

Development strategy for Agroparque Sabio Mutis in Tena, Colombia



**Institute for Regional Development
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The list of authors:

Vladimíra Šilhánková, Ph.D. (ed.)

Michael Pondělíček, Ph.D. (ed.)

Naděžda Fořtová

Zdeňka Juříčková

Marion Lipoldová

Karel Mach, MBA, MSC

Tomáš Petreček

Alice Stránská

Alena Rožanski

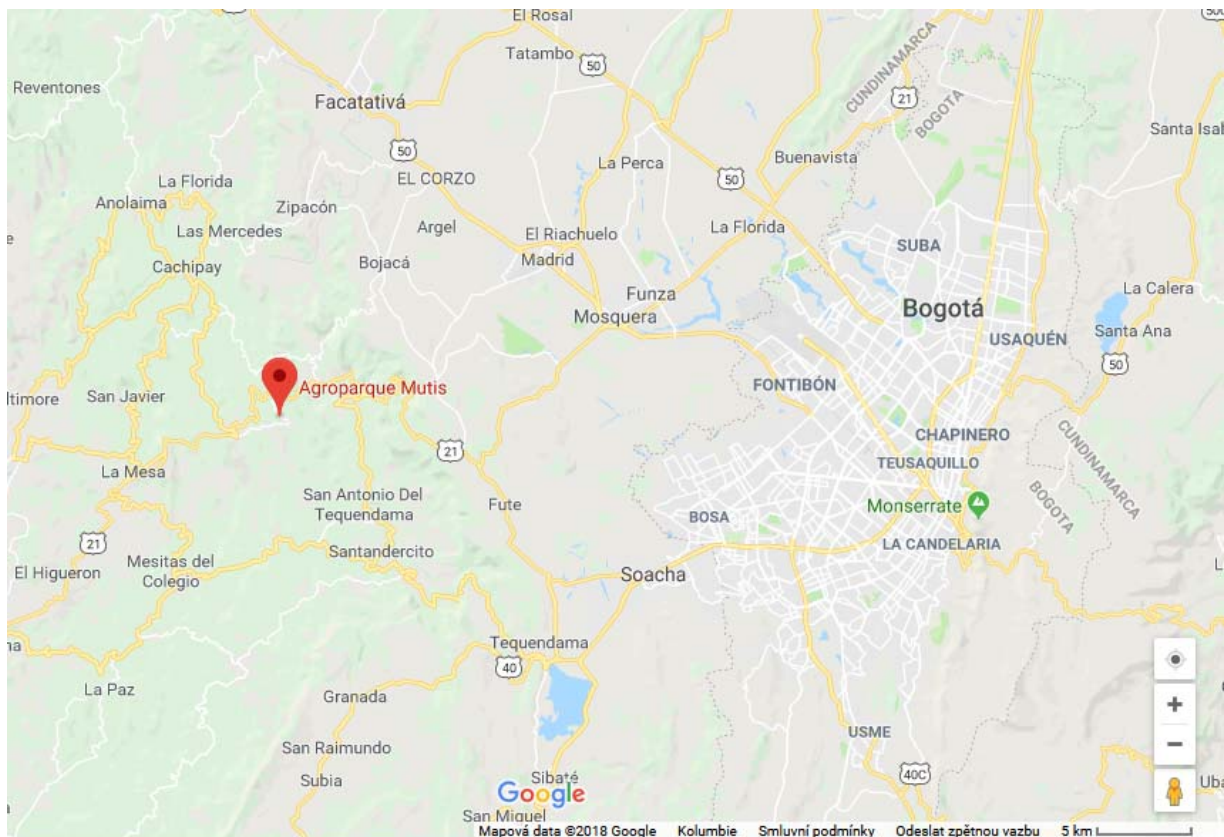
Vedula Zelenková

Dagmar Zouharová

1. Introduction

The group of researchers from the Institute of Regional Development, AMBIS College, Prague, Czech Republic visited the Agroparque Sabio Mutis in Tena during their stay in Colombia in September 2018 with the task to observe it's functioning and to create a viable strategy for its development. The observation took place directly in the locality between 7th and 9th September 2018 and a prospective strategy was subsequently raised by means of brainstorming method. The main idea of strategy creation was to see the Agroparque from the European point of view and help the staff to improve the standards of its services.

The park lies in the Municipality of Tena. It is situated approx. 75 km from Bogotá and it takes approx. 3 hours to get there by car. The park is situated in a tropical rainy forest in the altitude of approx. 1,200 m above the sea level.



2. Process of strategy creation





The process was divided into the following steps:

1. Territory observation
2. SWOT analysis creation
3. Vision definition
4. Main goals / themes for development definition
5. Partial goals and tasks



3. SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> - Pool - Local plants - Connection with nature - Diversity - Birds - Nice staff - Own products (coffee, ron) - Nice views - Traditional handcraft - Playground for children - Arrangement - Labels with information - Library - Replicas of “piedras pintadas” - Animals (Donkey) - Fresh air - Restaurant and accommodation - Safety 	<ul style="list-style-type: none"> - Bad path's condition in the park - Bad condition of the fences - There is difficult to buy local products - There are dry plants in the garden - No facilities for disabled persons - Barber wires inside the park - No map on the site - Lack of paths marks - No night (strangle/intimate) lights - Bad condition of driveway - Muddle / untidy - Lack of dust bins - Dirt in the accommodations - Low quality of equipment in the accommodations - No enough water pressure in the shower - Littered building material - Toilets without seats (trenchers) - Lack of mirrors in the rooms - Noisy music form bar - Strange electrical wiring - Destroyed seats and benches around the pool - Lack of benches and seats in the park - Lack of parking places (parking places is not organized well)

