

REGIONAL NARRATIVES

OF TOURISM

Guatapuri River, Valledupar, GREATER COLOMBIAN CARIBBEAN.

CESAR

• ALTHOUGH WE ARE DIFFERENT, WE FEEL THE SAME •

COLOMBIA 

VISIT COLOMBIA.TRAVEL



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**MINISTRY OF COMMERCE,
INDUSTRY AND TOURISM**

VICE MINISTRY OF TOURISM

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Valledupar, **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.

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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San Alberto, Cesar, **GREATER COLOMBIAN CARIBBEAN.**

NATURE IN ALL ITS FORMS

A unique department of waters that are connected, conducted and communicated. A wondrous place of special, exotic and mystical landscapes that hide a universe of natural wonders. Cesar is all that and much more; an inspiring place to experience and feel. Its geography is packed with rivers and bodies of water running through and connecting the department.

Cesar is surrounded by water in all its forms. It boasts many spectacular rivers, streams, marshes and mountain ranges. The stunning department is part of the Momposina depression, where a diversity of ecosystems converge. Valledupar, its capital, is a city of fresh waters that are connected to each other, creating spaces of peace and inspiration.

Rivers are vital for Cesar, as they have been meeting points and places of coexistence for a broad range of cultures, families and friendships. The most important among them are: Guatapurí, Magdalena, Cesar, Badillo and Mariangola. Similarly, there are amazing waterfalls, which are sacred spaces for the indigenous cultures of the area and are considered spaces of liberation and rest. The most renowned are: the Liberata Waterfall and the Tranquilidad and Marmitas Waterfalls.

"We are united by the river, because the river is what provides and transmits everything of beauty. I tell you 'come to Valledupar, come to Hurtado, come to the Zapatoza marsh'. There is another culture there, but everything flows through these beautiful rivers that unite the dynasties and histories of each part of the territory."

These waters are not alone, as they are accompanied by the Serranía del Perijá mountain range (shared with North Santander and Cesar) and the Sierra Nevada de Santa Marta (shared with Magdalena and La Guajira), which mark the headwaters of some of the bodies of water that flow through the department.

Many of Cesar's diverse landscapes are related to its waters, which in turn are strongly connected to its people, being spaces of inspiration and calm.





Guatapuri River, Cesar, **GREATER COLOMBIAN CARIBBEAN.**

— A MELTING POT OF DIVERSE CULTURES

Cesar's history is written from the exchange of indigenous, Afro-Colombian and European cultures that arrived in the department through its rivers. This is a land where everything revolves around its waters, its culture and its vallenato music, with cheerful, charismatic and inspiring people who open their doors to the Greater Colombian Caribbean.

Cesar was a meeting place for different population groups due to its proximity to the Magdalena River, of utmost importance in colonial times, and to the country's subsequent road building. This exchange of cultures to which it was exposed meant that it developed in the midst of different languages, traditions and customs that further enriched the area.

For the indigenous people, weaving is so important that men and women dedicate themselves to this work in keeping with the traditions of the culture to which they belong. According to a curious detail of tradition, the shoulder bags represent the thoughts of women.





Arahuacos, Valledupar, **GREATER COLOMBIAN CARIBBEAN.**



Sombrero vueltaio,
GREATER COLOMBIAN CARIBBEAN.

The indigenous cultures also have other crafts and instruments that are part of Cesar: the poporo (receptacle for lime), mats, espadrilles, chinchorros (hammocks), gaitas (flutes), drums and maracas. The Afro-Colombian cultures have contributed the musical rhythms of the department: puya music, cantaoras (singers), tamboras (percussion instruments) and vaquería songs that influenced vallenato music. In the same way, the Festival de Tamboras in Tamalameque and the Chimichagua Festival Nacional de Danzas y Tambora form part of this heritage. The vaquería songs and the accordion, major influences on vallenato, were the main elements that the Europeans brought to this department.

The indigenous Arhuacos, Koguis, Kankuamos and Yukpa peoples are acknowledged for their ancestral knowledge and for being caretakers of nature. They bring their knowledge to the region on occasions, like when citizens visits sacred areas.

