

REGIONAL NARRATIVES

OF TOURISM

Gates of Fragueta, Caquetá, THE COLOMBIAN AMAZON-ORINOCO

CAQUETÁ

BACK TO LIFE'S BASICS

COLOMBIA 

VISIT COLOMBIA.TRAVEL



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**MINISTRY OF COMMERCE,
INDUSTRY AND TOURISM**

VICE MINISTRY OF TOURISM

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Caquetá River, **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.

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Caguán River, **THE COLOMBIAN AMAZON-ORINOCO.**



Harpy eagle, **THE COLOMBIAN AMAZON-ORINOCO.**

THE GOLDEN GATE TO THE COLOMBIAN AMAZON

This is how Caquetá is known the world over. It owes its name to the pride with which it is adorned by the immense variety of dazzling flowers grown in the department. Its location in the foothills of the eastern cordillera (ranges) and its proximity to the dense jungle bestow upon it a wonderful contrast of landscapes.

Caquetá boasts unmatched biodiversity, ranging from foothills to Amazon rainforest. This generates a wealth of flora and fauna where we can proudly cherish the presence of more than 290 species of birds, and the likes of the Caquetá marmoset and the jaguar.

"This biodiversity also includes certain very important species of note that are found there. The jaguar, which is very closely related to our history and ancestry, and the Caquetá marmoset, which we know very well."

The fact that it is host to so much natural wealth has almost forced it to have various scientific research institutes dedicated to conserving and raising awareness about the department, the Amazon, and the communities.

The region also takes pride in showcasing the immense richness of the region, giving visitors the chance to enjoy its wildlife and appreciate the harpy eagle in its natural habitat.



mills in some areas. You would see them take the cane out and then leave for the mill. You don't see it as much now."

Its diverse gastronomy has also been influenced by the melting pot of cultures enabled as a result of the department's location. This is why it is noteworthy for recipes from different regions of the country, such as Huila and Tolima, and ingredients from indigenous communities.

"For instance, there's the gastronomy, the aji de hormiga (spicy ant's tail sauce), the mojoy larvae, the aji del ojo del pescado (spicy fisheye sauce), that's one of them. And many people are unaware of this. I didn't know it until an indigenous person showed it to me, cassava bread, pineapple, mambe, plantain."

"People come here from all over the world to bird-watch. The most remarkable example is the harpy eagle. Tourists can find different plans, including Jeep tours, mule rides and treks, and when they get there and see the harpy eagle they realise it was worthwhile making the trip."

Due to its geographical location, the department has experienced waves of migration from various regions around the country, with people settling in its foothills. Coffee, cocoa, rice and sugar cane crops have been planted there.

"Families from Tolima, Huila and the coffee-growing region have settled in the foothills. That's why if you go to that area, you can find coffee, cocoa and sugar cane crops. In the past you could find the renowned trapiche



Coffee grower, **AMAZONÍA-ORINOQUÍA COLOMBIANA.**

STORIES OF RESISTANCE

Caquetá is a department that grows from its past and its stories of resistance. It is aware of this, and has decided to immortalise its memories through museums, festivals and the presence of indigenous communities that honour the history and origins of the area.

If you want to gain first-hand knowledge about the history of the department through art, literature, music, cinema and theatre, don't miss the Caquetá Museum. It features outstanding permanent exhibitions showcasing the works of local artists, who represent the culture of their territory and its political, social and environmental issues.


“The museum is located in the Curiplaya building, where you will find the history of the department. Right now we have an exhibition of paintings by people from the region. We also have gatherings and stage plays.”

Another way of keeping the memory alive is through its festivals, which are also a real source of joy for the community and the tourists who visit them. These events showcase the department's culture, most notably featuring the international audiovisual festival Mambe, which is a space for film exhibitions and training that is held yearly.

“The festival also has different off-shoots. One of these is to support the department's film products. We are also preparing our exhibition of Amazon cinema. Here you can see documentaries about the culture of the Amazon.”

Lastly, it is home to indigenous communities, that are witness to the territorial struggles that have taken place in the municipality due to the presence of armed groups, violence and displacement.

