

Cultural Identity-linked Business Opportunities - Learning Territory
"Weiyatein waijain, we show what we do"
November 20 to 26, 2016
La Guajira, Colombia

PROGRAM OF ACTIVITIES (Tentative Schedule)

DAY/TIME	ACTIVITY	PLACE
Sunday, November 20		
	<i>Arrival of participants to Riohacha</i>	Riohacha
18:00 - 20:00	<i>Dinner</i>	
Monday, November 21		
07:00 - 08:00	<i>Breakfast</i>	Riohacha Hotel
08:00 - 10:00	Welcome and Introduction <ul style="list-style-type: none"> - Welcome - Brief presentation of guests and hosts - Introduction to the Learning Territory: objectives and activities - Delivery of materials and registration 	Riohacha Room
10:00 - 10:15	<i>Coffee break</i>	
10:15 - 12:30	Experiences Fair <ul style="list-style-type: none"> - Methodology for sharing experiences and knowledge among the participants 	
12:30 - 14:00	<i>Lunch</i>	Riohacha Restaurant
14:00 - 17:00	Experiences Fair (continuation)	Riohacha Room
17:00 - 17:45	Introduction to the Innovation Plan implementation	
17:45 - 18:15	Close and conclusions of the day	
18:15 - 19:00	<i>Dinner</i>	Riohacha Restaurant
Tuesday, November 22		
07:00 - 08:00	<i>Breakfast</i>	Restaurant / Hotel
08:00 - 09:30	<i>Transfer to Rancheria IWOUYAA.</i>	Ranchería IWOUYAA
09:30 - 10:30	CASE 01: Ethnotourism in Ranchería Iwouyaa <ul style="list-style-type: none"> - Overview of the ranchería as a sociocultural organization 	
10:45 - 11:00	<i>Coffee break</i>	
10:30 - 12:00	Rancheria Visit <ul style="list-style-type: none"> - Identify and understand elements of culture that are in use on everyday life 	
12:00 - 13:30	Gastronomic exhibition: Lunch <ul style="list-style-type: none"> - Analyze the importance of gastronomy in the preservation of cultural identity 	

13:30 - 14:00	Conversation Analysis and reflection: which are the elements that you see as necessary to strengthen the sense of cultural belonging? What is the importance of the traditional organization in the preservation of cultural identity?	
14:00 - 15:00	Presentation - The tourist ranchería as a model for preservation of cultural identity	Ranchería IWOULLA
15:00 - 17:00	Ranchería afternoon - Organization and implementation of the activity. Share the practical exercise of preparation and development of a typical ethnotourism activity in the ranchería	
17:00 - 18:00	Conversation - Analysis and reflection about the preparation and development of ethnotourism activities	
18:00 - 18:30	<u>CASE ANALYSIS WORKSHOP 01</u>	
18:30 - 20:30	RANCHERIA NIGHT AND DINNER	
Wednesday, November 23		
07:00 - 07:30	<i>Transfer to the Wayúu Indigenous Council NOVEMBER 4</i>	Cabildo NOVEMBER 4
07:30 - 08:00	<i>Breakfast</i>	
08:00 - 09:00	CASE 02: 4 DE NOVIEMBRE INDIGENOUS RESERVATION - Overview, Development Experience: History of the council - Vision for the future	
09:00 - 10:00	Field visit - Appreciation of the agricultural facilities at Cabildo. Strategy for food security and income generation	
10:00 - 11:00	Communication and Tourism Activities - Assessment of cultural assets for the development of ethnotourism	
11:00 - 13:00	<i>URIBIA displacement and Typical Lunch</i>	Uribía Restaurant
13:00 - 14:00	CASE 03: MASTERS TEACHERS - Presentation: why is it important to identify cultural assets as part of the preservation of a culture? - Introductory exhibition of Masters Teachers and learners. Model of preservation and transmission of cultural values	Centro de Formación Étnico - SENA
14:00 - 15:00	<i>Transfer to Manaure</i>	Taller JAILAYA
15:00 - 16:00	JAILAYA Workshop: Mrs. Ma. Cristina Gómez - Presentation of the workshop. Business management. Productive processes. Commercialization	
16:00 - 16:15	<i>Coffee break</i>	
16:15 - 17:00	Conversation - Role and challenges of the National Federation of Wayúu Artisans	

