

REGIONAL NARRATIVES OF TOURISM

NARIÑO

● COAST, MOUNTAIN RANGE AND AMAZONIAN FOOTHILLS ●

COLOMBIA 

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Santuario de Nuestra Señora del Rosario de Las Lajas, Ipiales, Nariño, MACIZO COLOMBIANO.



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**MINISTRY OF COMMERCE,
INDUSTRY AND TOURISM**

VICE MINISTRY OF TOURISM

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El Morro Beach, Tumaco, Nariño, **THE COLOMBIAN MASSIF.**

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



NATURE FOR ALL TASTES

Nariño boasts beaches, jungle, mountains, plateaus and depressions. Numerous climates, an enormous array of plants and animals.



The stunning department of Nariño forms part of the Colombian Massif, between mountain ranges and highlands. It was established in a land of contrasts: coast, Andes and Amazonian foothills. On the west of this department is Tumaco on the Pacific Ocean, along with all its charms and marine resources. It has a rocky relief, since the branches of the Western and Central-Eastern mountain ranges split from the mountainous complex of Los Pastos Massif. It features high plateaus such as Pasto, Ipiales and Túquerres, and deep-seated valleys such as those of the Patía and Guáitara rivers. Given that it is also a freshwater area, it has two watersheds. The Amazonian watershed, formed by the San Miguel, Patascoy, Guamuez, Afiladores, la Tola and Churayaco rivers; and the Pacific watershed, comprising the Patía, Pasto, Mataje, Mira, Mayo, Iscuandé and Juanambú rivers. Lastly, part of the Amazonian foothills are to the west, packed with dense vegetation and a warm humid climate and boasting countless natural attractions. This is land where potatoes, barley, wheat and African palm are grown; there is livestock farming in Túquerres and Ipiales, and prawn farming for export in Tumaco.

“With such a mixture of climates and geography, Nariño is home to diverse cultures, which, although they share



like that, you understand the significance of our wildlife. It's magical."

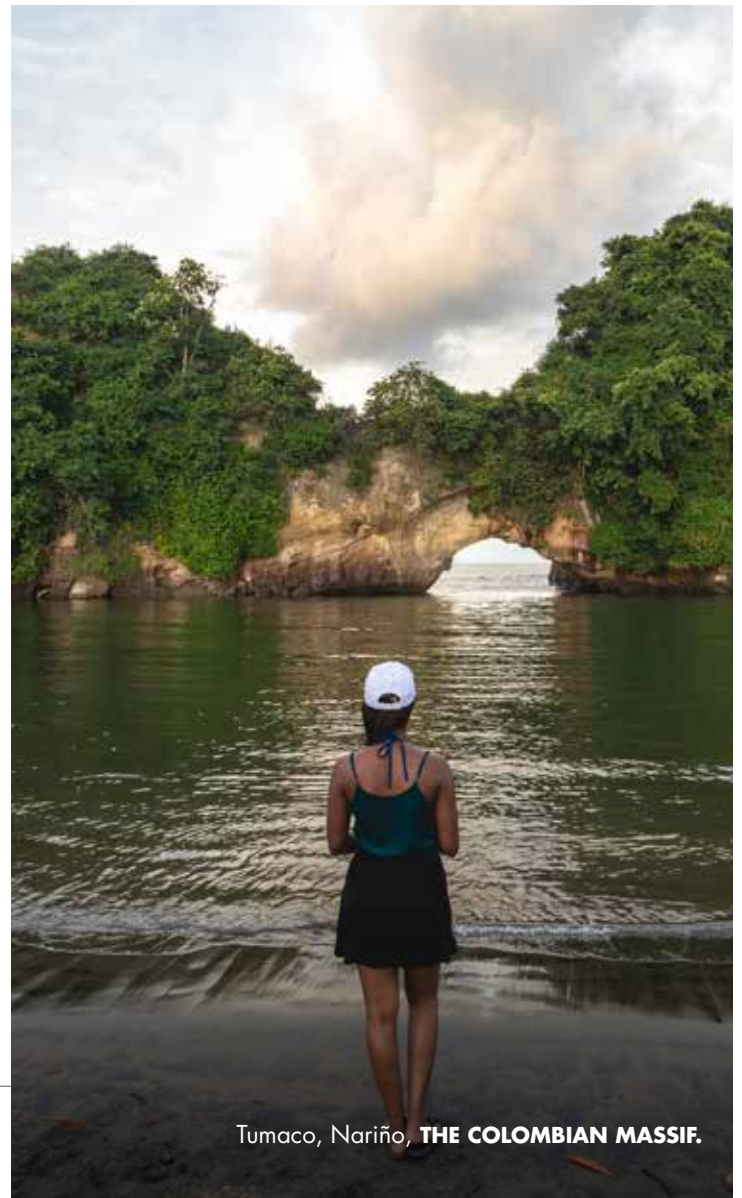
La Cocha Lagoon, Nariño, **THE COLOMBIAN MASSIF.**

