

REGIONAL NARRATIVES

OF TOURISM

Calima Lake, Valle del Cauca, THE COLOMBIAN PACIFIC.

VALLE DEL CAUCA

• THE VALLEY IS THE VALLEY, EVERYTHING ELSE... •

COLOMBIA 

VISIT COLOMBIA.TRAVEL



©ProColombia - 2021

Calle 28 # 13A - 15. Floors 35 and 36
Bogotá, Colombia
+57 601 5600100.
info@procolombia.co

**MINISTRY OF COMMERCE,
INDUSTRY AND TOURISM**

VICE MINISTRY OF TOURISM

Created by:
**FEEDBACK PROVOKERS
AND PROCOLOMBIA**

**DESIGN AND
RESEARCH TEAM:**

Claudia Medina
Account manager

Project leaders
María Alejandra Gutiérrez
Natalia Bonilla

Juliana Quecán
Analysis manager

Carol Retavisca
Project coordinator

**FIELD EXECUTION AND
ANALYSIS TEAM:**

Semiotic director
Marcia Pinzón

Anthropologists
Alejandra Ramírez
Eliana Cepeda
Julián Numpaque

Psychologists
Natalia Pastrán
Ana María Rebellón

All rights reserved. Partial or complete reproduction of this material without explicit permission of ProColombia is strictly prohibited.

The published material, including, but not limited to, illustrations, articles, photographs and, in general, information comprised in LAS NARRATIVAS REGIONALES is protected by the intellectual property laws of the Republic of Colombia. The document and its contents, as well as the statements and/or opinions expressed in the publication and in the art that accompanies it, are the result of research carried out by the author and reflect the opinions and interpretations of the work's author, which are personal in nature, and do not correspond to or reflect the position of the National Government and/or ProColombia, or the rest of the entities that have been involved in the project, who shall not assume any responsibility for the position, truthfulness, authenticity, or originality of the information contained therein, nor for any direct, indirect, incidental, or consequential, punitive, special, derivative, and/or any other type of damage arising from what is expressed therein. Its purpose is limited to the promotion of Colombia.

TABLE OF CONTENTS

SUGAR CANE
AND THE LAND

PAGE 3

SALSA
AND MUSIC

PAGE 5

ENJOY
LIFE!

PAGE 7

KEY WORDS
AND CONCEPTS

PAGE 9



Alcides Nieto Patiño Velodrome, Cali, Valle del Cauca, **THE COLOMBIAN PACIFIC.**

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



Cali, Valle del Cauca, **THE COLOMBIAN PACIFIC.**

SUGAR CANE AND THE LAND

The social and economic development of the department is closely linked to the production of the land and the people who work it. It is an historic department with a strong agro-industry and is the southern corridor to the rest of the country.

The history of the breathtaking Valle del Cauca is geared towards sugar cane production through estates, which over time has developed into a world-renowned sugar industry.

"The estates and their sugar cane fields are a core factor for us, because they led us to be major producers and to global importance."

The department benefited from the contribution of miscegenation, from the sadness of recognising how important slave labour from Africa was to agribusiness, to the joy of being host to the legacy of its culture and personality.

"The Afro legacy can be seen in production, but also in our bodies and in our way of being."

Valle del Cauca boasts fertile soils, minerals, rich waters and an industrious population that provide a highly varied production that develops the department's industrial nature.

"We produce not only sugar cane; we have coffee, abundant fruits and fish, seafood, livestock. We were an important player in forging and metalworking. Today we have the country's strongest printing industry, we produce paper and we are noteworthy in pharmaceuticals."

And it is also the southern corridor for supplies inside and outside the country.

