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ADVENTURE TOURISM BENCHMARK – ANALYZING THE CASE OF SUESCA, CUNDINAMARCA

BENCHMARK DE TURISMO DE AVENTURA – ANALIZANDO EL CASO DE SUESCA, CUNDINAMARCA¹

¹ Fecha de recepción: 8 de octubre de 2012.
Fecha de modificación: 22 de octubre de 2012.
Fecha de aceptación: 23 de octubre de 2012.

Abstract

Adventure tourism is a growing sector within the tourism industry and understanding its dynamics is fundamental for adventure tourism destinations and their local authorities. Destination benchmarking is a strong tool to identify the performance of tourism services offered at the destination in order to design appropriate policies to improve its competitiveness. The benchmarking study of Suesca, an adventure tourism destination in Colombia, helps to identify the gaps compared with successful adventure tourism destinations around the world, and provides valuable information to local policy-makers on the features to be improved. The lack of available information to tourists and financial facilities hinders the capability of Suesca to improve its competitiveness.

Keywords: Adventure Tourism, Internal and External Benchmarking, Destination, Suesca.

Resumen

El turismo de aventura es un sector en crecimiento dentro de la industria turística y entender sus dinámicas es fundamental para los destinos de turismo de aventura y sus autoridades locales. La evaluación comparativa (*benchmarking*) de los destinos es una fuerte herramienta para el diseño de políticas apropiadas para mejorar su competitividad. La evaluación comparativa de Suesca, un destino de turismo de aventura en Colombia, ayuda en la detección de las distancias comparativas con destinos de turismo de aventura exitosos alrededor del mundo, y provee información valiosa a los formuladores de política en aquellas características a ser mejoradas. La falta de información disponible para los turistas y de instalaciones financieras dificulta la capacidad de Suesca para mejorar su competitividad.

Palabras clave: Turismo de aventura, *Benchmarking* interno y externo, Destino, Suesca.

Introduction

The tourism industry is one of the biggest economic sectors in the world, perhaps due to its sustained growth for more than half a century. One of the highest growing subsectors of the tourism industry is adventure tourism, with a total annual turnover of around one trillion dollars (BUCKLEY, 2009a).

Benchmarking is a relatively recent management methodology that has emerged to evaluate the weaknesses and strengths of companies, and to assess the comparative advantages of leading competitors (WOBER, 2002), where a lot of managers today recognize benchmarking as a useful process to implement improvements that enhance the performance of companies, but despite its popularity, “benchmarking lacks a rigorous foundation in management science” (WOBER, 2002).

Moreover, the application of benchmarking exercises in the tourism industry is challenging, due to the complexities of the industry itself. As KOZAK (2004) states, “destination benchmarking was neglected until the second half of the 1990s because the application of benchmarking to tourism and hospitality is quite new”. Subsequently, the distinctiveness of adventure tourism implies different challenges, and so, few benchmarking exercises have been implemented in the adventure tourism subsector. This study tries to fill that gap, analyzing the case of Suesca, Colombia, a well positioned adventure tourism destination, especially for rock climbers.

Adventure Tourism has gained wide spread attention around the world, and as ecotourism and outdoor recreation, it also has been increasingly commercialized. It includes “all types of commercial outdoor tourism and recreation with a significant element of excitement” (BUCKLEY, 2010). According to HUDSON (2003), adventure tourism brings to-

gether travel, sport and outdoor recreation, it can be considered as a subset of tourism with a component of experiential engagement that distinct it from mainstream tourism.

Although benchmarking has been used since the early 1990's, its application in the hospitality and tourism industry is relatively new. However, according to KOZAK (2004) two categories of benchmarking for the tourism industry are considered in terms of its “micro and macro-applications: organization benchmarking and destination benchmarking”. The micro-applications deal with particular organizations, while the macro-application relates with elements such as transport services, airport services, accommodation services, leisure and sport facilities, among many others.

