

**TRANSFORMATION AND
REVITALIZATION OF SPACES FOR
STRENGTHENING COMMUNITY TOURISM
AND SOCIAL FABRIC IN 101 NATIONAL
DESTINATIONS.**

Sector	Ministry of Commerce, Industry, and Tourism.	
Thematic/ axis/ subsector	Tourism, hotel and tourist infrastructure.	
Entities/Areas	Vice Ministry of Tourism – MINCIT.	
Strategy of the National Development plan to which it aims.	Regional convergence: restructuring and development of national and regional systems of productivity, competitiveness, and innovation.	
ODS target.	8. Decent work and economic growth 9. Industry, innovation, and infrastructure	
Description of the Project	Project Purpose	To revitalize national urban centers with tourism potential through artistic interventions on facades, aiming to boost local economic development and strengthen the popular economy. The initiative also positively impacts the community through training and workshops that reinforce cultural identity and productive businesses, improving the quality of life for residents and surrounding areas while promoting community tourism. Additionally, it seeks to attract investment from companies, foundations, organizations, and other stakeholders to these areas to support and address the social, economic, cultural, and urban needs of the residents.
	Objectives	<ol style="list-style-type: none"> 1. Strengthen social transformation processes, community ownership, and associativity by consolidating social and community tourism dynamics that enhance the territory's potential. 2. Drive local and regional economic growth by strengthening popular economies. 3. Implement actions in public spaces that promote the consolidation of tourist attractions and the development of tourism experiences. 4. Diversify and develop experiences that consolidate tourist attractions in the territory through sustainable and responsible tourism. 5. Strengthen community capacities and the productive units that offer services to tourists.

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		6. Establish the vision, objectives, goals, strategies, and communication actions that enable the articulation of narratives and experiences through internal campaigns and communication among allies, projects, and communities.
	Geographical Area of Influence	The project has national reach, but for the Pacific region, it covers the following areas: <ul style="list-style-type: none"> • Cauca: Popayán, Silvia, Inzá, Guapi, Timbío • Chocó: Quibdó • Nariño: La Florida, Pasto, Tumaco, Ipiales • Valle del Cauca: Cali, Ginebra, Dagua, Pradera, El Cairo, Guacarí, and Roldanillo.
	Included in the Goals of the National Development Plan (PND)	Si ___ No <u>x</u>
	Structuring Phase	In formulation.
	Goal (Km) (panels, etc)	<ul style="list-style-type: none"> • 22 tourist routes for 17 municipalities • 66,000 m² of facade color transformation for 22 tourist routes • 11,000 m² of artistic intervention, muralism style • 22 participatory tourism placemaking strategies • 22 experience creation strategies for destination positioning • 22 strategies for strengthening installed capacities in the territory
	Located in a Protected Area or with Indigenous/Afro-descendant Communities:	Sí <u>x</u> No ___ Which ___ Indigenous and Afro-descendent communities.
Duration by Phases	<ul style="list-style-type: none"> • Phase 1: Strengthening the social transformation process, community ownership, and associativity to consolidate social and community tourism dynamics. Duration of Phase 1: 2 months. • Phase 2: Implementation of actions in public spaces that promote the consolidation of tourist attractions and the development of tourism experiences. Duration of Phase 2: 6 months. 	

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	<ul style="list-style-type: none"> • Phase 3: Diversification and development of experiences that allow the consolidation of tourist attractions in the territory through sustainable and responsible tourism. Duration of Phase 3: 1.5 months. • Phase 4: Strengthening community capacities and the productive units that offer services to tourists. Duration of Phase 4: 1.5 months. • Phase 5: Establishment of strategies and communication actions that enable the articulation of narratives and experiences through internal campaigns and communication among allies, projects, and communities. Duration of Phase 5: 1 month. <p>Total Duration: Approximately 12 months for 22 tourist routes in 17 municipalities.</p>	
Contribution	Total Value	\$ 19.800.000.000 (Contribution from Territorial Entities for the Pacific Coast Project)
	National Contribution	\$ 19.800.000.000
	Contribution from Territorial Entities	\$ 0
	Private Contribution	\$ 0
Opportunity of Investment	<p>Numerous urban areas in the national territory possess invaluable architectural and cultural heritage that, due to a lack of investment and proper maintenance, is in a state of progressive deterioration. This situation not only affects urban aesthetics and the quality of life for residents but also limits the tourism potential of these areas, wasting a valuable opportunity to generate income and improve the quality of life for communities.</p> <p>The revitalization of facades, the muralism strategy, and the strengthening of popular economies along the intervened routes present a solution to transform these urban spaces, enhancing their tourist and cultural appeal while generating a positive impact on the economic and social development of the communities. Through the creation of thematic routes and the implementation of training programs, the aim is to strengthen investment opportunities and encourage citizen participation.</p>	

