



Sector Dialogue Tourism
for Sustainable Development

SUSTAINABLE TOURISM PARTNERS COLOMBIA



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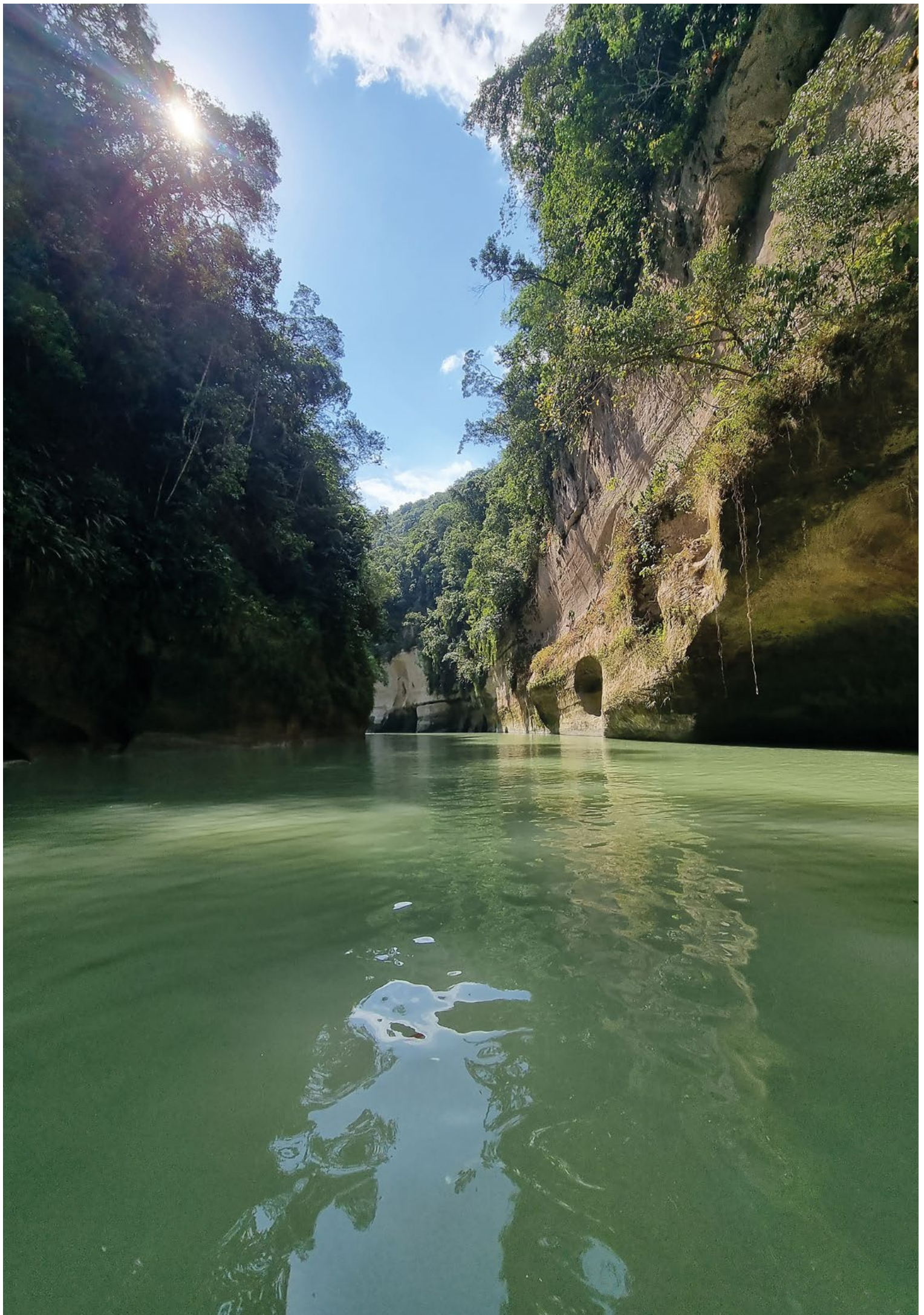
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SUSTAINABLE TOURISM

This overview on our Sustainable Tourism Partners from Colombia is offered by the Sector Dialogue on Tourism for Sustainable Development. It is a collection of innovative tourism businesses which took part in a comprehensive training program on sustainable tourism business development and are now looking for business partners in Europe.

