

# REGIONAL NARRATIVES OF TOURISM



Toucan, THE COLOMBIAN AMAZON-ORINOCO.

## AMAZONAS

• BACK TO LIFE'S BASICS •

COLOMBIA 

VISIT [COLOMBIA.TRAVEL](https://www.colombia.travel)



©ProColombia - 2021

Calle 28 # 13A - 15. Floors 35 and 36  
Bogotá, Colombia  
+57 601 5600100.  
info@procolombia.co

**MINISTRY OF COMMERCE,  
INDUSTRY AND TOURISM**

**VICE MINISTRY OF TOURISM**

Created by:  
**FEEDBACK PROVOKERS  
AND PROCOLOMBIA**

**DESIGN AND  
RESEARCH TEAM:**

Claudia Medina  
**Account manager**

**Project leaders**  
María Alejandra Gutiérrez  
Natalia Bonilla

Juliana Quecán  
**Analysis manager**

Carol Retavisca  
**Project coordinator**

**FIELD EXECUTION AND  
ANALYSIS TEAM:**

**Semiotic director**  
Marcia Pinzón

**Anthropologists**  
Alejandra Ramírez  
Eliana Cepeda  
Julián Numpaque

**Psychologists**  
Natalia Pastrán  
Ana María Rebellón

---

All rights reserved. Partial or complete reproduction of this material without explicit permission of ProColombia is strictly prohibited.

The published material, including, but not limited to, illustrations, articles, photographs and, in general, information comprised in LAS NARRATIVAS REGIONALES is protected by the intellectual property laws of the Republic of Colombia. The document and its contents, as well as the statements and/or opinions expressed in the publication and in the art that accompanies it, are the result of research carried out by the author and reflect the opinions and interpretations of the work's author, which are personal in nature, and do not correspond to or reflect the position of the National Government and/or ProColombia, or the rest of the entities that have been involved in the project, who shall not assume any responsibility for the position, truthfulness, authenticity, or originality of the information contained therein, nor for any direct, indirect, incidental, or consequential, punitive, special, derivative, and/or any other type of damage arising from what is expressed therein. Its purpose is limited to the promotion of Colombia.

# TABLE OF CONTENTS

**VAST**  
AND PURE LAND

PAGE 3

**HOME**  
TO MANY ETHNIC GROUPS

PAGE 5

**CONNECTION**  
WITH THE ENVIRONMENT

PAGE 7

**KEY WORDS**  
AND CONCEPTS

PAGE 9



Giant water lilies, **THE COLOMBIAN AMAZON-ORINOCO.**

# WELCOME TO A NEW WAY OF NARRATING COLOMBIA

We are delighted to take this step forwards with you during this stage of promoting the tourism of our country and, first of all, we would like to thank you for being part of this strategy geared towards the growth and strengthening of the sector. It is people like you who make it possible for increasingly more Colombians and foreigners to explore Colombia.

The Government's goal was to find innovative content associated with cultural expressions and natural attractions in our country, to enable the stakeholders of the tourism sector to publicise destinations and experiences to promote Colombia in the best possible way.

Following in-depth research into our 32 departments plus Bogotá, needs and perspectives were identified with a

view to promoting the country.

This is what led to the creation of the regional narratives of tourism, which are a tool for anyone who wants to generate attractive content and benefit from this department-based research, which featured the participation of researchers, composers, writers, journalists, entrepreneurs, artisans, artists, cultural advisers, social leaders, singers, traditional cooks, indigenous communities, natural parks' representatives, tourists, chefs and other experts from all regions of the country.

So, together, we are going to take advantage of these opportunities for communication and we are going to show that Colombia is the most welcoming country in the world.

---

*PROCOLOMBIA*

---



# ABOUT THIS PUBLICATION

As a result of a tourism promotion initiative, we have created the regional tourism narratives and their accompanying magazine—a tool to convey them to local tourism operators. Both the toolkit and this publication are designed to complement each other and offer an outstanding opportunity to attract tourism from all corners of the world.

