

# **Sustainable Tourism Action Plan in the Kamsá Indigenous Territory**

**By: COLOMBIA WILD CORPORATION**



**BORDONCILLO MOORLAND, KAMSÁ INDEGENOUS TERRITORY.**

# VALUES of the Sustainable Tourism Action PLAN in Kamsá Indigenous Territory

The values that underpin this plan are the following:

- **CONSERVATION:** This action plan has as a priority the conservation of biodiversity and its associated cultural values, in order to regulate its protection and the sustainable use of natural resources.
- **SUSTAINABILITY:** It is the action of ensuring that the heritage values contained in the Kamsá indigenous territory are preserved over time, and at the same time, generate social, economic and environmental benefits that can be used by current and future generations.
- **RESPONSIBILITY:** It is the special care with the protection of the natural, social and cultural values of the Kamsá indigenous territory, in order to maintain the attributes and constitutive natural processes from the same. Ecotourism must act in units that have management capacities to ensure the maintenance of its attributes and the objects of creation or conservation.
- **ACCESSIBILITY:** It allows to guarantee public access to the Kamsá indigenous territory so that all segments of the population can visit them, without discrimination of sex, age, physical condition or abilities, minimizing physical, economic or other barriers that could limit access to certain groups.
- **PARTICIPATION:** It is the set of actions or initiatives to promote the adhesion of the actors involved in the tourist development of the Kamsá indigenous territory. The installation of transparencies for the identification of the concerns, needs and values of the different actors that are part of the initiative for decision making.



Newly hatched Hawksbill turtles, on the coasts of the Kamsá indigenous territory.



## ***Vision of the Sustainable Tourism Action PLAN in the Kamsá indigenous territory***



**Kamsá indigenous in their ancestral territory: Bordoncillo moorland**

By 2025, it is expected to have strengthened the experience of national and foreign visitors in the Kamsá indigenous territory and its surroundings. To have developed ecotourism, through the enhancement of natural and cultural heritage, the preservation of biodiversity and the delivery of tourist products and services with high quality and sustainability standards.



## General purpose

*Promote the generation of environmental, social and economic benefits through the development of ecotourism in the Kamsá indigenous territory; strengthening its management and generating enabling conditions that allow diversifying and improving the tourist experiences of visitors.*



**Coast of the Caribbean Sea, in the Bordoncillo moorland.**



## Specific objectives

- 1. Promote** the development of a quality, attractive, sustainable and inclusive tourist offer associated with the Kamsá indigenous territory
- 2. Increase** the appreciation of society with respect to the natural and cultural heritage that the Kamsá indigenous territory protects.
- 3. Promote** the integration of local communities in the development of ecotourism in indigenous Kamsá territory.
- 4. Propose** prevention, mitigation and restoration measures of tourism threats to the conservation of Kamsá indigenous territory.
- 5. Strengthen** capacities and alliances at the local, regional and national levels to ensure the development of a sustainable and quality tourism in indigenous Kamsá territory.



# Components of the Sustainable Tourism Action PLAN in Kamsá indigenous territory



**Kamsá indigenous on nesting shores**



# 1. VALUE AND CREATION OF NEW TOURIST EXPERIENCES

## GOALS

Kamsá Indigenous Territory PUTTING INTO VALUE TO SPREAD TOURIST EXPERIENCES: IMPLEMENTING AT least 220 km of trails, 4 INTERPRETATION centers, 8 CAMPSITES, SIGNALING and improvement of services in Kamsá indigenous territory.

**Specific objective:** TO PROMOTE the DEVELOPMENT of A QUALITY, ATTRACTIVE, SUSTAINABLE and inclusive TOURIST OFFER.

## LINES OF ACTION

- Contribution to the planning of ecotourism in the areas of public use of the Kamsá indigenous territory, as well as the sustainable tourist use in their environment.
- Design and implementation of public infrastructure enabling Kamsá indigenous territory.
- Coordination and generation of conditions for the development of tourist concessions in Kamsá indigenous territory within the framework of the Tourism Law.
- Encouragement for tourism services in Kamsá indigenous territory to obtain the sustainable tourism distinction (S) and / or the Tourism Quality seal (Q).

## SPECIFIC ACTIONS

- Develop participatory planning instruments for public use for sustainable tourism development in the Kamsá indigenous territory.
- Design and implement trails, viewpoints, parking lots, inns, shelters, campsites, picnic areas, recreation areas, restrooms, interpretation and signage centers, among other works.
- Incorporate tourist infrastructure that allows universal accessibility in Kamsá indigenous territory.
- Coordinate intersectorally the installation of road signs in the Kamsá indigenous territory.
- Incorporate elements that reduce the gaps between men and women in the Kamsá indigenous territory in the designs for the enhancement of enabling infrastructure.
- Encourage private investment in the development of ecotourism in the Kamsá indigenous territory.
- Inter-sectorial coordination of the development of technical bidding bases for the granting of tourist concessions in Kamsá indigenous territory (Technical Board of Kamsá indigenous territory).



