

Draft version. Subject to review.

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Prepared by: Members of the base group “Lago de Tota Destino Verde” in accordance to the public ‘Declaration of Intention’ (visible [here](#)) signed at Lake Tota on the 03rd of June, 2017.

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Lake Tota Green Destination

Strategy and Action Plan (2017-2020)

Strategy 1: To build up a shared vision.

Detail: Although Lake Tota has internal plans from the 4 townships that share its watershed (Aquitania, Tota, Cúitiva and Sogamoso), and the country as such a shared list of policies in regards to a variety of subjects which have a direct implication on Lake Tota; a shared vision for Lake Tota as a destination for tourism is missing. The lack of this has been and can certainly be a ground for disarticulation among stakeholders and a multi-vision environment that, ultimately leads to confusion and to obstacles to manage it in an integrated manner and with sustainable criteria for the future, as a common territory. Thus, to build up a shared vision for Lake Tota as a sustainable destination for tourism is a clear necessity.

Actions: To develop an individual and comprehensive plan for this strategy, in more detail; to help on developing a, educational multi-stakeholder tool kit for Lake Tota as a sustainable destination for tourism, including a variety of formats such as maps, briefings on a variety of themes and topics, a library, images and videos; ultimately, to develop and facilitate a timeframe inside the built plan, with the goal to work together in order to build up that shared vision for Lake Tota as a sustainable destination.

Strategy 2: Raise awareness on the variety of legal regulations.

Detail: Colombia has multiple regulations at national, regional and local level with direct & indirect implication in every one of the 6 main themes and 15 criteria descriptions as provided by the Green Destinations organization, which need to be addressed inside Lake Tota’s stakeholders and authorities. By having a regular application of them, there will be a better chance for Lake Tota to enhance its condition as a Green Destination under international standards. Thus, to raise awareness, increase capacity building on the matter and promote discussions on that variety of topics will help to create an atmosphere for a positive and integrated destination management.

Actions: A detailed research and inventory of all those regulations; an update on Lake Tota’s stakeholders map; a formulation of an agenda and timeframe to act; a frequent promotion of discussions and forums; and a creation of a communication platform to facilitate discussions on a shared level of information.

Strategy 3: To increase education and actions on sustainability by example.

Detail: The best way to educate and promote other’s actions, is by giving our own examples. It should be our own responsibility as a base group and alliance leading the goal of Lake Tota as a Green Destination, to show others by our own example, how do we want and work towards that vision. Thus, individual plans inside the group, in accordance and harmony with a shared vision for a destination, have to be developed and converted into visible actions, to demonstrate our commitment and encourage others to follow up.

Actions: To build up individual plans and actions inside the base group, sharing the purpose and vision for Lake Tota to be a Green Destination for tourism.