

August 2024



Grade 8 Issue 10

# TRAVEL POSTING

**El Salvador:**

Promotion of tourism  
within the nation

**Colombia:**

The Impactful  
Coffee

**Peru:**

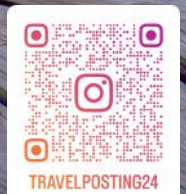
Top Adventure  
Beaches

**Argentina:**

Explore El Leoncito  
National Park.

**Mexico:**

Establish a tourism  
agreement with China





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AUGUST 2024

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## COLLABORATION IN LATIN AMERICAN TOURISM

Within the dynamic and varied region of Latin America, tourism has become a significant driver of economic and social advancement. Yet, amid present global obstacles, it is crucial to reassess our tactics and methods toward a more sustainable, inclusive, and eco-conscious framework. In this setting, cooperative efforts arise as a key foundation for reshaping tourism into a vehicle for preservation and advancement.

The natural and cultural richness of Latin America is unparalleled. From the magnificent Amazon rainforests to ancient archaeological sites, idyllic beaches, and vibrant traditional celebrations, our region provides countless distinctive experiences. However, to safeguard these marvels for posterity, it is imperative to embrace sustainable tourism approaches that reduce environmental impact and enhance the welfare of indigenous communities.

Collaboration among governments, companies, non-governmental organizations, and communities is crucial to attaining this objective. Each of these entities contributes valuable viewpoints and resources that, when merged, can produce innovative and efficient solutions. Public policies should advocate for the preservation of natural and cultural resources, while tourism enterprises should embrace responsible approaches that emphasize sustainability. NGOs, on their end, can provide expertise and resources to execute impactful initiatives, and local communities should play a leading role in decision-making processes and directly benefit from tourism growth.

Tourism in Latin America holds significant potential to serve as a catalyst for positive transformation when grounded in cooperation, sustainability, and environmental stewardship. We encourage all stakeholders to participate in this endeavor, exchanging insights and collaborating to shape a tomorrow in which tourism embodies preservation, economic growth, and reverence for our diverse natural and cultural legacy.



*Nilo Escobar*

CHIEF EXECUTIVE

# LIFE CAPTURED IN A PHOTOGRAPH



Skatesurfers benefit from the various options provided by Peruvian beaches, catering to both extreme sports enthusiasts and those seeking relaxation.

PACASMAYO BEACH IN PERU. PHOTOGRAPHY BY FAVIO OVALLE - PROMPERÚ.



**SUPPORTING THE RECOVERY AND EXPANSION OF THE SECTOR.**

## **TOURISM INVESTMENT PROGRESSES IN EASTERN EL SALVADOR.**

**TO BOOST THE WESTERN REGION OF THE COUNTRY, A MILLION-DOLLAR INFUSION OF RESOURCES HAS BEEN SECURED TO SUPPORT LOCAL ENTREPRENEURS, BUSINESSES, AND TOURISM STAKEHOLDERS.**

The Government of El Salvador, in collaboration with the Ministry of Tourism, is implementing the Support Program for the Recovery and Expansion of the Tourism Sector, backed by a record funding of US\$106 million from the Inter-American Development Bank (IDB).

This forms part of the strategic dedication aimed at positioning El Salvador as a premier tourist destination on the global stage and fostering sustainable and equitable growth in the industry.

This project will directly and indirectly benefit 1.2 million people, and socialization processes have commenced in Alegría, Usulután, and Conchagua, La Unión, with the participation of sectors, businessmen, and local stakeholders from the eastern region of the country.

The Minister of Tourism, Morena Valdez, accompanied by the technical team, inspected the beaches El Tamarindo in Conchagua and El Esterón in Intipucá, both located in La Unión, as part of Circuit II of Surf City, where significant infrastructure projects will be developed.

These endeavors involve establishing new recreational areas and implementing sustainable tourism practices that honor the environment and support local communities, among other initiatives.