Methodology

The literature in benchmarking recommends that tourism destinations start with internal benchmarking, then external and generic benchmarking (MCNAIR and LEIBFRIED, 1992; ZAIRI, 1992; cited in KOZAK, 2004).

Internal Benchmarking

In order to assess the demand component of the benchmarking exercise, an on-site survey to adventure travelers in Suesca was planned, asking for several issues in adventure tourism in this destination, where a comparison between this one and other national and international adventure tourism destinations was done. The main issues that are asked in the survey were taken from the Adventure Travel Development Index (ATDI), a study conducted by Xola Consulting², the George Washington University³ and the Adventure Travel Trade

² <http://www.xolaconsulting.com/index.php>

³ <http://www.gwu.edu/>

Association (ATTA)⁴. In order to calculate an index for Suesca, only certain pillars were used, as some of them employ international indexes that are not available for a small municipality such as Suesca (table 1).

Due to time and budget issues, only the pre-tests were carried out: a first pilot took place in June 2011, where 19 questionnaires were answered, and a second pilot was carried out in July 2011, taking into account the results from the first pilot, where 21 surveys were answered. Although the sample size is not as big as to allow the performance of statistical analyses and tests, the information reported by adventure tourists is valuable nonetheless.

External Benchmarking

The instrument used to define the supply benchmarks of adventure tourism is developed by UNTONG et al. (2011), who suggest a

conceptual framework (figure 1) and a model to assess the logistics management of tourism destinations which are related to three main aspects of performance, namely, physical flows, financial flows, and information flows (table 2).

Partner Destinations

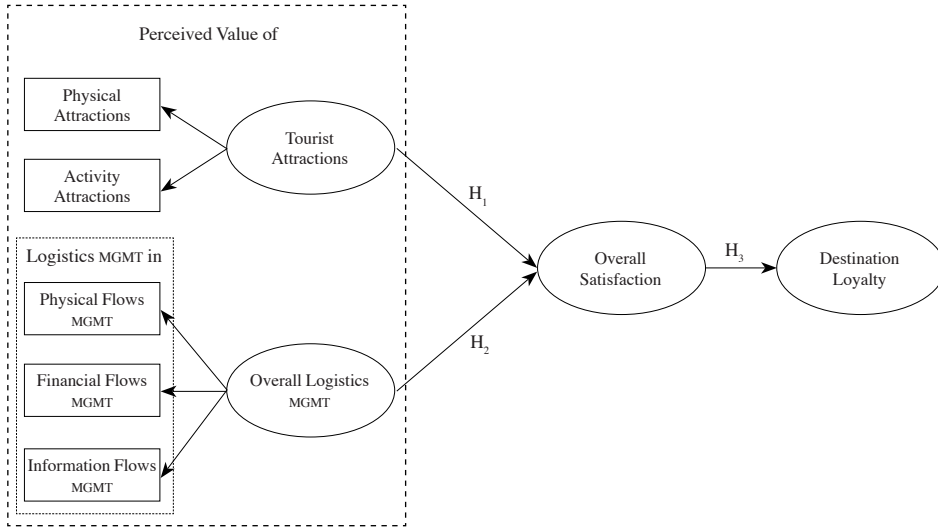
In external benchmarking, the term ‘host destination’ means the destination whose performance is going to be assessed, whereas ‘partner destination’ is the one with which the host is being benchmarked (KOZAK, 2004). The key issue for defining a partner destination is to choose those that are “perceived as offering a superior performance in some respects” (PEARCE, 1997). The partner destinations chosen are Queenstown in New Zealand, The Central Valley Region in Costa Rica, and British Columbia in Canada.