The Afro-Colombians, acknowledged in the department for their joy and musical culture, mainly contribute with cantaoras and tamboras. They reached these areas through the rivers, which as bogas or sailors they knew very well.

Since colonial times, various European cultures entered Cesar, leaving a legacy especially related to language and musical instruments.

VALLENATO MUSIC, A HALLMARK OF THE REGION

This department is known for being a place of juglares (legendary performers) and vallenato songs that bring many people together in a single sound. It is a space that encourages inspiration and finding yourself. Its festivals, rhythms, instruments and songs reveal a region in love with life.

Cesar is a musical department that buzzes with vallenato, a genre that comes from the great cultural mix of Afro-Colombians, Europeans and indigenous people, played on accordion and guitar and giving rise to important stories of the department.

Its location, easily accessible by its rivers and marshes, has made it possible for diverse cultures to arrive. In turn, this blend created sounds and flavours which, although typical of Cesar, are also shared with La Guajira and Magdalena (as they were part of the Gran Magdalena region).

SOUNDS

The juglares are the legendary icons of vallenato music. They are the ones who gave rise to the stories sung about everyday events in its towns. This is the origin of the legend of Francisco el Hombre (Francisco the Man), to whom homage is paid in a festival of the same name that is recognised in the three main departments of vallenato music. Its most important event is the Festival de la Leyenda Vallenata, created by major personalities of the genre such as Rafael Escalona and Consuelo Araujo Noguera, and in which Alejandro Durán received the crown in its first edition. However, vallenato is not unique to Cesar, as it is shared with two other departments (Magdalena and La Guajira), but it is considered music that belongs to the whole of the Colombian Caribbean. Some of the fairs, festivals and the most representative figures of the region

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“Our destiny, which is an attraction of melodies, is nationally and internationally renowned, which is reason enough for the region to showcase it in every town, where not only the historic juglares once existed, but where the winners of international popular music competitions now reside.”

are related to this genre of music, where the singers are inspired by the rivers to tell the stories of the region.

FLAVOURS

As far as gastronomy is concerned, Cesar is a land of flavours related to its origins in the Gran Magdalena region. Here you will find cuisine that is influenced not only by the cultures of the department itself, but also by the flavours of La Guajira and Magdalena.

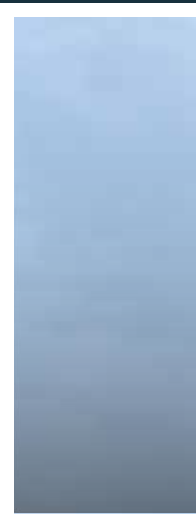
“Goat is the most typical dish for us, although there are different types and preparations. We were united with La Guajira, where this dish is a tradition, and we share that.”



Vallenato accordion, Valledupar, **GREATER COLOMBIAN CARIBBEAN.**



KEY WORDS
AND CONCEPTS





Crafts, **GREATER COLOMBIAN CARIBBEAN.**

INDIGENOUS TEXTILES

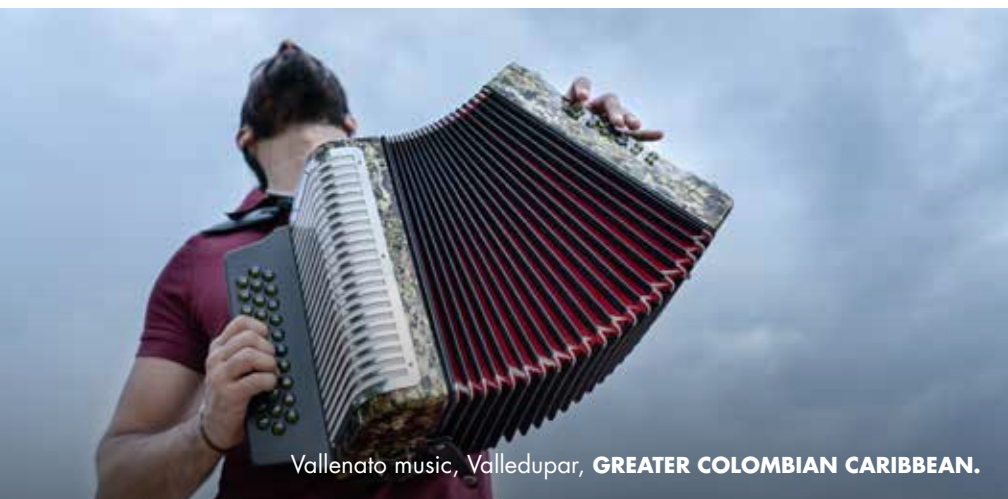
They are important, like in the other Caribbean departments. The shoulder bag is the most typical, followed by mats and espadrilles.



