

## Estudio Exploratorio del Potencial del Aviturismo como Servicio de Exportación en Colombia

**Karla Nathalia Triana Ortiz**

Asesor: María Alejandra Pineda

*Grupo de Investigación Economía, Negocios y Desarrollo Internacional*

Tipo de documento: Artículo de investigación

*Junio 2022*

### Resumen

El turismo de naturaleza representa uno de los sectores priorizados para el desarrollo económico de Colombia. Uno de sus segmentos especializados contempla las actividades diseñadas para observadores de aves alrededor del mundo, servicio cuya demanda internacional es creciente y para el cual, Colombia cuenta con un atractivo natural destacado, siendo reconocida por BirdLife International como el país con el mayor número de especies en el mundo. En este sentido, existe un reto importante para el desarrollo de una oferta competitiva que pueda dar respuesta a demandas diversas de los observadores de origen internacional a partir de la exportación del aviturismo. Este documento presenta los principales resultados de un estudio exploratorio mediante la consulta de fuentes secundarias, para comprender factores y prácticas nivel global, así como la competitividad de Colombia en contraste con algunos de sus principales competidores.

### Abstract

Nature tourism represents one of the priority sectors for Colombia's economic development. One of its specialized segments contemplates activities designed for birdwatchers around the world, a service whose international demand is growing and for which Colombia has an outstanding natural attraction, being recognized by BirdLife International as the country with the largest number of species in the world. In this sense, there is an important challenge for the development of a competitive offer that can respond to the diverse demands of observers of international origin from the export of birdwatching tourism. This document presents the main results of an exploratory study through the consultation of

secondary sources, to understand factors and practices at a global level, as well as the competitiveness of Colombia in contrast with some of its main competitors.

**Palabras clave:** Turismo de naturaleza, aviturismo, Colombia

**Keywords:** Nature tourism, birdwatching, Colombia

## REFERENCIAS

Aazami, M., & Shanazi, K. (2020). Tourism wetlands and rural sustainable livelihood: The case from Iran. *Journal of Outdoor Recreation and Tourism*, 30, 100284. <https://doi.org/10.1016/j.jort.2020.100284>

Aise, K. K., Keuning, J., Robertson, J., & Kleindorfer, S. (2010). Understanding the bird watching tourism market in Queensland, Australia. *Anatolia*, 21(2), 227–247. <https://doi.org/10.1080/13032917.2010.9687101>

Audubon National Society. (n.d.-a). ¿Qué es el aviturismo?

Audubon National Society. (n.d.-b). Rutas de Aviturismo en Colombia - Uso sostenible de la Biodiversidad. [https://internationalconservation.org/publications/presentations/lac\\_resources/sustainable\\_tourism/session\\_15\\_4\\_audubon\\_rutas\\_aviturismo\\_colombia.pdf](https://internationalconservation.org/publications/presentations/lac_resources/sustainable_tourism/session_15_4_audubon_rutas_aviturismo_colombia.pdf)

Audubon National Society. (n.d.-c). Turismo ecológico en Colombia . <https://www.audubon.org/es/conservacion/turismo-ecologico-en-colombia>

Avila-Foucat, V. S., Sanchez-Vargas, A., & Aguilar Ibarra, A. (2017). The influence of ecological attributes and motivations on wildlife tourism: The case of birdwatching in Banderas Bay Mexico. In *Wilderness of Wildlife Tourism*. <https://doi.org/10.1201/9781315365817>

BirdLife International. (2022). Country profile: Colombia. <http://datazone.birdlife.org/country/colombia>

Butts, T., & Sukhdeo-Singh, T. (2010). Sustainable tourism as a tool for conservation and protection of the Amazon rainforest in Guyana? *Worldwide Hospitality and Tourism Themes*, 2(2), 173–185. <https://doi.org/10.1108/17554211011037868>

Canteiro, M., Córdova-Tapia, F., & Brazeiro, A. (2018). Tourism impact assessment: A tool to evaluate the environmental impacts of touristic activities in Natural Protected

Areas. *Tourism Management Perspectives*, 28, 220–227. <https://doi.org/https://doi.org/10.1016/j.tmp.2018.09.007>

Catlin, J., Jones, R., & Jones, T. (2011). Revisiting Duffus and Dearden's wildlife tourism framework. *Biological Conservation*, 144(5), 1537–1544. <https://doi.org/10.1016/j.biocon.2011.01.021>

CBI. (2021). Entering the European market for bird watching tourism products | CBI. <https://www.cbi.eu/market-information/tourism/bird-watching/market-entry>