## 2. STRENGTHEN THE INFORMATION FOR THE VISITOR

### GOALS

Tourist information instruments for the visitor, such as a mobile app, tourist information guides and interpretation mechanisms for Kamsá indigenous territory.

### Specific objective:

Increase the valuation of the society, with respect to the natural and cultural heritage that protect the Kamsá indigenous territory.

### LINES OF ACTION

- Design and implementation of heritage interpretation systems that allow the valuation of the conservation of biodiversity and the cultural heritage contained in the Kamsá indigenous territory.
- Implementation of various visitor information mechanisms that allow knowing the tourist offer of the Kamsá indigenous territory.
- Promote the tourist offer associated with the Kamsá indigenous territory.

### ACTIONS

- Incorporate in the National and International Marketing Plan the promotion of the offer associated with the Kamsá indigenous territory.
- Prepare and implement interpretation plans for the Kamsá indigenous territory
- Implement interpretation instruments for visitors to value the heritage that the Kamsá indigenous territory protects, such as signage, interpretive displays, visitor guides, among others.
- Promote the development of products associated with tourist destinations around the Kamsá indigenous territory.





# 3. Contribution TO THE DEVELOPMENT of LOCAL COMMUNITIES and tourist destinations

## GOALS

TRAINING FOR LOCAL COMMUNITY in the environments of the Kamsá indigenous territory

**Specific objective:** Promote THE INTEGRATION of LOCAL COMMUNITIES in the DEVELOPMENT of ecotourism in KAMSÁ INDIGENOUS TERRITORY.

## LINES OF ACTION

- Development and strengthening of tourism enterprises for communities close to the Kamsá indigenous territory.
- Coordination of actions to attract investment in destinations related to the Kamsá indigenous territory.
- Incorporation of protected areas and local tourism offer in Social Tourism Programs
- Improvement of the quality and sustainability of the offer of tourist service providers.

## ACTIONS

- Implement the instrument“ Integrated Development Initiative for the environments of at least twenty protected areas of the State, which includes mechanisms of articulation between providers of tourist services, tourist associations and public services; targeting and application of financing tools and investment attraction available for the environments of the Kamsá indigenous territory according to their competitiveness gaps.
- Position the destinations located in the surroundings of the Kamsá indigenous territory to intervene to attract new investments and promote the local tourist offer.
- Coordinate with COLOMBIA WILD CORPORATION the inclusion of the Kamsá indigenous territory and the local tourist offer of the environment in the Social Tourism Programs.
- Promote the qualification with the Q seal and distinction with the S seal in 20 destinations in which the Kamsá indigenous territory is inserted.
- Design and implement a plan to enhance human capital skills and competencies that develop activities in the Kamsá indigenous territory.



## 4. Support FOR THE CONSERVATION of biodiversiTY

### GOALS

15 MEASURES for the prevention, MITIGATION and RESTORATION of THREATS of tourism TO CONSERVATION IMPLEMENTED in indigenous Kamsá territory

#### Specific objective:

Propose MEASURES for the prevention, MITIGATION and RESTORATION of THREATS of tourism TO THE CONSERVATION of INDIGENOUS TERRITORY ARAHUAC.

### LINES OF ACTION

- Contribution to the development of municipal ordinances for the regulation of tourist activity in Kamsá indigenous territory
- Preparation of studies of intensity of public use through methodologies Limit of Acceptable Change (LAC), Tourist Load Capacity (CAT), Range of Opportunities for Visitors in indigenous Kamsá territory
- Design and implementation of public infrastructure to prevent and / or mitigate impacts of tourism in indigenous Kamsá territory.

### ACTIONS

- Prepare studies of intensity of public use in Kamsá indigenous territory.
- Incorporate protection infrastructure in Kamsá indigenous territory.
- Include obligations to the concessionaire in the bidding conditions for the granting of long-term onerous tourist concessions in the framework of the Tourism Law.





## 5. STRENGTHENING of ENABLING conditions

### GOALS

CREATION of an INTERSECTORIAL WORK COMMITTEE FOR SUSTAINABLE TOURISM DEVELOPMENT in KAMSÁ INDIGENOUS TERRITORY

### Specific objective:

STRENGTHEN THE CAPACITIES AT LOCAL, REGIONAL and NATIONAL level TO ENSURE the DEVELOPMENT of a SUSTAINABLE and QUALITY tourism.

### LINES OF ACTION

- Formation of intersectoral work committees.
- Design of a program to strengthen human capital associated with destinations in which protected areas selected from the action plan are inserted.
- Preparation of technical guides, manuals and standards for tourism development in Kamsá indigenous territory
- Promote the development of ecotourism as a complementary mechanism for the financial sustainability of the Kamsá indigenous territory.

### ACTIONS

- Set up intersectoral work committees at the national and regional level, with intersectoral representatives and coordination procedures.
- Design and implement a human capital strengthening program for communities associated with Kamsá indigenous territory
- Design a technical guide for the development of tourist concessions within the framework of the Tourism Law.
- Design a guide to standards for enabling public infrastructure.
- Prepare a heritage interpretation guide for the Kamsá indigenous territory
- Prepare a graphic guide for the implementation of interpretive signage in Kamsá indigenous territory.



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