

SPECIAL TOURISM PROJECT PTE LA FINCA EL PLACER - TOURISM ECOSYSTEM		
Sector	Tourism	
Thematic focus	Infrastructure	
Entities	The territory directly involved is the Municipality of Circasia (DNP Code 63190) in the Department of Quindío. Ministry of Commerce, Industry and Tourism	
Name of the project	Proyecto Turístico Especial PTE La Finca El Placer - Ecosistema Turístico	
Partner	Armenia Hotel S.A	
Plan Strategy National development to which it points	<ol style="list-style-type: none"> 1. Regional Convergence. 2. Strategy for the global and regional positioning of Colombia as a World Power of Life. 	
SDGs	<ol style="list-style-type: none"> 1. No Poverty 6. Clean Water and Sanitation 7. Affordable and Clean 8. Decent Work and Economic Growth 9. Industria, Innovación e Infraestructura 10. Reduced Inequalities 11. Sustainable Cities and Communities 15. Life on Land 	
Project Description	Goals	It is intended to be a territorial mechanism to stimulate the economy and promote the competitiveness of tourism, based on an environmental and socioeconomic balance of local and regional development.
	Objectives	<ol style="list-style-type: none"> 1. To design a PTE initiative that sets out the characteristics, positive impact on the dimensions of local and regional development, articulation with the socioeconomic and territorial planning processes, as well as the generation of added value and increase in the quality of life of the population, tending to its definition as a large-scale tourism project in the national and territorial context. 2. Outline a proposal for a model of sustainable occupation and use of the rural territory in the PTE area that, based on the legal provisions in force, explores the objectives and guidelines of the municipal territorial planning, in harmony with the objectives and strategies of regional socioeconomic and tourism development,



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		<p>the higher hierarchy determinants, and the established areas of agricultural use, seeking the sustainable and harmonious occupation of the rural land, and including mechanisms and instruments for the management and financing of the PTE.</p> <p>3. Explore the general conditions for a proposal for the management of the use and transformation of the rural territory in the area of the PTE, identifying the conditions for protection, reconversion, consolidation and improvement of the agricultural and environmental production zones, and tourism and construction services; in addition to the adoption of risk management measures, adaptation to climate change and solution of rural land use conflicts in the municipality of Circasia.</p> <p>4. Identify the conditions for a technical intervention that guarantees a balance of the spatial and functional relations of the PTE area with its surroundings, in response to the social, economic, agricultural, agro-industrial, environmental and territorial processes of the municipality, the department and the region, to promote tourism competitiveness and the well-being of the different groups of the beneficiary population.</p>
	Geographic Area	<ul style="list-style-type: none"> - Department of Quindío, in the municipality of Circasia. - Coffee Region - Municipality of Circasia - Coffee Cultural Landscape of Colombia (PCCC)
	Part of the National Development Plan	yes <input checked="" type="checkbox"/> No
	Structuring Phase	Project Submission.
	Goals: (km)	Special Tourism Project approved
		Yes ___ No <input checked="" type="checkbox"/>

