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**DATA TO BUILD A BASELINE OF INFORMATION TO
STRENGTHEN THE GENERATION OF RURAL COMMUNITY
TOURISM IN SAN JUANITO MUNICIPALITY OF META
COLOMBIA**

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Keywords: Sustainability, Protected Area, rural community tourism, territory.

ABSTRACT:

An information baseline was structured to analyze the tourist potential of the area of influence of the Chingaza National Natural Park; this to determine the strengths to develop an approach to rural tourism as a sustainable alternative management of the territory in San Juanito municipality of Meta, Colombia. A descriptive type mixed methodology was used, collecting secondary order information crossing it with the primary order data provided by the interested community obtained in the field. The relevance information of tourism in the National Natural Parks and the proposal of tourist areas made by the community of the San Juanito municipality were contrasted; 11 points as tourist attraction were proposed by the community, where only one is in the area of the

Chingaza National Natural Park, constituting a rural community tourism as a fortress for sustainable recovery points of interest, as well as related areas.

Specifications table

Thematic area	Sustainability, Sustainable development
More specific subject area	Protection areas, local development, rural community tourism
Type of data	Boards
How the data was acquired	An information baseline was built from institutional information to validate the importance of tourism in Protection Areas; A series of points of tourist potential in the territory were established with the community for their contrast.
Data format	Information, organized, analyzed and described.
Experimental factors	We worked with the community interested in developing a community rural tourism project in the San Juanito municipality. In the work it presented the influx of people to the National Parks, for determining the importance and the participation in tourism thereof and a community proposed as an alternative strategic areas with tourist potential in the San Juanito municipality.
Experimental characteristics	The creation of Protection Areas energizes the tourism sector in remote areas of the country, creating an opportunity for the communities that occupy these territories.
Data source location	San Juanito Municipality, department of Meta. Colombia, South America.
Data accessibility	The data is included in this article.

DATA VALUE

- Data are presented regarding the dynamics of tourism in Protected Areas in Colombia in order to establish its potential; in order to propose rural community tourism as a development alternative for the San Juanito municipality in the department of Meta Colombia.
- The work leads to the community construction of strategies to be implemented in this type of territories [3] allowing the conservation, environmental and cultural care of said areas [1], [4], [10] contributing to the Chingaza National Natural Park in terms to involve

the population in processes of recovery and sustainable use of the territory inserted or connected to the protection zone.

- This process contributes as a tool to contribute to the growth of rural communities located in sectors with little economic development [7] and thus convert a vulnerable sector into a contributor to national GDP [11], helping to build a management model which is made up of the participation of the local population [5], the economic and social recognition of tourist attractions [6], as well as the revaluation of cultural wealth [8], given that it promotes the initiative of forming sustainable associative processes in the community inhabiting the related territories to the Chingaza Natural National Park.

Information Description:

The information corresponding to the tourist preferences in 17 National Natural Parks in Colombia is described below to determine the tourist importance of the Chingaza Park; strategic points were established with touristic vocation to related community in the San Juanito municipality in the department of Meta Colombia.

Table 1. Entrance of people with tourist purposes to the PNN of Colombia

ID	National Natural Parks	Hectares	2019	2018	2017	2016	2015	2014	2013	2012	TOTAL
1	P.N.N. Corales del Rosario y de San Bernardo	123,455	633,308	1,162,287	1,037,006	846,164	448,479	433,576	443,458	420,492	5,424,770
2	P.N.N. Tayrona	19,309	147,605	446,299	395,143	391,442	333,965	313,796	304,575	293,525	2,626,350
3	P.N.N. Los Nevados	61.42	23,320	54,095	50,896	39,904	32,828	37,498	21,004	15,384	274,929
4	S.F.F Isla de la Corota	16.2	10,512	21,758	27,551	38,905	36,629	40,671	33,489	34,491	244,006
5	P.N.N. Chingaza	77,407	14,233	24,831	29,083	23,248	19,870	11,972	15,081	13,801	152,119