TABLE 1. Survey Framework

Additional Pillars	Socio-demographic information	Gender - Educational level City and country of residence - Age
	Adventure tourism destinations	Comparison between Suesca and other adventure tourism destinations in issues such as prices, services, information and natural resources
	Sustainability	Perception of tourists in issues of environmental practices and governmental support to adventure tourism activities
ATDI Pillars	Safety	Two indicators at the national level and the perception of a panel of experts of the safety of adventure tourism destinations.
	Natural Resources	Perception of a panel of experts about the quality and suitability of natural resources at the destination to practice adventure tourism activities.
	Infrastructure	Addresses issues of appropriate soft and hard infrastructure for the adequate practice of adventure tourism through a survey to a panel of experts.
	Cultural Resources	Two international indexes and a survey to a panel of experts on their perception of the cultural richness of the destination.
	Image	Only of the perception of a panel of experts of the destination as an adventure tourism destination.

⁴ <http://www.adventuretravel.biz/>

FIGURE 1. Causal relationship of tourist perception and loyalty



Source: UNTONG et al 2011.

TABLE 2. External Benchmarking Variables.
Adapted from Untong et al. 2011

External benchmarking through logistic management		
Flows	Items	Sub Items
Physical Flows	Accommodation	Hotels
		Hostels
		Camping
	Transportation	Ground
		Air
	Adventure Tour Programs	Rock climbing
		Horse-back riding
Rafting		
Hiking		
Financial Flows	Payment Methods	Credit/Debit card
		Banks
	Currency Exchange	Exchange offices
		atm
Information Flows	Information Before Arrival	

Results

Internal Benchmarking

Several issues about the actual state of Suesca as an adventure tourism destination were found during the two pilot tests carried out. The results of the survey report that for the topic of comparing the level of prices of Suesca and other national adventure tourism destination, 47% of the respondents answered that it was the same, and 14% said it was lower, becoming an advantage over similar destinations. When asked about the comparison in the availability of information to the tourist between Suesca and other national adventure tourism destinations, 42% answered worse and 14% said much worse.

With respect to the quality of tour operators between Suesca and other national adventure tourism destinations, 47% reported that they were better, 14% the same and 14% worse. However, when asked about the level of good environmental practices adopted by Suesca's tour operators, 52% answered partially low,

28% answered fine and the remaining 19% did not answer.

In the sustainability pillar, the question regarding the level of support of the municipal government to Suesca as adventure tourism destination, 61% answered none, 33% little, and 4% didn't answer. As for the safety pillar, 33% answered that the safety management of tourists is badly handled, and other 33% answered very poorly handled.

The natural resources pillar asked adventure tourists to rate the level of environmental deterioration that Suesca's main natural attractions presented, and a list of natural sites were presented. The most recognized were the Rocks of Suesca and the Bogotá River with a 100% of answers, with a regular and a high level of deterioration respectively. 80% of respondents knew the Falcon Valley, and 76% answered that its level of deterioration was regular.

The information pillar inquired about the way tourists gather information prior to their visit to Suesca, where 76% answered through friends, family and mouth-to-mouth, and only one respondent said through the internet. A rock-climbing adventure guide for Suesca is available in specialized stores, both in Bogotá and Suesca. When asked if they knew this guide, 57% answered yes and 43% no. When asked for the quality of the guide to those who knew about it, 33% answered normal, 25% said very good and 16% said good. This means that this guide has reached a fair amount of adventure tourists that visit Suesca, and could be more merchandised due to the good quality reported.

The image that adventure tourists have of Suesca is good for 57% of respondents, very good for 29% and just regular for 10%. However, when asked for the image of Suesca as sustainable adventure tourism destination, 40% said regular, 33% reported bad and 14% said good. This could indicate that although

people see Suesca as a good adventure tourism destination, they do not agree with the way that authorities manage the destination.

Low prices are a big advantage that could be marketed in order to gain competitiveness. The availability of information for tourists prior to arriving at the destination is a major flaw, an issue that is covered in the external benchmarking.

Another result is the final questionnaire in Spanish, where issues regarding its style were fixed. A full scale survey may take this questionnaire in order to validate the preliminary results (see Annex 1).