"We have very good roads, rail is still in use and we have a port. This makes us a key corridor for the country." Geographically, Valle del Cauca comprises three areas





Uramba Bahía Málaga National Natural Park, Buenaventura, Valle del Cauca, **THE COLOMBIAN PACIFIC.**

that provide it with a variety of resources: the highlands of the Central and Western mountain ranges, the Cauca river valley and the Pacific coast. However, the people of Valle del Cauca split it into three different regions, partially following its geography and placing greater relevance on culture and production:

THE NORTH OF THE VALLE

The north of the department of Valle del Cauca is historically part of the Antioquian colonisation and, therefore, it maintains its coffee cultural landscape: coffee growing, gastronomy and Paisa culture. This region preserves the indigenous component of the department, as it has pre-Hispanic archaeological remains, and there is currently a presence of the Emberá-Chamí indigenous group, also coffee farmers. Besides coffee growing, it is one of the country's main fruit-growing areas.

CENTRE AND SOUTH

The region that lies in the Cauca river valley, in the centre and south of the department, has been noteworthy since colonial times for its vast extensions of sugar cane fields, with sugar being the main crop. This is where the department's biggest cities and capital are located, making it the most representative landscape. However, towards the south, cocoa has emerged as a product that has gained ground in national production. Culturally, this region of the Valle boasts the highest Afro-Colombian inclusion, which dates back to a past of black slavery in the sugar cane plantations.

PACIFIC: BUENAVENTURA

An area that is difficult to access from the interior of the country, which fosters greater similarity in terms of culture and production with the coast of neighbouring departments than with the department to which it belongs. It is an industrial and port district that receives migrations of Afro-Colombians from the Pacific in search of opportunities. It offers major biodiversity, coastal gastronomy and scores of ecotourism and recreational activities.



Cali, Valle del Cauca, **THE COLOMBIAN PACIFIC.**

— SALSA AND MUSIC

“The expression of the people of Valle del Cauca, their ability to create and take ownership has brought the department to life. We did not invent salsa, but we made it our own.”

Salsa, from its sounds and its bodily expression in dance, forms part of the characteristic traits of the people of Valle del Cauca, where their energy, joy and passion can be appreciated.

“Salsa has been part of our reality since the 1960s. We have a special way of dancing this type of music with boundless energy, which would not have been possible without the flavour of the Afro-Colombians.”

Salsa is so important that “Mi Valle del Cauca” and “Cali Pachanguero” are popular anthems of the department and its capital. Salsa culture can also be felt spontaneously in the Valle, and can be seen in places that honour its representatives, such as the Plazoleta and the Jairo Varela Museum, as well as salsa clubs and schools.

ARTISTIC EXPRESSION

The arts have found in Cali, in particular, an open and willing place for experimentation and the ability to express what lies in the soul.

“There are many artists of literature, cinema, painting and sculpture in the Valle. Some of these were born here like Andrés Caicedo, Luis Ospina, Carlos Mayolo, Omar Rayo; and others have arrived from elsewhere, like Hernando and Lucy Tejada, Edgar Negret, Diego Pombo and Fanny Mikey, who spent 12 years here making art.”

The three major festivals of Valle del Cauca are the Feria de Cali, which emerged as an alternative for economic recovery following the tragedy of 1957 and today represents Cali’s culture, to the point of becoming, down the years, a major international tourism attraction; the Petronio Álvarez Pacific Music Festival, which is held in Cali and is dedicated to showcasing Colombian Pacific folklore, attracts participants from all over the Pacific coast and is an initiative that has kept Afro-Colombian song traditions alive; the Mono Núñez Andean Music Festival, which takes place every year in Ginebra, is well known in Latin America and has generated a gastronomic festival around it, selling crafts and exhibiting musical instruments.

The department’s gastronomy comprises flavours and knowledge that bring together products from the Pacific (fried fish, prawns, plantain) and the Valle Central (chicken, corn, tubers) in addition to the sweetness of sugar cane and fruit, in a reinvented traditional cuisine.

There are countless versions of dishes from the Pacific mixed with those from the Valle, which give rise to emblematic preparations inspired by tradition and that keep the know-how alive.