“We are the result of the era of armed conflict in the country, which gave rise to various difficulties in the communities, in an around the 1990s. We suffered massacres in our village and the situation continued, which is why we were uprooted from our territory. As a result, we are searching for hope, looking for ways of materialising our life projects. We had to come to the capital of Caquetá, in order to meet again as a community council. At this time, the community council is continuing as such in order to vindicate ourselves.”



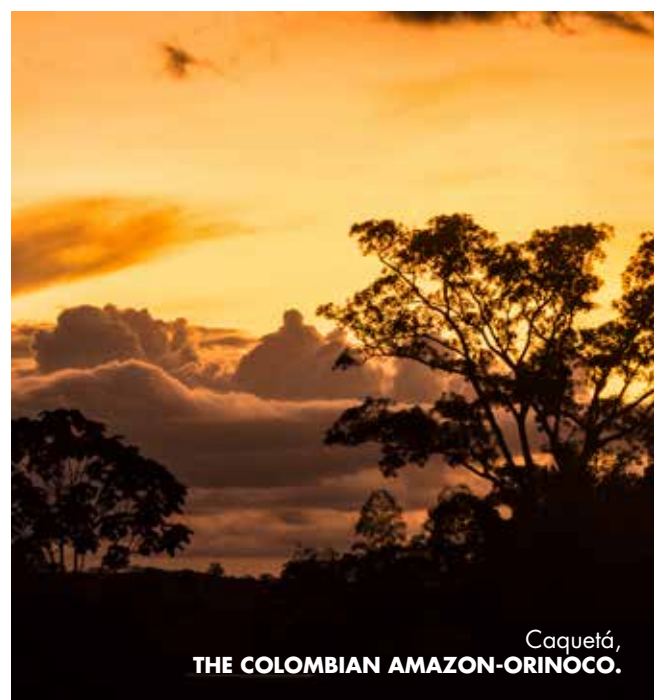
Florencia, Caquetá,
THE COLOMBIAN AMAZON-ORINOCO.



Indigenous pestle and mortar, **THE COLOMBIAN AMAZON-ORINOCO.**

Musical expressions tell the stories of social issues, difficulties, exploits of popular figures and the longing for peace. This is why the community sings about the history of the department.

"The lyrics of the songs are about peace, about the same social issues. There are bambuco songs that are about the guerrillas. Here the issues are more of a social nature. Right now you can often hear a song by Orlando Perdomo called Caqueteño Soy (I am Caqueteño)."



Caquetá,
THE COLOMBIAN AMAZON-ORINOCO.



Cumare palm fibre, **THE COLOMBIAN AMAZON-ORINOCO.**

AN IDENTITY UNDER CONSTRUCTION

This is the story of an area of the country beyond compare that is a melting pot at a crossroads of cultures that invites you to discover its origins, its fauna, its rhythms and its arts, all while learning about the ancestral knowledge of its indigenous communities.

It builds upon its identity on a daily basis, through various cultural manifestations. Its festivals showcase the vibrant culture of the indigenous people and the settlers, the most important of which are the Amazon Foothills Folk Festival and the Colono de Oro Festival.

"These festivals are important here in the department. The Colono de Oro festival showcases music from the Andes. People come from all different regions; it the best known one here in Florencia."

The handicrafts made by indigenous communities have been adopted as a hallmark of the department. It is most noteworthy for works made from cumare palm and wood that reflect the intricate cosmogony of the indigenous peoples and their territory.

"Here there is a fibre, the cumare palm fibre, which is used to make bags, hats and formal attire. Wood is also used. The indigenous people also craft items associated with their fascinating Andean cosmogony, which is the forest, mother earth and the handicrafts associated with that belief system. That's why they carve jaguars, tapirs, and caterpillars."

The shoulder bags are historical, more than historical, as their importance dates back a thousand years. *"For instance, for us Coreguajes, the shoulder bag is everything, it carries knowledge. It packs an entire wisdom, the very life of a people inside. That's why those who know how to use it, sling it on the right side, which indicates security, strength, because the right hand is always more active, the left hand is weaker."*

It boasts emblematic sites that display the history of the department such as the malocas, or communal houses, of the indigenous communities, the Curiplaya building and the Monument to the Settlers.

