

# REGIONAL NARRATIVES

## OF TOURISM

Bogotá, EASTERN COLOMBIAN ANDES.

# BOGOTÁ

LAND OF OPPORTUNITY AND FREE THOUGHT

COLOMBIA 

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Traditional neighbourhood shop, Bogotá, **EASTERN COLOMBIAN ANDES.**

# 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.

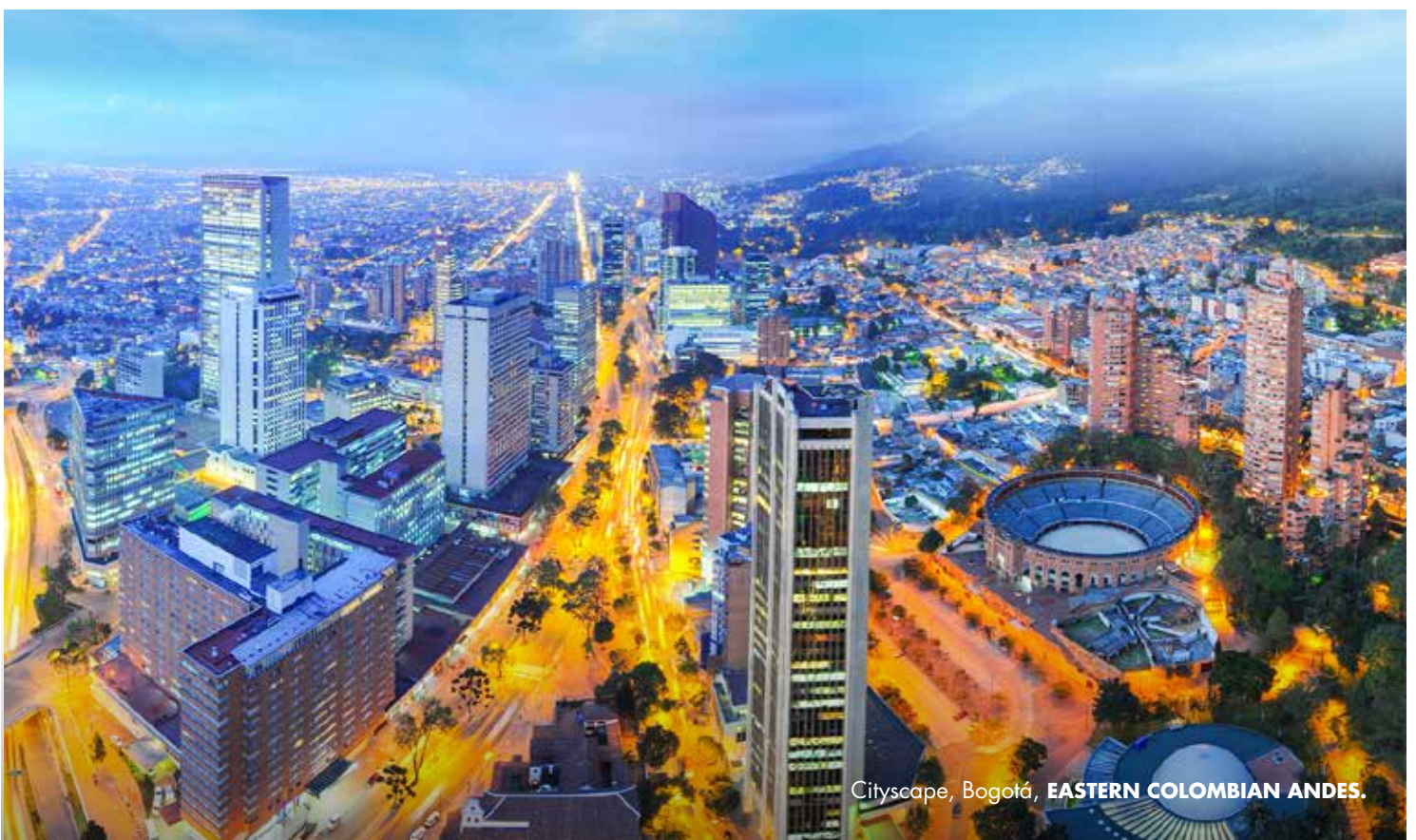
As a reader, you will have at your disposal **33 research modules**, broken down by region and department. Additionally, a content manual is available, a guide teaching you how to best wield this information and create content for different media that efficiently communicates destinations' offers and 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.

