The Sustainability Standard In Colombian Tourism: A Study On Social Representation And Its Impact On Decision-Making

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ABSTRACT

Thanks to global demands, the tourism sector has developed as an industry that has necessarily considered the preservation of the environment, relying on sustainability, the result of which is the quality of tourism services: positioning, growth and recognition in the market. The objective of this article is to study the social representation of the entities competent in tourism through the qualitative analysis methodology in the Department of Boyacá, Colombia. Regarding the methodology, a qualitative approach was developed, implementing a study method of phenomenology, through the design of a semi-structured interview and a focus group applied to those in charge of government entities, as the main results.

Keywords: *Social representation, sustainable development, norm.*

1. Introduction

Tourism is classified as an economic activity that brings people together in various places in the world (Ministry of Commerce, Industry and Tourism, 2016), which generates a positive impact in terms of the economy, employment and technology. For the year 2017, this economic sector reports a growth of 6%; places such as the Middle East, Europe, Af[1]rica, Asia and America (UNWTO, 2018) are the places that present the greatest tourist receptivity. According to the results presented by the UNWTO (2018), the countries with the highest acceptance in the Americas are Brazil (6.3%), Argentina (5.7%), Chile (4.4%), Colombia (2.9%) and Ecuador (8%). This penultimate country presents tourism activity as an economic growth strategy (for 2017, it presented an increase of 28.3% compared to 2016), due to the internal peace agreements that have generated, for the country, a positive image around the world (MCIT, 2017). In Colombia, the government has sought to impose the NT TS 002 Standard for hotel entrepreneurs to implement as a measure of sustainability and tourism sustainability.

To analyze the above, the object of study of this work corresponds to the entrepreneurs of accommodation MSMEs. To carry out the study, the theory of social representations is taken as a conceptual framework to understand the knowledge, attitude and actions that the entrepreneurs of the accommodation MSMEs have to implement the Colombian NT TS 002 Standard. Based in Moscovici (1979) and Jodelet (1986), investigates the contexts that guide a

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clear representation where the facts, the individuals and the object are related to history, context and culture (Banch, 1986). The methodology has a qualitative cut based on theories such as hermeneutical phenomenology (to understand the social representation that entrepreneurs have built on the process of implementation of the technical sustainability standard) and, to carry out the interpretation, the epistemological position proposed by Burrell and Morgan (1986).

Based on the above, different results are shown as to why some Colombian entrepreneurs have implemented the Standard and why others have not considered it. Important features were found, such as the attitude of businessmen towards the implementation of the Standard, which have been the triggers for Colombian tourism policies not to be considered as employees and, in turn, not taken into account by the state to improve the implementation of the Standard.

2. Theoretical foundation

One of the main exponents of the theory of social representations is Moscovici (1979), who defines it as the "modality of knowledge whose function is the elaboration of behaviors and communication between individuals" (p.17). It states that it is part of the knowledge that integrates the attitude (in positive or negative orientation), the opinion (posture in the face of the social achievements proposed and shared by a group of subjects), stereotypes (elements that are easy to remember within the representations) and the image (the perception that the individual has). The author points out that they are attributions within a society, what ideas or values individuals deliberate in life, and so on. Likewise, Mascovici (1979, cited by Branchs, 2000), states that the objective of this theory is "to keep it within the social circle, to communicate, try to understand and give explanations to the reality that surrounds us" (p.33), as well as to stimulate and mold the collective consciousness, explaining events and actions in a way that is possible to each person.

This theory is characterized by three dimensions: the idea, the content and the meaning proposed (elaborated from two processes: objectification and anchoring): the attitude, which allows "to describe the orientation in the relationship with the object of social representation [...], the information relating the organization of the knowledge that a group has with respect to the social object [and] the verification of the representation which "shows the image, the social model to the concrete and limited content of the propositions that refers to an aspect of the object of the representation" (Moscovici, 1979, p.46).

