CHIMBORAZO
FAUNA PRODUCTION RESERVE

SUSTAINABLE TOURISM
INFORMATION BROCHURE
One of the main objectives of Chimborazo Reserve is to manage populations of vicuñas, the most graceful of the Andean camelid family.

This brochure offers a panoramic view of the biological and cultural diversity of Chimborazo Fauna Production Reserve (CFPR), as well as practical information for the visitor: a geographic and a tourist map, sites you do not want to miss, outstanding tourist activities, some useful recommendations for your trip, and a directory of services.

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The normal way of determining an elevation is to calculate its distance above sea level, but if we measure instead from the center of the Earth, Chimborazo is the highest elevation in the world. This is because our planet widens at the equator and flattens at the poles. Our great mountain, located very close to the equator, is in this way higher than Mt. Everest. But Chimborazo is more than a geographical oddity; its history, culture, and natural environment make it an awe-inspiring destination.

The immense volcano, revered by locals since ancient times, is visible from the Ecuadorean coast, more than 400 kilometers away. As it is the point farthest from the center of the earth, its icy peaks are closer to the sun than any other place on earth.

Graceful vicuñas graze the mountain closest to the sun

The huge snowcapped mountain stands at 6,310 meters in the middle of a relatively low mountain range. To the north is another snowy volcano called Carihuairazo (5,116 masl). On a clear morning, the enormous white cap of Chimborazo can be seen from Guayaquil on the coast and from various points along the Andean range. Its meltwaters nourish the páramos (high mountain plains located between 3,000 meters and the glacial limit) as well as the surrounding

Land of counterpoints: while the plains below the volcano are quite dry, the ice and snow atop the mountain provide water to adjacent areas. Likewise, the brittle, rocky slopes of Chimborazo contrast with the smooth plains in El Arenal.

Chimborazo, a colossus 20 kilometers in diameter.

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<thead>
<tr>
<th>Biodiversity and endemic species in CFPR</th>
<th>CFPR no. of species</th>
<th>% of endemism</th>
<th>Ecuador no. of species</th>
<th>% of national total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flora</td>
<td>220</td>
<td>50%</td>
<td>15,306</td>
<td>1.5%</td>
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<tr>
<td>Mammals</td>
<td>17</td>
<td>n/d</td>
<td>380</td>
<td>4.5%</td>
</tr>
<tr>
<td>Birds</td>
<td>60</td>
<td>n/d</td>
<td>1,616</td>
<td>3.7%</td>
</tr>
<tr>
<td>Amphibians</td>
<td>11</td>
<td>n/d</td>
<td>464</td>
<td>2.4%</td>
</tr>
</tbody>
</table>

Source: Freile, 2009. * These figures are, of necessity, estimates and subject to change.
Vicuñas, like llamas and alpacas, are relatives of the camel. Unlike their cousins, vicuñas only live in wild herds and are difficult to domesticate. In Chimborazo, communities, which use it for irrigation, energy, and drinking water. The Guayas River, which ends in Guayaquil, begins on Chimborazo. Both the river and the mountain are represented in the Ecuadorean national coat of arms.

Chimborazo Fauna Production Reserve encompasses the area surrounding the volcano in the central Andean provinces of Chimborazo, Tungurahua, and Bolívar. The Reserve promotes the conservation and reproduction of wildlife, specifically vicuña and other camelids, Andean relatives of the camel. The plains surrounding the volcano —curiously dry— are a habitat similar to the Peruvian and Bolivian highlands that vicuñas prefer. Herds of vicuña have adapted to the environment in Chimborazo and are a major attraction there.

In the ring around the volcano, within and outside of the Reserve, live indigenous communities that are heir to an ancient culture. Today, these communities are linked to the Reserve through their agriculture, work raising alpacas and llamas for wool, and community tourism.

The climate in the Reserve is cold, from the peak of the volcano through the páramos and to the Andean forests (3,200 meters). The páramos are semi-arid because they are far from the rain source: the eastern clouds. Their dryness contrasts with the moistness characteristic of most of Ecuador’s páramos. The western zone of the Reserve, known as El Arenal, is particularly dry, as Chimborazo’s own great mass creates a “rain shadow,” preventing clouds from the Amazon from advancing further west.

Getting to the Reserve is easy. The highway that connects Ambato to Guaranda passes by it. To enter the habitat of the vicuñas and approach the volcano, take the road that begins at kilometer 56 (from Ambato). From Riobamba, the Reserve can be reached via the road to San Juan. From this route, take the road to the volcano; along the way, one can visit communities, observe vicuñas, and enjoy the landscapes.