their fundamental nature, they are set apart because the environment can influence the communities."

The Río Ñambí and La Planada nature reserves, well-known for their variety of flora, fauna and ecosystems, are found in the coastal Andean foothills. Tumaco also boasts the beaches of Morro, Mulatos, La Ensenada and Bocagrande, in addition to the Sanquianga National Natural Park, which are appealing for the kindness of its people, gastronomy and nature. On the mountain ranges, the Galeras Fauna and Flora Sanctuary is a crucial site for ecological and adventure tourism. It comprises numerous ecosystems and a volcano, with 16 species of hummingbirds and six species of frogs. In terms of flora, the frailejón (big monk or espeletia), fruit and medicinal plants are characteristic. It also has lagoons (Coba Verde, Coba Negra, Mejía, Telpis and Cascada Tunal), small lakes and 120 rivers.

La Cocha Lagoon, on the Andean-Amazonian foothills, is one of the country's biggest natural wetlands. On the island of La Corota, a flora and fauna sanctuary, activities available include guided walks in the lagoon, sport fishing, hiking and camping. The azonal moorlands are home to cloud forests, deer, tapirs and bears.

"Sometimes you can't believe it when you spot a deer out there in the forest, or unexpectedly sight a spectacled or Andean bear over there. And when you see something



Tumaco, Nariño, **THE COLOMBIAN MASSIF.**

— A MILLENNARY FUSION OF CULTURES

Indigenous, Afro-descendants, mestizos and white people, a blend that enhances an already culturally rich department.



Andean music, **THE COLOMBIAN MASSIF.**

Nariño embraced indigenous culture and legacies, while also acknowledging the impact of Afro-descendants. In Nariño, what is indigenous is appropriated. Whites and mestizos use indigenous words (though this is being lost among the new generations); they are proud to form part of the Qhapaq Ñan (Great Inca Trail in Quechua) and celebrate the Inti Raimi (festival of the sun); they practice subtleties of teamwork and reciprocity such as the chagra and the minga, and uphold values of hospitality and brotherhood inherited from the indigenous world. They are noteworthy for being industrious, helpful, insightful, proud, spiritual, tradition-bound, respectful of their elders, family-oriented and loving. Despite the fact that they do not share the same territory, the Quillancinga and Pastos communities are respected. The former live more isolated and they fear too much contact with the Western world, while the latter approve of community-based tourism in keeping with sustainable development.

Afro-descendants, in contrast, value their gastronomy and resources. They respond to the Pacific coast culture. They are joyful, familiar, trusting of others. They are less spontaneous than in the north in Chocó, but they safeguard traditions and behaviours linked with their African heritage. Nariño's mountainous region is noted for its craft industry, which makes use of many of the resources, including timber, metal, fibres and skins.

The most prevalent crafts are: cathedrals, carnival floats, miniature ceramic guinea pigs, iraca hats (toquilla straw) from the Sandoneña culture, rural scenes in Pasto tamo (dyed wheat strands), embossed leather, wood carving, cabinetmaking, gold filigree and Pasto varnish. The latter technique is established as UNESCO Intangible Heritage of Humanity.

