



FEALAC

Forum for East Asia - Latin America Cooperation

Working Group on Economy and Society

Sub-Working Group on Tourism

3rd FEALAC Conference on Nature Tourism and Ecotourism

“Trends and advances in both regions and opportunities for cooperation”

Barranquilla - Colombia

August 23rd to 25th of 2012

The Republic of Colombia has the honor to invite Government officers in charge of nature tourism and ecotourism from FEALAC Ministries of Tourism or homologue entities and National Parks authorities to the 3rd Conference on “Nature Tourism and Ecotourism: trends and advances in both regions and opportunities of cooperation”, which will be held in the city of *Barranquilla* – Colombia from August 23rd to 25th of 2012.

Background

As expressed in the Tokyo Declaration, Ministers of Foreign Affairs reaffirmed that “FEALAC is a unique forum that plays critical roles in promoting mutual learning of best practices in both regions, in multiplying mutual benefits by cooperation and exchanges among countries of the regions and in collaborating to meet common global challenges in the international community. The cooperation through FEALAC, which represents 40 % of the world population, 26% of the world economy and more than 40 % of the world trade, has global relevance.

They also encouraged the member countries to promote cooperation in eco-tourism and the sustainable use of their biodiversity, as they are home to more than one third of the world’s forests. With that purpose, the Sub-Working Group on Tourism was launched in October of 2010, as a part of the Working Group on Economy and Society, which aims to strengthen cooperation on tourism in order to promote economic development, social inclusion and cultural development between the two regions.

The 1st Meeting of Sub-Working Group on Tourism in Bali (2010) discussed Colombia’s proposal to host the 3rd FEALAC Conference on Ecotourism as a follow up of the previous conferences in Indonesia (2008) and Korea (2010). The meeting also agreed that tourism plays an important role in the economy of FEALAC members and stressed that enabling and enhancing access to tourist markets between the two regions will not only help to stimulate economic development but will also increase understanding between the people of East Asia and Latin America.

During the 2nd Meeting of Sub-Working Group on Tourism in Buenos Aires (2011), Colombia confirmed to host the 3rd FEALAC Conference on Eco-Tourism in the second semester of 2012 and, upon suggestion of Ecuador to widen its scope, it has been renamed as the 3rd FEALAC Conference on Nature Tourism.

Objectives of the 3rd Conference:

1. Exchange experiences on the implementation of policies and projects on nature tourism and ecotourism and of best practices that have been effective in enhancing access to tourist markets.
2. Promote interaction and networking among government officials to boost mutual learning by sharing capacity building, knowledge and lessons on implementing tourism practices according to countries' natural and cultural heritage and to identify cooperation areas on sustainable tourism development.

Organizers:

Ministry of Foreign Affairs of Colombia
Ministry of Trade, Industry and Tourism of Colombia
Ministry of Environment and Sustainable Development of Colombia
Colombian International Cooperation Presidential Agency
Natural National Parks of Colombia
Tourism Promotion Fund of Colombia

Date and venue

August 23rd to 25th of 2012 in the city of *Barranquilla*, including a field trip to "Via Parque Isla Salamanca". Colombian protected area.

PRELIMINARY PROGRAM

Time - Date	Description
Thursday, August 23rd, 2012	
08.00 – 09.00	Registration
09.00 – 10.00	Opening ceremony
	<ul style="list-style-type: none">- Ministry of Trade, Industry and Tourism of Colombia- Ministry of Environment and Sustainable Development of Colombia- Colombian International Cooperation Presidential Agency- Natural National Parks of Colombia- Tourism Promotion Fund of Colombia
10.00 - 10.15	Coffee Break
	SESSION I (A)
	Global trends on Nature tourism and ecotourism
10.15 – 11.00	Panel discussion between Asian and Latin American experts on trends, advances and challenges that the two regions are facing on the development of nature tourism and ecotourism.
11.00 – 11.30	Q&A

Time - Date	Description
11.30 – 11.45	SESION I (B) Colombia´s policy on Nature Tourism and Ecotourism. Mr. Sergio Diaz-Granados, Minister of Trade, Industry and Tourism. 11.45 – 12.45 Sra. Julia Miranda, Director Natural National Parks of Colombia. 12.30 - 01.00 Q&A
01.00 - 2.30	
02.30 – 05.30	
5.30 - 06.00	SESSION II Open House Interaction and networking among government officials to identify technical capacities on nature tourism and ecotourism offered and demanded by FEALAC member countries. Closing Collection of information from the open house.
06.00 – 07.00	Launch of the National Business Plan of the Productive Transformation Program of Colombia.
Friday 24th of August	
09.00 - 01.00	SESSION III Concurrent Working Tables As a result of the topics identified by the Open House meetings, the attendants will be divided by thematic working tables, where they can work together in indentifying concrete proposals or recommendations to promote cooperation and capacity building between the two regions.
1.00 – 02.30	
02.30 – 04.30	Plenary session.
04.30 – 04.45	Presentation of Working Tables' Conclusions Coffee break Cultural exhibition
04.45 – 05.30	
06.00 – 06.30	
Saturday 25th of August	
	Field trip to protected area “ <i>Via Parque Isla Salamanca</i> ” (Annex 1. Field trip information guide)

ANNEX 1. FIELD TRIP INFORMATION GUIDE, VIA PARQUE ISLA DE SALAMANCA (VPIS)



Location: Northwest of *Magdalena* Department.
Year of creation: 1964
Extension: 56.200 Hectares (562Km²)
Ecosystems: Mangroves, tropical semi-dry forests, mixed forests, thorn scrub, fresh water vegetation

VPIS is also:

- A Core Area of the Biosphere Reserve and Ramsar Wetland of *Ciénaga Grande* Lagoon Complex of Santa Marta.
- Important area for the Conservation of AICA Birds.
- Called “Bird International Airport” for having recorded 199 migratory bird species



- *Vía Parque Isla de Salamanca* is a national protected area of the Natural National Parks of Colombia that gathers a conjunction of flats, marshes and mangrove forests that occupy the old estuary of the *Magdalena* River. Its extension is 56.200 hectares, and it is designed to preserve a representative sample of the mangrove ecosystem from wetland areas and rich and diverse fauna associated to these ecosystems.

This protected area is immersed in the strategic eco-region of the *Ciénaga Grande Lagoon* Complex of Santa Marta in the Colombian Caribbean.

It is a protected area with ecotourism vocation, where you can do:

- Hiking
- Photography
- Bird watching
- Cultural contact
- Educational and scientist activities.



How to arrive: *Vía Parque Isla de Salamanca* is located between *Barranquilla* (Capital of the *Atlántico* Department) and the town of *Ciénaga* in the Department of *Magdalena*. 30 minutes away by land from *Barranquilla*.

To carry: Comfortable clothes for warm beach weather, repellent, hat/cap, sun block, sport shoes (adventure type), water for hydration, camera or video camera, binoculars.