La Mina River, Valledupar, **GREATER COLOMBIAN CARIBBEAN.**

NATURE

Immense bodies of water, especially rivers, are considered sources of inspiration and a meeting place, and are therefore highly valued in the region.



Vallenato music, Valledupar, **GREATER COLOMBIAN CARIBBEAN.**

A LAND OF MUSIC

Accordions, maracas, and taboras and guacharacas (percussion instruments), as well as festivals in which people of and kind from Cesar participate.

KEY CONCEPTS



EMBLEMATIC PLACES AND ACTIVITIES

- Nabusímake
- La Jagüa de Ibirico
- Corregimiento de Las Palmitas Cesar
- Alfonso López Square
- La Victoria
- Lost City of Pueblo Bello
- Atánquez
- Patillal
- Chimichagua
- Pueblo Bello
- Tamalameque
- Manaure Square
- Businka community
- Casa Beto Murgas, Accordion Museum
- Aguachica
- Valledupar
- Curumaní
- Pailitas
- Becerril
- Río de Oro
- Villanueva among others.



ART, HANDICRAFTS AND MUSIC

- Shoulder bags
- Chinchorros (hammocks)
- Espadrilles
- Mats
- Vallenato
- Puya music
- Cantoras (singers)
- Tambores (percussion instruments)
- Cantos de vaquería songs among others.



GEOGRAPHY

- Guatapurí River
- Serranía de Perijá mountain range
- Magiriano River
- Dantas
- Painted parakeet of Perijá
- Zapatosa marsh
- Mariangola River
- Gache well
- Poma Franca well
- Puik tree
- Atinaboba Lagoon
- Labyrinth of stones
- Piedras azules
- La Liberata Waterfall
- Tranquilidad Waterfalls
- Marmitas Waterfall among others.