The gastronomy of the department is greatly influenced by the products of the highlands and valleys, with Tumaco's gastronomy having less appreciation, even though it is deemed delightful. The most prevalent foods are: hervido pastuso (a fruit juice-based drink with sugar cane liqueur), tamal nariñense (boiled meat and vegetables in banana leaf), pambazas (sweet buns), allullas (bread bun), pan de leche (sweet buns) and corn bread with chocolate, bizcochuelos (sponge cake), ají de maní (peanut and chili sauce), empanadas de añejo (corn dough pasty), lapingachos (cheese and potato fritter), locro (vegetable soup), roast guinea pig, frito pastuso (meat, vegetable and popcorn dish), pork loin with blackberry or lulo, sancocho de gallina (chicken broth often accompanied by cassava, yam, potato



El Encano, Pasto, **THE COLOMBIAN MASSIF.**



Xylophone and mallet, Tumaco, **THE COLOMBIAN MASSIF.**



Brevas con Arequipe, **THE COLOMBIAN MASSIF.**

and corn on the cob), juanesca (fish soup), tomato dessert, chilacúan (papayuela), blackberry, brevas (breba figs) or pumpkin sweets and motilón wine. In Tumaco, the classic noteworthy dishes are fish, crab or prawn stews, shellfish ceviche, prawn ceviche; arroz atollado (rice and meat dish), arroz con toyo (toyo fish and rice dish) and seafood casserole. Drinks include arrechón (tomato-based drink) and biche (sugar cane-based drink).

Art, architecture, history and religion play a key part in Pasto, thus, there are fascinating workshops and museums to visit: Gold Museum, Alfonso Zambrano Museum, Taminango Museum, Juan Lorenzo Lucero Museum, Mary Diaz Museum, in addition to the Marine Park and old town: House of Sebastián de Belalcázar and the Imperial Theatre. The University of Nariño is also a remarkable place, given that it embodies the knowledge that

leads to resistance, to the struggle for rights. Guaneñas, sanjuanitos, sayas and tincos (Andean music rhythms) complement the main festivity of Nariño, the Carnival of Blacks and Whites of Pasto. Oral and intangible heritage of humanity and cultural heritage of Colombia, by way of parades, floats, murgas (musical theatre) and costumes, this religious and secular festival honours miscegenation. Other noteworthy celebrations include: Carnaval de los Rojos (Buesaco), Craft Fair and Exhibition, Andean Music Event, International Theatre Festival, International Jazz and Carnaval Rock festivals (Pasto), Multicolour Border Carnival (Ipiates), Pilgrimage to Las Lajas Sanctuary and Festival of Our Lady of Las Lajas (Ipiates), Corn Festival (Guachavez), Departmental Bands Competition (Samaniego), Carnival of Fire and Pacific Music Festival (Tumaco).



Las Lajas Sanctuary, Nariño, **THE COLOMBIAN MASSIF.**



WITH NATURE, ROOTS AND SPIRITUALITY

Nariño is a department with deep-rooted Catholic connections. Its temples and festivities act as a stage to connect with the spiritual side.

Today Nariño exists in connection with nature, roots and spirituality. The city of San Juan de Pasto is strongly ingrained in the Catholic religion. It showcases many temples for religious tourism during Holy Week. The most popular are the Sanctuary of La Merced, the Church of Christ the King, San Felipe, Santiago, Fatima and the Cathedral of San Juan Bautista. The Sanctuary of Our Lady of the Rosary of Las Lajas in Ipiales rises between two mountains, joining nature with the spiritual world.

The entire department has concealed natural treasures that form part of the indigenous and ancestral cosmogony like children of Galeras Volcano, which give rise to knowledge on caring for the environment and rituals for the use of medicinal plants. It boasts idyllic places to disengage from daily life and be thankful for the water and the sounds of the earth. The Andean music of zampoña, quena, harmonica, drums and guitars recalls the sound of the wind between moorlands and peaks. Lastly, Pasto hosts the International Meeting of Andean and Pacific Cultures, where experts in traditional knowledge and beliefs meet each year to share, dialogue and integrate.

It is the birthplace of mountains that reach down to the sea, where rivers feed the land and lead to the emergence of jungles. A land of friendly, hard-working and uncomplicated people that encourages you to connect your soul with what is transcendental, with your roots, with the nature that gives us life.



KEY WORDS AND CONCEPTS



Guinea pig, Nariño, **THE COLOMBIAN MASSIF.**

GUINEA PIG

Guinea pig is not only a classic Nariño dish, but also a means of showing appreciation for somebody: it is only made at home on special occasions and for special people.



Qhapaq Ñan, **THE COLOMBIAN MASSIF.**

QHAPAQ ÑAN

It spans from Ipiales to Pasto. Ever since its recognition by UNESCO, it has become an element that bolsters identity.



