

# REGIONAL NARRATIVES

OF TOURISM

Barranquilla-Carnival, GREATER COLOMBIAN CARIBBEAN.

## ATLÁNTICO

• ALTHOUGH WE ARE DIFFERENT, WE FEEL THE SAME •

COLOMBIA 

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**MINISTRY OF COMMERCE,  
INDUSTRY AND TOURISM**

**VICE MINISTRY OF TOURISM**

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Salgar Castle, Puerto Colombia, **GREATER COLOMBIAN CARIBBEAN.**

# 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.

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*PROCOLOMBIA*

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# 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.

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*PROCOLOMBIA*

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Skating rink, Barranquilla, **GREATER COLOMBIAN CARIBBEAN.**



Magdalena River, Barranquilla,  
**GREATER COLOMBIAN CARIBBEAN.**

## AT THE UNION OF SEA AND RIVER

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*Atlántico is the unique region that hosts the meeting point of the river and the sea. Its wealth of seas, marshes, rivers and streams make this paradise one of the Colombian Caribbean's most attractive destinations for experiences in the midst of nature.*

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Fresh and salt water meet in this department at the juncture of the Magdalena River and the Caribbean Sea. It's geography boasts seas, rivers, canyons, marshes, mountain ranges, desert and plains.

Bocas de Ceniza is the exact place where the river and the sea merge. A place that is not only noteworthy for its natural beauty, but also because it brought major development to the department and the country.

The diverse department is also home to the Serranía de Piojó mountain range, a natural reserve of dry forests bursting with flora and fauna.

*"Behind the sunsets lies the view of the juncture of the river and the sea, so the sunset is like the indicator that it is either dawn, and you can see the mountains on one side, or it is already getting dark and at the end of the road you can only see the line of the sea."*





Barranquilla, **GREATER COLOMBIAN CARIBBEAN.**

## — FREEDOM AND CULTURAL EXCHANGE

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*Atlántico is a “place of freedom” which gave rise to an exchange of cultures and the development of the department and the country thanks to its air and sea port.*

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Its capital, Barranquilla, was not colonised but settled, making it a city that was born free. *“It didn't have the stigma of Cartagena, which was a port where slaves arrived. So, in a way, when people refer to Atlántico's past, they talk about a place where no one was deprived of their freedom or owed anyone self-sacrificing obedience.”*

Its history has long been influenced by the movements of cultures. It was first a hacienda or estate, “Hacienda de San Nicolás,” which later became the “Villa de Barranquilla,” surrounded by many people of different races. It was also considered a crossroads between the Magdalena and Bolívar regions. It was later part of Magdalena (which included the whole of the Caribbean), and then Bolívar Grande, until it was established as an independent department.





Gran Malecón del Río esplanade, Barranquilla, **GREATER COLOMBIAN CARIBBEAN.**

It has gradually earned its place as Colombia's most important port, a place where you can enjoy folklore at its best, a land that is proud of its people, which has always been free and unprejudiced.

With the construction of Puerto Colombia, the country's main port, and the arrival of the steamboat that travelled the Magdalena River, the department of Atlántico underwent major economic development.

The port began to receive people from different regions of the world, mainly Europeans and Arabs, being point of arrival of everything and everyone. For this reason it is known as the **Golden Gate of Colombia.**

*"The construction of Puerto Colombia was of major importance for the department. We are where things and people arrive. They arrive from Europe and go to Sucre, Córdoba and the centre of the country. It was through the port that development came."*

Atlántico was a trailblazer in bridging the ancestral (indigenous and African cultures) with innovation, bringing whatever was happening elsewhere, such as aviation, with the creation of the Americas' first airport. Thus, it was by sea and air that new expressions of a cultural, artistic, literary, cinematographic and even sporting (football) nature entered, something with which its inhabitants feel identified. Mail, technology, radio and television also came through the port and stayed.

# CARNIVALS AND FOLKLORE

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*This is a department free of prejudices that opens its doors, encouraging dance and multicultural expression to the rhythm of drums and fiestas.*

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Atlántico, with its openness and freedom, has enabled people passing through to feel part of it, achieving an interesting blend that is experienced and felt in all cultural expressions, be it the cuisine, the music or the fairs and festivals that pay homage to its traditions. For all these reasons, the sites and activities in Atlántico are part of the intercultural experience of the department and the Caribbean.

The hands of matrons and cooks prepare typical dishes that fuse indigenous, African, European, Arab and even other foreign cultures that have reached the department.

It is worth highlighting that, while traditional food exists and is of great relevance to the department, the multinational city of Barranquilla has become a focal point of international cuisine and a place where you can experience the unique blend of diverse flavours.

*“Atlántico's cultural wealth as regards gastronomy is in the municipalities; in other words, in the city there is international food and some traditional food, but the strongest part is in the municipal areas. There is Luruaco with its arepa de huevo (egg corn patty), Baranoa with its festivals paying homage to food: chicharrón (pork rind), almojábanas (cuajada cheese bun), and pastel de Pital de Megua (boiled meat and veg in a banana leaf).”*

## MUSIC AND FIGURES

It is a department that boasts huge musical culture, influenced by the different figures that have entered the area. In Atlántico you will hear cumbia because cumbia is a mixture of Spanish, indigenous and Creole. The combination of European, indigenous and African instruments and dances results in the likes of the merecumbé, a mix of cumbia and merengue, besides many other rhythms that you can hear especially at the Barranquilla Carnival.