Another important aspect to consider theoretically corresponds to sustainable development, which is one of the most relevant social currents in this century. This has become a movement whose evolution has occurred especially in companies in various sectors such as "commercial, banking, hotels, chemical plants among others" (Barbieri et al., 2010, p. 147). Its main objective is to comply with guidelines in various organizations such as the Rotterdam Charter, the Millennium Development Goals, and the Global Compact, for the preservation and care of the environment.

According to the International Union for Conservation of Nature (2017), it is "the process that allows development to take place without deteriorating or depleting the resources that make it possible" (p. 13). This objective is generally achieved by managing resources in such a way that they can be revoked at the same time as they are used: from the use of some that are generated slowly to another that generates them at a faster pace; In this way, the resources will be able to continue to sustain present and future generations. Faber, Jorna, and Engelen (2005) define it as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (p. 4). For its part, Chiesa, Manzin, and Noci (1999) They state that sustainable development focuses on the importance of "respect for

community values" (p.520) to protect the environment. Conca and Dabelko (2014) it shows that the economic dimension is considered a key element for the control of the environment; therefore, economic development is sustainable if it does not have a negative influence on the environment.

3. Methodology

The method that will be taken for the research is hermeneutic phenomenology, which was proposed by Heidegger (1975/2005). This can be understood as a "methodological conception called the science of phenomena detailed as a manifestation of something where it does not want to show itself but to announce some situation that is not shown by means of something that is shown in order to express the meaning of the being before or existence of human beings in a difference to the positivist tradition" (Ramírez et al., 2015, p. 148).

Another approach to the analysis of social representations is the so-called processual approach, characterized by accessing knowledge from a hermeneutical sense. In this theory, human beings are the producers of feelings from the symbolic, meanings and language; Forms of knowledge generation are highlighted: on the one hand, the qualitative collection and analysis of data, and, on the other, through the triangulation of information by agreeing on techniques, theories and research, for the verification, confidentiality and interpretation of information and, with this, expand the object of study (Banchs, 2000). This methodology is seen as a "set of procedures that enable a construction of knowledge that occurs on the basis of concepts" (Krause, 1995, p. 21). Hancock (2002) It describes the interest that the researcher has under this methodological framework, since he seeks to answer how people behave, how they do it, how their opinions and attitudes are formed and how the environment is affected trying to explain differences of various social groups.

Based on the methodology, a triangulation was outlined from the focus group, that is, the representatives of the tourism entities made up of the ministry, the president of the provincial tourism association, representative of SENA (National Learning Service) as an academic entity and COTELCO (Hotel and Tourism Association of Colombia); in addition, the coordinator of the tourism cluster on behalf of the Chamber of Commerce was presented within this group, as well as the representative of the Externado University as an entity that helped design the Sustainability Standard in Colombia.
In addition, a semi-structured interview was conducted with the entrepreneurs of the accommodation MSMEs and the documentary analysis. Intentional sampling was used, which is used to obtain more relevant data for the research (Bonilla and Sehk (2005a); the participants were volunteers (Sandelowski, 2000) from the call under the support of the Chamber of Commerce and the SENA of the city of Sogamoso. This call was designed considering all the entrepreneurs who meet the inclusion criteria, the objectives of the research were commented on and it was indicated that it is an academic exercise.

3.1 Processing of information.

Finally, through content analysis, the information was transcribed in the interview analysis format and inductive categorization format (Bonilla-Castro & Torres, 2005, p. 251). The program Nvivo 12, to group the categories of research (knowledge, attitude and action) proposed by Moscovici (1979). This was basic to process the information, since the coding was carried out through specific nodes according to the propositions given in the research methodology.

The aim was to understand the responses of entrepreneurs through three categories: knowledge of sustainable development, acquisition of knowledge and technical standard. To build the

analysis of the information in the Nvivo program, the following phases were followed:

1) Initial phase: transcription of the interviews, self-recorded and recorded video.

