

**WESTERN COLOMBIAN
ANDES**

MAGAZINE
No. 14

REGIONAL NARRATIVES

OF TOURISM

RISARALDA

MOUNTAINS, LANDSCAPES, COLOURS AND COFFEE TRAILS

COLOMBIA 

VISIT **COLOMBIA.TRAVEL**

Santa Rosa de Cabal, thermal springs, Risaralda, **WESTERN COLOMBIAN ANDES.**



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Otún Quimbaya Flora and Fauna Sanctuary, Risaralda, **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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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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El Lago Park, Risaralda, **WESTERN COLOMBIAN ANDES.**

— AN OASIS IN THE MOUNTAINS

Risaralda is an awe-inspiring department with many natural attractions lost in the mountains. Parks, thermal springs, lagoons and small havens are waiting for you to discover them.

The Tatamá National Natural Park, which also spans the departments of Valle del Cauca and Chocó, is one of the spectacular panoramas that you can enjoy in the stunning department of Risaralda. It is also one of Colombia's three virgin moorlands, in other words, those that are untouched by the interference of humankind. This diverse wonderland also offers a wide range of fauna, a variety of birds, mammals, amphibians and reptiles.

The famous thermal baths of Santa Rosa de Cabal are found in Colombia's central mountain range, and are one of the most popular tourist spots among nationals and foreigners. There is also the Otún Lagoon, a natural reservoir found in the Los Nevados National Natural Park, and the Otún Quimbaya Fauna and Flora Sanctuary, a natural area bursting with forests and natural riches.

Its territory boasts mountain landscapes, ridges and vantage points. The geography itself offers visitors the best spots to appreciate the landscapes wherever they are. It is the land of natural paradises, of mountains giving rise to a great many trails.

"In Risaralda we have a passion for the outdoors, so whether its adventure sports or observing nature, you can enjoy all kinds of diverse activities. We are mountaineers, mountain folk, people rooted to their land."



Hummingbird, **WESTERN COLOMBIAN ANDES.**



THE FRUITS OF MIGRATORY CURRENTS

Risaralda is deemed a department with a migrant soul because it sits on the path of diverse cultures, each of which has left a mark that is ingrained in the personality of the people of Risaralda to this day.



Pereira Viaduct, Risaralda, **WESTERN COLOMBIAN ANDES.**

Diverse cultures converge in the eclectic department of Risaralda. You can find indigenous people from various parts of Colombia who, throughout history, have travelled through these lands and settled in municipalities such as Quinchía, Guática, Mistrató and Pueblo Rico.

There are also the Afro-descendants, chiefly immigrants from Chocó and Valle del Cauca, who today occupy the territory of Pueblo Rico. Spaniards and Europeans from whom its inhabitants inherited gastronomic customs, such as chorizo, which is now acknowledged as one of Risaralda's signature dishes.

Settlers from Antioquia also passed through these lands, and as in Quindío, they left many legacies: their gastronomy, their way of speaking, their entrepreneurial vision and understanding, the religious character of some of them, and their friendly and helpful manner.

The rural folk brought major developments to the region, leaving a legacy of coffee culture that is highly valued today. The global and visionary personality that today sets the people of Risaralda apart is inherited from them: their devotion to the land and family.

Ultimately, this cultural crossroads has created a territory of open roads, even giving way to other musical tastes, such as rock, which is becoming established in the department and which gave rise, more than 16 years ago, to the Rock al Viento Festival in Apía.

This “migratory culture” has remained over time in the inhabitants of the department, who in their essence preserve a migrant identity and a restless penchant.

“Risaralda is a town of migrants, in Santuario you get everything through migration, so go to the United States, save money and come back and do whatever you want... The farm is not producing coffee, so go to the United States or Europe, save and come back, you solve everything through migration.”

The people of Risaralda have forged a very family-based, friendly, visionary, open, curious, enterprising and global personality, from the synthesis of migrant cultures that inhabited and still inhabit the department.



Coffee farm, Pereira, Risaralda, **WESTERN COLOMBIAN ANDES.**



Marsella, Risaralda, **WESTERN COLOMBIAN ANDES.**

AN UNPARALLELED EXPERIENCE

Risaralda encourages you to experience all that it has to offer: its geography and its landscapes, its gastronomy and the warmth of its people.

The thermal springs of Santa Rosa de Cabal are not only deemed a natural hot spring, but also a place to walk the “Thermal Expedition”. You can discover the thermal springs, the natural waterfalls and the different species of fauna and flora found here.