External Benchmarking

Tables 3 and 4 present the results of the external benchmarking study.

The most important feature that gives Suesca a high degree of competitiveness is the low prices that it involves with partner destinations in the Physical Flows item, and every of its sub-items, namely, accommodation, transportation and tour programs. This is a very valuable asset that can be thought of as a strength factor for international tourists, who will compare the amount of money spent in their adventure trip. Also, in the Tour Programs sub-item, the diversity of activities that an adventure tourist visiting Suesca can perform are as numerous as any of the partner destinations.

However, in the transportation sub-item, only one company offers public transportation to Suesca with a relatively low frequency of buses and with a tight time frame, whereas in the partner destinations there are several ways of public and private transportation. In the accommodation sub-item, the amount and diversity of businesses offering this service is limited in Suesca, taking into account that all partner destinations chosen are mature destinations.

TABLE 3. External Benchmarking Results – Suesca and Queenstown

Item/Destination		Suesca		Queenstown-New Zealand		
Logistics	Item	Sub-Item	Description	Prices in US\$	Description	Prices in US\$
Physical Flows	Accommodation	Hotels & Resorts	Three hotels in the municipality	Price Range: From US\$16.43 to US\$32.86 per person per night	Ranging from small boutique hotels to large internationally recognised resort hotels.	Price range: US\$74.38 to US\$1235.54 per room per night
		Backpackers and Hostels	5 Hostels in the municipality	Price Range: From US\$8.21 to US\$13.69	Queenstown is known for its great backpacker hostel accommodation.	Price range: US\$16.5 to US\$206.61 per room, per night.
		Holiday Parks & Campsites	Campgrounds in three areas: Mañana Gris, Cacicazgo, and Güita	Price Range: From US\$3.83 to US\$8.21 per spot	Camping facilities available at Queenstown's holiday parks. Most offer laundry, internet, kitchen and lounge facilities. Some also offer accommodation in cabins.	Price range: US\$11.57 to US\$165.29 per space/room, per night.
		Luxury Hotels	N/A		Exclusive accommodation. A luxury home or a boutique experience in a lakefront @ Queenstown.	Price range: US\$148.76 - US\$2479.34 per room, per night.
Transportation	Air Transport		Aeroflot Russian Airlines, Aerolíneas Argentinas, Aeroméxico, Aerorepublica, Aerosture, Air Canadá, Air Europa, Air France, Alitalia, American Airlines, Avianca, Cathay Pacific, Continental Airlines, Copa Airlines, Delta Airlines, El Al Israel Airlines, Iberia, Korean Airlines, KLM, LAN Airlines, Lufthansa, Mexicana de Aviación, Satena, TACA, United, Varing.	N/A	Air New Zealand, Qantas, Pacific Blue and Jetstar fly internationally into Queenstown from the East Coast of Australia. There are daily direct domestic connections from Christchurch, Wellington and Auckland	N/A

Item/Destination		Suesca		Queenstown-New Zealand			
Logistics	Item	Sub-Item	Description	Prices in US\$	Description	Prices in US\$	
Physical Flows	Transportation	Ground Transport	By bus from Bogotá, Alianza Transportation Major car-rentals in Bogotá	US\$3.18 one way	Airport shuttles - Are available to accommodation and town centre. Taxis - Available at all times, approximately NZ\$30 to town centre. Rental cars - All major franchises are within the terminal and most other companies will provide an airport pick up/drop off service. Other transport options - For something special, limousines, private charters, or other vehicles can be arranged.	Taxis - US\$24.79	
				Price Range: From US\$21.91 to US\$32.86 per person per day	Climbing in the Wakatipu area	Price Range: Adults for US\$214.88 for full day	
	Tour Programs	Horse-back riding	Plans for groups of two until 6 passengers	Plans per hours	Price Range: From US\$16.43 to US\$27.38 per horse per hour	Horse-back riding in the Wakatipu area	Price Range: Adults for US\$123.14 per person
					Price Range: From US\$27.38 to US\$38.34 per person per trip	Rafting on three rivers, Shotover, Kawarau and Landsborough	Price Range: US\$152.89 per person
					Price Range: From US\$10.95 to US\$21.91 per person per trip	Hiking in the southern lakes area	Price Range: US\$243.8 for 8 hour trip
	Hiking	Rafting	Rafting in the high basin of the Bogotá River	Hiking in the San Marino Reserve, Guita, The Falcon Valley, among others. One day walk			