	-FENARWAYUU	
17:00 - 17:30	CASES ANALYSIS WORKSHOP 02-03	
17:30 - 18:30	Innovation Plan Workshop 01	
18:30 - 20:30	<i>Transfer to Cabo de la Vela Rancheria UTTA</i>	Ranchería UTTA
20:30 - 21:30	<i>Dinner - Accommodation in UTTA</i>	
Thursday, November 24		
07:00 - 08:00	<i>Breakfast</i>	Ranchería UTTA
08:00 - 08:30	CASE 04: UTTA TOURISTIC RANCHERÍA - Presentation: the experience of UTTA ranchería and identifying local opportunities for business development	
08 :30 - 09:30	Ranchería field visit - Tour of the facilities of the UTTA Ranchería. Observation and analysis on the tourism development of ranchería based on the identification of business opportunities	
09:30 - 10:30	Conversation - Analysis on territorial tourism development opportunities. Tourism assets by four key factors: Natural Environment - Tourism Demand - Cultural Assets - Services Development	
10:30 - 11:30	Presentation - The experience of the UTTA ranchería. The business development model: organization and operation, and product services development, marketing tools and financing for consolidation	
11:30 - 12:30	Workshop - Group identification on the components of UTTA ranchería model for tourism development	
12:30 - 14:00	<i>Lunch</i>	
14:00 - 15:30	Visit continuation - Group identification on the components of UTTA ranchería model for tourism development	
15:30 - 17:00	Workshop - Design of products and services for the consolidation of tourism initiatives	
17:00 - 17:30	CASE ANALYSIS WORKSHOP 04	
17:30 - 19:30	TOURIST ACTIVITY FARO VISIT / CINEMA FORUM / STARS WATCHING	
19:30 - 20:30	<i>Dinner</i>	
Friday, November 25		
05:00 - 07:30	<i>Transfer to Riohacha</i>	Riohacha Restaurant
07:30 - 08:30	<i>Breakfast</i>	
08:30 - 09:30	CASE 05: DESIGN, FASHION AND CLOTHING COMPANIES a) Berta Henríquez workshop: - Guided tour at the workshop where the design, manufacturing, the entrepreneurial organization and the market strategy will be highlighted	Berta Henríquez workshop

09:30 - 11:30	Workshop - In working groups an asset/cultural product will be selected and identified to propose a modification or adjustment to any market condition like fashion or consumer trend	
11:30 - 12:30	<i>Transfer to Barrancas</i>	Barrancas restaurant
12:30 - 14:00	<i>Lunch</i>	
14:00 - 15:00	b) LUZENA Workshop - Presentation of the process of organization, business development - Travel on Luzena studio where the process of organization and development of the workshop is clear and easy to understand. Values and generational change	Centro Artesanal
15:00 - 16:00	iii) Barrancas craft workshop Panel - The experiences of public-private alliances and the Southern Craft Workshops business model. Participating workshops: ARKELET, PAINWA, KOTINAWA.	Centro Artesanal
16:00 - 16:15	<i>Coffee break</i>	
16:15 - 17:30	Craftworks exposition - Exhibition of products of the workshops. Identification of innovations and quality conditions in artisanal products. Innovation in products. Marketing strategies	
17:30 - 18:00	<u>CASE ANALYSIS WORKSHOP 05</u>	
18:00 - 18:30	Innovation Plan Workshop 02 Individual tutoring	
18:30 - 20:00	<i>Accommodation in hotels - Dinner</i>	Hotel Barrancas
Saturday, November 26		
06:00 - 07:00	<i>Transfer to to Riohacha</i>	Restaurante Riohacha
07:00 - 08:00	<i>Breakfast</i>	
08:00 - 11:00	Innovation Fair - Space for submitting proposals and feedback for the Innovation Plan participants built during the Learning Territory	SENA - Riohacha
11:00 - 11:15	<i>Coffe break</i>	
11:15 - 13:00	LEARNING TERRITORY CLOUSURE - Contributions of participants and hosts on the Learning Territory general conclusions - Certificates-giving ceremony	
13:00 - 14:00	<i>Lunch</i>	
14:00	<i>Return to the participants to their places of origin</i>	