Like Quindío and Caldas, Risaralda is a department where you can experience the Coffee Cultural Landscape, where you can learn not only about the coffee process, from growing to drinking, but also about the growers and their traditions. Here you can travel by Jeep along the roads between mountains, as the country folk traditionally do, as this is a means of transport that is a hallmark of the entire coffee-growing region.

“It is the largest coffee-producing municipality and has beautiful estates that showcase the entire coffee process. Americans are in love with it. The little coffee leaf they touch, the smell, they love the process, and the little bean they grind, so for them that’s amazing.”

Of particular note are experiences where you can appreciate nature in the mountains: hiking is one of the most awe-inspiring activities in places such as the Otún Lagoon, the Matías Lagoon, the Minas del Chaquiro Waterfalls — and its cloud forest— and the El Embrujo Waterfall. You can also have a great time at places like Bioparque Ukumarí, and there are many natural sites to behold in the Otún Quimbaya National Natural Park, the Los Frailes Waterfall and even experiences for couples in the mist in Otún. You can also enjoy experiences contemplating the landscapes and vantage points, and go paragliding Apía.

Another highlight of the department of Risaralda is its festivals: the Fiestas de la Cosecha (Harvest Festival) showcase the importance of coffee culture in the area. The Fiestas de la Amistad (Friendship Festival) originated as a result of the festivities that took place in the villages following the harvest season. The Fiestas de la Paisanidad commemorate the strong Antioquian heritage and the Fiestas Folklóricas offer a range of folk, cultural, sporting, artistic and gastronomic activities typical of the region.

It is a department of migrants, of open and helpful people. In its diverse lands you can discover the legacies of other cultures, behold its landscapes from the edge of one of its mountains that contributed to shape not only the life but also the personality of its inhabitants.



KEY WORDS
AND CONCEPTS





Chorizo, **WESTERN COLOMBIAN ANDES.**

HERITAGE

The heritage of its migratory flows brought the chorizo, the Jeep and the arepa (corn patty).



La Inmaculada Concepción Church, Risaralda, **WESTERN COLOMBIAN ANDES.**

ON THE MOVE

People from Risaralda are adventurous, active, with a curiosity that reflects their own migrant soul.



Tinto coffee, **WESTERN COLOMBIAN ANDES.**

LANGUAGE

It's a *tinto*, not a small americano.
It's a *tinto bien cargado*, not an espresso.
It's a *doble*, not a large americano.
It's a *medialuz*, *perico* or *pintado*, not a cappuccino.



Santa Rosa de Cabal, **ANDES OCCIDENTALES COLOMBIANOS.**

PASSION, MOUNTAINS AND BINOCULARS

These are the items with which to admire the landscapes of Risaralda.



KEY CONCEPTS



GASTRONOMY

- Bandeja paisa (rice, beans, meat, fried meat and plantain, arepa)
- Chorizo de Santa Rosa (santarrosano)
- Arepa con queso (corn patty with cheese)
- Rural cuisine among others.



REPRESENTATIVE FIGURES

- Indigenous peoples
- Antioquian settlers
- Afro-descendant community
- Coffee farmers among others.



FAIRS, FESTIVALS AND FESTIVITIES

- Rock al Viento Festival
- La Cosecha Festival
- La Amistad Festival
- Fiestas de la Paisanidad (Paisa Festival)
- La Villa de los Cerros Folk Festival among others.



Helicoidal Bridge, Risaralda, **WESTERN COLOMBIAN ANDES.**



GEOGRAPHY

- Mountains
- Moorlands
- Vantage points
- Natural parks
- Thermal springs
- Snowy peaks among others.



SOME EMBLEMATIC PLACES AND ACTIVITIES

- Charming villages: Apía, Pueblo Rico, La Virginia, Santuario, La Celia, Guática, Belén de Umbría, Mistrató, Quinchía, Balboa and Marsella
- Tamaná National Natural Park
- Cuchillas de San Juan Regional Natural Park
- Thermal Springs of Santa Rosa de Cabal, Thermal Expedition
- Otún Quimbaya National Park
- Los Frailes Waterfall
- Minas del Chaquiro Waterfalls
- El Embrujo Waterfall
- Bioparque Ukumarí
- Hiking
- Mountain biking
- Paragliding
- 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.

Otún Lagoon, Risaralda, WESTERN COLOMBIAN ANDES.

• REGIONAL NARRATIVES OF TOURISM •

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