2) Analysis phases: coding using the create nodes function, coding of the subnodes according to the proposals, importing the interviews into the Nvivo program, unifying the answers in each category and subnode and analyzing the information.

3) Fieldwork**:** developed from 2018 and 2019, through the following phases.

   a) Phase 1.

   - The Sogamoso Chamber of Commerce is approached to request the database of accommodation MSMEs in the province of Sugamuxi.

   - Telephone and email contact is made to companies in order to request authorization to visit.

   - An interview protocol is constructed, the proposed questions are constructed according to the objectives and propositions raised in the research; once the interview has been carried out, adjustments are made by rethinking the instrument (see Annex 1).

   -Meetings are attended with the tourism cluster organized by the Chamber of Commerce of Sogamoso to make the invitation to participate in the focus group; then, the instrument is built

   - The interview is designed to be conducted with the person in charge of the Externado de Colombia University, the entity in charge of the formation of the Standard.

   b) Phase 2.

   - An informal interview is held with an official of SENA, the agency in charge of providing training to entrepreneurs in the province of Sugamuxi.

   c) Phase 3.

   - Subsequently, the focus group is held with members of the Chamber of Commerce, Provincial Tourism Council, SENA and Representative of Cotelco and certified hotels.

4. Results

The data from the focus group were given by the participation of four volunteers, the duration was one hour, in the meeting room of the Chamber of Commerce of Sogamoso. The focus group protocol was designed through nine structured questions according to Moscovici (1979) that included knowledge, action and attitude about the Sustainability Standard. These questions were formed so that all participants could answer according to the knowledge they had on the subject. A video is also recorded with permission from the participants. The results of the focus group are presented below in a fact sheet shown in the table below.

Table 1. Focus group fact sheet

Sheet	
Objective of the focus group: To know the social representations that the participants of tourism entities in Colombia have, related to the Sustainability Standard for tourism establishments.	
Place and Date:	April 3, 2019
Moderator's Name:	Ana Milena Serrano Amado
Observer's Name	Laura Alejandra Pérez Ruiz
Thematic	Knowledge, attitude, and actions about the NTS Standard. TS 002 for Sustainability for Hotels.
	Description of the participants
Number	Four
Sex	2 men, 2 women
Duration	1 hour
Inclusion criteria: Belong to an entity concerned with the tourism sector in Colombia.	

Source: Authors.

Starting with the category of knowledge and sustainable development, below is the information. As for the beginning of the Standard, they agree that in Colombia it became important since 2006, when the government adopted it as an international requirement to meet the goals of the new millennium; In addition, they mention that the government implemented strategies for the owners of the establishments to implement. However, the E3 (Employer), mentions that there was a lack of presence of the State in issues related to training for entrepreneurs, SMEs were not considered in the confirmation of the Standard, so their shortcomings are perceived.

Table 2. Sustainable development

PROVINCE HOTELS FOCUS GROUP			
Category	**Focus Group**	**Description**	**Perception**
Consolidated sustainable development	P1	Well, we start with the whole history from where the word sustainable development was born, then at that time awareness began to be created and the world population is much larger and the footprint of the environmental pot that we are leaving is very large and the concern was noticed and different alternatives began to be developed to mitigate the impacts that humanity is generating on the environment, that is also to talk about development sustainable.	Experience, knowledge and history of the concept

Q2	I think that talking about development already implies talking about sustainability or else it would be growth. So it is a bet that is necessary. The issue is very expensive and delays many things that have to be done and without that you cannot work, they are different concepts, let's say for the hot springs, for catchment permission. So if they require a permit with the mitigation of the dumping that is according to the resolution or I don't know that one has to comply with all the discharges and the requirements and if you don't have it it doesn't work and you don't certify it	Unification of criteria, costs and compliance with requirements.
Q4	As a representative of SENA, there is a little information, specifically in other areas	It emphasizes the three dimensions (social, environmental and economic)

		such as the environment, being important for conservation, social, the issue of traditions, culture, job creation, the economic and the impact that will be had if the regulation is implemented, because these were the issues that were focused on for entrepreneurs.	
Partial sustainable development	Q3	Treatment of that waste, the characterization of the discharges, well, a whole protocol that is in the document, that is why I insist it is very hard, especially for those of us who are in the small dimension, a small company and very expensive.	Partial knowledge is consistent with the environmental issue.

