

REGIONAL NARRATIVES

OF TOURISM

Rincon del Mar, Sucre, GREATER COLOMBIAN CARIBBEAN.

SUCRE

• 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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San Bernardo, Sucre, **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 Bernardo Archipelago, Morrosquillo, **GREATER COLOMBIAN CARIBBEAN.**

— SUCRE HAS IT ALL

Sucre is split into sub-regions, each of which has its own distinctive features and characteristics that make it special. Together they form a comprehensive collection of activities, landscapes and adventures that can only be found here.

The particularly unique department of Sucre has five sub-regions with bodies of water, sierras, savannahs and other elements that link the department to what is happening inside and outside of it.

Its landscapes intermingle water and land, making it an area of unique scenery boasting a wealth of food and livestock. For this reason there are five sub-regions: Morrosquillo, Montes de María, Sabana, San Jorge and La Mojana, each with its own special features.



MORROSQUILLO

Sucre in the north is on the sea, and has the Gulf of Morrosquillo, which it shares with Córdoba. Sucre covers Coveñas, Santiago de Tolú, Tolú Viejo, San Onofre and San Antonio de Palmito. Its sea is unique, as its waters are warm all year round, and it has no currents, so that instead of taking you to the bottom of the sea, it takes you to the beach.

"We have a warm and tranquil sea, it is warm 365 days a year, it doesn't pull you to the bottom, it pulls you out, and its sunsets are beautiful, as you see when the sun sinks into the sea."

SABANA

It goes from the Montes de María to the Cauca and San Jorge rivers, it covers mountain ranges and small hills, and it is in this area where there is a good amount of livestock.

It is from these savannahs that the cattle leave for the transhumance, which is the migration of the ranchers with their animals from the savannahs to La Mojana or to the marsh, over long distances.



Gulf of Morrosquillo, Sucre, **GREATER COLOMBIAN CARIBBEAN.**

MONTES DE MARÍA

They are the great hidden treasure to safeguard and care for. It is an unexplored space, unique in the world, rich in little known animals and in which there are three forests. It is also a very special place for its inhabitants and visitors because from the mountains you can see the sea, and in the evenings the moon, the water and the sun all converge. It has a very violent past of armed conflict and therefore has been under-explored, and it now seeks to tell its story in order to redefine itself.

"The Montes de María are too rich, their beautiful landscapes, the sun meets the moon and in the distance you see the sea. There is coffee, tobacco, cocoa. We can produce everything!"

MOJANA AND SAN JORGE

These are two regions of water united with land, which were channelled from Bolívar to Córdoba by the Zenú people and have the marshes: Caimito, San Benito and San Marcos. They are fertile areas for sowing (especially for rice growing) and as food for livestock when ranchers are on the move.

"The whole sub-region of San Jorge and the sub-region of La Mojana is water, water and land, in other words, there is a marsh in San Marcos, a marsh in Caimito, and a marsh in San Benito. The entire system begins in Ayapel in Córdoba and ends in Bolívar. The whole marsh was channelled by the Zenú natives, which is why the land produced food all year round."



THE FRUITS OF CULTURAL EXCHANGE

Sucre is a department of movement, of people, animals and products. The ports were extremely important in its history and enabled cultural exchange between Europeans, Afro-Colombians, Arabs and indigenous people.

Sucre is a department of movement, of people, animals and products. This could be seen in the construction of ports that were extremely important in its history and which allowed a cultural exchange between Europeans, Afro-Colombians and Arabs with the indigenous Zenú who were there.

The Zenú built great works focused on their climatic conditions, they were a culture that was able to easily cultivate in times of drought and rain and that moved from north to south, exchanging products.

"The legend of the Hombre Hicotea (Turtle Man) goes that the man from there resembles the hicotea, because the Panzenú native left the Villa de Tacasuán, passed through San Cosme, went up the dry creek and reached the Gulf of Morrosquillo to trade, displaying a broad knowledge of geography and a strong ability to walk across water and land."

On the other hand, transhumance has enormous value for the people of Sucre, because it demonstrates their day-to-day experiences and their evolution over the years; it is a custom that takes place due to the geography of the department and is complemented by rituals. This is because when they spend several days on this journey they have to organise food for themselves, a place to rest on their journey, and a way of dressing that makes them comfortable during the process.

"Transhumance is a seldom-documented custom, but one that is very typical of the people of Sucre and

the savannah, because Sucre is a territory of cattle, which must be taken from one place to another in times of food shortage and drought, crossing streams, marshes, watercourses, canyons, in the department's lowlands."

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This has made Sucre a department with a rich diversity of cultures in which Syrian-Lebanese, Afro-descendants and Europeans have met with indigenous Zenú people who have contributed to the growth of the region.

Lastly, as far as handicrafts are concerned, it should be said that the department is rich in crafts made from caña flecha fibre, totumo, banana leaves, iraca palms, etc. Although there is a wide diversity of handicrafts, they are most proud of and well known for their hammocks, especially those produced in Morroa.

Their crafts accompany the people of Sucre in their daily chores, the sombrero vueltiao (turned hat), which they share with Córdoba and Bolívar, and which is used throughout the Caribbean, accompanies them under the sun. Their hammocks let them sleep, the totumo keeps the water cool, the shoulder bag contains what they need for the day. Other products such as gaitas (flutes), whistles and drums, baskets and placemats made of iraca palm, wooden furniture made in Sampués, and canes made of wood from Colozó are part of Sucre's heritage.