The Sector Dialogue on Tourism for Sustainable Development is a multi-stakeholder partnership set up by representatives of the German and European tourism industry. Our mission is to harness the power of tourism to promote sustainable development in developing and emerging economies and in this way help to achieve the United Nations Sustainable Development Goals (SDGs) and the targets of the Paris Agreement. Our members are representatives of the private sector, the civil society and the academic community – for example, travel companies, tourism associations, foundations and universities.

The Sector Dialogue members chose Colombia as one of the pilot countries for the design and implementation of innovative activities to promote sustainability. Colombia is steadily gaining popularity as an attractive tourism destination for the European source market.

The aim of the joint project is to support Colombia's tourism industry in strengthening its capacities to implement sustainability measures, with a view to positioning the country, in the long term, as a sustainable tourist destination meeting international standards.

Since December 2021, the project partners, consisting of the Sector Dialogue, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) in Colombia, the Foreign Chamber of Commerce (AHK) as well as local government bodies and civil society associations, have been collaborating with more than 100 small and medium-sized tourism providers to support them on their way to more crisis-resistant business models. These include hotels, restaurants, event companies, tour guides and tour operators.

Training and practical workshops were organized on sustainability in specific areas (e.g. food wastage, resource efficiency, circular economy, and quality standards). Various online discussion sessions were also held between the businesses in Colombia and German tourism industry representatives. The participating tourism providers were able to identify their own micro-projects for improving sustainability, including composting, reducing food wastage, sorting waste, saving water and energy, using typical local products, and promoting community and environmental engagement.

TOURISM IN COLOMBIA



COLOMBIA!

- › **2nd country** in terms of **biodiversity** in the world.
- › **1st country** in terms of species of **birds**, **butterflies** and **orchids**.
- › **2nd country** in terms of **plant** and **amphibian** diversity.
- › **3rd country** in terms of **reptile** diversity.
- › **4th country** in terms of diversity of **mammals**.
- › Main tourism products: **wildlife**, **landscapes** and **culture tourism**.

In Colombia there are



311 ecosystems



365 days of tropical climate



6 snow-capped mountains



3 deserts



36 moorlands



6 macro-regions



3 mountain ranges



2 oceans



more than **3,800 km** of coastline



and more than **920,000 km²** of marine area

Tourism statistics*

- › Tourism has established itself as the leading foreign exchange earner for the non-energy sector, ahead of traditional products such as coffee, flowers and bananas (Q3/2022).
- › Foreign exchange earnings from the tourism sector reached US\$ 5,263 million in 2022 (plus 8 % compared to 2019).
- › Colombia counted 4,509,943 international tourists at the end of 2022.
- › Occupancy in registered accommodation establishments was at 58.8 % (+9.2 percentage points compared to 2019; source: Colombia's National Statistics Office (DANE), Q4/2022,).
- › The tourism sector contributes 4.60 % to Colombia's GDP.
- › The country ranked 8th of destinations with the highest number of international flight arrivals for July – August 2022.
- › These figures put the country on the list of nations with the best tourism recovery.
- › The tourism sector counts 82,448 entrepreneurs along the entire tourism value chain.
- › About 40% of the tourism companies are accommodation establishments (649,857 beds and 380,236 rooms).

Sustainable Tourism Policy

- › Colombia is one of only 12 countries in the world with a sustainable tourism policy, which in turn is connected to the National Circular Economy Strategy.
- › At the end of 2020, Colombia, through the Vice-Ministry of Tourism, issued the Sustainable Tourism Policy that seeks to adopt a strategic and long-term vision for the sector, which harmonises the objectives of economic and socio-cultural development of tourism with the need to protect the natural capital that makes the country an attractive destination for tourists, and which is one of its main sources of wealth.