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	It is located in a protected area or with indigenous/Afro-descendant communities:																																																																																												
Duration	<p>The ETP will be built in 6 stages over a total period of 12 years.</p> <ol style="list-style-type: none"> 1. Barranquero: 3 years 2. Batará: 3 years 3. Tangara: 3.5 years 4. Tiranuelo: 3 years 5. Tiles: 3 years 6. Elsendero: 3.5 years <table border="1" data-bbox="461 703 1156 919"> <caption align="center">ECOSISTEMA TURÍSTICO EL PLACER TIEMPO DE EJECUCIÓN DEL PROYECTO</caption> <thead> <tr> <th>ETAPAS</th> <th>Año 1</th> <th>Año 2</th> <th>Año 3</th> <th>Año 4</th> <th>Año 5</th> <th>Año 6</th> <th>Año 7</th> <th>Año 8</th> <th>Año 9</th> <th>Año 10</th> <th>Año 11</th> <th>Año 12</th> </tr> </thead> <tbody> <tr> <td>BARRANQUERO</td> <td>█</td> <td>█</td> <td>█</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>BATARA</td> <td></td> <td>█</td> <td>█</td> <td>█</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>TANGARA</td> <td></td> <td></td> <td>█</td> <td>█</td> <td>█</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>TRANUELO</td> <td></td> <td></td> <td></td> <td>█</td> <td>█</td> <td>█</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>AZULEJOS</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>█</td> <td>█</td> <td>█</td> <td></td> <td></td> </tr> <tr> <td>EL SENDERO</td> <td></td> <td>█</td> <td>█</td> </tr> </tbody> </table>		ETAPAS	Año 1	Año 2	Año 3	Año 4	Año 5	Año 6	Año 7	Año 8	Año 9	Año 10	Año 11	Año 12	BARRANQUERO	█	█	█										BATARA		█	█	█									TANGARA			█	█	█								TRANUELO				█	█	█							AZULEJOS								█	█	█			EL SENDERO											█	█
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Investment Opportunities	<p>In addition to the investments made by the promoter (those made to date and those estimated in the first stages of the ETP), it is expected that part of the capital resources necessary for the execution of the ETP will be provided by Private Equity Funds and by financial leverage with national entities in the sector. The Private Equity Funds that have expressed interest in the ETP are listed below:</p> <ol style="list-style-type: none"> 1. WMI S.A.S. 2. IMBENTAN S.A.S. 3. Velasquez S.A.S. 4. Projects and Investments S.A.S. 5. Constructora Centenario S.A.S. 																																																																																												
Market Analysis	<ol style="list-style-type: none"> 1. Beneficiary population. 2. Identification of the territorial entities involved. 3. Identification of financing sources. 4. Preliminary identification of investors. 5. Basic information on connectivity and public services. 6. Contribution to the tourism sector. 																																																																																												

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7. Economic impact.

**Financial
 Projections**

Projection	Years					Total
	1 - 4	5 - 6	7 - 8	9 - 10	11 - 12	
Sales	99.45 4,88	26.22 0,00	30.15 3,00	71.76 0,00	76.86 6,00	304.453,88
Investment Cost	87.70 9,87	26.06 5,97	29.16 6,24	69.07 1,32	64.25 4,82	276.268,23
Services Income	18.52 1,34	43.55 7,91	53.95 8,19	66.84 1,74	82.80 1,47	265.680,66
Fixed cost	5.735, 15	13.24 8,19	16.03 0,31	19.39 6,68	23.46 9,98	77.880,30
Cost Variable	11.13 4,47	26.27 1,94	32.68 2,08	40.65 1,57	50.55 8,79	161.298,84
Profit	13.39 6,72	4.191, 81	6.232, 57	9.482, 18	21.38 3,88	54.687,16
Margin	11,36 %	6,01%	7,41%	6,84%	13,39 %	9,59%

**Considerations of
 Sustainability and
 ESG**

With regard to the sustainable tourism policy, the Initiative has a conceptualization of sustainable tourism and incorporates it not only in its strategic orientation, but also in the design of the tourism experience for the daily lives of both internal and external clients. The negative externalities of the tourism sector have also been identified in order to determine strategies to minimize and reduce them.

- The implementation of the initiative is expected to be framed within an adequate planning of the demand of the energy matrix. To this end, water and electricity consumption will be reduced in all project components and activities through the adoption of optimization protocols.
- To minimize environmental degradation, a plan to prevent the generation of solid waste is planned.

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Evaluation and Mitigation of Risks	No risks that need to be mitigated are identified.
Project Team and Experience	<ul style="list-style-type: none"> - Armenia Hotel S.A - Constructora Centenario S.A.S.
Additional Information	The special tourism projects defined by the Ministry of Commerce, Industry and Tourism, within the PND "Colombia Potencia Mundial de la Vida" are at the sixth level within the TERRITORIAL PLANNING DETERMINANTS AND THEIR ORDER OF PREVALENCE. This means that the municipalities and districts in the elaboration and adoption of their Land Management Plans, must take into account the determinations made by the MinCIT from the PTE, since it constitutes a higher hierarchy norm from the land management.