The ecosystems of Chimborazo Reserve

| High-mountain evergreen forest: actually the lowest part of the páramo, populated by low shrubs and trees native to these altitudes; herbaceous páramo: the typical tall-grass páramo, blended with shrubs and small wetlands; dry páramo: characteristic of Chimborazo, especially on the western slope, with sandy soil, tall grasses, and small bushes; and gelidophyta: meaning “plants of the ice” found in the highest zones close to the glaciers; they include grasses and sparse, resistant shrubs. |

<table>
<thead>
<tr>
<th>CHIMBORAZO IN BRIEF</th>
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<tbody>
<tr>
<td><strong>Location:</strong> Riobamba county (Chimborazo province), Mocha and Ambato (Tungurahua) and Guaranda (Bolívar)</td>
</tr>
<tr>
<td><strong>Area:</strong> 58,560 hectares</td>
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<td><strong>Altitude range:</strong> 3,200 to 6,310 masl</td>
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<tr>
<td><strong>Temperature range:</strong> 0 to 10 ºC</td>
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<tr>
<td><strong>Nearby settlements:</strong> Guano, Guaranda, Riobamba and Ambato</td>
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<tr>
<td><strong>Established in:</strong> 1987</td>
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</table>
Indigenous communities brave the rugged surroundings of the ice giant

From time immemorial, Chimborazo has challenged people from near and far; travelers have tried to reach its summit in centuries past, fighting the cold and the snow, and, today, the fragile páramos shape daily life for the local populations.

Chimborazo Fauna Production Reserve occupies part of the territory of the Puruháes, ancient inhabitants who tenaciously opposed the Incan invasion five centuries ago. Subsequent rule by the Spanish and mestizos weakened their legacy, but this population, historically marginalized, has undergone an important process of cultural revitalization and self-determination. Many communities speak Kichwa, which, even though it was the language imposed upon them by the Incas in the 15th century, is the tongue linked to their identity. Characteristic names of local sites like Puñalica, Tisaleo, and Chibuleo bear witness to the Puruhá legacy.

The numerous indigenous communities of Chimborazo are an example of people who struggle but thrive in a vast, inclement environment. One peculiar local profession is that of the icemen, who with a great deal of determination climb up to Chimborazo’s glaciers to chip off chunks of ice to carry down and sell in villages in the valleys.

In the shadow of Chimborazo thrives a culture that has learned to live on the resources of the páramo.

Chimborazo dominates the landscape and is a source of spirituality across the region. It figures into the rites of the indigenous communities, which emphasize that human beings are part of and connected to their natural environment.
The roots of the name “Chimborazo” are lost in history; it is said that its origin is Puruhá or Kichwa, but it has also been linked to the ancient cultures of Chimú, from the area that is currently the north of Peru, as well as Tsáchila, from the group of the same name that today is settled in Pichincha. The meanings attributed to “Chimborazo” range from “snowy hill” to “protective shade.” In Kichwa, chimpa means “the other side” and rasu means “snow;” thus it has been suggested that the name means “snow from the other side” (perhaps because of the mythical relationship to Mama Tungurahua, the volcano on the other side of the mountain range), or possibly “snowy crossing.”

Endless curiosity about “the giant of the earth”

Before the Himalayas were explored at the beginning of the 20th century, Chimborazo was considered the tallest mountain on earth and one of the most difficult to climb. This turned the volcano into a mecca for important expeditions. Names of famous naturalists and travelers such as Meyer, Humboldt, the Carrel brothers and Whymper—who became the first ones to reach the summit in 1880— are closely associated with the colossal mountain. Even Simón Bolívar was overcome by its presence and asked himself in his well-known work *My Delirium on Chimborazo*: “And will I not be able to tread on the grey hair of the giant of the earth?”

Much research has been conducted on the area of the current Reserve since then. Recently, attention has been focused on a project to reintroduce camelids for the use of nearby communities. The alpacas, llamas, and vicuñas seem to feel very comfortable in this landscape, although the goal of generating alternatives for the local people through the sustainable use of these animals—mainly producing high-quality fibers— has yet to come to fruition.
The Volcano Chimborazo

Excursions through clouds and snow

Reaching the summit of Chimborazo requires thorough preparation, as the ascent is long and entails demanding passages; moreover, the rarefied air can cause altitude sickness. The lower refuge or Carrel Brothers refuge (4,800 masl) is accessible by automobile or by foot from the Guaranda-Riobamba highway. From there, a hike of about two hours brings you to the Whymper refuge (5,000 masl). In order to continue to the summit, the Whymper route is the most advisable; in eight hours you can reach the Veintimilla summit (6,270 masl) or, in one more hour, the Whymper summit (6,310 masl). The best time to climb the volcano is between December and February; during the dry months (June-August) you will not find much snowfall, but the strong winds can be daunting.
Mountaineering animals and plants