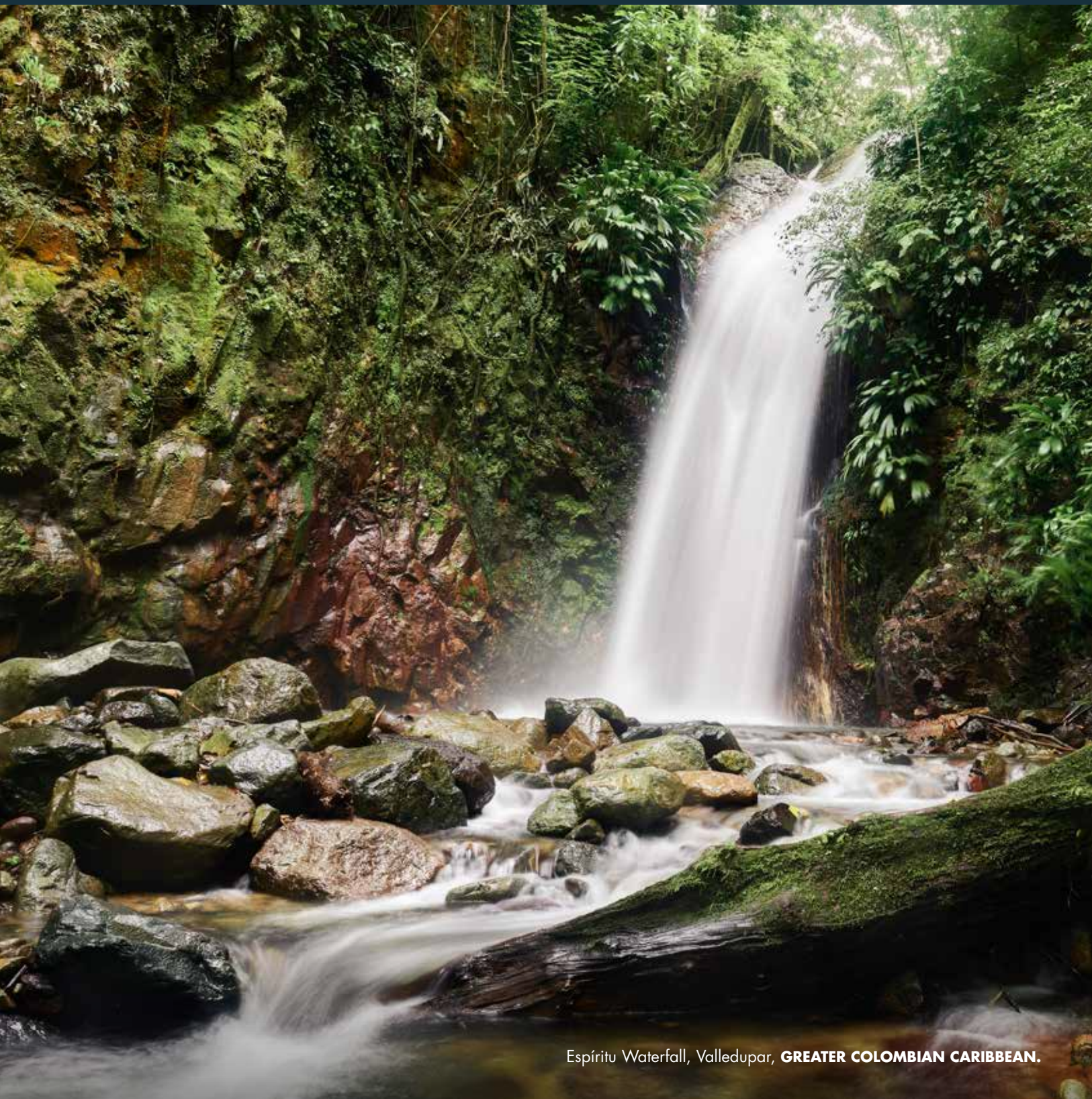
GASTRONOMY

- Varied goat dishes
- Fried or stewed fish
- Bocachico fish
- Sancocho vallenato / Sancocho de pescado / Sancocho trifásico (stewed fish or meat with vegetables)
- Sweets made from milk, plantain, papaya, grapefruit, yam, panocha (roll filled with coconut or cheese), cakes, cuques, etc.
- Guarapo de caña (cane syrup drink)
- Cayeye (dish made from mashed green guineos)
- Rosquetes (cheese rolls)
- Bean and maize stew, with salt and roasted meat
- Guandul (cooked beans from Cesar)
- Sopa de piedra (stew cooked with hot stones)
- Malanga (vegetable)
- Cuchuco (corn and bean soup)
- Arepas con pellejo (corn patty with grated cheese)
- Bollo limpio (corn roll)
- Cachapa (corn patty) among others.



REPRESENTATIVE FIGURES

- Afro-Colombians
- Indigenous peoples: Arhuacos, Koguiis and Kankuamos, Yukpa
- Juglares (legendary performers)
- Vallenato
- Rafael Orozco
- Rafael Escalona
- Francisco el Hombre (Francisco the Man)
- Hernando Molina
- Consuelo Araújo
- Alejandro Durán
- Beto Murgas
- Maestro Jacinto "Chicho" Ruiz
- Juglares (legendary performers): Alejandro Durán, Luis Ernesto Martínez, Calixto Ochoa 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.

Serranía del Perijá mountain range, GREATER COLOMBIAN CARIBBEAN.

• REGIONAL NARRATIVES OF TOURISM •

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COLOMBIA'S TOURISM INVESTMENT COUNTRY BRAND

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