The Tourism Sector Recovery and Expansion Program in El Salvador is a comprehensive initiative that encompasses various regions of the country, with 80% specifically targeting the eastern zone.

The technical visit underscores the government's dedication to the tourism sector, emphasizing the significance of collaborating with local communities for achieving balanced and sustainable development.



GULF OF FONSECA - THE UNION





**Spirit of the Mountain, Conchagua, La Union, El Salvador**



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From September 20 to 22 in the Colombian Pacific region.

# THE WHALES AND SINGERS FESTIVAL REACHES ITS SEVENTH EDITION.

Various organizations are preparing a new rendition of the encounter between cetaceans and enthusiasts, in honor of the migration of humpback whales and the educational, cultural, and environmental significance it embodies.

The migration of humpback whales is not just a remarkable natural phenomenon; on the Colombian Pacific coast, it is intertwined with the cultural fabric of the local community. Residents have embraced the practice of anticipating the arrival of these marine mammals, welcoming them with a celebration that blends environmental consciousness, heritage, and music.

The Ballenas y Cantaoras Festival originated seven years ago and takes place in various locations with diverse activities. Fabián Bueno, the spokesperson for the event and director of the Pacific Biosphere Foundation, elucidated the cultural, environmental, and touristic significance of the initiative.

We have experienced seven successive editions of this festival, rooted in research spanning over a decade within the Uramba National Natural Park, Bahía Málaga. The festival embodies a communal endeavor.

The development honors the humpback whales born in these waters, making it one of the primary birthing grounds for these whales globally. This is why it is considered the most significant nursery in this region of South America," Bueno explained.

He highlighted the tribute paid considering the symbiotic relationship between humans and whales, focusing on specific traits like singing.

The whales' song closely resembles the songs of the female singers, or cantaoras, in our region. These songs are spiritual and uplifting, soothing both infants and whales to sleep, while also captivating them, much like the songs male whales use to court their mates," he observed.





# Ballenas y Cantaoras

**Septiembre**  
**20-22 / 2024**

**Comunidad La Barra**  
**PNN Uramba Bahía Málaga**

**Encuentro de Oralidad**  
HISTORIAS QUE CANTAN  
LAS BALLENAS.

**Presentación Grupos**  
**Culturales del TERRITORIO**  
E INVITADOS ESPECIALES.

**Avistamiento Responsable**  
**de Ballenas con**  
CANTOS Y LEYENDAS.

**Encuentro Wounaan:**  
DANZAS, ORALIDAD Y  
ARTESANÍAS.

**Experiencia de la Piangua**  
POR MANGLARES

**Muestra de**  
**emprendimientos**  
**bioculturales**

**Charlas de**  
**biodiversidad.**

**El Canto del Océano**

EN ARTICULACIÓN:



APOYAN:



He mentioned that forms of art like dance and poetry are passed down through generations and across different locations by travelers and sailors. These elements contribute to the recognition of South Pacific songs as Intangible Cultural Heritage acknowledged by UNESCO. The event is scheduled for September 20 to 22 as the primary dates, with an annual preceding cultural preparation involving workshops, music, dance, and oral storytelling.

The whales' habitat is maintained through science and biodiversity workshops focusing on responsible whale watching. These workshops are primarily attended by community members, especially children, youth, and women seeking activities to promote economic development in the area.

When questioned about the impact on local and national tourism, Bueno highlighted that the festival plays a significant role in diversifying the tourism sector.

There is significant activity surrounding whale watching, yet it is crucial to understand that it should not be an overwhelming focus. Therefore, we utilize culture, music, oral traditions, or singing to reveal additional dimensions of the symbiotic connection between whales and humans, allowing individuals to appreciate the cultural aspects related to whales.

He emphasized that the festival has successfully positioned the Bahía Málaga National Natural Park, the special district of Buenaventura, and thus Colombia, as a location where a festival is celebrated in honor of whales and their conservation.