CEPAL. (2017, March). Estudio de CEPAL clasifica las provincias de Colombia según su ruralidad y sus conexiones. <https://www.cepal.org/es/noticias/estudio-cepal-clasifica-provincias-colombia-segun-su-ruralidad-sus-conexiones>

Collins-Kreiner, N., Malkinson, D., Labinger, Z., & Shtainvarz, R. (2013). Are birders good for birds? Bird conservation through tourism management in the Hula Valley, Israel. *Tourism Management*, 38, 31–42. <https://doi.org/10.1016/j.tourman.2013.01.009>

DANE. (n.d.). Balanza comercial. Retrieved May 31, 2022, from <https://www.dane.gov.co/index.php/estadisticas-por-tema/comercio-internacional/balanza-comercial>

de la Maza, F. (2016). State conceptions of indigenous tourism in Chile. *Annals of Tourism Research*, 56, 80–95. <https://doi.org/10.1016/j.annals.2015.11.008>

Dedeke, A. (Nick). (2017). Creating sustainable tourism ventures in protected areas: An actor-network theory analysis. *Tourism Management*, 61, 161–172. <https://doi.org/10.1016/j.tourman.2017.02.006>

eBird. (2022). Global Big Day 2022. <https://ebird.org/globalbigday>

Flórez, P. (2020). ProAves en el desarrollo del aviturismo en Colombia. <https://proaves.org/proaves-en-el-desarrollo-del-aviturismo-en-colombia/>

Foro Económico Mundial. (2019). The Travel & Tourism Competitiveness Report 2019 Travel and Tourism at a Tipping Point. [https://www3.weforum.org/docs/WEF\\_TTCR\\_2019.pdf](https://www3.weforum.org/docs/WEF_TTCR_2019.pdf)

García-Melón, M., Gómez-Navarro, T., & Acuña-Dutra, S. (2012). A combined ANP-delphi approach to evaluate sustainable tourism. *Environmental Impact Assessment Review*, 34, 41–50. <https://doi.org/10.1016/j.eiar.2011.12.001>

Hernández Sampieri, R., Fernández-Collado, C., & Baptista Lucio, P. (2007). *Metodología de la Investigación* (4th ed.). MCGRAW-HILL.

IDB, Audubon, & CREST. (2015). Market Analysis of Bird-Based Tourism: A Focus on the U.S. Market to Latin America and the Caribbean Including Fact Sheets on The

Bahamas, Belize, Guatemala, Paraguay. <https://www.responsibletravel.org/wp-content/uploads/sites/213/2021/03/market-analysis-bird-based-tourism.pdf>

Kilipiris, F., & Zardava, S. (2012). Developing Sustainable Tourism in a Changing Environment: Issues for the Tourism Enterprises (Travel Agencies and Hospitality Enterprises). *Procedia - Social and Behavioral Sciences*, 44, 44–52. <https://doi.org/10.1016/j.sbspro.2012.05.003>

Kubo, T., Uryu, S., Yamano, H., Tsuge, T., Yamakita, T., & Shirayama, Y. (2020). Mobile phone network data reveal nationwide economic value of coastal tourism under climate change. *Tourism Management*, 77, 104010. <https://doi.org/10.1016/j.tourman.2019.104010>

Lara Diana, Rojas César, & Velásquez-Tibatá Jorge. (2016). Turismo de Naturaleza, Oportunidades de Desarrollo de Las Comunidades Locales. Instituto Humboldt. <http://reporte.humboldt.org.co/biodiversidad/2016/cap4/408/#seccion10>

Maldonado, J. H., Moreno-Sánchez, R., Espinoza, S., Bruner, A., & Myers, J. (2017). Peace is much more than doves: The economic benefits of bird-based tourism as a result of the peace treaty in Colombia. *Documentos CEDE*. <https://ideas.repec.org/p/col/000089/015605.html>

Maldonado, J., Moreno-Sánchez, R., Espinoza, S., Bruner, A., Garzón, N., & Myers, J. (2016). La paz es mucho más que palomas: beneficios económicos del acuerdo de paz en Colombia, a partir del turismo de observación de aves. *Conservación estratégica*. [http://conservation-strategy.org/sites/default/files/field-file/Audubon\\_-\\_Digital.pdf](http://conservation-strategy.org/sites/default/files/field-file/Audubon_-_Digital.pdf)

MINCIT. (2013). Colombia Productiva Plan de Negocio de Turismo de Naturaleza de Colombia.

