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Colombia's Diversity Problem: a speech on tourism

J. M. Porup

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J. M. Porup : **Colombia's Diversity Problem: a speech on tourism** before purchasing it in order to gage whether or not it would be worth my time, and all praised Colombia's Diversity Problem: a speech on tourism:

How can Colombia market itself better to gringo tourists?Paris, New York, Peru -- they all have a symbol. An icon that draws people from around the world. But what about Colombia? It has everything a tourist might want -- except

for this all-important photo opportunity. At the invitation of the Colombian Ministry of Culture and Tourism, Lonely Planet Colombia author J.M. Porup delivered the following speech at Club El Nogal in Bogot. In it he argues there is only one way for Colombia to compete in the global tourism market -- the one way most Colombians would least expect. Includes a new essay, "The Elephant in the Room."-----Paris, NY, Per - todos estos pases tienen un simbolo. Un icono que mueve gente alrededor del mundo. Pero que hay acerca de Colombia? Colombia tiene todo lo que un turista podra desear - excepto por este detalle de la foto oportunidad.En la invitacin que el Ministerio de Cultura y Turismo le hizo al autor de la quinta edicin del libro de Lonely Planet Colombia, J.M Porup, se present la siguiente oratoria en el Club El Nogal de Bogot. En sus argumentos se presenta el nico camino para que Colombia pueda competir en el mercado global del turismo -- solo una va, la que los Colombianos menos esperaban.Incluye el nuevo ensayo, "El Elefante en la Habitacin".

"An essential guide for any investor, expat or traveller in Colombia." --German Escobar, Platypus Hostel, Bogot"Una gua esencial para cualquier inversionista, expatriado, o viajero en Colombia."--German Escobar, Platypus Hostel, BogotFrom the AuthorIn September, 2009, The Colombian Ministry of Culture and Tourism invited me to deliver a speech on the theme of "diversity." The symposium took place at Club El Nogal in Bogot. Around 400 people attended. The speech was also webcast, but no recording was made. This is that speech.En septiembre de 2009, el Ministerio de Cultura y Turismo de Colombia me invit a dar un discurso acerca del tema "diversidad". El conversatorio tuvo lugar en el Club El Nogal en Bogot. Alrededor de 400 personas asistieron. El discurso fue transmitido por la web, sin ningun tipo de grabacin. A continuacin el discurso.From the Back Cover This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License (BY-NC-SA).