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## Argentinian Astrotourism Reference

# EL LEONCITO NATIONAL PARK IMPRESSES WITH ITS VERSATILITY.

The natural enclosure in San Juan province is a key Argentine astrotourism destination, offering a glimpse into the universe that draws global visitors and those intrigued by its stunning desert scenery.

One of El Leoncito National Park's goals is to preserve the exceptional atmospheric conditions of the region, known as some of the clearest worldwide. The park features two prominent observatories: the Carlos U. Cesco Observatory (CESCO) and the El Leoncito Astronomical Center (CASLEO). Visitors can schedule guided tours during the day or night by making reservations in advance.

During visits to CASLEO, guests can explore the facilities and the Jorge Sahade telescope, the largest aperture in Argentina, during a 30 to 40-minute daytime tour. Additionally, night visits, which may extend beyond an hour, offer outdoor observation opportunities.

At this observatory, guests can enjoy dinner and even spend the night. CESCO provides daytime tours lasting 30 to 40 minutes, as well as evening tours featuring telescope observations.

A valuable suggestion for nighttime outings: wearing a quality coat is crucial, even during summer, because of the chilly temperatures.

### Hiking paths and scenic overlooks

Apart from astronomical observation, the high desert scenery of El Leoncito National Park is a must-see, offering sightings of vicuñas, guanacos, foxes, and other wildlife.





Within the park, there are viewpoints providing panoramic vistas of the Andes mountain range, along with trails of varying levels of difficulty. Located on National Route 149, adjacent to the park entrance, lies the Pampa del Leoncito: an expansive plain stretching over 10 km that mesmerizes visitors with the vastness of the Andes mountain range. This area, characterized by its soil composition and prevailing strong winds, is ideal for sailing activities.

### **Adventure**

Barreal stands out as the primary town in proximity to the El Leoncito National Park. Various adventure tourism activities originate from this location, including mountain range ascents, rafting and kayaking on the Los Patos River, and the renowned Andes crossing via the San Martin route through Paso de los Patos. Moreover, wineries in the area provide guided tours and tasting experiences.

A visit to this region can be paired with other points of interest. Situated near the town of Barreal, you can explore the Ansilta mountain range, a legendary destination for mountaineering enthusiasts and high-altitude trekkers, featuring seven peaks exceeding 5000 meters. Additionally, you can venture to Cerro Mercedario, the fourth tallest peak in Argentina and the second most significant in the area.



### **Additional Information**

[www.sanjuan.tur.ar](http://www.sanjuan.tur.ar)

[www.casleo.conicet.gov.ar/night-visits](http://www.casleo.conicet.gov.ar/night-visits)

[www.argentina.gob.ar/nationalparks/littlelion](http://www.argentina.gob.ar/nationalparks/littlelion)



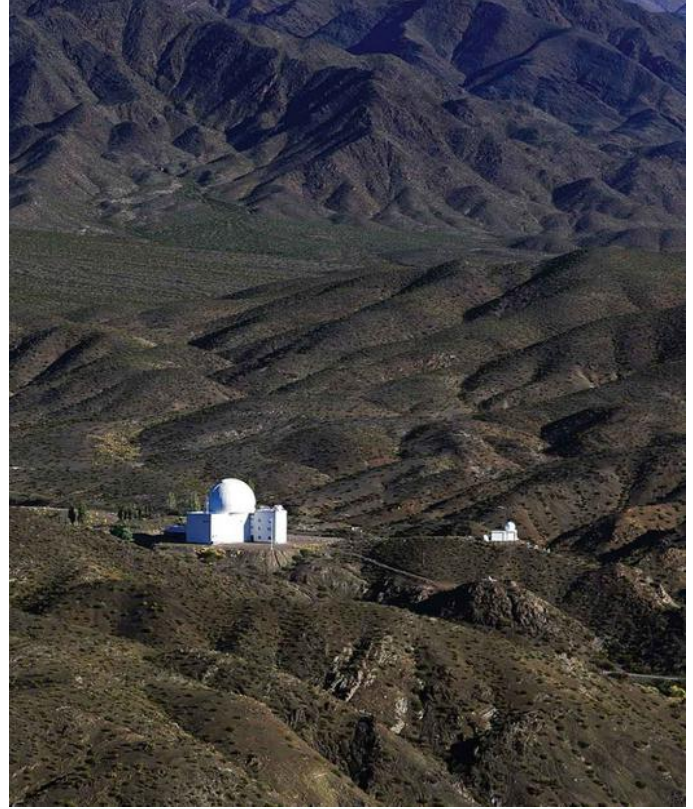
The park entrance is located 20 km south of Barreal town along provincial route 149 (paved). It can be accessed from San Juan city via national routes 40 and 149 (241 km), and from Mendoza capital via national routes 7 and 149, passing through Uspallata (219 km).

