

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 Bogota. 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, Peru - todos estos paises tienen un simbolo. Un icono que mueve gente alrededor del mundo. Pero que hay acerca de Colombia? Colombia tiene todo lo que un turista podria desear - excepto por este detalle de la foto oportunidad. En la invitacion que el Ministerio de Cultura y Turismo le hizo al autor de la quinta edicion del libro de Lonely Planet Colombia, J.M Porup, se presento la siguiente oratoria en el Club El Nogal de Bogota. En sus argumentos se presenta el unico camino para que Colombia pueda competir en el mercado global del turismo -- solo una via, la que los Colombianos menos esperaban. Incluye el nuevo ensayo, El Elefante en la Habitación.

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