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*PROCOLOMBIA*

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Cityscape, Bogotá, **EASTERN COLOMBIAN ANDES.**

# CITY OF ALL PEOPLES, CITY OF OPPORTUNITY

*The stunning capital is a major highland, that has been converted into a city of opportunity and convergence. It welcomes those from all the country's regions in search of progress. It is packed with stories to tell, people who, despite hindrances, find ways to get ahead in the hope of fulfilling their dreams. "Bogotá is full of hard-working people, who are active and energetic, because there are many opportunities..."*

Its name confirms this. Its original name "bacatá", which in the indigenous language means "field for sowing", indicating that it is a land for cultivating progress, opportunities and hopes, means that Bogotá is a pastureland prepared for all those who have opportunities.

*"It is the capital where everyone comes, we welcome everyone and give them the means to live. They call it the fridge because when it opens its doors there is something for everyone... it is a provider... as it gives opportunities to those who come and those who are from here."*

The fact that it is located in the top of the mountains means that people are closer to achieving their dreams. Its people are noteworthy for their fight to get ahead, and who despite adversity look for ways to progress.

*"We are on top of the mountain, it's easy to reach your dreams and your hopes... you can fight for that."*

*"It's a melting pot of races, gastronomy and cultural customs that come together in a single place... You can find everything here, and that's what we have to show."*

Its geographical location offers many advantages. It is the centre of convergence of different regions that see Bogotá as a place of opportunity, and the point from which the diversity of thoughts and cultures emerges.

*"Everything converges, people, stories, knowledge, flavours... you can find everything in any field; food, crafts,*



*culture, even in ways of life."*

Due to its privileged position, its airport is Latin America's most important air terminal in terms of volume of cargo and carries the third most passengers; it is a place where the world connects.

*"In the sixties it was Latin America's largest airport, during the construction ordered by Rojas Pinilla, who generated several infrastructure projects giving rise to the city's growth."*

All this has made it possible for diverse cultural experiences that everyone can access, including the Ciclovía (vehicle-free cycling on roads), free concerts, open-door art galleries in the San Felipe neighbourhood, storytellers, as well as the endless number of parks in the city.

*"Bogotá lets you find things that are not accessible in an intermediate city... More cultural offerings, concerts, plays, museums, etc."* Especially its gastronomic and cultural offering that includes museums and crafts.

## GASTRONOMY

This diverse city's gastronomic offer is noteworthy for its variety of restaurants, recipes and national and international dishes, highlighting its commercial and cultural potential. Bogotá has consolidated several areas such as Zona G, Zona T and Usaquén in the north of the city, which have become benchmarks in terms of gastronomy,



Paloquemao, Bogotá, **EASTERN COLOMBIAN ANDES.**

*and veg), and you can savour an international dish or enjoy Pacific fish.”*

### CRAFT AND PRODUCT FAIRS

Another way to find crafts and typical products is at craft fairs and markets, such as Expoartesánias in Corferias and flea markets located in neighbourhoods such as Usaquén and Fontibón.

The crafts fair at Corferias is where you can find handicrafts from Colombia’s departments of Nariño, Putumayo and Cesar. You can find weavings from the Sierra Nevada or indigenous Wayúu people or from the Amazon, and even cuisine from Santander and Chocó. Bogota is a melting pot of a large number of cultures and people, which generates exactly these kinds of manifestations.

### MUSEUMS

These are spaces that bring together Colombia’s entire history, not only that of Bogotá, but of the whole country. The main ones include the National Museum, the Gold Museum, the Mambo and the MAMU. The MAMU showcases how the whole of Colombia has converged in the city. And the National Museum captures the country’s history from various standpoints.

featuring fusion food, bars and internationally renowned restaurant chains with spectacular dishes to savour.

There are also the more indigenous experiences, and these can be found in the street, interacting with the locals and in the squares. The city’s market squares have developed traditional culinary preparations from different regions of the country for visitors to enjoy. This has led to places such as the Paloquemao, Restrepo and La Perseverancia squares becoming models of gastronomy of the city.

*“The market squares are a common thread that showcase Bogotá’s history. There was always talk of bartering, of these almost symbolic exchanges due to the necessity and convergence of all these people coming to these squares.”*

The migration of people from other regions of the country has enhanced the city’s gastronomic culture, enabling part of Bogotá’s tourist offering to connect with this idea of progress and convergence of diverse cultures. Tourists can find a wide array of culinary possibilities in the city, taking a trip through various regions and their flavours without having to leave Bogotá. This exchange of cuisines is at its best in the market squares with the gastronomic street tours and in the restaurants.

*“If you go to La Perseverancia square you can taste flavours from all across Colombia. It is a blend of so many things, here you will find fruit salad, fritanga (fried meat*

### WALKING THE STREETS AND AMONG THE PEOPLE

When you walk the streets of Bogotá you encounter the full diversity of Colombia and the history behind it. You discover and appreciate the stories behind the people, stories of struggle and their creativity to get ahead in life.