"This place we are in subsequently became a hotel. Curiplaya means 'the golden beach', which is the one that forms here on the riverbank. This was where people traded and exchanged goods and even discussed political issues. This gradually became a temple of thought. Here the Curiplaya building was the economic and political hub."

It also highlights the wisdom and culture of indigenous communities as part of the department's heritage. Their outstanding knowledge of oral history, culture and traditional medicine has aroused the interest of tourists to the point that today there are tourist plans where you can discover and experience these transcendental traditions.

"For example, we have gone to accompany the people at the maloca of the Witotos. They open up for all tourism. But our community is higher up. But sometimes we accompany the Witoto people... to help with interpretation. On the tour there are Witoto, and I interpret from Coreguaje."

Lastly, it features songwriters, composers and musical expressions that reflect the search for an identity in Caquetá. These notably include renowned figures such as Eduardo Bahamón Horta who composed the bambuco song Soy Caqueteño, which is recognised by the locals as the department's second hymn, and the renowned festival of rural and Andean music is held there: Colono de Oro Festival.

"Bahamón Horta said something very beautiful, which is that many things are said in Caquetá, but what he was most clear about was that he was born here and this is where he wanted to die. In one of his songs he gives a very good definition of what we are in Caquetá, singing 'there began the future of a good generation, knights of high lineage, horsemen who in the thicket fought Amazons... working hard their children were born. Colombians like everyone else, Caqueteño like few others.'"

KEY WORDS AND CONCEPTS



Maloca, **THE COLOMBIAN AMAZON-ORINOCO.**

MALOCA

An icon that represents indigenous culture and ancestral knowledge.



Butterflies, **THE COLOMBIAN AMAZON-ORINOCO.**

BUTTERFLY

The symbol of the department, representing its biodiversity.



Sunsets, Caquetá, **THE COLOMBIAN AMAZON-ORINOCO.**

SETTLER

Represents the colonisation of the department by people hailing from different regions of the country.



Jaguar, **THE COLOMBIAN AMAZON-ORINOCO.**

JAGUAR

Animal and figure that represents the link between the department and the Amazon, as well as being an important icon in the intricate cosmogony of the indigenous communities.



Harpy eagle, **THE COLOMBIAN AMAZON-ORINOCO.**

HARPY EAGLE

The department's most emblematic bird.



Cumare palm, **THE COLOMBIAN AMAZON-ORINOCO.**

CUMARE SHOULDER BAG

The department's main handicraft item. The indigenous communities make them out of cumare palm fibre.

KEY CONCEPTS



Caquetá, **THE COLOMBIAN AMAZON-ORINOCO.**



FIGURES

- Indigenous communities: Emberá, Witoto, Coreguaje, Páez and Inga
- Settlers among others.



EMBLEMATIC PLACES AND ACTIVITIES

- Solano
- Las Dalias Reserve
- Los Picachos National Park
- Monument to the Settlers
- Curiplaya building
- El Danubio Reserve
- Caquetá Museum
- Posada de Los Andakies Nature Reserve among others.



Caquetá, **THE COLOMBIAN AMAZON-ORINOCO.**



GEOGRAPHY

- Caquetá River
- Las Dalias Reserve
- Posada de Los Andakies Nature Reserve
- Amazon foothills among others.



FAIRS, FESTIVALS AND FESTIVITIES

- Colono de Oro Festival
- Amazon Folk Festival
- Meeting of Amazonian Culture
- Mambe Film Festival among others.



GASTRONOMY

- Pescado maquiao (roasted fish in banana leaf)
- Arazá fruit
- Copoazá fruit
- Amazon tree-grape
- Cocona
- Ají (spicy sauce)
- Mojojoy larvae among others.



CRAFTS

- Made from cumare palm fibre
- Shoulder bags
- Representations of animals in wood and cumare palm. among others.

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.

Florencia, Caquetá, THE COLOMBIAN AMAZON-ORINOCO.

REGIONAL NARRATIVES OF TOURISM

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