Source: Authors.

Regarding the concept of sustainable development, the participants in the focus group express the knowledge they possess; they emphasize the evolution of the concept, the importance of the environmental dimension as the determining axis of this theory, ratify the social aspect as a pillar for the sustainable development process to be carried out and, finally. They raise the issue of costs for small businesses.

For the acquisition of knowledge, participant E1 refers to "manuals of the vice ministry", but comments that in practice it is complex because the guidelines to develop the process in the establishments are not clear; on the other hand, it mentions the lack of knowledge on the part

of businessmen and exhibits SENA as the only entity in charge of raising awareness and training on the subject of the Standard.

Regarding the second category referring to the Technical Standard, the representatives of entities emphasize the concept as:

Figure 1. Technical standard. Source: own elaboration

Within the dimensions of the Standard, experts focus on the issue of the environment as it is a tourist vector and, therefore, there must be joint awareness-raising work between businessmen, tourists and the community for care and establish mechanisms for improvement for conservation. In relation to the social, participant E4 expresses the generation of employment, the ratification of the importance of this Standard for the growth of companies. Regarding the economic dimension, they mention the reduction of costs due to the implementation of the Standard in matters especially public services.

As a second category, the attitude of the representatives of the tourism sector in the province of Sugamuxi is taken. The first subcategory includes the means of communication that were used to learn about the process of the Standard: the ministry's website, COTELCO and the mayors' offices. Participant E1 emphasizes the mandatory nature of 2017, when it was mandatory to implement it in establishments; however, when SENA enters as academic support, its process begins through calls given in each mayor's office of the municipalities of the province. The E4 states that the Chamber of Commerce also plays an important role, where periodic meetings were held during the first phase; Social networks also play a good role, since it is in this medium where it is frequently convened.

For the perception category, a word cloud is made giving the following information.

Figure 2. This is the attitude of the representatives of the tourism sector in the province of Sugamuxi. Source: own elaboration

The participants of the focus group state that the Sustainability Standard is good, it creates awareness among the owners of the companies: carrying it out in a concrete way makes these entrepreneurs carry out an analysis of the current situation of the establishment, to organize the company from the administrative part to the minimum activity. For this reason, activities were

developed that provide help to the community from the generation of employment, hiring of suppliers in the region, making known the culture, traditions and giving a sense of belonging to the region; in addition to this, the growth and recognition that the establishment presents when it comes to achieving the certification of the Standard. Contrary to the above, they feel that there are many aspects to improve such as raising awareness of the importance of the Standard among hotel owners in the region, stratifying their demands, giving economic incentives, among others.

They state that the Government was late in establishing strategies for entrepreneurs to adopt the Standard, since in less than a year they had to receive the knowledge and appropriate it to adapt it to the establishments; they state that the competent entities, such as the Ministry, are aware of the economic and knowledge shortcomings presented by these entrepreneurs; however, they establish new changes in the content of the Standard so that it can be adapted again. This is where businessmen, experts and government come in to agree on these changes so that they are adaptable in companies.

Regarding the category of the action of the strategies so that entrepreneurs can be certified, the participants state what is set out in the following table.

Table 6. Affirmations of the action category

PROVINCE HOTELS FOCUS GROUP

Category	Focus Group	Panorama	Recommendation
Strategies for entrepreneurs	Q2	Approach the camera and ask about all the things involved in the development of tourism. Marketing plan where a study has been done and what segment in the tourism market, where it is going to develop, what is its position, what it sells and if it does not have that, then strategies,	Have the support of the competent entities. Carry out special market research The use of digital tools.