*2022 ("post-pandemic" the time after COVID-19)

OUR SUSTAINABLE TOURISM PARTNERS IN COLOMBIA



TOURISM IN THE DEPARTMENT OF META

- › The **department of Meta** is located only 90 minutes from the country's capital, Bogotá.
- › It covers an area of **86,635 km²** and has a temperature that ranges from 17°C to 31°C.
- › In Colombia, the inhabitants of Meta are called "llanero".
- › According to statistics from 2022, the department has **2,067 formal tourism businesses**. Of these, 1,491 are accommodation establishments with 25,569 beds and 15,997 rooms.
- › The main activities carried out in Meta include:
 - › **Coleo** (a traditional Colombian sport, similar to rodeo) and "**trabajo de llano**" (traditional rural rituals) as tourism activities from the region.
 - › Activities related to **adventure tourism**, such as paragliding and rafting.
 - › Activities related to **agritourism** given that the main economic source of the region is cattle farming and other agribusinesses such as palm oil production, and soybean and rice cultivation.

There are four main tourist routes

Piedemonte Llanero

Piedemonte Llanero: The route of the cobblestone parks, rice bread factories, "asaderos de carne a la llanera" (traditional way of preparing meat), hot springs and serene spots. The municipalities Restrepo, Cumaral and Barranca de Upía are characterised by the authenticity of their customs and their devotion to their traditions.

Amanecer Llanero

The Meta River route covers the municipalities of Cabuyaro, Puerto López and Puerto Gaitán. This scenic route takes you to the sun – you will find the sun reflected in the water of the Meta River, while fishermen prepare their fishing boats for an early start into the next day.

Embrujo Llanero

The Embrujo Llanero route seduces with its charm and mystery. Travelers will be enchanted by the historical and cultural richness of the municipalities located along the eastern mountain range and the Ariari River: adventure, nature, gastronomy, folklore and tradition. Travelling along this route is one of those life-changing experiences – because of the people you meet, the landscapes you discover and the memories you collect.

Sierra de la Macarena

Immune to time, preserved in the same state as they were thousands of years ago, the natural wonders hidden along this route have that rare ability to fascinate anyone who sees them up close. Colourful rivers, crystalline streams, rock carvings, jungle trails and human-shaped mountains are all part of one of the most extraordinary journeys a human being can travel. San Juan de Arama, Vista Hermosa, Lejanías, Mesetas, Uribe and La Macarena are the municipalities that make up this route, where ecotourism and agritourism activities predominate.



OUR SUSTAINABLE TOURISM PARTNERS IN THE META REGION





CHASKA TOUR

Finca El Maco, Vereda El Tablón

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Chaska Tours is a Colombian tour operator founded in 2005, based in San Agustín, Huila, a renowned archaeological site in Latin America. With two operational offices in Bogotá and Cartagena, Chaska Tours offers excursions throughout the entire country, focused on nature, culture, and adventure tourism.

Project focus

Chaska Tours eliminated single-use plastics by replacing plastic bottles with filtering jugs and tablets.

Target groups

- › National & international travellers
- › Nature, culture & adventure tourists

Type of business

Tour operator

Certification

TourCert

Products offered

- › Guided tours
- › Culinary experiences
- › World heritage sites
- › Adventure treks

Destination offered

Huila, Cauca, Nariño, PutumayoValle del Cauca, Caquetá





ANCESTRAL GLAMPING

Nestled in the heart of the native forest, Ancestral Glamping provides visitors with an opportunity to experience and immerse themselves in rural life. Throughout their stay, guests can enjoy panoramic views from the comfort of their cabins and partake in vari-

ous outdoor activities. Ancestral Glamping is dedicated to promoting sustainable tourism, which benefits the local community's social, economic, and environmental well-being while offering a recreational and restorative experience for visitors.

FM43+W6, Barbosa, Antioquia

Freddy Correa

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target groups

- › FITs & couples
- › National & international travellers
- › Birdwatchers

Type of business

Glamping accommodation

Products offered

- › Nature cabin accommodation
- › Wildlife observation
- › Ipachanaque waterfall
- › Guided tours
- › Birdwatching

Destination offered

Barbosa, Antioquia



ANCESTRAL
GLAMPING



KAISHI TRAVEL

Calle 1 # 7 – 21 of. 1205

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Kaishi Travel is a company dedicated to community, nature and adventure tourism based in La Guajira. Kaishi Travel offers a nationwide portfolio of services with destinations such as La Guajira, Magdalena, Valledupar, Atlántico, Bolívar, Amazonas, Guaviare, Meta and Chocó. The company focuses on tourist attractions, plans and routes where the experiences with the communities and the natural environment are the core. Since 2023 the portfolio also includes wellness tourism programs and experiences that focus on mind-body-soul

balance through ancestral techniques of the local indigenous communities. On top of that, Kaishi Travel offers multi-destination programmes for international travellers throughout Colombia.