The rugged plains of Chimborazo are ideal for observing plants and animals adapted to the cold climate, intense isolation, and drastic temperature changes: dense fur to trap heat, glossy leaves to reflect the intense ultraviolet light, deep roots to search for water, large lungs to compensate for the lack of oxygen... On the western slopes of the Reserve, extreme water scarcity is added to all the other challenges. One inhabitant is the “hibernating” hummingbird –the Chimborazo hillstar— that lowers its metabolic rate almost to nothing during the coldest hours; in the páramo, it is as if it were summer every morning and winter every evening. Certain insects appear only when the sun goes down, but the extreme cold still has not set in. Species that stand out among the abundant plants are flowers with curled petals to keep out the cold and retain moisture. Birds like the carunculated caracara live together with rabbits, wolves, and lizards, and the Andean condor flies over the plains.

Pulunguí San Pablo and Chorrera Mirador

Herds of vicuñas brought in from the south

With one of the finest and most delicate coats in the world, vicuñas are the most graceful members of the Andean camelid family, which also includes alpacas and llamas. Unlike their docile relatives, vicuñas are very difficult to domesticate. Their presence in Chimborazo— they were brought in from Perú— is an indisputable attraction for the tourist. The communities of Pulunguí San Pablo and Chorrera Mirador are ideal sites for enjoying the elusive vicuñas, diverse crops, sheep, guinea pigs, and The cliffs of San Juan offer numerous rock-climbing routes.

Conjectures about Chimborazo’s name are multiple. One of the most accepted, traces it to the Kichwa words chimpa, which signifies “beyond”, and rasu, for “snow”. The volcano’s name, therefore, would mean something like “snow-covered crossing”.
for participating in community-based tourism. Visitors can also take part in ancient celebrations such as *tarpuy*, a sowing ritual in September, or *murut anday*, a harvesting ritual at the beginning of the year. Both communities are along the route to the refuge of the Carrel brothers.

IN THE SURROUNDING AREA

Salinas de Bolívar

**Ancient mines and new endeavors**

To the west of the Reserve, the people of Salinas are well-known for their community-based agroindustrial projects. The name comes from the salt mines that have been active since the times of the Puruhá (about 850 A.D.). Before the dawn of the sea-salt industry, mines were salt’s only precious source, but the dynamic salt market declined just as the local inhabitants gained ownership of the mines. These days, the town thrives on the production of other goods such as dairy products, cured meats, and mushrooms.

One can travel to Salinas by bus from Guaranda. Take a bus (US$ 1) or pickup truck (US$ 5) from the Plaza Roja. Another point of access is El Empalme. In Salinas, visitors can appreciate the ancient mines and modern operations (US$ 3), as well as take fascinating hikes through the surrounding páramos.
**Hikes and thermal baths in Cunuyacu**

Even though Chimborazo is not considered an active volcano, the persistent volcanic forces in the region make it possible to enjoy thermal baths such as those in Cunuyacu (3,600 meters above sea level). Near the thermal baths, visitors can take hikes in a landscape dominated by the great mass of rock and ice. The vegetation is typical of the páramos that cover much of the Reserve, but there are also small forests, especially of yahuales or “paper trees.” The tree has unusual bark that resembles crumpled sheets of reddish paper as well as twisting branches that evoke forests of fairy tales.

**Excursions by foot, on horseback, and by bicycle, and community-based tourism**

In the parish of San Juan, outside of Riobamba, one can observe everyday community life and enjoy lookout points with spectacular views of Chimborazo and the rest of the mountain range. The location offers hikes, horseback rides, spiritual activities, biking, mountain climbing, and observation of native wildlife. Some sites to visit include the lonely tree (a large, isolated kishwar among the grasslands), a polylepis forest, the thermal baths of Cunuyacu, and the Machay temple (a rock formation where rituals are performed). The Casa Cóndor inn, managed by its host community, offers crafts and traditional dishes. This community is located on the 37th kilometer on the highway from Riobamba to Guaranda. Various bus companies depart every hour from Riobamba's terminal for Guaranda (US$ 1). The trip takes about an hour. Travelers must pay attention to be let off at the bus stop in Pulungui San Pablo.