Q3	means Use these digital tools to be massive So that is where the need and importance is seen, to homologate this certification with 1st international certificates because the tourist does not pay much attention to these certificates and at the time of choice it is important and that seal and guarantee, so in some way how to obtain these guarantees to be able to bet on the international certification in one that is recognized internationally, who are the ones who value, more this situation than they value the quality and	Homologation of the national standard with international standards. Provide guarantees to achieve certification to the **Standard**

	customer service part more	
Q4	First continue with the process, many companies left the work halfway, they preferred to continue informal in order not to wear themselves out on the subject, there is a lack of information, people who really know the subject and raise awareness and train as it should be, give them economic incentives that would be very good, or at least they would reduce the payment of taxes to get the certification, something like that would be	Continue with the Standard process. Reduce taxes for those who achieve certification.

	very good.

Source: Authors.

As strategies for entrepreneurs to complete the process of certification of the Standard until the certification phase, the members of the focus group state:
1. The importance of continuing with the processes of the Standard, not deserting along the way, taking all the training given by the competent entities.
2. At the beginning of the process, have the support of the entities in charge such as the Chamber of Commerce and the mayors of the municipalities.
3. Rely on digital platforms to make the process a little easier to develop.
4. Standardize this Standard with international standards, to make it more attractive to foreign tourists.
   As for the recommendations, they emphasize the following:

Table 3. Recommended affirmations

PROVINCE HOTELS FOCUS GROUP

Category	Focus Group	Description	Perception
Recommendations to competent entities	P1	How is the operation of the companies at the level of accompaniment through the links of the secretariats of tourism and their ministry to help the legal part or establish some indices or I don't know or computer engineers to help them make the one the indices to measure the impacts that one. Developing the formats that adapt to smaller hotels are very functional, they are more paper things and with so many management systems to comply with	Accompaniment via link Preparation of formats according to small hotels
	Q4	It would be very good if they designed it again, that they divided it by company sizes that take into account the location, the environment, in short, many things that were left aside. That they make a good diagnosis before making it. First, that they train the people who are going to provide the information well.	Fractions by sizes Carry out a diagnosis of the current situation of these types of establishments. Staff training.

Source: Authors.

Similarly, an analysis of the comparison of aspects is carried out taking as a reference the certified hotels, those that are not certified and the focus group. The latter is identical into three groups in the sampling: P1 (representatives of the provincial tourism council and CODELCO), P2 (representatives of the Sogamoso Chamber of Commerce and SENA as an academic entity) and P3 (representatives of certified hotels and those in process). As for sustainable development, they state that it has its origins from the evolution of history, where we begin to talk about the environment (E1 mentions it in the focus group). On the other hand, P2 mentions that "talking about sustainability is the same as talking about growth" and P3 emphasizes compliance with the requirements.

On the other hand, one of the hotels highlights sustainability as the responsibility it has for the environmental impact; while non-certified hotels state that sustainable development is essential for the growth of organizations, the environmental and social dimension as determining axes for compliance with the guidelines, they relate the Standard to sustainability and mention the structuring that both must have for good development.

As for the null subcategory, the interviewees express that "it places good emphasis", "we need monitoring" and "we are mostly theoreticians and we are beginning to see the four aspects of sustainability in practice". In part, they mention the lack of follow-up "because I have heard that we must be and comply with safety at work." With this analysis, it can be perceived that entrepreneurs, both with and without certification, have knowledge of the concept of sustainable development: it shows the commitment they have, but they mention how theoretical and extensive this topic is; They do not fully understand everything related to the theory of sustainable development, but they are knowledgeable about aspects such as the social, environmental and economic dimensions. The members of the focus group are more familiar with the concept, since they have a higher education level and have worked in various institutions on topics related to the theory described above.