*“Understanding stories of who they are, putting a face to them... tourists want to have more contact with the people, to hear the stories of overcoming hardships. The most attractive thing about Bogotá is its stories, which are about people and those who are linked to a trade, for example, you can go to Soacha. There you can find ladies who sell garullas, or cheese bread, which are emblematic of the area. Going to talk to them gives you the chance to connect worlds and people.”*

Its streets in the centre and La Candelaria have graffiti of all kinds and cultures: ancestral, biodiversity, renowned figures, helping you understand a little more about the city and its DNA.

*“We go through the Policarpa Salavarrieta neighbourhood, and we tell them the story of many women who defended their people. Being the city’s historic centre, La Candelaria has a plethora of stories. You also have access to all three market places where you can find everything you need.”*



National Museum, Bogotá, **EASTERN COLOMBIAN ANDES.**

## — CULTIVATING INTELLECTUALITY AND FREEDOM OF THOUGHT

*Its cultural diversity gives rise to a great deal of knowledge and fosters freedom of thought. It encourages alternative spaces and expressions of social criticism.*

The country's capital is a place of thinkers, *"they are highly intelligent people because they want to study, they have so many ambitions in life, they want to do so many things... It is the confluence of the best schools, the best universities."*

In the 19th century, Bogotá was known as the Athens of South America as a result of its cultural production. Today it is a city with a broad cultural offering and a place where people from other regions go to get an education.

*"Its cultural offering is impressive, people come to Bogotá for the opera season, to see art collections that only come to the Museum of Modern Art... in the field of health people come from different parts of the world to undergo eye surgery at Clínica Barraquer or to have a knee replacement at Fundación Santa Fe, due to our major prestige."*

Freedom of expression and social criticism are fostered, giving rise to alternative spaces and social movements. Bogotans are open-minded and respect other ways of thinking, enabling various cultures to coexist and upholding anonymity.

For this reason, some of Bogotá's tourist attractions are based on such intellectuality and free thinking. As regards events, fairs and festivals, the city has a broad and varied artistic and intellectual offering, boasting international reach and spaces that foster freedom of creative expression such as the Book Fair, art fairs such as ARTBO, ODEON, BARCÚ, the famous Ibero-American Theatre Festival of Bogotá, storytellers and the variety of theatres such as Teatro Colón and the Julio Mario Santo Domingo, where the most amazing works of art, music and dance take place.

Being the capital and the country's main economic focus, the city has been responsible for developing infrastructure projects based on event tourism, featuring convention centres, business venues, hotels and fairgrounds. These notably include Corferias, located in the city centre (Barrio Las Ferias), which has established itself as the country's primary centre for events and conventions. Various national and international events are held there, such as the International Book Fair, International Theatre Festival, Expoartesánías, Agroexpo, AriBo, and Expoconstrucción/Expodiseño.





# TRANSFORMING CITY

*Being an open-minded city encourages creativity, critical thought, exploration and transforming mentality in order to forge new identities. Bogotá invites you to discover these alternative identities that move between what is traditional and modern, boasting roots and a sense of belonging.*

Bogotá is seen as a transforming city that builds alternative identities from the country's cultural roots.

*"It is the centre where people from different places come to meet and show each other what they bring, while simultaneously seeking to exchange it."*

Freedom of thought encourages you to find your own niche, your essence and new ways of recognising yourself, showing the best version of yourself in order to progress. That essence inherits many of the country's regional influences, building an alternative identity from the identities of other regions.

*"I am a cook in a market square where I showcase all my*

*flavours from Córdoba and blend them with those from Cundinamarca. In the market of La Perseverancia square there are cooks from all over the country who bring together and combine traditional Colombian flavours."*

Thus, several of the city's most representative elements are linked to these new identities that are transformed by taking aspects of traditional identity from various regions of the country. You can most clearly see this transformation in the capital's music scene.

Los Aterciopelados, rock and Colombian folklore fusion;



Monsieur Periné, a fusion of pop, Colombian folklore and jazz; the Rolling Ruanas play rock with traditional carranga instruments and countryfolk attire; La 33 presents salsa with influences from genres such as mambo, jazz and pasodoble. Meanwhile, in terms of gastronomy, there is Luz Dary Cogollo, a cook from Córdoba, acknowledged for having won an award for the best ajiaco in Bogotá.

“

*“Bogotá is a city that invites you to cultivate hope in order to achieve your dreams... to discover Colombia’s multiculturalism in a single city, and to discover alternative identities that have been forged from strong Colombian roots, but with a modern, unique and autonomous touch...”*



# KEY WORDS

## AND CONCEPTS



### A LITTLE COLOMBIA

Bogotá is the city where endless identities converge, and which hosts people from all across of Colombia. Having the opportunity to encounter cultural expressions from all over the country means you can experience Colombia in the city.