MINCIT. (2017). Guía de Buenas Prácticas para la Actividad de Aviturismo en Colombia. <https://www.mincit.gov.co/CMSPages/GetFile.aspx?guid=2aaff59c-e5b5-45c7-b0e7-e78304e362f5>

MINCIT. (2020a). Caja de Herramientas para el Sector Turístico. Hoja de Ruta para la Formulación de Planes de Desarrollo Territoriales. <https://www.mincit.gov.co/getattachment/minturismo/caja-de-herramientas/caja-de-herramientas/turismofin.pdf.aspx>

MINCIT. (2020b). Política de Turismo Sostenible: Unidos por la Naturaleza. <https://www.mincit.gov.co/minturismo/calidad-y-desarrollo-sostenible/politicas-del-sector-turismo/politica-de-turismo-sostenible/politica-de-turismo-sostenible-9.aspx>

Novelli, M., Morgan, N., & Nibigira, C. (2012). Tourism in a post-conflict situation of fragility. *Annals of Tourism Research*, 39(3), 1446–1469. <https://doi.org/10.1016/j.annals.2012.03.003>

Nyaupane, G. P., & Poudel, S. (2011). Linkages among biodiversity, livelihood, and tourism. *Annals of Tourism Research*, 38(4), 1344–1366. <https://doi.org/10.1016/j.annals.2011.03.006>

Ocampo-Peñuela, N., & Winton, R. S. (2017). Economic and Conservation Potential of Bird-Watching Tourism in Postconflict Colombia. *Tropical Conservation Science*, 10. <https://doi.org/10.1177/1940082917733862>

Rincón, M., Huerfano, J., Heredia, L., Ángel, C., Arthur, S. mac, Flowers, K., Aparicio, K., Rivera, A. M., García, L., & Tisch, S. (2021). NATURE TOURISM MARKET ANALYSIS FINAL REPORT.

Sari, C., Oban, R., & Erdogan, A. (2011). Ornitho-tourism and Antalya. *Procedia - Social and Behavioral Sciences*, 19, 165–172. <https://doi.org/10.1016/j.sbspro.2011.05.120>

Steven, R., Castley, J. G., & Buckley, R. (2013). Tourism Revenue as a Conservation Tool for Threatened Birds in Protected Areas. *PLoS ONE*, 8(5). <https://doi.org/10.1371/journal.pone.0062598>

Sula. (2020). The Complete Colombia Birdwatching Guide: Tourism & Conservation. [https://www.sula.com.co/blog/colombia-birdwatching-guide/#7\\_Colombian\\_Birding\\_Trails](https://www.sula.com.co/blog/colombia-birdwatching-guide/#7_Colombian_Birding_Trails)

Superintendencia Financiera de Colombia. (n.d.). Indicadores Económicos. <https://www.superfinanciera.gov.co/jsp/index.jsf>

UMWTO. (2019). Las exportaciones generadas por el turismo internacional alcanzan los 1,7 billones de dólares de los EE. UU. 2019. <https://www.unwto.org/es/global/press->

release/2019-06-06/las-exportaciones-generadas-por-el-turismo-internacional-alcanzan-los-17-bi

UNWTO. (2022). Tourism Grows 4% in 2021 but Remains Far Below Pre-Pandemic Levels. <https://www.unwto.org/news/tourism-grows-4-in-2021-but-remains-far-below-pre-pandemic-levels>

U.S. Fish & Wildlife Service. (2019). Birding in the United States: A Demographic and Economic Analysis. <https://digitalmedia.fws.gov/digital/collection/document/id/2252/>

USAID, & Asociación Río Cali. (2022). Ruta de Aviturismo para personas con discapacidad visual. <https://colombiabirdfair.com/wp-content/uploads/2021/08/portafolio.pdf>

Veleepini, K., & Martin, B. (2019). Place-based education as a framework for tourism education in secondary schools: A case study from the Okavango Delta in Southern Africa. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 25, 100197. <https://doi.org/10.1016/j.jhlste.2019.100197>

Weyland, F., Colacci, P., Cardoni, A., & Estavillo, C. (2021). Can rural tourism stimulate biodiversity conservation and influence farmer's management decisions? *Journal for Nature Conservation*, 64, 126071. <https://doi.org/10.1016/j.jnc.2021.126071>

White, J. (2019). How Popular Is Birdwatching . <https://birda.org/how-popular-is-birdwatching/>

Wolf, I. D., Hagenloh, G., & Croft, D. B. (2013). Vegetation moderates impacts of tourism usage on bird communities along roads and hiking trails. *Journal of Environmental Management*, 129, 224–234. <https://doi.org/10.1016/j.jenvman.2013.07.017>

Zeng, Y., Filimonau, V., Wang, L., & Zhong, L. (2022). The role of seasonality in assessments of conflict tendency between tourism development and ecological preservation in protected areas: The case of protected areas in China. *Journal of Environmental Management*, 304, 114275. <https://doi.org/10.1016/j.jenvman.2021.114275>