Buses connect San Juan to Barreal. Car rentals and excursions are available in the capitals of San Juan and Mendoza.

Accommodation options include a free campsite, picnic areas, and a grocery/dining room within the park. Additionally, the CASLEO observatory offers lodging. Barreal provides cabins, inns, hostels, hotels, campsites, restaurants, and stores. Another alternative is to stay in Calingasta (68 km from the park), which also offers accommodations.



**El Leoncito National Park provides a diverse range of activities, including hiking, astrotourism, and car sailing.**



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Striving for conservation, inclusivity, and economic productivity.

# CHILE UNVEILS ITS SUSTAINABLE TOURISM PLAN FOR 2035.

The event at the Botanical Garden of Viña del Mar signifies the commencement of a strategy aiming to strengthen tourism as a catalyst for sustainable growth and societal welfare nationwide.

During a ceremony at the Botanical Garden of Viña del Mar, the National Sustainable Tourism Strategy 2035 was officially introduced by the Undersecretariat of Tourism and the National Tourism Service. The event was graced by key national authorities from the Valparaíso region, as well as directors from Indap, Conaf, Corfo, Imagen de Chile, among others. Additionally, representatives from national and regional tourism unions were in attendance. The National Sustainable Tourism Strategy 2035 was crafted through a comprehensive participatory approach, involving interviews, workshops, surveys, and consultations with over 2,200 key stakeholders in the industry. This included officials from the Undersecretariat of Tourism and Sernatur, along with contributions from unions, academia, civil society, communities, and local, regional, and national authorities.

The Minister of Economy, Development, and Tourism, Nicolás Grau, emphasized the significance of the Strategy for the future of tourism in Chile, stating that it is "a document created in a decentralized manner through over 90 meetings involving more than 2,200 individuals nationwide, capturing diversity and presenting a cohesive roadmap to facilitate the alignment of our tourism strategies over the next decade."

Verónica Pardo, the Undersecretary of Tourism, emphasized the diligent efforts of all stakeholders in developing this Strategy. She noted that the document was crafted with territorial involvement from the outset, leading to an emphasis on territoriality, equity, and social issues. Recognizing tourism as a crucial economic driver, especially in rural areas, she expressed great satisfaction in the collaborative endeavor.





### Integration

The national director of Sernatur, Cristóbal Benítez, emphasized that the success of this strategy relies significantly on integrating its pillars and incorporating the perspectives of various sectoral and regional entities. This inclusive approach was evident from the outset of developing the strategy, involving a participatory process that gathered input from over two thousand stakeholders nationwide. "We are dedicated to fostering tourism development in Chile, aiming to create a beneficial impact on Chile's territories and local communities by 2035."

The primary goal of this input is to solidify tourism as a strategic and essential activity for the sustainable development of the country's regions.

By 2035, Chile aims to be acknowledged for its sustainable tourism, promoting the welfare of individuals and communities, environmental preservation, and economic development.

### Challenges

The 2035 National Sustainable Tourism Strategy aims to address sector challenges and ready communities and tourist destinations for a resilient and sustainable future. Decentralization, inclusion, and equity are core principles guiding this roadmap to ensure equitable benefits from tourism development across all Chilean regions.