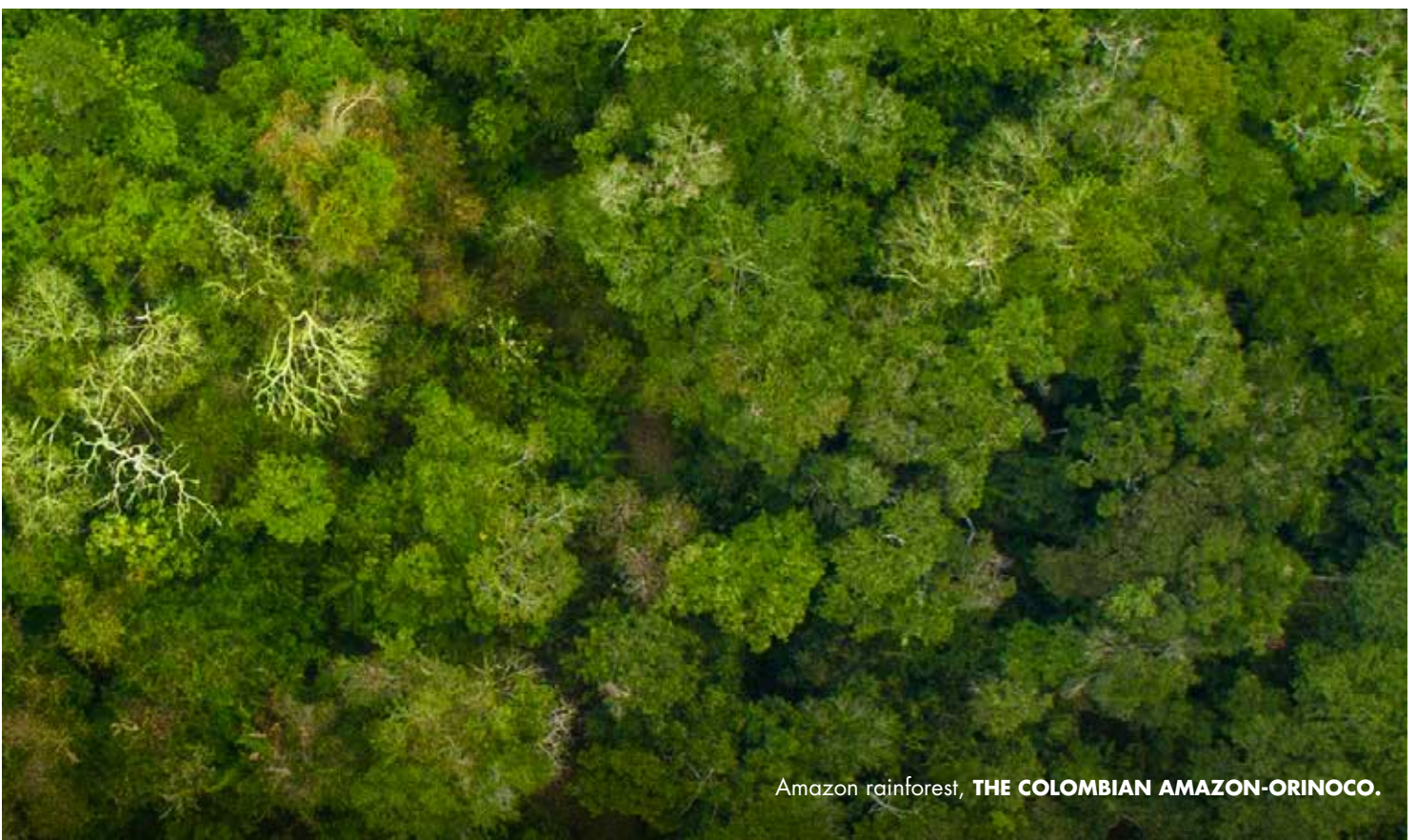
As a reader, you will have at your disposal **33 research modules**, broken down by region and department. Additionally, a content manual is available, a guide teaching you how to best wield this information and create content for different media that efficiently communicates destinations' offers and aligns itself with their needs. The initiative also includes the podcast series "**Sounds from the Heart of Colombia**", 33 stories that reconstruct environments, voices, songs of nature, and the cultural identities of each of our departments, as well as a series of photographs and illustrations of the main destinations.

The following pages contain articles showcasing the highlights of each department in keeping with the aforementioned narratives, as well as information providing a general summary of the research. If you were to require more in-depth information, we recommend reviewing the 33 modules comprising the regional tourism narratives.

---

*PROCOLOMBIA*

---



Amazon rainforest, **THE COLOMBIAN AMAZON-ORINOCO.**

# VAST AND PURE LAND

---

*Bordering on three different countries, this spectacular unexplored region with its diverse ecosystems has it all to offer. It boasts territories that are difficult to access due to the density of its rainforest and the immensity of its rivers, its landscapes, unknown flora and fauna.*

---

The department of Amazonas is one of the largest in Colombia, and most of its territory remains undiscovered and virgin land. It holds species that have not yet been identified, birds and animals that have never been seen, and roads that have never been travelled. It has many rivers, the most important of which are the Amazon, the Putumayo and the Caquetá, which have several tributaries and act as communication routes.