## BARRANQUILLA CARNIVAL

It is the main expression of the intercultural mix of Atlántico and arguably the entire Caribbean. Its world-renowned carnival has Spanish and Portuguese influences in its parades and costumes, as well as indigenous and African influences in its music and dance. Dances and songs are performed, including the likes of cumbia, son de negro, and mapalé.

The carnival represents the freedom of the department with its guacherna (prelude to carnival) and its gay parade, with costumed characters that evoke species of the region and others that poke fun at situations in the department or in the country, such as the figures of King Momo, the Negrita Apuló, the Monocuco, the Marimonda and crocodiles and bulls.

*“I have always said that the carnival of Barranquilla is not from Barranquilla, but that it is in Barranquilla and that it assimilates all those influences of the agrarian dances, of the dances that come from celebrations that disappear in other places and stay here.”*





**KEY WORDS**  
AND CONCEPTS





Barranquilla, **GREATER COLOMBIAN CARIBBEAN.**

## ITS PORT

Between fresh and salt waters, which gave rise to the development of the department, Atlántico is deemed a trail-blazer. This is crucial because it has become a centre for fashion, jewellery and high-end products as it is the entry point for goods arriving from other countries. There is a reason why it is known as the Golden Gate of Colombia.



Seafood stew, Barranquilla, **GREATER COLOMBIAN CARIBBEAN.**

## ITS TASTE

Its people and its gastronomy, which you can feel and taste in every nook and cranny.



Magdalena River, Barranquilla, **GREATER COLOMBIAN CARIBBEAN.**

## WATERS AND NATURE RESERVES

Nature and sunshine to relax and make the most of natural spaces.



Barranquilla Carnival, **GREATER COLOMBIAN CARIBBEAN.**

## CARNIVAL

A symbol of the cultural diversity of Atlántico, as well as the Monocuco, the Marimonda and the other characters representing it.

# KEY CONCEPTS



## GEOGRAPHY

- Los Charcones Nature Reserve
- Parque Nacional Natural Píojó
- Salgar
- Guaro Lagoon
- Magdalena River
- Stone paintings
- Puerto Velero
- Bocas de Ceniza
- Las Flores
- Isla Salamanca
- Beaches such as: Salgar Resort, Caño Dulce, Puerto Velero, Santa Verónica, Sabanilla and Prado Mar
- Marshes of Totumo and Luruaco
- Caujaral Lake
- Mineral and medicinal waters
- Tubará stone paintings
- Ceibal Reserve
- Salinas del Rey Beach
- Petroglyphs of Tubará among others.



## SOME MUNICIPALITIES, TOWNS AND ACTIVITIES

- El Morro (featuring petroglyphs carved by indigenous people)
- Tubará
- Malecón esplanade
- Puerto Colombia
- Juan de Acosta
- Píojó
- Baranoa
- Usiacurí
- Sabanalarga
- Luruaco
- Sabanagrande
- Santo Tomás
- Palmar de Valera
- Ponedera, Galapa
- Salgar Castle
- Barranquilla Carnival
- Folk and gastronomy festivals
- Kitesurfing among others.



## GASTRONOMY

- Arroz de fríjol cabecita negra (rice-based dish of black-eyed peas)
- Arroz de liza (mullet rice)
- Arroz con chipichipi (rice-based clam dish)
- Arroz de mariscos (seafood rice)
- Sea and river fish in various preparations
- Sancocho (broth): rib, beef tail, bone, sábalo, chicken and three-meats accompanied by cassava, yam, potato and corn on the cob
- Butifarra soledaña (Soledad sausage)
- Arepa de huevo de Luruaco (egg corn patty)
- Chicharrones de Baranoa (pork rind)
- Almojábanas campechanas (cuajada cheese bun)
- Bollos (wrapped dough) of cassava, limpio (white sweet corn base), corncob and angelito (corn, coconut and aniseed-based)
- Pastel de pital de Megua (boiled meat and veg in a banana leaf)
- Bollo de angelito (bun made from corn or cassava)
- Millo (chicha drink)
- Raspado (slushy)
- Patillazo (watermelon and lemon drink)
- Corozo
- Carimañola (meat and cassava fritter) among others.



## ARTS, CRAFTS AND MUSIC

- Cumbia
- Merecumbé
- Son de negro
- Mapalé
- Grupo Emillo
- Drums
- Maracas
- Paloteo
- King Momo
- Negrita Apuló
- Hombre Caimán (The Alligator Man)
- Crocodile
- Bull
- Monocuco
- Marimonda
- Masks
- Floats
- Headdresses
- Costumes
- Guacherna
- Gay parade among others.



## REPRESENTATIVE FIGURES

- Father Cyrillus Swinne
- Alejandro Obregón
- Maia
- Shakira
- Silvia Tcherassi
- Luis Eduardo Nieto Arteta
- Gustavo Bell
- Ángel Alfonso Molina
- Evaristo Sourdis
- Pumarejo family
- Char family
- Josefina Cassiani  
among others.

## GREATER COLOMBIAN CARIBBEAN

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.

Panoramic view, Barranquilla. GREATER COLOMBIAN CARIBBEAN.

• REGIONAL NARRATIVES OF TOURISM •

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