Project focus

Kaishi Travel aims to reduce greenhouse gas emissions in the upper Guajira by planting native trees in Cabo de la Vela. Additionally, the project generates awareness of good environmental practices and benefits local indigenous communities.

Target groups

- › Adventure travellers
- › International travellers

Products offered

- › Adventure & nature-based activities
- › Indigenous customs & rituals
- › Cycling
- › Wellness
- › Birdwatching
- › Gastronomy

Type of business

Travel agency

Destination offered

Riohacha, La Guajira. Services in La Guajira, Magdalena, Valledupar, Atlántico, Bolívar, Amazonas, Guaviare, Meta and Chocó





ASOCIACION ECO- TURISTICA SANTA ROSA

Asociacion Ecoturistica Santa Rosa invites its visitors to discover the magic of the indigenous Vaupés communities and experience first-hand how they act as guardians of their natural environment. During their stay, travellers learn about the ancestral knowledge and traditions that have been passed on for generations. At Asociacion Ecoturistica San-

ta Rosa, travellers can witness daily life, taste local foods and fruits, and learn about their agricultural practices. Asociacion Ecoturistica Santa Rosa offers visitors the opportunity to immerse themselves in indigenous culture and learn to respect and appreciate the natural environment in a new way.

Calle 20 # 3-29 barrio las palmeras Mitú – Vaupes

Yolanda Rodriguez Acosta
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morenichiqui@gmail.com
asotusrselayrio@gmail.com

Target groups

- › National & international travellers
- › Nature & culture travellers

Type of business

Rural accommodation

Destination offered

Vaupés, Mitú

Products offered

- › Accommodation
- › Hiking
- › Birdwatching
- › Natural swimming pools
- › Caves
- › Indigenous customs and rituals
- › Gastronomy



ASOTUSR
Selva y río



CAFÉ DULIMA

Eduin Guillermo Olaya Salazar

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Dulima Agrotourism Farm is a family-run farm in the village of Llanitos in Ibagué-Tolima. For generations, the farm has been dedicated to organic coffee cultivation and is now expanding its offerings to include agrotourism to showcase the breathtaking landscape, diverse flora and fauna and mountain waterfalls. By providing sustainable tourism offerings, the farm contributes to the protection of local water resources and preservation of the local environment. Come and experience the authentic rural lifestyle, learn about coffee production and taste the best organic coffee!

Project focus

Alas Para La Conservación (Wings for Conservation) is an initiative to promote sustainable and responsible tourism in the Combeima Canyon region. By educating locals and tourists about bird watching, the project aims to create employment opportunities and raise awareness of the need to conserve biodiversity and the natural environment. A comprehensive tourist guide on the birds of Combeima Canyon is also in the works.

Target groups

- › Eco-travellers
- › Birdwatchers

Type of business

Agritourism farm

Products offered

- › Abseiling
- › Hiking
- › Birdwatching
- › Agri-tourism
- › Organic coffee farm

Destination offered

Municipality of Ibagué, mainly in Llanitos.





NATIVE COLOMBIA TOURS

Native Colombia is an organisation for specialised tours that showcase the diverse Colombian culture, biodiversity, and landscapes. Native Colombia believes in the power of tourism to contribute to positive transformation, conservation, and preservation of cultural heritage. Native Colombia's carefully curated trips offer authentic experiences and focus on cultural narratives and traditional wisdom. Their mission is to create meaningful connections for visitors while promoting sustainable and responsible tourism and thus supporting local communities and the environment. Discover Colombia's magic through Native Colombia's eyes.

Project focus

The project aims to empower the local community through knowledge about biodiversity and sustainable development. The use of specialised equipment to identify and record wildlife species is used to create a broader awareness and understanding of the rich local biodiversity. In this way, young people are actively involved in working with and protecting local biodiversity, while entire families can earn additional income through tourism activities in the region.