6	P.N.N. Old Providence McBean Lagoon	1,615	9354	15,118	17,638	25,076	20,617	13,996	10,591	10,089	122,479
7	P.N.N. Sierra Nevada de Santa Marta	401,448	10,441	25,312	23,478	21,117	12,809	9593	373	270	103,393
8	P.N.N. El Cocuy	306,331	9124	14,125	8695	7617	19,239	16,867	14,147	9747	99,561
9	S.F.F Los Flamencos	7,034	10,500	16,630	14,982	10,637	12,845	7690	13,779	3259	90,322
10	P.N.N. Sierra de la Macarena	620,583	3718	12,953	15,905	14,325	11,400	9460	0	0	67,761
11	S.F.F Iguaque	6,889	3796	7822	8601	7375	5622	5872	5469	6742	51,299
12	S.F.F Otún Quimbaya	451.7	3786	7512	7544	6849	6075	4687	3001	2628	42,082
13	P.N.N. Utría	64,328	2270	8776	6822	5948	2888	3073	3127	1864	34,768
14	P.N.N. Gorgona	60,125	1675	4704	4128	2749	1489	3086	2823	2617	23,271
15	Vía Parque Isla de Salamanca	56,593	705	1511	1478	1466	1134	2234	1834	2620	12,982
16	P.N.N. Macuira	24,051	805	1622	1094	930	807	673	722	590	7243
17	P.N.N. Cueva de los Guácharos	7,135	309	1217	787	757	790	857	829	668	6214

Source: CITUR (2020) [2], PNNC (2020) [9]. Adapted by the author.

It is observed that the Chingaza Park is located in the fifth place of preference as a tourist destination.

Table 2. Relevance of the Chingaza Park in the Meta department as a tourist destination

ID	National Natural Parks	ARES (mils)	2019	2018	2017	2016	2015	2014	2013	2012	TOTAL
1	P.N.N. Chingaza	77,407	14,233	24,831	29,083	23,248	19,870	11,972	15,081	13,801	152,119
2	P.N.N. Sierra de la Macarena	620,583	3718	12,953	15,905	14,325	11,400	9460	0	0	67,761
3	P.N.N. Sumapaz	153,517	0	0	0	0	0	0	0	145	145

Source: CITUR (2020) [2], PNNC (2020) [9]. Adapted by the author.

Despite being at a height of more than 2,600 meters above sea level, it is the main tourist destination in terms of Protection Zones with jurisdiction in the Meta department.

Table 3. Community proposal of tourism - oriented sites in the San Juanito municipality.

ID	ZONES	TOURIST SITES	EXERCISE
0	Natural National Park (PNN)	Siecha Lagoons	Trekking
1		Legends of the Siecha Lagoons	Historical Religious
2		El Chochal viewpoint	Trekking
3		Buitrago Lagoons	Trekking
4		Palace Mine	Representative Site
5		Laguna Seca-Verde Trail	Trekking
6		Cerro Los Gigantes	Representative Site
7		Los Chorros and José Miguel	Waterfalls
8		Waterfall	Trekking
9		Chuza Reservoir	Trekking
10	Serranía De Los Órganos	Representative Site	
		Alto Del Gorro	
11	PNN/Community	Los Frailejones Valley	Lookout
12		ChingazaLagoon	Ramsar site
13		Rajadero	Trekking

14		Indigenoustomb	Historical Religious
15		Gruta Natural Del Tablón	Grotto and religious
16		Cerro Vitilia	site
17		Road to Restrepo	Representative Site
18	Sites With Tourist Vocation Proposed Community	San Juanito town	Trekking
19		PeruvianisRupicola Sighting	Populated Center
20		Lajitas Waterfalls	Bird Watching
21		Quebrada De San Isidro	Waterfalls
22		GuatiquiaRiverCanyon Bridge	Waterfalls
23		Finca El Guamo	Lookout

Source: SIG (2017) [12], PNNC (2020) [9]. Adapted by the author.

The community proposes 13 tourist sites, 3 in the National Park area, 1 in the Fômequemunicipality, 1 in the Gachala municipality and 9 in the San Juanito municipality.

MATERIALS AND METHODS:

A descriptive type mixed investigation was carried out, collecting information using the technique of Participatory Action Research, IAP, to motivate the participation of all the actors involved, in order to strengthen dialogue and agreement between the parties and allow community empowerment; with a phase of search and interpretation of secondary cartographic sources and a field phase. The location of each of the sites with a tourist vocation proposed by the community was determined cartographically and *in situ*, establishing the type of land use of each one, validating the activities and the potentialities in each one of them.

CONCLUSIONS:

In Colombia, Community Rural Tourism is a new topic for both institutions and communities, with many variables preventing its execution; the Protection Areas or restricted use areas become a favorable scenario for the promotion of the same through the policy formulated for the National Parks. The community achieves cohesion with an associative process called "ArrierosdelGuatiquia" where the proposal for the sustainable use of the ecosystem services present in the San Juanito municipality is consolidated and initiated.

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