**EASTERN COLOMBIAN ANDES.**

### THE STREET

The street is where Bogota lives its life. You can listen to its sounds, walk its tours, talk to its people. It is a way of getting to know the city, getting close to its culture and its daily life.



La Ciclovía, Bogotá, **EASTERN COLOMBIAN ANDES.**



Teatro Colón, Bogotá, **EASTERN COLOMBIAN ANDES.**

## FESTIVAL

Bogotá is the city of festivals, fairs and concerts. These are meeting points for different cultural expressions, regions and traditions, which is how Bogotá celebrates the diversity it welcomes, democratising access to art, entertainment and culture. Key iconography: fairs, festivals, concerts that tangibly showcase the opportunity to experience cultural diversity.



Rock al Parque, Bogotá, **EASTERN COLOMBIAN ANDES.**

## IRREVERENCE

To be irreverent is to go against the grain, i.e. to be disruptive, to break with tradition. Festivals and the various artistic expressions in Bogotá, as well as the urban tribes, exhibit a city where irreverence is present. It is the city's appeal to think differently.



Gold Museum, Bogotá, **EASTERN COLOMBIAN ANDES.**

## A CITY IN ITS OWN RIGHT

Such a diverse city has many stories to tell. Stories that reflect the development of places, recipes, music, and art, but which also clarify that what is important are the people "behind..." them. It encourages you to go beyond the monuments, the dishes to be eaten and the places to visit. To put a face and a name to what you visit.

# KEY CONCEPTS



## GEOGRAPHY

- Rivers (source of Tunjuelito River and Bogotá River)
- La Regadera reservoir
- Los Soches Agropark
- Ciudad Bolívar Countryside Tour
- Wetlands of Bogotá
- Thomas van der Hammen Forest Reserve
- Sumapaz moorlands
- Tequendama Falls among others.



## FESTIVITIES, FESTIVALS AND EVENTS

- Book Fair
- Art fairs: ARTBO, ODEON, BARCÚ, Feria del Millón
- Ibero-American Theatre Festival of Bogotá
- Music festivals: Rock al Parque, Jazz al Parque, Salsa al Parque
- Colombia al Parque Festival
- Festival de Verano
- Festival Estéreo Picnic among others.



## ARTS, CRAFTS, EXHIBITIONS

- Expoartesánías
- Flea markets (Usaquén, Fontibón)
- National Museum
- Gold Museum
- Mambo
- MAMU
- Art galleries (Barrio San Felipe)
- Musicians and artists in the streets, at traffic lights and on buses
- Theatres: Colón, Julio Mario Santo Domingo; Nacional, Faenza, Jorge Eliécer Gaitán
- Maloka
- Children's Museum
- MISI among others.



## REPRESENTATIVE FIGURES

- Bacatá
- Aterciopelados
- Doctor Krápula
- Monsieur Periné
- Fonseca
- Andrés Cepeda
- La 33
- Rolling Ruanas among others.



El Chicó Museum, Bogotá, **EASTERN COLOMBIAN ANDES.**



Ágora, Bogotá, **EASTERN COLOMBIAN ANDES.**



## GASTRONOMY

- Market squares
- Gastronomic tours of restaurants and street food
- Traders in the Restrepo neighbourhood
- Cooks of La Perseverancia, of the 12 De Octubre, of Soacha park.
- Ajiaco santafereño (chicken and vegetable soup)
- Fritanga (fried meat and veg)
- Puchero santafereño (beef and vegetable dish)
- Chicha (alcoholic drink made from corn) among others.



## SUBCULTURES

- Floggers
- Hipsters
- Skinheads
- Punk
- Metaleros
- Patilludos
- Sopaipilla
- Faranduleros
- Otakus
- Lolitas
- among others.



## EMBLEMATIC PLACES AND ACTIVITIES

- Ciclovía (vehicle-free cycling on roads)
- Free concerts
- Simón Bolívar Park
- Enrique Olaya Herrero National Park
- Gabriel García Márquez Journalists Park
- Hippies Park
- Storytellers
- La Candelaria
- Teusaquillo
- La Macarena
- Usaquén
- Parkway
- Gold Museum
- Carrera Séptima (Seventh Street)
- Monserrate
- Tours of Distrito Grafiti
- Luis Ángel Arango Library
- Julio Mario Santodomingo Library
- Parque de la 93
- Ágora Convention Centre
- La Perseverancia neighbourhood
- Egipto neighbourhood
- among others.

## EASTERN COLOMBIAN ANDES

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.

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