Opportunities	Threats
<ul style="list-style-type: none"> - Stages for students as guides in the park - Promo materials about the park (leaflets, brochures etc.) - Small (electrical) “train” for the way up - Offering of the stays for tourists - Offering of the stay through tourist agencies - Sale of own local products (coffee, ron) - Entrance fee for visitors - Better security in the park - Informational tables about animals, birds, insects - Offering of programs for schools (several types from basic schools to universities) - Events for public - Bus stop near by the park 	<ul style="list-style-type: none"> - Dry weather (lack of water) - Strange people (without permits) in the park - Decreasing of tourism - Inaccessibility of the drive road due to bad conditions - Misusing and inadequate events (e.g. disco or karaoke) in the park - Extinction of local species - Lost of employment occasions - Lack of funding - Injury (e.g. around the pool) - Low working activity of employees - Low quality of work - 



4. Vision

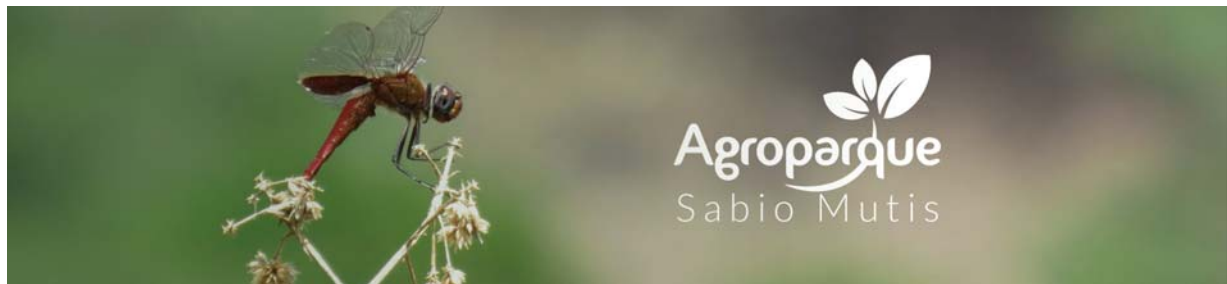
Park for education and research
for students, researchers and public
for mid and long-term stays



5. Main goals / themes for development

1. **Promo:** Increase the number of visitors

(and also increase the income from own sources)



1. **Infrastructure:** To improve the infrastructure inside the park

2. **Research center:** To create background for researchers



6. Goals and tasks

1. Promo: Increase the number of visitors (and also increase the income from own sources)

1.0. Logo: to create a unique logo to be used in all promotional materials

1.1. Internet and social networks

- to create aviso at TripAdvisor
- to create web pages of Agroparque
- to create promo video at YouTube
- to create a web link from UNIMINUTO web pages
- to create a web link from Tana web pages
- to create a Facebook page
- to create promotion at Booking.com, Agoda, Trivago etc.

1.2. Printed promotional materials (in Spanish and English language

- to create an orientation map and a map of access to the park
- to create visit cards and distribute them (in the info centre in Bogotá, in Tena, at UNIMINUTO, in hotels in Bogotá, in banks and exchange offices, car rental offices, at the airport)
- to create promotional leaflets and distribute them (in the info centre in Bogotá, in Tena, at UNIMINUTO, in hotels in Bogotá, in banks and exchange offices, car rental offices, at the airport)
- to create a booklet (for sale) with the pictures from the park (orchids, birds, coffee etc.) and sell it in the park, at UNIMINUTO, in Panamericana etc.

1.3. Billboards and banners

- to create and install them on the driveways (mainly in Gran Vía)

1.4. Promo materials and souvenirs

- to create etiquets with a unique logo and put in on all products
- to create and sell: stickers, postcards, magnets, pins
- to create and sell promotional products e.g. (coffee cups, pen and pencils, key cases, T-shirts, hats, caps)



1. Infrastructure: To improve the infrastructure inside the park

2.1. Paths and roads

- to improve the condition of all paths and roads in the park
- to remove tires from paths
- to create parking lots near the entrance

2.2. Technical infrastructure

- to improve the electricity capacity, to create own electricity transformer
- to repair electricity plugs
- to stabilize water supply
- to guarantee hot water in showers
- to repair shower to be really functioning
- to create or improve sewage system including water cleaning station
- to create a big gas station (for supply in the whole park)
- to create wifi connection around whole park

2.3. Accommodation

- to improve room equipment (wardrobes, cases)
- to improve cleaning of the room
- to use good quality materials (the color on the floor nuzzle)
- to install air conditions in the rooms
- to make fridges accessible non-stop
- to have available key from all rooms (in more than one copy)
- to install toilet brush in all WC
- to install mirror in all rooms
- to repair windows to be able open them
- to repair doors to be able simply close them
- to count the camping site capacity



2.4. Park area bounding

- to create quality fences around the area including the entrance (to know the position of the entrance in the area)
- to demolish fences inside the area (mainly from the barbed wire)



3 Research center: To create background for researchers

3.1 Research promo and interaction between researchers

- to transform the theater into auditorium for conferences and meetings
- to accessorize the auditorium by PC, data projector, boards or flipchart
- to create ventilation (air condition) in the auditorium
- to have good capacity of wifi and enough plugs in the auditorium

3.2 Scientific working room

(to create place for researchers work and accessorize it) with:

- air condition
- microscopes
- binoculars
- biological and botanical (field) laboratory
- freezer and fridge
- mixer
- PC
- large TV (for zooming photos and for presentation)
- bookcase
- good lights
- cases which is possible to lock



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