Target groups

- › Culture & eco-travellers
- › Birdwatchers

Type of business

Travel Agency & specialized tour guides

Products offered

- › Birdwatching
- › Awareness-raising & training
- › Nature-based activities

Destination offered

La Ceja del Tambo, Antioquia

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La Ceja del Tambo, Antioquia

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PACHO EXPLORER

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Comercial Tacura

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Pacho Explorer is an organisation dedicated to promoting bird watching as a sustainable tourism activity. Its aim is to increase the knowledge of adults and young people about different bird species by offering special tours conducted by local guides for avifauna. In this way, Pancho Explorer also creates stable employment opportunities for local people in rural areas.

Project focus

Pacho Explorer also compiles information and photos about the local birds of the Rionegro region for a comprehensive tourist guide book on the avifauna of Colombia. Join Pacho Explorer and experience the beauty of bird watching while supporting sustainable development and responsible tourism.

Target groups

- › Birdwatchers
- › Adventure travellers

Type of business

Travel agency & tour guides

Products offered

- › Guided walking tours
- › Birdwatching
- › Mountain biking
- › Coffee and sugar cane mills

Destination offered

Pacho, Cundinamarca





COSMOGÉNESIS

Conciencia Cosmogénesis Natural Sanctuary is a unique wellness and healing tourism destination that offers a full range of services to its guests. Located in a beautiful nature reserve, the sanctuary includes an eco-lodge, a restaurant, an agroecological farm and a wellness area. The farm is based on the permaculture concept, which ensures sustainable practices and ethical principles for the protection of the planet and people. Through their commitment to nature, they aim to promote positive and sustainable change for people and the environment. Guests can

enjoy healthy food from their organic farm and stay in accommodation made exclusively of natural materials for an immersive experience of nature.

Project focus

The change project was to convert our natural water pool into a biopool. A closed-loop system that does not use chemicals and thus has a positive impact on the air quality in the surrounding area and the overall health of the ecosystem.

**Km 8, Vía Restrepo –
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Facebook

[www.facebook.com/
SantuarioCosmogenesis](http://www.facebook.com/SantuarioCosmogenesis)

Target groups

- › Families & small groups
- › FITs
- › Company travels
- › Tourists interested in mindfulness
- › Influencer

Products offered

- › Eco-lodges & -gastronomy
- › Center for permaculture
- › Wellness
- › Event spaces

Type of business

Lodging establishment

Destination offered

Restrepo, Meta





GRAMALOTE

Road from Villavicencio to Restrepo
at Km 7 | 500 meters ahead of the
Puente Amarillo tollbooth

María del Pilar Bastidas Ardila

Phone: +57 33138957116

mpb@gramaloteceg.co

Gramalote is a company dedicated to nature tourism where visitors can enjoy lush gallery forests, streams, and native wildlife such as birds, monkeys, and giant anteaters. Their products promote contact with nature, indigenous practices, and traditional cuisine of the Colombian plains, providing visitors with unforgettable and authentic experiences.

Project focus

Introducing an environmentally friendly drinking water treatment system has reduced the high usage of plastic bottles at Campo Ecológico Gramalote.

Target groups

- › National & international travellers
- › Active & adventure travellers

Type of business

Travel agency

Products offered

- › Horseback riding
- › Indigenous rituals & customs
- › Birdwatching
- › Mountain biking
- › Gastronomy

Destination offered

Villavicencio, Meta





PARQUE AVESTRUZ

Avestruces Latinoamerica S.A.S. is a Colombian agro-industrial company with over eight years of experience in sustainable ostrich farming. At the farm, visitors can interact with ostriches, participate in guided tours, and enjoy ostrich gastronomy. The family-run company has consolidated their offering with educational programmes on ostrich breeding and selling ostrich products. These

products include meat, leather goods, handicrafts made from eggshells by local artisans, oil, and feathers. The Ostrich Park – their ecotourism product – is a popular destination for tourists and locals alike.

Project focus

Implementation of an integral system of protein bank for ostrich feed.