### The foundations of the National Sustainable Tourism Strategy 2035 comprise:

Promoting the active inclusion of diverse local and regional communities through Decentralized Public-Private Governance.

Sustainable Tourism: Emphasis on environmental preservation and ecosystem restoration.

Promoting exceptional tourist experiences across the region through strategic positioning and distinctive offerings.

Tourism Intelligence: Enhancing the management and assessment of tourism in destinations and territories.

Enhancing productive ecosystems: Boost infrastructure and connectivity investments.

Promotion of green tourism investment: Fostering economic growth with intention and local significance.

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## Dissemination and Promotion of Tourism

# "URUGUAY EXPERIENCE" VISITED COLOMBIA IN JULY.

Three significant cities in Colombia hosted the event where representatives from the public and private tourism sector of Uruguay interacted with operators, travel agencies, and the Colombian media.

For three days, the "Experience Uruguay" tour took place in various cities, serving as an invitation to promote tourism and strengthen relations between Uruguay and Colombia.

The event was coordinated by the Uruguayan Chamber of Tourism, with backing from the Ministry of Tourism and Jetsmart as a collaborator, and occurred in Cali, Medellín, and Bogotá, from July 16 to 18, targeting tour operators, travel agencies, and industry media.

The delegation comprised the Ministerial Advisor, Johnatan Sconamiglio, the Ambassador of Uruguay in Colombia, Mercedes Corominas, the Director of Tourism of the Municipality of Maldonado, Martin Laventure, the Promotion Coordinator of the Uruguayan Chamber of Tourism, María Julia Fernández, the Supervisor of the Receptive Department of Abtour Viajes, Mónica Riverol, the Manager of Buquebus, Rosario García, and the Sales Manager of Solanas, Claudio Merelas.

The presentation commenced on Tuesday the 16th in Cali, with the Sonesta Hotel hosting an exclusive breakfast for ten travel agencies.

The intimate gathering facilitated a productive and close interaction, underscoring the curiosity in Uruguay and the option of traveling solely with an ID for numerous Colombians.

The activity persisted on Wednesday the 17th in Medellín, as the San Fernando Hotel organized the "Experience Uruguay" Breakfast. Main operators of Medellín, along with agencies and trade media, took part. The event showcased the variety of products and experiences available in Uruguay, promoting the prolongation of tourists' visits in the country, among other objectives.

On Thursday the 18th, the Roadshow concluded in Bogotá at the Embassy of Uruguay with a breakfast targeting operators, agencies, and media in the tourism industry.

More than 75 participants, including operators, agencies, and trade media, had the opportunity to firsthand learn about the tourism opportunities in Uruguay, supported by Jetsmart.





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Iconic Colombian product

# FROM HARVEST TO MUG: THE HISTORY OF FEEL COOF COFFEE

The iconic beverage representing a nation now boasts a fresh brand and a variety of new flavors. Feel Coof embodies a celebration of diverse flavors and fragrances, encapsulating the spirit of Colombia in every sip.

In the heart of Quindío department, in the iconic Coffee Zone of Colombia, a tale of passion and excellence emerges, turning every coffee bean into a distinctive experience.

Internationally renowned for crafting some of the smoothest and most exquisite coffees, this area strives to deliver unparalleled quality in each cup.

"Our journey commences in fertile lands where coffee farmers, with dedication and care, cultivate the coffee that will become your preferred beverage. Nevertheless, the journey from the plant to your cup is fraught with challenges. Market volatility, the impacts of climate change, and logistical obstacles pose continual challenges. Notwithstanding these hurdles, our goal is to uphold Colombian coffee as an international standard," elucidates Lyliana Cardona, CEO of Feel Coof.

Cardona emphasizes that technological advancements and sustainable agricultural practices are key to overcoming the challenge of producing exceptional coffee. This approach guarantees that their coffee maintains its superior quality while being ethically and sustainably produced.