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	<p>Direct investment in facade revitalization.</p> <p>Painting companies, large chains, and/or foundations can play a fundamental role by providing high-quality materials and technical advice to carry out the “facade revitalization” project effectively and sustainably. This investment has a positive impact on the urban environment, attracting more visitors and fostering a sense of belonging in the local community.</p> <p>Investment to promote the popular economy.</p> <p>Supporting the popular economy involves generating opportunities for local entrepreneurs, small businesses, and informal merchants. Large chains and companies can collaborate by offering exclusive discounts on their products, providing access to flexible credit lines, and supporting business training programs. This investment not only strengthens the economic fabric of the community but also contributes to financial inclusion and sustainable development at the local level.</p> <p>Investment in community tourism.</p> <p>Training provided by specialized entities enables local communities to acquire the necessary skills to efficiently manage their heritage and cultural resources in alignment with the tourism sector. These workshops not only promote sustainability but also empower local tourism service providers to offer unique and enriching experiences for residents.</p> <p>Investment in tourism promotion.</p> <p>Foundations, companies, or organizations can promote the organization of food fairs within the territory, showcasing the diversity and authenticity of the area. These events not only attract visitors interested in local culture and gastronomy but also benefit local producers and artisans by providing them with a space to showcase their products and talents.</p>
Market Analysis	<p>The "Transformation and Revitalization of Spaces" project in 101 municipalities across the country represents a strategic opportunity to boost the tourism potential of the Pacific region, generating positive impacts on local popular economies as well as on the preservation of cultural heritage and community tourism. In particular, the region is distinguished by its great biodiversity and rich cultural legacy, making it a conducive environment for the development of innovative tourism initiatives.</p> <p>The implementation of the project in 4 departments and 17 municipalities in the Pacific region aims to enhance the attraction of national and international visitors. The revitalization of facades in municipalities near natural parks such as Utría, Gorgona, and Los Katíos, which attract a large number of tourists seeking enriching experiences, positions the project as a strategic complement to the existing tourism offer, enriching the visitor experience and fostering interaction with the local community.</p>

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	<p>Data provided by Portucolombia as of 2022 and updated Open Data for 2024 indicate that:</p> <ul style="list-style-type: none"> • The 5 municipalities to be intervened in the department of Cauca report a total of 463 active tourism service providers with RNT and 42,664 visitors. • Quibdó reports 109 active tourism service providers with RNT and 82,826 visitors. • The 4 municipalities to be intervened in the department of Nariño report a total of 1,021 active tourism service providers with RNT and 188,943 visitors. • The 7 municipalities to be intervened in Valle del Cauca report a total of 3,813 active tourism service providers with RNT and 1,481,068 visitors.
Financial Projections	<p>The facade revitalization project in the Pacific region has an estimated investment from the National Government of \$19,800,000,000 COP, with an execution time of approximately 12 months.</p> <p>A significant economic return is anticipated:</p> <ul style="list-style-type: none"> • In terms of employment, it is projected that the generation of direct and formal jobs will help reduce the unemployment rate in the region, positively impacting the economic and social stability of the community. Additionally, the increase in the popular economy will promote the circulation of money in the region, stimulating consumption and the growth of local businesses. • From a financial perspective, the investment in facade revitalization is expected not only to generate short-term economic benefits but also to lay the foundation for sustainable and long-term growth in the region. The increase in income from the sale of handicrafts and the hosting of cultural events will not only boost local economic activity but also strengthen the cultural identity of the region and position the Pacific region as an attractive destination for investors and visitors.
Sustainability and ESG Considerations	<p>Local communities will be engaged as a fundamental part of the decision-making process associated with the project's execution and as part of the tourism offering in the territory. This will be achieved by strengthening popular economies to ensure the development of community tourism, focused on highlighting their cultural and natural values, thus generating complementary economic income for these communities.</p>

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Risk Assessment and Mitigation	N/A
Project Team and Experience	Undersecretariat of Commerce, Industry, and Tourism - MCIT/ Viceministerio de Comercio, Industria y Turismo - MCIT.
Contact information	<p>Área de Infraestructura Turística- Viceministerio de Turismo/ Tourist Infrastructure Area – Vice Ministry of Tourism.</p> <p>wmartinez@mincit.gov.co</p>
Additional Information	<p>In accordance with the guidelines of the National Development Plan 2022-2026 "Colombia: A World Power of Life" and the Sectoral Tourism Plan 2022-2026 "Tourism in Harmony with Life," particularly in its strategic axis 6.4 "Tourism: A Driver of the Economy for Life and Social Justice," the aim is to promote the productive development of the sector and service providers in popular economies, new forms of community work in the territory, and other stakeholders linked to the sector. This is intended to enhance competitiveness, improve marketing and promotion strategies, and thereby boost the country's tourism positioning while promoting social justice. One of its indicative actions states, "Promote tourism projects that include trades, arts, and popular economies of vulnerable populations, rural communities, and ethnic groups, linking them to regional tourism products. Develop tourist routes or include in existing ones activities and initiatives associated with popular and community economies."</p> <p>Additionally, this sectoral plan has as one of its objectives to promote territorial development through tourism by strengthening governance, infrastructure, and connectivity. Therefore, in alignment with the stipulations of the Public Policy on Tourist Infrastructure and the policy guidelines for the development of community tourism in Colombia, the Ministry of Commerce, Industry, and Tourism recognizes the need to propose a national project for the transformation and revitalization of spaces that strengthen Community Tourism and social fabric in the country.</p> <p>These 17 municipalities in the Pacific region are part of the project "Transformation and Revitalization of Spaces for Strengthening Community Tourism and Social Fabric in 101 National Destinations."</p>