are generated to recognize and repair territories affected by violence, among which is the municipality of Restrepo in the department of Meta, which hopes to be restored through tourism proposals in the context of the peace process that is gradually advancing (Beltrán *et al.*, 2017b). Hence, progressively linking this type of activities

with the post-agreement, however, it is important to design policies in concertation with civil society to contribute to the improvement of the living conditions of the participants.

Menchero (2018) in his article entitled *Colombia in post-conflict: tourism for peace or peace for tourism*, conducts an investigation on how the armed conflict in Colombia has had a direct impact on tourism activity. "Peace is a necessary condition for tourism, but also tourism activity can be an instrument for its development, as long as the activities are directed towards sustainability, and involve more areas of the strictly economic".

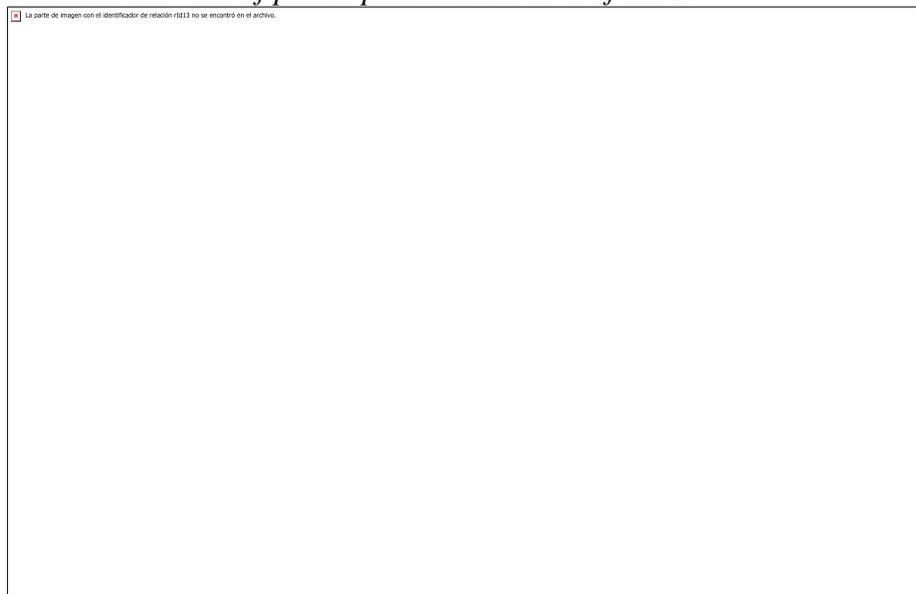
According to Villamizar (2017) in his article *Tourism and peace: a bet for development in the region of Urabá-Darién*, he conducts a research approaching tourism not only as a tool to achieve economic and social development, but also as a vehicle to build and strengthen peace territories. Similarly, through the qualitative approach, Sánchez (2019) develops the work *Ecotourism in peace building in Colombia: peace agreement, conflictivity and environmental justice*, in which he raises the importance of identifying the characteristics and needs of tourist spaces with potential to promote this typology in mature and emerging destinations; the author also highlights the three kinds of situations experienced by certain territories in the time of the conflict: (a) consolidated destinations (Eje Cafetero, San Andrés, Cartagena); (b) places with incipient activities (Santander, Chocó, Antioquia); and (c) areas without any tourism initiative but which in the post-agreement scenario visualize tourism as an economic sector and are in a position to achieve the development of the regions by offering services that involve victims in an inclusive market.

As a result of the above, the municipal entities, in attention to tourism, have taken it into account and included it in the Land Management Plan, the Departmental Tourism Development Plan, the Plan of Management and Management of the Hydrographic Basin POMCA of the Hacha River, in addition, the Environmental Management Plan of the Southern Region of the Colombian Amazon 2017-2037, and the Development Plans of the respective government entities that articulate the indicators of the Sustainable Development Goals.

The normativity analyzed in the Atlas.ti software allowed the construction of the semantic network detailed in Figure 3, which was carried out based on the categorization and systematic coding of the information. Seven codes were defined in this process: a) TN concept; b) history of the TN; c) social (social classes, economic: sustainable economic growth); d) cultural (identity, relationships, way of life, vision of the territory, diversity and heritage); e) training for the TN; f) planning for the TN; g) support for the TN.