He asserts that fair trade initiatives ensure that every purchase directly benefits our farmers and safeguards the environment.

He emphasized that as a BIC (Benefit of Collective Interest) company, they are dedicated to social responsibility, prioritizing community well-being and nature preservation. This dedication guarantees that each cup of coffee commemorates the effort and devotion put into every bean.

Our coffee stands out for its exceptional quality and distinctive properties that promote health, beauty, and overall well-being. Furthermore, our value proposition encompasses a strong social and environmental dedication, setting us apart from other brands in the market.

Diversification and Innovation With various flavors and presentations, Feel Coof is expanding into new market segments, such as sex shops, spas, health markets, and gyms.

The businesswoman stated that in Brazil, they investigate prospects in yoga centers, organic stores, and coworking spaces. This diversification enables them to innovate and persist in making an impact in the competitive coffee market. Each cup of their coffee serves as an invitation to uncover the rich history and the meticulous process that transforms each bean into a unique experience.



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Under the Operation Knock on Doors agreement.

# MEXICO ENHANCES CONNECTIONS WITH CHINA TO PROMOTE TOURISM.

Mexican officials initiated the Door-to-Door Operation in China to enhance tourist arrivals, improve air connectivity, and encourage bilateral investments.

The Secretary of Tourism, Miguel Torruco Marqués, along with the Consul General of Mexico in Guangzhou, Julián Adem Díaz de León, initiated the Operation Knock on Doors tour in Shenzhen, China, engaging in a meeting with China Southern Airlines' directors.

Accompanied by the Secretary of Tourism of Baja California, Miguel Aguíñiga Rodríguez, he emphasized the Shenzhen-CDMX route, which has transported over 3,000 passengers in recent months and has 10,708 scheduled seats from May to October.

The agreement was made with Liu Lei, the Director of the Bureau of Culture, Radio and Television, Tourism, and Sports of Shenzhen, along with businessmen, to send 60 tour operators to explore the diverse attractions of Mexico.

Accompanied by the Secretary of Tourism of Baja California, Miguel Aguíñiga Rodríguez, and industry representatives, the head of the Ministry of Tourism (Sectur) held a meeting in Shenzhen with the president of China Southern Airlines, Yuan Jintao, and the airline's vice president, Hou Ming. Additionally, three significant tour operators from the region were present. The discussions revolved around the significance of recently reinstated air connectivity in boosting tourist traffic between the two nations.

China Southern Airlines launched the historic Shenzhen-Mexico City route on May 11, marking the longest flight in history.





The Asian country, located 14,000 kilometers apart, thus ending the hiatus caused by the pandemic four years ago, to establish a direct route between the two nations.

During these months of operation, over 3,600 passengers and more than 168 tons of cargo have been transported. From May to October of this year, 49 flights with 10,708 seats are scheduled.

Before the pandemic, the airline serviced the direct Canton-Mexico City route. Currently, it has established connections with Shenzhen, a significant cosmopolitan city known for its robust economic development and the presence of major international corporations. This new route is expected to enhance both tourism and economic ties with Mexico.

### Consolidation

Torrucó Marqués provided a comprehensive overview of Mexico's tourism riches, solidifying its position as a global leader in this field, attributed to its diverse array of colors, flavors, and a wide range of natural and cultural attractions, among other factors.

He also outlined the key projects of the Mexican Government aimed at boosting tourism, including the 1,554-kilometer Mayan Train connecting five states in the southeast, and new airports like AIFA in the Valley of Mexico and Tulum in Quintana Roo, generating significant interest among participants.

As part of the strategy to target key international markets for sending tourists to Mexico, this tour is significant in enhancing the influx of Chinese tourists to Mexico.

### Background

In 2023, Mexico welcomed 161,316 air travelers from China, who spent \$181,634,000 on tourism. This marked an 8.5% increase from 2019, the year preceding the pandemic.