“Here we have delicacies such as peach palm fruit, cho-laos (fruit salad), manjarblanco with desamargado (dairy based sweet with citrus fruits), encocados (stews), aborrajados (fried plantain and cheese) and marranitas (fried plantain and lard), sancochos de gallina (chicken stew), chuletas (chops), frituras and amasijos (bakery preparations) such as pandebono and pandeyuca with champús (corn and pineapple drink), lulo and borojé smoothie.”

Lastly, in terms of crafts, embroidery is the technique that is most representative of Valle del Cauca and Cartago. It was passed down by religious people during colonial times and is preserved traditionally to this day, enabling women (heads of families) to earn a living, organising themselves in cooperatives, and even showcasing their work in designer garments.



ENJOY LIFE!

In Valle del Cauca you can sense that people enjoy life, in which warmth, energy and joy are a hallmark of everything they do.

The heritage of the Valle boasts the joy and unwavering spirit of black liberation, already appropriated throughout the population and evident in its music, dance and the department's intense colours.

"We have a joyful spirit that was not defeated by slavery and sorrows, but which has gained steam and can be seen through movement and intensity in everything."

The symbol of the Valle del Cauca is sugar cane, which is why it is entrenched, making it a sweet and zestful place.

"Sugar cane is one of our hallmarks, and I think it expresses much more than the department's agribusiness. I think it represents us in many ways."

Salsa, the department's cultural heritage, makes it a spectacle for everyone and can be seen the world over. The department's landscapes are settings that are increasingly designed for relaxation and enjoyment. People's colours and bodily expressions are a manifestation of vitality, but their music also reflects the black seed from love, passion and nostalgia. Salsa is an exhilarating force for Valle del Cauca, given that it draws attention to the region worldwide as it generates high quality cabaret-type shows and is also an export product.

For young people, it is a source of employment and a way of reclaiming peace. And salsa schools are a way



of understanding, experiencing and enjoying Cali, the Salsa Capital of the World.

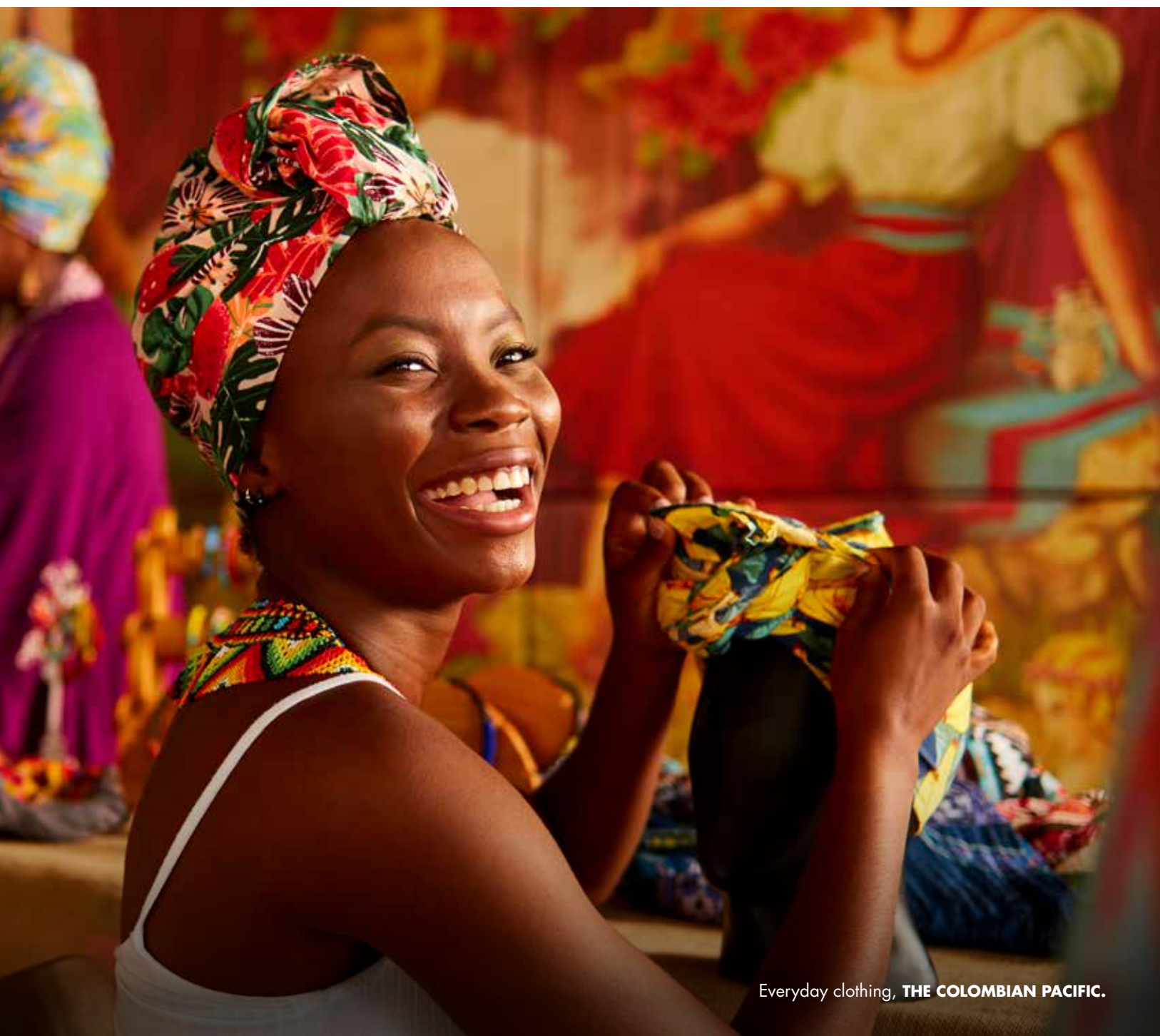
"In the song Quiero morir de manera singular, César Mora uses black lullabies and that culture that sings of death, not only with pain, but also with celebration and joy."