The rainforest extends throughout the department, characterised by its canopies, lianas and the ceiba, a sacred and millenary tree.

*"In the Ticuna language the ceiba tree is known as 'bone', and according to our mythology this tree brought light, where the tree fell was where this river and the seas emerged and gave life. That's why that tree is very important to us, it's sacred."*

Being located in a tri-border area affords it huge natural wealth, since the Amazonian Trapeze corridor represents the advantage of being on the border between Colombia, Peru and Brazil, making it a major tourist attraction.

There you can find unique species such as the pink river dolphin, which is one of the Amazon's most representative and iconic animals, being the largest and at the same time the rivers' most curious mammal. There is also the water tiger, a species of large, black tiger so rare that it is perceived as a mythological being, since very few people have managed to see it; it is a hidden treasure native to this department.

*"The water tiger is almost a mythological being because there are very few people who have seen it. My father tells me that when he was very young, he was out hunting in some wetlands, heard a strange sound and suddenly saw the famous water tiger, which is very similar to the Amazon's giant river otter."*



Amazon rainforest, **THE COLOMBIAN AMAZON-ORINOCO.**

# HOME TO MANY ETHNIC GROUPS

*Growing up in the heart of several ethnic groups, where the value of women is noteworthy, has its benefits.*



A specific feature of the department of Amazonas, especially Leticia, is that it is a tri-national and multi-ethnic society, which is why there are Leticians with Brazilian, indigenous, Colombian and Peruvian origins. There are approximately 26 ethnic groups throughout Colombia's Amazonas. However, it is difficult to define how many are in the department, as a consequence of their displacement. Some of the largest ethnic groups include the Huitoto, the Ticuna, the Yagua and the Yucuna, and are found between Colombia, Peru and Brazil.

*"The ethnic groups, traditional languages and all our knowledge represent a major contribution to the whole network of ancestral knowledge of the department of Amazonas."*

In terms of gastronomy, the Amazonians eat food that comes from the river and crops harvested in the chagra system. These are products that may sound exotic to some, but are vital to the region because of their importance in the local cuisine and because they are the fruits of nature. *Patarashca* is a marinated and smoked fish wrapped in banana leaves, which preserves the flavours. *Chuchuhuaza* is a drink made from the bark of a tree. For the indigenous people it has medicinal purposes; however, today it is also known as the region's cocktail. Cassava is the staple food of all the department's indigenous groups, but each group and family prepares and processes it their own particular way.

*"Each family makes something completely different from the cassava. For instance, if I go to a Murui village, they prepare a completely different cassava bread to the one we Ticuna make."*





Indigenous Huitoto woman, **THE COLOMBIAN AMAZON-ORINOCO.**

The Amazonians have a passive, calm and upright personality, because they always greet you, interact and enjoy spending time with others. They have an innate happiness and peace that is transmitted through their serenity. Long ago, when Orellana, a Spanish explorer and conqueror, entered the department, he was confronted by the Amazons (referring to the warrior women of Greek mythology), warriors who commanded the tribes and defended their territory. Hence, women are often recognised as warriors who, having their own name, devote themselves to defending their culture and preserving their cosmogony.

*“Women have always been warriors, but not in all tribes: in some villages there are women who, by descent, have their own name, not all women do, and we take on responsibility to ensure that our language and traditions are not lost, through learning prayers, healing, and the use of plants.”*

# CONNECTION WITH THE ENVIRONMENT

---

*Amazonas and its symbiotic relationship with the environment let us understand the simplicity and essence of life in the rainforest. It encourages you to mimic nature in order to understand what is really crucial in life: air, water, trees and animals.*

---

“

*“The magic of the unique experience is to delve into the rainforest and wait to be naturally surprised and see what animal you find. Like an ant that has an infinite history or a bird that is singing, but does not show itself.”*

From childhood, the Amazonians learn about the plants, the river, the animals and the land, to understand their sacred nature, to know how to interpret and respect them as beings that have a power and a spirit. The rainforest, the river and nature are omnipresent and work symbiotically with man and the environment because everything flows through exchanges.

In this region, balance prevails and nature rules. In order to discover the environment, when entering and travelling through its territories, be it the river or the rainforest, you have to ask its permission in a spiritual way, bearing in mind the respect and conservation of the environment. Thus, the rainforest itself marks the way.

