

**WESTERN COLOMBIAN  
ANDES**

MAGAZINE  
**No. 13**

# **REGIONAL NARRATIVES**

**OF TOURISM**

Vantage point, Filandia, Quindío, **WESTERN COLOMBIAN ANDES.**

# QUINDÍO

• **LAND OF CRAFTSPEOPLE WITH A TASTE OF COFFEE** •

**COLOMBIA** 

VISIT **COLOMBIA.TRAVEL**



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Parque del Café, Quindío, **WESTERN 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.

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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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Filandia, Quindío, WESTERN COLOMBIAN ANDES.



# A SMALL LAND WITH A BIG SOUL

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*The stunning department of Quindío is small in size but manages to encompass myriad landscapes emerging from the mountains. Moorlands, a great many shades of green, colours, flowers and birds make it a paradise on earth.*

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Quindío is a small department with a great variety of landscapes and natural resources that are bursting to be discovered. Although the department is small in size, it is large in essence, as it has a number of landscapes that emerge from the mountains and diverse climates. You can also find what is known as the Hoya del Quindío, a territory buried in Colombia's central mountain range that has a great diversity of natural resources.

It is also associated with a place of nature bursting with colours, not only because of the many shades of green in its mountains and crops, but also the awe-inspiring colours of its flowers and birds.

*"Here the territory is so small that you can travel through the whole department in one day. You can go from 3500 metres to 900 metres. It's a place that is very easy to walk around and you can find all the thermal floors."*

This department is home to the astounding Cocora valley, where the wax palm (Colombia's national tree) grows and the yellow-eared parrot lives. Rivers flow and a diversity of mountains and nature are found, which are currently the subject of protection programmes.

Quindío also produces bamboo and guadua, natural resources with many benefits. Besides admiring these immense plants in their natural environment, they are also used for handicrafts and architectural works.

# — THE UNMATCHED BLEND OF CULTURES

*Quindío considers itself to be a melting pot, where different cultures have met, from the Quimbayas to the settlers, which have brought about the blend that you find today.*



Cocora valley, Quindío,  
WESTERN COLOMBIAN ANDES.

Those in the know say that the Quimbayas, considered Colombia's best goldsmiths, inhabited Quindío. They carved gold into elegant, unadorned figures, reflecting their quiet and uncomplicated personality.

It is a virtue that is present today in the inhabitants of Quindío and in its essence. And although a major part of the Quimbaya treasure today rests in Spain, a considerable portion can be seen in the Quimbaya Gold Museum in Armenia.

*"They were goldsmiths. The most representative sample is 124 gold stones that were unlawfully taken to Spain, which is why we are fighting for their repatriation. This is what is known as the Quimbaya treasure, which is in the Museum of America in Madrid."*

Then the settlers from Antioquia arrived. It is said that Antioquian muleteers arrived in this department, and by making roads and trails, settled in these lands and brought development to the region. Hence, the people of Quindío identify themselves with a strong, enterprising, hard-working and helpful personality. They have inherited and appropriated into their gastronomy many dishes from Antioquia (such as the bandeja paisa (rice, beans, meat, fried meat and plantain, arepa), chocolate in agua-panela and the arepa or corn patty), and their dialect has even been influenced with words and expressions.

*"We have major Antioquian heritage, road building, the bandeja paisa, the arepa that originated from the indigenous people but also from the Antioquians."*

Agriculture in the region led to coffee growing. People of Quindío are identified with coffee growers, farmers with an uncomplicated, humble, quiet and, above all, hard-working personality. They are also passionate about what they do, they work their plantations and harvest





Farmer, **WESTERN COLOMBIAN ANDES.**

with love, and that is why Quindío coffee comes with heart, body and soul.

*"We are a land that speaks from the heart. Here coffee is the language of love, because the coffee plantations are love. We have coffee in our hearts. Behind the majesty of coffee there is a family that was born from the same land, that sweats and makes sacrifices, that works for coffee."*

These diverse blends have built what is known as the Quindiano personality. From the indigenous people they learned to be people of peace, serene and uncomplicated. From the Antioquian settlers they inherited their way of speaking, the enterprising and wandering spirit. And from the coffee farmers they acquired a humble and open personality, their simplicity and devotion to family.

*"We are a synthesis of cultures, like a fusion of many things that makes us who we are today. We have a little bit of everything."*

# SOMEWHERE TO DISCONNECT

*Today, Quindío is a department that encourages you to wander its mountain trails, discovering the power of nature and its cultural legacy, in search of experiences, rest and disconnection.*

In Quindío you can discover the Coffee Cultural Landscape (declared as such by UNESCO and shared with other departments such as Risaralda, Caldas and Valle del Cauca). Its goal is not only to showcase coffee cultivation and its economic development, but also the environment and culture surrounding Colombian coffee: its geography, the personality of its people and their customs.

