



Ecotourism in a Country Rich in Both Biodiversity and Hope

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Abstract

Lucelia was a retired teacher who bought a farm in early 2006 with her savings, after 30 years as a Biology teacher for children aged 11 to 18. The farm was located in the sector of San Bernardo, a rural area of the municipality of Ibagué, Tolima, Colombia, a country with a mainly rural armed internal conflict since 1952. Her dilemma was to use the farm as a private site for herself and her family or to offer tourism services to the public. So, did Lucelia had a typical family-retired life or a life with all the avatars of an entrepreneurial venture in this stage of her life in an area like San Bernardo?

Learning Outcomes

In completing this assignment, students should be able to:

1. Understand the process of decision making in a context of violence such as that presented in Colombia
2. Empathize with diverse and adverse realities in developing countries
3. Learn to make decisions and justify them considering the different perspectives of a situation
4. Create a discourse that will allow students to analyze and identify the possible consequences

Application

The case is most applicable in courses like ethics, human and economic development, decision-making.

Key Words

tourism, developing countries, internal conflict

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