**Kilómetro 68.5 La Balsa village,
Villavicencio – Puerto López road**

Alejandro Pacanchique

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avestruceslatinoamerica@gmail.com

Target groups

- › Couples & families
- › FITs
- › Group & company travels

Type of business

Theme park

Products offered

- › Ostriches
- › Guided walking tours
- › Forest trails
- › Sale of ostrich products & gastronomy

Destination offered

Puerto López, Meta





RESERVA NATURAL EL AMPARO

Puerto López, Meta.
Vereda La Serranía

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María Cristina Moreno Botero

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El Amparo Natural Reserve is a unique and vital environmental protection area in the Orinoco region of Colombia. With a 32-year history of restoring and protecting the area's flora and fauna, El Amparo serves as a model of sustainable land use, raising environmental awareness and reducing wildlife hunting in the community. The reserve's Moriche ecosystem and forest act as protectors of water bodies while also providing a habitat for endangered species. That is why El Amparo is such a valuable location for

soil restoration and recovery, as well as the protection of biodiversity at large.

Project focus

The reserve supports educational programmes for children and the community through the El Amparo Foundation. It is a model for ecosystem restoration on the Orinoco and preserves biodiversity on the plains. The Puma Triangle initiative monitors bird and mammal species in several reserves in the region.

Target groups

- › National & international travellers
- › Wildlife lovers and biologists

Type of business

Nature reserve

Products offered

- › Nature adventure
- › Hiking
- › Flora & fauna observation
- › Wildlife observation

Destination offered

Puerto López, Meta





DESTINO GUEJAR

Destino Guejar is a tourism operator that offers adventure activities in the municipality of Mesetas and acts as a guardian of the Guejar Canyon, which extends 17 km and features waterfalls and rock walls. The company is dedicated to adventure tourism and

offers activities such as rafting, tubing, hiking, and birdwatching, all led by specialized tour guides. With Destino Guejar, one can enjoy beautiful landscapes and, at the same time, experience thrilling adventures.

cra 4 # 26 – 20, Mesetas

Edison

Phone: +57 3224109196

destinoguejarmesetas@gmail.com

Target groups

- › National & international travellers
- › Adventure travellers

Products offered

- › Rafting
- › Hiking
- › Tubing

Type of business

Travel agency & specialized tour guides

Destination offered

Mesetas, Meta





MARAVILLAS DEL GUEJAR

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facebook

[maravillas del Guejar](#)

Maravillas del Guejar is a family-owned enterprise that aims to create rural-development opportunities through tourism in the Colombian countryside. As a tourism operator, they take tourists to discover the beautiful Guejar pools and engage in activities relat-

ed to nature and ecotourism in the municipality of Lejanías. Their goal is to showcase the unique landscapes, flora, and fauna of the region while promoting responsible tourism and sustainable practices.

Target groups

- › National & international travellers
- › Adventure travellers

Type of business

Tour operator & rural accommodation agency

Products offered

- › Hiking
- › Recreational swimming
- › Rafting
- › Tubing
- › Nature cabins accommodation
- › Glamping & camping

Destination offered

Lejanías, Meta





RANCHO CAMANÁ

Rancho Camaná covers 1.7 hectares of land. In 1993, Carlos, Martha and Nathalia took over the cattle ranch and over the years transformed more than 70% of the ranch into a community nature reserve. During one's stay at Rancho Camaná, visitors can experience the revitalised nature, watch birds and enjoy local specialities.

Project focus

Rancho Camaná is committed to preserving the natural environment and teaching traditional customs to its visitors. They have implemented recycling strategies and a system for managing water and energy usage to reduce their environmental impact. Rancho Camaná's efforts to preserve local heritage and traditions while protecting the natural environment promote long-term sustainable development in the area.

Km 3, Vía al seminario Vereda Caney Alto, Restrepo

Martha López
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ranchocamana93@yahoo.com

Target groups

- › National & international travellers
- › Food & Eco-travellers
- › Birdwatchers

Type of business

Nature reserve & accommodation

Products offered

- › Accommodation
- › Sustainable food production
- › Birdwatching
- › Hiking

Destination offered

Restrepo, Meta



Imprint

Published by

Sector Dialogue Tourism for Sustainable Development /
Branchendialog Tourismus für nachhaltige Entwicklung

Secretariat
c/o Deutsche Gesellschaft für Internationale
Zusammenarbeit (GIZ) GmbH

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March 2023

Supported by the



Federal Ministry
for Economic Cooperation
and Development

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



Sector Dialogue **Tourism**
for Sustainable Development



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