In turn, sweets are present in its gastronomy, representing a delicacy available to everyone. They not only represent a dessert but everything that the people of Valle del Cauca are.

ca are.

"Sugar is a good example of what we are: affectionate, sweet, romantic; with a sweet tooth even in flower arrangements and also with that caloric intake that gives our body energy."

Lastly, Valle del Cauca has an interest in making contact with nature an enjoyable physical activity, arousing all the senses. For this reason it boasts ecoparks, spas, farms, water parks, glampings and national natural parks such as Farallones de Cali, Las Hermosas and Uramba Bahía Málaga.





KEY WORDS
AND CONCEPTS





Cali, Valle del Cauca, **THE COLOMBIAN PACIFIC.**

EXHILARATION

The Valle is a department that emits energy from all angles: from its warm climate and all the sweetness that comes from sugar cane to its way of dancing salsa. This region encourages you to join in with the vitality, intensity and enthusiasm.



Cali, Valle del Cauca, **THE COLOMBIAN PACIFIC.**

INSPIRATION

The department has awakened creativity, imagination, art, poetry, music, cinema... it has been a muse for many artists. In the Valle you are inspired to let your soul thrive, to experiment, to express yourself, to be romantic, dreamy and passionate.



Paseo Bolívar, Cali, **THE COLOMBIAN PACIFIC.**

ENJOYMENT

It is a region to let your hair down, to talk for hours, to move your body, to enjoy life. Delight your palate with its many sweets, fruits, fried foods and exquisite dishes. The Valle invites you to enjoy the summer weather, to have fun dancing and listening to good salsa music or simply to join in the festive and cheerful atmosphere of the Sucursal del Cielo (Heaven's Subsidiary).

KEY CONCEPTS



GEOGRAPHY

- Central and Western mountain ranges
- Cauca River
- Pacific Coast among others.



CRAFTS

- Clay figures: haciendas
- Flower arrangement (gastronomy as handicraft)
- Tramarte in Sevilla
- Craft loom techniques
- Embroidery tour in Cartago
- Wooden pans from the Pacific among others.