Taking the second category referring to the Sustainability Standard, it begins with the good perception of the participants: they show the interest in the implementation, they express how important it is for companies, environmental preservation and business organization. They also express the degree of obligation to be able to follow through with the goals proposed by the Government, since they lack knowledge of the Standard, monitoring, accompaniment, economic resources and infrastructure, among other aspects, which makes its implementation more difficult. Regarding the mandatory nature of implementation, both the entrepreneurs and the members of the focus group perceive that the feeling was one of "rejection, it was an overwhelming, exhausting process and they saw it as a problem, since they did not have the knowledge or financial resources to achieve implementation"; which was designed for large companies without taking into account the tourist site and the size of the company.

For the third category, knowledge acquisition, entrepreneurs perceive that they did receive this strategy and show a positive one in their learning. They comment that in 2006, the entity that provided support was SENA as a trainer, and began with sensitizing entrepreneurs through periodic meetings: but, they affirm that they felt alone in the execution of the process, there was a lack of accompaniment, especially in each phase of implementation. For this reason, these businessmen agree that there was a lack of commitment from the State to achieve the execution of the process.

A comparison was made of statements given by businessmen from the municipality of Sogamoso (capital of Sugamuxi, where the largest number of hotels are concentrated) and hotels from other municipalities (strong in inbound tourism, especially in December, Easter and mid-year seasons). It can be mentioned that these two groups of hotels coincide in many statements, specifically in training, perception they have of these, means of communication, the concept of sustainable development, impact, obligation, improvements and problems. The list of statements made by businessmen and experts is shown in the following table:

Table 4. Statements that have agreement on the part of businessmen

ITEM	ENTREPRENEURS	EXPERTS
Training	SENA in a 40-hour course in 2006. Chamber of Commerce Provincial Tourism Council Hotel el Batán as an already certified establishment	Online training Codelco keeps us informed of the regulations
Perception of training	Positive	To know the shortcomings, to start improving the services we offer.

	Support for the training sent by the SENA that the Standard is about, they explained everything about the Standard, filling out forms	The general knowledge and paperwork, but it is different when the implementation phase begins, many doubts arise, for this reason it was necessary to hire an expert in the subject.
	We have already realized that it is not so difficult, it is more to have organization Development plan of all the points that were required to be able to follow, the acceptable questionnaire to be able to get the registration I think it should be made easier, define some more specific points and not be so demanding in a lot of paperwork Too many are many things, but getting into the story and developing the information creates commitment and heavy at the beginning Little knowledge, they almost do not handle the issue and the perception is for the whole community, if it is not sustainable or responsible with the environment in a short time we do not have to show the community	
Roads of communication	SENA by the mayor's office	Provincial Tourism Council
Obligation	Everyone was scared, they ran to do it, but they did it because of a norm, law, obligation and not how they should do it step by step, to start the process to socialize it, to follow up, which they forced us to do	That was a desperate race against the number of barriers we had and that as soon as we took the concept, appropriated it and developed it was very overwhelming
	First that they forced us, but as time goes by one becomes aware of being more thrifty and taking care of natural resources	Like a bucket of cold water
	We were worried because we didn't know about the rule, seeing that it had so many things I thought about closing the hotel because we didn't have all this An obligation and as if a peso is more that than an aid I believe that one is only to meet a demand Overwhelming	As a requirement

| Benefit | First of all, all supplier employees are from the region
It is a commitment, regionalisms we are helping the people of the municipality to progress, **it is** something satisfactory
Who knows how to provide employment to the community
To give employment, to buy from others together with those who visit the hotel
We have a group of tourists in Fira where there are people who provide us with agriculture
Ordering of things
I think that they are all important, but the sociocultural is the one that should be based, let's say, on the development of tourism because it is the way in which the history and culture of a space is protected and the way in which it can help to defend traditions
What we do is tell our person, kindness | We make agreements with artisanal companies
Job creation, hiring of women heads of household.