Figure 4

Semantic network of public policies and laws of the TN



Source: own elaboration using Atlas.ti Software (2022)

Therefore, Colombian regulations do not provide evidence of the definition of public policies on TN/ecotourism for labor inclusion and economic reactivation, because they are focused on establishing only the necessary components for the provision of services in this tourism modality, and these policies were issued long ago, i.e. in 2012 and 2013, while the Peace Agreement was signed in 2016; for this reason, no guidelines, chapters, articles or paragraphs are contemplated to support the importance of labor inclusion as an opportunity for the victims of the armed conflict in the country's productive sector; hence, economic reactivation is not a strategic axis in these policies either, taking into account that it is a concept currently associated with the COVID-19 pandemic, after the periods of isolation decreed by the Government.

In this order of ideas, it is essential for the State to form a working team to carry out an update of policies regarding TN/ecotourism, in order to promote the articulation with labor inclusion as a starting point to generate improvement in the quality of life of the actors involved in the process, reactivate the economy and continue on the path towards post-conflict (Gil, 2016).

Now, according to the policies analyzed, the TN by-products (ecotourism, adventure tourism and rural tourism) are developed in different areas and the implementation of their activities requires the participation of local communities, which represent an essential element in the recognition and appreciation of the natural heritage, and in the planning and management of tourism (Ministry of Commerce, Industry and Tourism-MinCIT, 2013). Likewise, the inhabitants act as dynamizers of the region's economy; this becomes a great opportunity for the labor inclusion of those people who are victims of the scourge of the war unleashed by the armed groups (Beltrán *et al.*, 2017b).

Therefore, the possibility of initiating labor inclusion processes is high because most of the areas where armed conflicts have occurred have a high potential for the implementation of ecotourism activities, i.e., the inhabitants displaced to other places as a result of these events could be interested in returning to their places of origin to integrate into the tourism sector (Valencia, 2018).

Conclusions

The actions of governmental entities and the norms produced in relation to the Post-Agreement with the FARC-EP guerrilla group and Natural Tourism are not yet defined by the Colombian State, perhaps because the time elapsed since the signing of the Peace Agreement has been sufficient only to contextualize society on the general purpose of achieving a stable and lasting peace, but no efforts have been spared to generate important and necessary links between labor inclusion as a strategic axis of the process and the implementation of TN as an opportunity for the victims of the conflict.

Therefore, it is recommended to identify these population groups according to the potential areas for TN practice and establish outreach mechanisms with these people in such a way as to transmit the need to achieve the purpose of inclusion in the labor field and the commotion caused by these disputes in cultural, economic, social and environmental development.

Similarly, the State, through the entities in charge, must formulate its policies and initiate an arduous task with entrepreneurs in the tourism sector, taking into account that understanding and assimilation of the transcendence of TN is the main challenge to guarantee the fundamental right to work, promote the personal fulfillment of individuals who have suffered violent events and strengthen the productive dimension through their economic reintegration in legal activities (Sierra, 2021). This also implies training these entrepreneurs and personnel in general on issues relevant to TN development; for this reason, public and private institutions should design programs to train the actors and ensure compliance with the promise of value defined for tourists.

It is important to dimension that the articulation between public policies and laws of the TN with the labor inclusion processes of the victims of violence will benefit the environment, which represents another of the actors affected as a consequence of the demobilization in territories to which there was no access and that in one way or another were being conserved, but that at the time of the transition to the post-agreement these areas were exposed to environmental degradation for different causes (McClanahan *et al.*, 2019).

Finally, the Mayor's Office of the municipality of Florencia must act as leader of the strategic pillar oriented towards the adoption and compliance with the provisions of the National Government in the public policies and laws associated with the Post-Agreement with the FARC-EP and TN/ecotourism, with the purpose of promoting the generation of opportunities for the victims of the armed conflict through labor inclusion. This also implies the participation of the Municipal Council in its role as a political-administrative corporation, responsible for ensuring the welfare of the population.

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