**Visiting the ice mines**

A strange, moving story is that of the people who used to climb to Chimborazo’s glaciers to chip off chunks of ice for the settlements of the valley and, for a time, transported the ice to the coast. These tough workers removed large blocks of ice with pickaxes and shovels and covered them with straw so they would arrive intact to their destinations. In Riobamba, it is actually still possible to find shaved ice and juice made with ice brought down from Chimborazo on the back of a donkey. These days, this age-old activity is carried out by only one person: Don Baltasar Usca. Tourists can directly witness his work; the adventure to the mines includes meals, lodging, and transportation from and to Riobamba. It is essential to bring warm clothing, snow goggles, and sunblock, and to be in good physical condition since the mines are at an altitude of almost 5,000 meters. The weather is highly variable, so trekkers must be prepared for rain even when the sun is shining.

**Things to do**

- Visiting the ice mines
- Hikes and thermal baths in Cunuyacu
- Excursions by foot, on horseback, and by bicycle, and community-based tourism
- Community-based tourism
- Visiting the ice mines
- Hiking
- Thermal baths
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- Community-based tourism
Getting there

Transportation
A good base of operations from which to explore the Reserve is the city of Riobamba, which can be reached via the Pan-American Highway that connects various Andean cities. From Guayaquil, take the Pallatanga road that joins the Pan-American Highway south of Riobamba. In Quito, the Andina, Chimborazo, Condorazo, Ecuador Ejecutivo, Patria Riobamba, Riobamba Express, and Transvencedores bus companies depart from Quitumbe bus terminal from 3:00 a.m. to 8:30 p.m. The trip takes about four hours and costs approximately US$ 5.

Safety and health
• Take precautions against the cold and high altitude, especially when doing climbing activities. Even the lowest parts of the Reserve are at an altitude above 4,000 meters; as such, it is important to acclimate oneself before the trip.
• To hike to the glacier, it is essential to hire professional guides who know how to find their bearings along the glacier.
• Lemon balm tea can ease the effects of altitude sickness.
• Hikers must be prepared with warm clothing, including a hat and gloves, but also be prepared to remove some items during the day, when the heat can be intense. They should use hiking boots for traversing irregular surfaces as well as snow goggles.
• Because of the intensity of ultraviolet rays even on cloudy days, it is essential to use sunblock.
• While there are not poisonous plants or animals near Chimborazo, visitors should always take care not to eat unfamiliar wild fruits or hurt themselves on sharp or spiky leaves.
• It is recommended that hikers carry durable bottles or canteens with plenty of water and avoid using disposable plastic bottles.
• In general, the weather in the Reserve is highly unpredictable, and visitors should be prepared for sun, rain, fog, and even snow every day.

When to visit
Even though the ecosystem of the Reserve is considerably dry, there are occasionally strong rains, occurring ever more unpredictably. Theoretically, the best time to visit is the dry season (June to September) and the dry period near the end of the year. Additionally, the dry period coincides with local harvests and the beginning of the year with planting, which makes these dates good times for participating in community activities.

Sustainable tourism tips
• The páramo is a particularly fragile ecosystem, even more so in the dry conditions on Chimborazo. Thus, visitors must be very careful with trash and fires. Regarding trash, we must not leave any trace of our presence; it is essential to collect all waste and carry it with us out of the park. Regarding fires, they should only be built in marked areas and must be completely extinguished before moving on.
• It is prohibited to take anything away from the Reserve except for photographs, memories, and of course purchases or gifts from the communities.
• Walking should only be done on marked trails, as highland vegetation can take hundreds of years to regenerate.

Money matters
In Riobamba, it is possible to use credit cards at many establishments, and there are banks and ATMs in the city center. Payments for various activities can be made via telephone or online. Cash is needed for all transactions in the smaller communities. Transportation must almost always be paid for in cash.

Important contact information
- 1 800 TURISMO (1 800 887 476)
- Chimborazo Reserve: (03) 261 0029 ext. 103
- Ministry of Tourism, Riobamba: (03) 294 1213
- Bus terminal, Riobamba: (03) 296 2005
- Hospital, Riobamba: (03) 296 1386
- Police, Riobamba: (03) 294 2811

Entrance to all PANE continental protected areas is free for residents and foreigners.
Riobamba

Hostería Cerro Blanco
→ Rumipamba Km 19
$16
(03) 293 3217
★ second

Hotel Montecarlo
→ 10 de Agosto 25-41 and García Moreno
$22
(03) 295 3204
montecarlo.riobamba@andinanet.net
www.hotelmontecarlo-riobamba.com
★ first

Albergue Estrella del Chimborazo
→ Comunidad Pulinguí San Pablo
$26 for a double room
(03) 296 4915
★ first

Hosteria Rosaspamba
→ Sector Rosaspamba, plot 3, Quisintol
$30
(03) 296 8403
★ first