Hence, many of the experiences Quindío has to offer include discovering a coffee estate, learning how to grow coffee, talking to coffee growers, drinking coffee, eating their typical dishes and sleeping on their farms. You will not only immerse yourself in its culture, but also disconnect from the hectic, industrialised city life, to connect with the uncomplicated, quiet life of the country folk and coffee farmers.

*"Not all regions have a UNESCO declaration. Here we*

*are trying to ensure that this Coffee Cultural Landscape is appreciated as it deserves."*

This stunning department encourages you to connect with its natural riches as a way of seeking peace, calmness and relaxation in its experiences. Visitors can take in the guadua trees and listen to their soothing sounds, take ecological walks along Quindío's many trails and landscapes, observe the abundance of different landscapes and mountains from its vantage points and contemplate nature in its botanical garden and butterfly garden. Hence, Quindío's most valued "architecture" is the mountain itself and its natural wealth.

*"Here people can listen to the guadua trees, see the*



Salento, Quindío, **WESTERN COLOMBIAN ANDES.**

*coffee, hear the birds, the waterfall and start to listen to themselves. There are people who haven't listened to themselves for years, and Quindío is the destination that lets them learn to listen to their inner selves."*

Quindío offers experiences that let visitors experience the coffee culture and learn about the environment in order to find inner peace and disconnection, notably including Parque del Café. As a theme park, it seeks to pay homage to the coffee culture, as well as offering other recreational activities.

Parque Los Arrieros offers recreation and leisure, while visitors can learn about the muleteers, through artistic and cultural skits. Then there is Panaca which, as an agricultural theme park, showcases all the traditional activities of the countryside. The routes through charming villages

encourage you to discover the daily life and colonial architecture, colourful buildings and the stories behind their names.

*"We have the Charming Villages Tour. We take tourists to experience all that emotion and to discover the history of all the municipalities that we have identified, and find out who the villages are named after and why."*

To the soothing sounds of the guadua trees, this land encourages you to be in peace, disconnect, and discover the culture of Quindío, admiring its Quimbaya treasures, broadening your horizons along the roads like the settlers of Antioquia, while learning the simple things in life together with the coffee farmers.



**KEY WORDS**  
AND CONCEPTS





Poporo, Quimbaya, **WESTERN COLOMBIAN ANDES.**

## GOLDSMITHS

The Quimbaya figures reveal a deep-rooted indigenous heritage.



Hotel Mocawa, Quindío, **WESTERN COLOMBIAN ANDES.**

## ARCHITECTURE

A display of the use of natural materials, such as bamboo and guadua.



Cocora valley, Quindío, **WESTERN COLOMBIAN ANDES.**

## NATURAL WONDERS

Its natural wonders include the wax palm, coffee plantations, their aroma, rivers, waterfalls and guadua trees.

# KEY CONCEPTS



## GEOGRAPHY

- Hoya del Quindío
- Wax palm
- Guadua trees
- Mountains
- Cocora valley
- Maravélez valley
- Rivers: Quindío, Barragán, La Vieja among others.



## REPRESENTATIVE FIGURES

- Quimbayas
- Antioquian settlers
- Farmers
- Coffee farmers among others.



## GASTRONOMY

- Bandeja paisa (rice, beans, meat, fried meat and plantain, arepa)
- Calentado paisa (dish of reheated leftovers including rice, egg, pasta, beans, veg and meat)
- Sancocho (meat broth often accompanied by cassava, yam, potato and corn on the cob)
- Mondongo (tripe broth) among others.



## FAIRS, FESTIVALS AND FESTIVITIES

- National Coffee Festival
- Pijao Festival
- Quimbaya Festival
- Salento Festival
- La Tebaida Festival
- Montenegro Festival
- Chapolera National Pageant
- Yipao Parade
- Muleteer Competition
- National Candle and Lantern Festival among others.





Parque del Café, Quindío,  
**WESTERN COLOMBIAN ANDES.**



Botanical Garden, Quindío,  
**WESTERN COLOMBIAN ANDES.**



## EMBLEMATIC PLACES AND ACTIVITIES

- Cocora valley
- El Paraíso del Bambú y la Guadua (eco-tourism)
- Botanical Garden of Quindío
- Parque del Café
- Panaca
- Vantage points of Quindío: Salento, Circacia
- Quimbaya Museum
- *Glamping*
- Coffee tours
- Master Craftspeople Tour
- Charming villages tour: Finlandia, Salento, Pijao, Calarcá, Buena Vista, Córdoba, Circacia, Génova, La Tebaida, Montenegro, Quimbaya.
- Full coffee plantation experience
- Bird watching among others.

## WESTERN 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.

Hotel Macawra, Quindío, WESTERN COLOMBIAN ANDES.

REGIONAL NARRATIVES OF TOURISM

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