Item/Destination		Suesca		Queenstown-New Zealand	
Logistics	Item	Sub-Item	Description	Description	Prices in US\$
Financial Flows	Payment Methods	Credit Card	Only accepted by Internet Purchase and few businesses	Major Credit Cards accepted, Visa, MasterCard in most businesses	N/A
	Currency Exchange	Banks	Only one office of the government bank: Banco Agrario	Trading banks are open Monday to Friday 9:00am - 4:30pm. Many banks in Queens-town offer services during the weekend.	N/A
		Exchange Offices	None at Suesca, available at Bogotá upon arrival	Bureaux de Change - Open 7 days a week, 9:00am - 8:00pm	N/A
		ATM	Only one ATM, belongs to a national bank: BanUSombia	Automated teller machines are widely available.	N/A
Information Flows	Information Before Arrival	No official tourism web page, the Mayorship provides little information through its own web-page All information is found through the web-pages of private tour operators	Official visitor guide downloadable in http://www.queenstownnz.co.nz/information	N/A	
OBSERVATIONS		One United States Dollar US\$ = COL\$1.826 Colombian Pesos (Nov 2 nd 2012)		One United States Dollar US\$ = NZ\$1.21 New Zealand Dollar (Nov 2 nd 2012)	

TABLE 4. External Benchmarking Results – Central Valley Region, Costa Rica and Thompson Okanagan Region, British UStumbia, Canada

Item/Destination		Central Valley Region-Costa Rica		Thompson Okanagan Region - British UStumbia - Canada		
Logstics	Item	Sub-Item	Description	Prices in US\$	Description	Prices in US\$
Physical Flows	Accommodation	Hotels & Re-sorts	In the Mid-Pacific region of Costa Rica there are a lot of Hotels, urban and rural, from big suites to small single bed rooms	Price range: U\$ 40 single room per person in low season to U\$780 per suite in super high season	Hotels found mainly in Kelowna	Price Range: Two bedroom from US\$75 to US\$230
		Backpac-kers and Hostels	Hostels are found mainly in San José, Alajuela and Cartago	Price range: Shared room US\$7.85 to US\$16 Private room US\$8.25 to US\$34	Hostels found mainly in Kelowna	Price Range: Shared room US\$20 to US\$35 Private room US\$21 to US\$58
		Holiday Parks & Campsites	Camping is allowed in Campgrounds, in beaches and relatively near protected areas	Price Range: From US\$5 per person to US\$12 per site range	Several campgrounds in natural parks of the region, also in the town of Kilowna	Price Range: Campground from US\$20 to US\$50
		Luxury Hotels	N/A		Luxury Hotels found mainly in Kelowna	Price Range: Luxury two bedroom from US\$215 to US\$425 per night