We work on the environmental, the social we work on the part of human resources, on the economic side it is a bit critical in sustainability
It's a good demand |
| Improvements | We were worried because we didn't know about the Norma, seeing that it had so many things I thought of closing the hotel because we didn't have all this
We have already realized that it is not so difficult, it is more to carry organization, suppliers, evidence, tank washes, take photos
This Standard teaches how to take care of the environment, that things are done with everything, that personnel from the region are hired
The certification is good but it is not valued because it is not known | |

Source: Authors.

5. Discussion

In this part, the attitude of the businessmen and officials of the competent entities is shown, based on the theory of social representations proposed by Moscovici (1979). With this preposition, it was intended to understand the relationship between the actions that MSME accommodation entrepreneurs are willing to take, whether positive or negative to get involved in the Sustainability Standard. Paul and Dimaggio (1999), considering the above, involves social representation in social institutions from the knowledge of individuals when they assume the phenomenon.

Moscovici (1979) mentions attitude as the behavior of representation, in this case the actions that these entrepreneurs are willing to take to achieve the implementation and/or certification of the Standard. To understand this phenomenon, questions were raised such as the phases and current status of the Standard, where it is evident that entrepreneurs are in the process of adapting the phenomenon during implementation. With this author, the behavior of these entrepreneurs is supported as positive, since, in the case of Colombians, they are aware of the importance of the Standard for certain issues; especially, environmental preservation and conservation for future generations, as stated by Barbieri in the Rotterdam Charter.

It is important to mention that during the process of the Standard, strategies were generated by the entrepreneurs, among which are the acquisition of knowledge and linkage with other entrepreneurs. These strategies had already been proposed by theorists such as Moscovici (1979) and Jodelet (1986) from the qualitative processual approach, in which the knowledge on the subject, the beliefs and values that individuals perceive in the face of the phenomenon stand out.

As an attitude, the businessmen express the intention to implement and follow the process, but little by little, they hope that the Government will establish parameters and new guidelines for the achievement of the Standard. They express the importance of linking personnel with greater knowledge on the subject and training all the personnel of the establishments.

6. Conclusions

The implementation of the Standard arises as a process of institutionalization that organizations have to face due to the changes and demands of the global environment, such as those issued by the UNWTO, which call for compliance with Standards that improve tourism development. In the case of Colombia, the Ministry of Industry and Tourism designs the Sustainability Standard and in the same way institutionalizes it in organizations. This initiative is consistent with the aforementioned requirements, since it is important to achieve the sustainable development of the tourism sector where it is developed (linked from the social dimension with the generation of employment and ancestral preservation, among others), the environmental dimension with the reduction of the impact at the time of tourism development and the economic dimension in the growth of organizations. However, in Colombia there is still a lack of guarantees for MSMEs; that is, the Standard was built for all types of organizations. It is for this reason that acceptance positions are evident in the development of the research, since not all entrepreneurs are in the same conditions to acquire implementation and certification.

7. Recommendations

It would be important for the government entities in charge of the process to carry out awareness strategies based on the perception that entrepreneurs have regarding the Sustainability Standard. With the development of this research, their attitude and how far they are willing to go to meet these demands is shown. It would be good if the accommodation MSME entrepreneur were taken into account for the next modifications of the Standard, since it was proposed in a general way for all types of establishments, without stopping to examine the socioeconomic conditions presented by the entrepreneurs of these small companies.

Based on what was stated by these entrepreneurs, it would be recommended for the Ministry that the sustainability standard be carried out in accordance with the economic conditions, size and location of the companies. As for the environment, the companies of the establishments located in the interior of the country, in this case the province of Sugamuxi, do not generate as many pollutants as in the tropical zone. The latter should be the Ministry's starting point for

differentiating and presenting different parameters. The same should happen in relation to the cost of the Standard, since it is not the same to provide a tourist service in areas of the Caribbean as in the interior of the country, since the receptivity and seasons change and therefore the economic capacity.

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