RHYTHMS OF IDENTITY

Music and dance that expresses an intercultural essence, food and flavours that manifest a cultural fusion.

Sucre in its music and dance displays its intercultural essence, with the porro, fandango, whistles, gaitas and “guapirreo” being a source of pride for the department.

Gaitas and whistles are ancestral instruments that are held dear to the people of Sucre. The porro, the department’s own music shared with Bolívar and Córdoba, narrates stories inspired by the beauty of nature and comes from a mixture of European, indigenous and Afro-Colombian and black music. Fandango, which is not just a type of music, is music, it is dance, it is an open-door party in which people come to dance.

“Even though there is no scientific proof, I would say that it is in our DNA, we are indigenous, the native part of us is there, we hear the gaita, I don’t know what it does, it is like when you listen to porro, when you hear a gaita, you feel something different, the truth is that you listen to it and somehow it moves you.”

This music, dance, folklore and instruments are combined with others that are also part of the department, such as the champeta, music that is most commonly found by the sea, which came from Africa, but has been modified; mapalés, all from the Afro culture; vallenato, which is shared with Cesar, Guajira, Magdalena and Córdoba, tells the stories of love, heartbreak and the everyday life of the region’s people. These are just a handful, as there are thousands of other rhythms that form part of the department’s music.





Mote de queso, **GREATER COLOMBIAN CARIBBEAN.**

“There are more than 33 rhythms that can be made with the music of the savannah, there are the chandé, pajarito, paseo, merengue, puya, porro, fandango, bullerengue, they can be interpreted on accordion, orchestra, bagpipe, in a band and on guitar.”

Meanwhile, Sucre’s gastronomy is also influenced by Arabs, indigenous people, Afro-Colombians, Europeans, and is shared with Bolívar and Córdoba, as they were only politically separated a few years ago, so they have the same history and origins. Mote de queso (yam and Costeño cheese dish) is the quintessential food of the department, which stems from the Thousand Days’ War, where troops cooked whatever they could find, Arab foods such as tahini, tabbouleh and kibbeh, and

has been altered over time.

This is why the places to visit in Sucre are all about its mountains and plains linked by its calm flowing waters, and the stories of its cultures that exchanged customs and intermingled. These are unique spaces in their essence, which enable you to enjoy the simple things in life. It is a young department that is crying out to be discovered and redefined. With a warm and calm sea that beckons you to stay on land to join in and participate without feeling alienated from the fandango and the gathering.



KEY WORDS
AND CONCEPTS





Production process of hammocks from Morroa, **GREATER COLOMBIAN CARIBBEAN.**

CRAFTS

Those who weave the icons of the culture: caña flecha fibre, hammocks and shoulder bags from the looms of Morroa, Corozal and Sampués. The savannah palm roofs of the typical Zenú dwellings, cooler than any modern house.



The crested oropendola, Sincelejo, **GREATER COLOMBIAN CARIBBEAN.**

NATURE

A young area, brimming with natural treasures to be discovered (such as Colosó) and rediscovered (such as Montes de María, and Mojana).



Gulf of Morrosquillo, Sucre, **GREATER COLOMBIAN CARIBBEAN.**

GULF OF MORROSQUILLO

The sea is like nowhere else in the country: warm and calm.



Cattle in Sincelejo, **GREATER COLOMBIAN CARIBBEAN.**

CATTLE-RAISING CULTURE

The savannah, the cattle-raising culture and transhumance are a reflection of a culture that seeks to survive by travelling long distances in search of the blossoming savannah.



People dancing porro in Sincelajo, **GREATER COLOMBIAN CARIBBEAN.**



GEOGRAPHY

- Montes de María
- Coveñas
- Caimanera Marsh
- Gulf of Morrosquillo
- San Jorge River
- Mouth of the Sinú River
- Marsh of San Marcos
- San Bernardo Island
- Isla de los Pájaros (Island of Birds)
- Caves of Tolú Viejo among others.



REPRESENTATIVE FIGURES

- Zenú people
- Cacique Chinchelejo
- Giovanni Quessep
- General Uribe Uribe
- Luis de Rojas
- Cacique Piche
- Calixto Ochoa
- Héctor Rojas Erazo
- Alex Quessep among others

KEY CONCEPTS



MUSIC AND CULTURE

- Trashumance
- Living Pictures of Galeras
- Porro
- Fandango
- Whistles
- Gaitas (flutes)
- Drums
- Guapirreo
- Bands
- Homes made using the bareque technique
- Houses made from palms among others.



CRAFTS

- Hammocks
- Sombrero vueltiao (turned hat)
- Basketry
- Iraca palm
- Wooden canes
- Totuma (totumo wood creations) among others



GASTRONOMY

- Mote de queso (yam and Costeño cheese dish)
- Rice and coconut
- Pegado de arroz con coco y tinto (rice dish with coconut and coffee).
- Bollo limpio (corn roll)
- Suero costeño (whey-based dish)
- Sancocho de pescado frito (fried fish broth often accompanied by cassava, yam, potato and corn on the cob).
- Tahini
- Tabbouleh
- Osaka
- Kibbeh
- Plátano en tentación (plantain accompaniment)
- Empanadas de maíz negro (black corn dough pasty)
- Chicha de maíz negro (alcoholic drink made from black corn)
- Bolitas de leche (milk-based sweet)
- Diabolín (cassava-based snack)
- Bocachico fish
- Cafongos (corn and cheese-based snack) 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.

Tolú, Sucre, GREATER COLOMBIAN CARIBBEAN.

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