Item/Destination		Central Valley Region-Costa Rica		Thompson Okanagan Region - British USumbia - Canada	
Logistics	Item	Sub-Item	Description	Description	Prices in US\$
Physical Flows	Transportation	Air	Air Canada, American Airlines, Avianca, Condor, Continental Airlines, Aeromexico, Copa Airlines, Delta Air Lines, Frontier Airlines, TACA, Iberia, Jet Blue, Spirit Airways, US Airways	Most major destinations can be accessed by Air Canada or WestJet	N/A
		Ground Transport	Car Rental: More than 20 companies	Excellent highway systems, for Rail Travel contact Rail Canada, Public buses through Greyhound Canada	N/A
	Tour Programs	Rock climbing	Rock climbing in the Chirripó National Park in the central valley	Rock climbing in Cedar Park in Kelowna and the Sakha Bluffs in Penticton, where several crags offer more than 300 routes	Price Range: From US\$120.6 per person per day
		Horse-back riding	Plenty horse-back riding tour operators	Horse-back riding in the Okanagan region	Price Range: From US\$30.15 per person per hour to US\$381.91 for a full day
	Hiking	Rafting	Rafting in the Reventazón River	Rafting in several rivers, Clearwater River, Sabretooth Canyon, Thompson River	Price Range: US\$99.5 for a three hour ride
		Hiking	Hiking in the Copey Valley	Hiking in the regions of West Kelowna, Peachland, Kelowna	Information not available

Item/Destination		Central Valley Region-Costa Rica		Thompson Okanagan Region - British USumbia - Canada		
Logistics	Item	Description	Prices in US\$	Description	Prices in US\$	
Financial Flows	Payment Methods	All major credit cards are widely accepted.	N/A	Generally, Visa, MasterCard and traveller's cheques are accepted at most places of business.	N/A	
	Currency Exchange	Banks	There is an ample selection of state owned and privately held banks in San Jose, and throughout the country, US dollars are widely accepted.	N/A	Banks are generally open Monday to Friday; some are open on Saturday.	N/A
		Exchange Offices	US dollars and traveler's checks can be changed in banks and hotels	N/A	Visitors are advised to exchange their funds for Canadian dollars at a bank or a foreign currency exchange outlet.	N/A
		ATM	You will find ATM machined distributed throughout the country.	N/A	ATMs are found at banks and in retail areas.	N/A
Information Flows	Information Before Arrival	Official Costa Rica Tourism web-page http://www.visitcostarica.com	N/A	Official British USumbia web page and downloadable Vacation Planner 2011 http://www.hellobc.com	N/A	
OBSERVATIONS		One United States Dollar US\$ = CRC\$ 499.605 Costa Rican USons (Nov 2 nd 2012)		One United States Dollar US\$ = C\$0.995Canadian Dollars (Nov 2 nd 2012)		

Another major gap identified was the fact that in the financial flows sub-item, no privately owned businesses accept credit or debit card, undermining Suesca's capability of attracting international tourists. Actually, only one ATM is available and relatively far from the main spot where adventure tourists are gathered.

The lack of information to tourists prior to their arrival is a major issue that destination managers should improve. Nowadays, with the huge information flows that the internet allows, international tourists plan their trips by gathering high amounts of adventure tourism destinations information, and Suesca is lacking this flow. Adventure tour operators do not present price and rate information on their web pages, when all other partner destinations make available this information. Local tourism authorities of partner destinations have well designed web pages promoting their destinations, gaining a big leverage when attracting tourists who don't have enough information about the destination.

Conclusion

Benchmarking can be applied to tourism destinations to identify their performance gaps compared to other destinations (Kozak, 2004). This study aimed to understand these deficiencies in Suesca compared to well known adventure tourism destinations around the world, and to learn from their success experiences in order to take action for improvement.

The internal benchmarking exercise, through the two pilot tests carried on-site supplied valuable information on how adventure tourists perceive Suesca as an adventure tourism destination, and provided a survey questionnaire to be implemented in the near future by Suesca's tourism authorities.

As for the external benchmarking exercise, huge gaps were found when comparing Suesca with other famous adventure tourism destinations. The most important lags appear in the financial and information flows, where Suesca sees undermined its capacity of delivering a quality experience for adventure tourists. A high amount of governmental support must be given if it wants to become a highly visited adventure destination.

This study should be used as a tool by local authorities in order to create an Adventure Tourism Development Plan that takes advantages of its strengths, and also to develop Suesca as a world class adventure tourism destination. Some of the actions might be to incentivize the availability of financial services so that tourists could have more money available, which in turn would increase their consumption, and the creation of a specialized web page that concentrates all available information on adventure tourism in Suesca.

