

TUI Care Foundation empowers Colombian entrepreneurs and farmers through sustainable tourism initiatives

- *Launch of two new projects in Colombia to support local communities and create sustainable income opportunities in the growing tourism sector*
- *TUI Futureshapers Colombia supports capacity building for 50 tourism entrepreneurs in specialised skills in tourism, through targeted training and mentorship.*
- *TUI Field to Fork Colombia will train 155 people in agroecological practices to boost food security, preserve agrobiodiversity and promote eco-gastronomic tourism services.*

Berlin, 12 March 2026. *Colombia's tourism sector is at a transformative juncture, with post-conflict regions and rural communities offering significant potential for inclusive tourism development. However, whilst tourism contributes substantially to the national economy, many communities still face challenges in accessing economic opportunities, Local entrepreneurs lack the resources, skills, and networks needed to participate effectively in tourism growth. Tourism regions like Atlantico, with rich culinary traditions, face issues in terms of sustainable food production, food accessibility and affordability.*

To address these interconnected challenges, the TUI Care Foundation is launching two new initiatives in Colombia.

TUI Futureshapers Colombia, implemented in partnership with V Social Foundation, will strengthen the tourism entrepreneurial ecosystem in four post-conflict areas. Community organisations in these areas have emerged to create productive strategies that help them not have to migrate in search for better conditions.

The two-year initiative aims to equip community-based tourism organisations in post-conflict areas with the experience, tools, and resources necessary to consolidate their initiatives, aligning them with the tourism and peace strategy for sustainable post-conflict development. The project focuses on five community organisations in the departments of Meta, Caquetá, Cundinamarca, and Bolívar, where tourism is already an established economic alternative, generating resources for these post-conflict areas.

Through creation labs, tailored business model development, specialised mentoring, and strategic partnerships with tourism agencies, the programme will strengthen the capacities of 50 tourism entrepreneurs in operations, governance, leadership, and management. The project includes an awareness and safety component for conflict-affected areas, whilst building organisational capacity for local, national, and international partnerships, including participation in tourism fairs to showcase ventures to broader markets. A series of 'Business Interaction Summits' will create collaborative business and communication strategies, not only for the five participating organisations but across the wider Tourism & Peace Network of 15 organisations, with leaders receiving specialised training to build collective strategies for their ventures' future. To

ensure replicable results and to generate knowledge on the relationship between tourism and peace in Colombia, the project also includes research to create a model methodology for tourism and peace interventions.

TUI Field to Fork Colombia, implemented in partnership with Fondazione Slow Food, will promote sustainable agriculture and eco-gastronomic tourism in the Atlántico department. The two-year initiative addresses the intersection of food autonomy, cultural heritage, and tourism development in the area. The project focuses on the rural areas around the city of Barranquilla, where communities possess rich culinary traditions, based on the agrobiodiversity of the territory, that remain largely untapped for tourism. The initiative will train 80 farmers in agroecological practices and sustainable production methods, food sovereignty, community tourism, and marketing. It will also establish one Earth Market to provide direct market access for local producers. Additionally, 75 high school graduates will be trained as agrifood agents with a focus on tourism, equipping them with skills to create compelling eco-gastronomic tourism experiences. The project will also co-design a tourist route showcasing the region's unique food heritage, connecting visitors with authentic agricultural experiences, traditional food preparation, and cultural celebrations.

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By mapping agrobiodiversity, strengthening sustainable farming practices, and developing tourism experiences grounded in local food culture, the project creates a synergistic model where tourism supports agricultural sustainability and food sovereignty, whilst providing meaningful visitor experiences incorporating local cultural identity.

These initiatives are part of TUI Care Foundation's global TUI Futureshapers and TUI Field to Fork programmes, which operate across multiple countries to create sustainable livelihoods and protect natural resources in tourism destinations worldwide.

About the TUI Care Foundation

Building on the potential of tourism as a force for good, the TUI Care Foundation supports and initiates projects which create new opportunities and contribute to thriving communities in tourism destinations all over the world. Connecting holidaymakers to good causes, it supports education and training opportunities for young people; drives the protection of natural habitats and the marine environment; and helps local communities to thrive sustainably and benefit from tourism. The TUI Care Foundation builds on strong partnerships with local and international organisations to create meaningful and long-lasting impact. The independent charitable organisation was founded by TUI, one of the world's leading tourism businesses, and is based in the Netherlands. www.tuicarefoundation.com

About V Social Foundation

The V Social Foundation is a non-profit organisation that supports the development of local community organisations in tourism destinations. Its purpose is to contribute to cultural tolerance and international understanding, improving living conditions in various regions worldwide, and providing solidarity support to local people while respecting their

cultural values. The goal the foundation pursues, together with local partner organisations, is to use tourism as a tool for income diversification and to strengthen the territorial and financial autonomy of their communities. The projects supported promote cultural preservation, nature conservation, gender equality, and youth training. www.vsocialfoundation.org/

About Fondazione Slow Food

Slow Food is a global network of local communities, aiming to prevent the disappearance of local food cultures and traditions and counteract the rise of fast-food culture by advocating for good, clean, and fair food for all. The network is made up of chefs, educators, youth, activists, farmers, fishers, members, consumers and academics, all woven together in different ways. Slow Food's approach assumes that to avoid environmental collapse and climate change collapse, we need a paradigm shift away from the prevailing industrial food system to diversified sustainable food systems based on the right to food for everyone. www.slowfood.com

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