As part of Operation Knock on Doors in China, the Sector leader conducted a significant meeting with the director of the Bureau of Culture, Radio and Television, Tourism and Sports of Shenzhen, Liu Lei, and other key officials of the organization. Also present were the vice president of the Shenzhen Tourism Association, Li Musheng, and the president of the Shenzhen Travel Agencies Association, along with additional travel agents and tour operators. During this meeting, participants exchanged best practices and showcased promotional materials from Shenzhen and Mexico to enhance tourism between the two countries.

It was also decided to dispatch 60 tour operators from China, 30 on each airline, to familiarize them with the varied and novel tourist attractions of Mexico, and to observe the country's progress in this industry.

---

Coastlines that offer both relaxation and excitement

# DISCOVER PERU'S STUNNING BEACHES AND SURFING SPOTS.

Peru is renowned not only for its cultural richness but also for the splendor of its beaches, providing a tranquil retreat for relaxation seekers and an ideal backdrop for various water activities.

Peru, renowned for its cultural landmarks, majestic mountain ranges, and lush tropical jungles, also boasts stunning beaches that cater to both relaxation-seekers and adventure enthusiasts.

From mid-July to late October, Peru's beaches showcase a distinctive natural phenomenon: humpback whales pause in the temperate waters along Peru's coastline to nurture and care for their offspring. Guided tours provide the opportunity to witness these majestic creatures, available in locations such as Máncora, Punta Sal, Cabo Blanco, El Ñuro, and Los Órganos within the Piura and Tumbes regions.

In northern Peru, sun-soaked beaches abound. The Piura region is a haven for surfers. Máncora, Peru's premier beach destination, draws surfers annually to ride the massive waves that roll in, particularly towards the year's end. Adjacent to Máncora, Las Pocitas provides a serene retreat with its palm-lined beaches for those in search of relaxation.

Due to the optimal wind conditions, Vichayito is a prime location for kitesurfing and diving enthusiasts who will also discover rewarding spots here. Despite its appealing tourist amenities, Vichayito retains its tranquil ambiance, providing visitors with a peaceful retreat.





If seeking relaxation, Los Órganos beach is the ideal destination. Located just twenty minutes from Máncora, this serene beach boasts white sand and a charming pier, providing ample sunbathing space and picturesque photo opportunities.

### **Diversity**

The coastline of the adjacent Tumbes region showcases a variety of ecosystems including swamps, mangroves, and rainforests. Food enthusiasts can indulge in the culinary delight of Ceviche de Conchas Negras, a dish made with black mussels that is a staple in all local restaurants. Popular beaches like Zorritos and Punta Sal attract water sports enthusiasts and sunbathers alike.

### **Leisure and cultural activities**

Huanchaco, a delightful coastal town near Trujillo in the La Libertad region, is renowned for the traditional fishing boats crafted from reeds called "Caballitos de Totorá".

These artisanal boats provide tourists with a distinctive chance to enjoy a vibrant cruise.

The residents utilize the "cane horses" for both fishing and surfing contests.

For an additional cultural experience, consider visiting the nearby UNESCO World Heritage site of Chan Chan. This archaeological site showcases a vast clay city that served as the capital of the Chimú civilization.

Pacasmayo, a fishing town located north of Trujillo, is a destination favored by food enthusiasts. Visitors can savor regional delicacies like toyo-based enzarzado or hot ceviche. Chicama Beach, about 1.15 hours by car, is renowned for its extended waves, reaching over two kilometers. Surfers frequent this spot to ride the world's longest left wave. The ideal wave on the Central Coast



### **Optimal wave**

The central coast of Peru provides excellent surfing conditions throughout the year. San Bartolo, located approximately an hour south of Lima, boasts perfect waves suitable for children, novices, and longboarders. Meanwhile, Pico Alto beach beckons surfing enthusiasts with Peru's tallest wave, towering up to eight meters in height.

Peru provides a diverse range of beaches suitable for adventurers and those in search of peace and tranquility. With excellent waves, idyllic bays, and culinary delights, extending a tour of southern Peru with a swim in the north is highly recommended.





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