However, this study has a limited reach in the sense that only pilot tests were conducted, hindering the generalization of the information gathered, and also because direct observation of partner destinations could not be carried out. A big improvement could be achieved by visiting these destinations and carrying out a survey and direct observation and participation to obtain higher amounts of information that will be useful for improving the quality of Suesca's adventure tourism supply.

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Annex 1. El presente estudio pretende valorar sus percepciones como turista de aventura con respecto a Suesca como destino de turismo de aventura, y encontrar las brechas que tiene éste destino con un indicador de mejores prácticas

1. Socio demográfico																							
1a. ¿Cuál es su género?					____ Hombre					____ Mujer													
1b. ¿Cuál es su edad actual?										____ años													
1c. ¿Cuál es su país y ciudad de residencia actual?										País _____					Ciudad _____								
1e. Por favor indique el máximo nivel de educación completado:										____ Primaria		____ Técnico		____ Profesional		____ Esp/ Diplomado		____ Máster		____ Docto- rado		____ Ns/Nr	
2. Destinos de turismo de aventura nacional										____ No (pase a la pregunta 3a)													
2a. ¿Ha estado en otros destinos de aventura en Colombia?										____ Sí													
¿Cuáles?										_____													
2b. En comparación con los destinos mencionados anteriormente, el nivel de precios en general en Suesca es:										____ Mucho más alto		____ Más alto		____ Igual		____ Más bajo		____ Mucho más bajo		____ Ns/Nr			
2c. En comparación con los destinos mencionados anteriormente, el servicio de los operadores de turismo de aventura en Suesca es:										____ Mucho mejor		____ Mejor		____ Igual		____ Peor		____ Mucho peor		____ Ns/Nr			
2d. En comparación con los destinos mencionados anteriormente, la cantidad y calidad de información disponible al turista en Suesca es:										____ Mucho mejor		____ Mejor		____ Igual		____ Peor		____ Mucho peor		____ Ns/Nr			
2e. En comparación con los destinos mencionados anteriormente, el estado ambiental de los recursos naturales en Suesca es:										____ Mucho mejor		____ Mejor		____ Igual		____ Peor		____ Mucho peor		____ Ns/Nr			
2f. En comparación con los destinos mencionados anteriormente, la sostenibilidad ambiental de Suesca es:										____ Mucho mejor		____ Mejor		____ Igual		____ Peor		____ Mucho peor		____ Ns/Nr			

3. Destinos de turismo de aventura internacional			
3a. ¿Ha estado en otros destinos de aventura fuera de Colombia?	____ Sí	____ No (pase a la pregunta 4a)	
¿Cuáles?	____ ____ ____	____ ____ ____	____ ____ ____
3b. En comparación con los destinos mencionados anteriormente, el nivel de precios en general en Suesca es:	____ Mucho más alto	____ Igual	____ Más bajo ____ Mucho más bajo ____ Ns/Nr
3c. En comparación con los destinos mencionados anteriormente, el servicio de los operadores de turismo de aventura en Suesca es:	____ Mucho mejor	____ Igual	____ Peor ____ Mucho peor ____ Ns/Nr
3d. En comparación con los destinos mencionados anteriormente, la cantidad y calidad de información disponible al turista en Suesca es:	____ Mucho mejor	____ Igual	____ Peor ____ Mucho peor ____ Ns/Nr
3e. En comparación con los destinos mencionados anteriormente, el estado ambiental de los recursos naturales en Suesca es:	____ Mucho mejor	____ Igual	____ Peor ____ Mucho peor ____ Ns/Nr
3f. En comparación con los destinos mencionados anteriormente, la sostenibilidad ambiental de Suesca es:	____ Mucho mejor	____ Igual	____ Peor ____ Mucho peor ____ Ns/Nr
4. Sostenibilidad			
4a. ¿Están o han estado en Suesca con un operador de turismo de aventura?	____ Sí	____ No	____ Grocería
4b. ¿Qué tan bien cree usted que los operadores de turismo de aventura en Suesca implementan buenas prácticas ambientales (capacidad de carga, límites de cambio aceptables, etc.)?	____ Muy bien	____ Bien	____ Regular ____ Muy mal ____ Ns/Nr
4c. ¿Cuánto apoyo cree usted que recibe Suesca como destino de aventura del gobierno municipal, departamental y nacional?	____ Mucho	____ Suficiente	____ Ni suficiente ni insuficiente ____ Insuficiente ____ Poco ____ Ns/Nr