*“You have to seek permission from the rainforest, there must be an exchange in order to find what you are looking for, to fish, to hunt. It is essential to ask for this permission because it is like going into someone’s house.”*

The people of this ancient department hold a deeply-ing and ancestral knowledge of medicinal plants, which nourish and heal the mind and spirit. Each ethnic group has different types of plants that are classified based on their respective uses. From synchrony with nature, people live and understand that the essence of life is in the little things, which, although they may seem simple, require hard work and effort.

Hence, this breathtaking department's priceless treasure is the experience of getting close to nature, breathing the pure air and learning to appreciate the resplendence of the rainforest, with all that it comprises.

*“The attraction of Amazonas is not really a specific place where you can direct somebody to, more than the attractions, the magic of Amazonas is the experiences.”*

After visiting, the greatest gift for tourists is having experienced the territory, with its animal songs, the sound of water and trees. The spectacular Amazonas seeks to leave a mark on those who allow themselves to be captivated by what its rainforest holds, through an exchange where the visitor comes to find themselves searching through both the small and significant. You take with you the experience of arriving without expectations to effortlessly discover the rainforest; to learn to perceive the culture, the plants and the animals as the Amazonians do, to be invigorated and to take on board that the simplicity of the jungle offers everything you need.



Pink river dolphin,  
**THE COLOMBIAN AMAZON-ORINOCO.**



**KEY WORDS**  
AND CONCEPTS





Amazon rainforest, **THE COLOMBIAN AMAZON-ORINOCO.**

## EXPERIENCE

Activities that turn into experiences. Exploring and discovering what the rainforest has to surprise you: navigating its rivers, trekking through its rainforest in search of the animals that inhabit it, or simply having a conversation with the elders to learn more about this traditional world.



Indigenous malocas, **THE COLOMBIAN AMAZON-ORINOCO.**

## TREASURE OF THE DEPARTMENT

Culture and traditional knowledge of the wealth and many treasures of Amazonas.



Traditional gastronomy, **THE COLOMBIAN AMAZON-ORINOCO.**

## BACK TO BASICS

All that appears to be small and simple has great power and significant reach.



Colombia–Brazil–Peru border, Amazonas, **THE COLOMBIAN AMAZON-ORINOCO.**



## GEOGRAPHY

- Amazon River
- Caquetá River
- Putumayo River
- Apaporis River
- Cahuinarí River
- Mirití-Paraná River
- Puré River
- Rainforest among others.



## ETHNIC AND INDIGENOUS GROUPS

- Ticuna
- Huitotos
- Yaguas
- Cocama
- Yucunas
- Mirañas
- Marples
- Boras
- Muicanes
- Barasanos
- Carijonas
- Cubeos
- Letuamas
- Matapis
- Macunas
- Tatuyos
- Tarianos
- Tanimucas
- Cawiyaris among others.



## GASTRONOMY

- Patarashca (marinated and smoked fish wrapped in banana leaves)
- Fariña (cassava flour)
- Casabe (cassava bread)
- Yuca brava (bitter cassava)
- Chuchuhuaza (medicinal drink made from tree bark)
- Copoazú fruit
- Humari fruit
- Arazá fruit among others.

# KEY CONCEPTS



## EMBLEMATIC PLACES AND ACTIVITIES

- Leticia
- Puerto Nariño
- Santa Rosa
- Tabatinga
- Lake Tarapoto
- La Comara
- Day and night walks in the rainforest
- Overnight stay in the rainforest
- Visiting the Macedonian community among others.



## NATURAL PARKS

- Amacayacu National Natural Park
- Rio Puré National Natural Park
- Cahuinari National Natural Park
- National Natural Park Yaigojé Apaporis among others.



## CRAFTS

- Palosangre wood crafts
- Ceramics made with Cocama dyes
- Chambira palm basket among others.



Indigenous woman from Amazonas,  
**THE COLOMBIAN AMAZON-ORINOCO.**

## THE COLOMBIAN AMAZON-ORINOCO

We sincerely hope that all these tools will serve as a point of departure to offer better services, optimise promotion and strengthen our tourism industry, which will be prepared for the golden future that awaits it.



Scan this code and view the 33 modules of the regional narratives of tourism.

Amazon rainforest, THE COLOMBIAN AMAZON-ORINOCO.

• REGIONAL NARRATIVES OF TOURISM •

**COLOMBIA** 

 **PROCOLOMBIA**  
EXPORTS TOURISM INVESTMENT COUNTRY BRAND

VISIT **COLOMBIA.TRAVEL**