Galeras Volcano, Nariño, **THE COLOMBIAN MASSIF.**

GALERAS

The Galerás Sanctuary, and notably its volcano, signify the mountain ranges and Nariño: "The children of the volcano." It is one America's most active volcanoes and its ecosystems are accountable for the huge array of the area's lagoons and species of flora and fauna.



Carnival of Blacks and Whites, Nariño, **THE COLOMBIAN MASSIF.**

CARNIVAL

The Carnival of Blacks and Whites is the commemoration of miscegenation and country folk, of syncretism and of Afro, indigenous and white identities sharing the area.



Las Lajas Sanctuary, Nariño, **THE COLOMBIAN MASSIF.**

OUR LADY OF THE ROSARY OF LAS LAJAS

It represents the spirituality of the people of Nariño, without differentiating between ethnic identities.



FIGURES

- Agustín Agualongo: rebel leader against Bolívar
- Maestro Alberto Quijano: works at NASA
- Conchita Matamanchoy: embodies the importance of women in the development of social processes, empowerment and environmental conservation
- Alfonso Zambrano and maestro Jaramillo
- Eddy Martínez and Luis E Nieto: musicians
- Aurelio Arturo among others.



CRAFTS

- Wood carving
- Architectural figures in clay
- Iraca hats
- Carnival floats and mini guinea pigs in various metals
- Toquilla straw
- Embossed leather
- Gold filigree
- Pasto varnish among others.



EMBLEMATIC PLACES AND ACTIVITIES

- Flora and Fauna Sanctuary with its Galeras volcano
- La Cocha Lagoon
- Cumbra! Volcano
- Sanquianga and Chimayoy Park
- Moorlands of Las Papas and Azonales
- Corota Island Sanctuary
- La Bolsa Lagoon (closed)
- Orchidarium in Santa Isabel
- Tajumbina thermal springs
- Bobo River dam
- Juananbú Canyon
- Río Nambí and La Planada Nature Reserves
- The beaches of El Morro, Mulatos, La Ensenada and Bocagrande
- Gold Museum, Alfonso Zambrano Museum, Taminango Museum, Juan Lorenzo Lucero Museum, Mary Diaz Museum
- Sanctuary of La Merced, Church of Christ the King, San Juan Bautista Cathedral
- Graffiti with indigenous identity that has become part of the urban landscape
- Puerres: Valley of the Incas with indigenous relics of the likes of petroglyphs and pottery
- Qhapaq Ñan
- Las Lajas Sanctuary among others.



KEY CONCEPTS



La Cocha Lagoon, Nariño, **THE COLOMBIAN MASSIF.**



FAIRS, FESTIVALS AND FESTIVITIES

- Carnival of Blacks and Whites of Pasto and other municipalities
- Craft Fair and Exhibition
- Multicolour Border Carnival
- Andean Music Event
- Patron saint festivities
- Carnival of Fire
- Pilgrimage to Las Lajas Sanctuary
- Corn Festival
- Departmental Bands Competition
- International Theatre Festival
- International Jazz and Carnival Rock festivals
- Festival of Our Lady of Las Lajas
- Pacific Music Festival among others.



GASTRONOMY

- Hervido pastuso (a fruit juice-based drink with sugar cane liqueur)
- Pambazas and pan de leche (sweet buns), allullas (bread bun), bizcochuelos (sponge cake) and lapingachos (cheese and potato fritter)
- Ají de maní (peanut and chili sauce) and empanadas de añejo (corn dough pasty)
- Tamal nariñense (boiled meat and vegetables in banana leaf)
- Sancocho de gallina (chicken broth often accompanied by cassava, yam, potato and corn on the cob)
- Locro (vegetable soup)
- Roast guinea pig
- Pork loin with blackberry or lulo
- Tomato dessert
- Chilacután (papayuela), blackberry, brevas (breba figs) or pumpkin sweets
- Consacá: production of panela (cane sugar), alfeñiques (sweets) and melcochas (cane sugar-based sweet) among others.

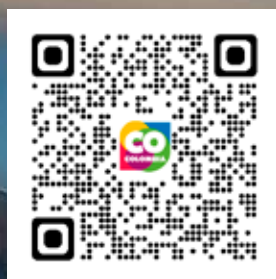


GEOGRAPHY

- Coast, Andes and Amazon
- Central and Western mountain ranges
- Los Pastos Massif among others.

THE COLOMBIAN MASSIF

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.

Galeras Volcano, Nariño, THE COLOMBIAN MASSIF.

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