FAIRS, FESTIVALS AND FESTIVITIES

- Feria de Cali
- Bandola Festival
- Plaza or Mono Núñez Festival
- Los Sabores de María Gastronomic Festival
- Buenaventura Gastronomic Festival
- Tuluá Agro-Industrial Fair among others.



GASTRONOMY

- Sweets and desserts: manjarblanco (dairy based sweet), desamargado (citrus fruit sweet), brebas, blackcurrant sweets, mamey sweets, guava desserts, cholao (fruit salad)
- Fruit: peach palm fruit
- Pacific dishes: encocados (swets), piangua cockles, ceviches
- Northern dishes: beans, pork, arepa (corn patty)
- Central-southern dishes: sancocho de gallina (chicken broth often accompanied by cassava, yam, potato and corn on the cob), chop from the Valle, arroz atollado (rice and meat dish), sugar cane ice cream and cheese, fried plantain, aborrajados (fried plantain and cheese, empanada (corn dough patty), marranitas (fried plantain and lard), frituras y amasijos (bakery preparations)
- Drinks: champús (corn and pineapple), lulada (lulo), viche (sugar cane-based) and borojó smoothie
- Shopping centres in general and Galería la Alameda in Cali
- Gastronomy tours in Cali and several municipalities
- Cooking workshops given by traditional cooks
- Rum tasting
- Typical sweets in Zarzal (north of the Valle) among others.



FIGURES

- Jairo Varela
- Grupo Niche and Guayacán Orchestra
- César Mora and Yuri Buenaventura
- Andrés Caicedo, Luis Ospina, Carlos Mayolo
- Omar Rayo
- Hernando and Lucy Tejada, Edgar Negret (representative but not native of the Valle)
- Mery Sierra, trio promoter
- Gustavo Hernández and Gabriela Mazuera: opera
- Jorge Isaacs, author of *María*
- Eustaquio Palacios, author of *El Alférez Real* among others.



EMBLEMATIC PLACES AND ACTIVITIES

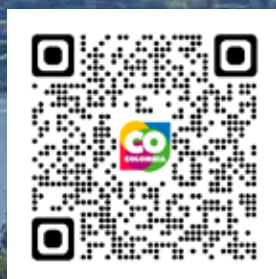
- The estates of El Paraíso, Cañasgordas and Piedechinche with its Sugarcane Museum
- Basilica of Señor de los Milagros
- Cristo Rey vantage point
- San Antonio neighbourhood
- Jairo Varela Square and Museum
- Night clubs, salsa schools and shows
- Juanchito
- *El Gato del Río* by Tejada and *Las novias del Gato* by various artists
- *María Mulata* by Enrique Grau
- Museum and Aves de Río monument by Omar Rayo
- La Tertulia Museum
- Venado Verde Ecopark and Nature Reserve, waterfall trail
- Spas, glampings, estates and water parks
- La Uva National Park
- Lake Calima: water sports
- Farallones de Cali National Natural Park
- Las Hermosas National Natural Park
- Uramba Bahía Málaga National Natural Park
- Freshwater prawn night fishing
- Beaches of Piangüita, Chuchero, La Barra, Santa Ana, Juanchaco, Ladrilleros, Juan de Dios, Nagüipi, La Bocana
- Yotoco Forest and Sonso Lagoon
- Sevilla: balcony of Valle del Cauca. Cartago, Ginebra, Roldanillo, La Cumbre, Buenaventura among others.



Monument to Christ the King, Cali, Valle del Cauca, **THE COLOMBIAN PACIFIC.**

THE COLOMBIAN PACIFIC

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, as key factors for the golden future that awaits it.



Scan this code and view the 33 modules of the regional narratives of tourism.

Calima Lake, Valle del Cauca, THE COLOMBIAN PACIFIC.

REGIONAL NARRATIVES OF TOURISM

COLOMBIA 

 PROCOLOMBIA
EXPORTS TOURISM INVESTMENT COUNTRY BRAND

VISIT [COLOMBIA.TRAVEL](https://www.colombia.travel)