5. Seguridad									
5a. ¿Qué tan bien cree usted que se gestiona en Suesca la seguridad de los turistas ante una eventualidad de un turista, por ejemplo, un accidente escalando?									
___ Muy bien	___ Bien	___ Regular	___ Mal	___ Muy mal	___ Ns/Nr				
5b. ¿Qué tan seguro es viajar a Suesca a practicar turismo de aventura?									
___ Muy seguro	___ Seguro	___ Regular	___ Inseguro	___ Muy inseguro	___ Ns/Nr				
6. Recursos naturales									
6a. Por favor indique el número de veces que ha visitado Suesca durante toda su vida (incluyendo esta visita).									
___ Veces	___ Valle de los Halcones	___ Reserva San Marino	___ Laguna de Suesca	___ Mono-litos	___ Otra				
6a. (Marque todas las que apliquen) Por favor indique en qué orden clasifica los siguientes sitios como los mejores para practicar turismo de aventura (1 el mejor, 6 el peor):									
Rocas de Suesca	___ Muy alto	___ Alto	___ Regular	___ Bajo	___ Muy bajo	___ Ns/Nr			
Valle de los Halcones	___ Muy alto	___ Alto	___ Regular	___ Bajo	___ Muy bajo	___ Ns/Nr			
Reserva San Marino	___ Muy alto	___ Alto	___ Regular	___ Bajo	___ Muy bajo	___ Ns/Nr			
Laguna de Suesca	___ Muy alto	___ Alto	___ Regular	___ Bajo	___ Muy bajo	___ Ns/Nr			
Monolitos	___ Muy alto	___ Alto	___ Regular	___ Bajo	___ Muy bajo	___ Ns/Nr			
Otra _____	___ Muy alto	___ Alto	___ Regular	___ Bajo	___ Muy bajo	___ Ns/Nr			
6d. Por favor indique el nivel de deterioro que usted percibe de los siguientes recursos naturales de Suesca:									

7. Infraestructura e información						
7a. Antes de su visita a Suesca, ¿cómo consiguieron información acerca de Suesca?	Amigos/Familiares/Boca a boca	Internet	Visitas previas	Otros	No consiguió información (Pase a la pregunta 8a)	
7b. De las fuentes que usted mencionó, ¿consiguieron la información que necesitaban?	No			Sí (Pase a la pregunta 7d)		
7c. ¿Qué tipo de información necesitaban que no estaba disponible?						
7d. ¿Conoce usted la guía de las Rocas de Suesca?	Sí			No (pase a la pregunta 8a)		
7e. Por favor califique la utilidad de la guía	Muy buena	Buena	Regular	Mala	Muy mala	Ns/Nr
8. Imagen/Marca de aventura						
8a. La imagen que tiene usted de Suesca como destino de turismo de aventura es:	Muy buena	Buena	Regular	Mala	Muy mala	Ns/Nr
8b. La imagen que usted tiene de Suesca como destino de turismo de aventura sostenible es:	Muy buena	Buena	Regular	Mala	Muy mala	Ns/Nr
8c. ¿Qué tan satisfecho está con su(s) visita(s) a Suesca?	Encantado	Satisfecho	Ni satisfecho ni insatisfecho	Insatisfecho	Decepcionado	

Gracias por su colaboración