Hotel Chimborazo Internacional
→ Los Nogales and Argentinos
$43
(03) 296 3474 / 296 3475
hotelchimborazo@andinanet.net
www.hotelmontecarlo-riobamba.com
★ first

Hotel El Molino
→ Duchicela 4213 and Unidad Nacional
$61
(03) 294 1372 / 294 2232
info@hotelelmolino.com.ec
www.hotelelmolino.com.ec
★ first

Guano

Hosteria Quinta Aidita
→ Marcos Montalvo 919, San Roque
$54
(03) 290 1727
hosteriaquintaaidita@hotmail.com
www.hosteriaquintaaidita.com.ec
★ first

Hotel Hacienda La Andaluza
→ Vía Riobamba – Ambato, km 16
$54 - 71
(03) 294 9370
welcome@hosteriaandaluza.com
www.hosteriaandaluza.com
★ first

Guaranda

Hostal Mansión Santa Isabella
→ José Veloz 2848, between Carabobo and Magdalena Dávalos
$55
(03) 296 2947
info@mansionssantaisabella.com
www.mansionssantaisabella.com
★ first

Hostal de las Flores
→ Pichincha 402 and Rocafuerte
$25
(03) 298 4396
★ second

Hosteria El Refugio
→ Via thermal baths, Salinas
$28
(02) 973 1975
★ second

Hotel Tambo Libertador
→ Av. Guayaquil, across from the regional transit authority
$30
(03) 296 5999
www.facebook.com/pages/Hotel-Tambo-El-Libertador/156586227687380
★ first

Hotel La Colina
→ Guayaquil 117 and Bellavista
$40
(03) 298 0666
contactos@complejolacolina.com
www.complejolacolina.com
★ second

Positiv Turismo
→ Via Riobamba – Ambato, km 16
$54 - 71
(03) 294 9370
welcome@hosteriaandaluza.com
www.hosteriaandaluza.com
★ first

Ecoandes Travel
→ Andesadventure
(02) 222 0892
quito@ecoadesdestrail.com
www.ecoadesdestrail.com
★ first

Soultrain Expeditions
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www.volcanoclimbing.com
★ first

Veloz Expeditions
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www.velozexpeditions.com
★ first

Guaranda

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3 5 6
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→ (03) 296 3436 / 099 416 7350
info@julioverne-travel.com
www.julioverne-travel.com
★ first

Puruhá Razurku
→ (03) 260 6774
www.puruharazurku.com
★ first


Tour Operators

Activities

Prices are per guest and include breakfast and taxes unless otherwise indicated.
Below is a short list of some outstanding wildlife found in Chimborazo. Given the extraordinary diversity in this area, it is, of necessity, an incomplete list. Enjoy filling it in!

**Mammals**
- Great Horned Owl
- Bubo virginianus
- Andean White-eared Opossum
- Didelphis pernigra
- Band-winged Nightjar
- Caprimulgus longirostris
- Sparkling Violet-ear
- Colibri coruscans
- Ecuadorian hillstar
- Oreotrochilus chimborazo
- Stout-billed Cinclodes
- Cinclodes excelsior
- Tawny Antpitta
- Grallaria hutsonii
- White-tailed Strike-tyrant
- Agriornis andicola
- Páramo Ground-tyrant
- Mucisaxicola alpinus
- Chiguaco Thrush
- Turdus chiguaco
- Black Flowerpiercer
- Diglossa humeralis
- Blue-and-yellow Tanager
- Thraupis bonariensis
- Golden-bellied Grosbeak
- Pheucticus chrysogaster
- Aquatic birds
- Slate-coloured Coot
- Fulica ardesiaca
- Andean Teal
- Anas andium
- Andean Gull
- Larus serranus
- *** Whorf Tail Iguana or Huaga
- Scelercerus guentheri
- Mountain lizard
- Pholidobolus montium
- ** Plants
- Devil Fingers
- Hyperzia crassa
- Andean Horsetail
- Equisetum bogotense
- Pincushion or Almohadilla
- Azorella aretioides
- Golden Eye or Ñachag
- Bidens humilis
- Chuquiragua
- Chuquiraga jussieui
- Snow Frailejon
- Cat's Ear or Achichca
- Hypochaeris silliflora
- Kishwar
- Buddleja incana
- Deer’s Antlers
- Halenia weddeliana
- St. John’s Wort
- Hypericum lanicollum
- Sunfo
- Satureja nubigena
- Lupine or Chocho
- Lupinus bogotensis
- Polylepis or Paper Tree
- Polylepis reticulata
- Valerian
- Valeriana microphylla
- Puya or Achupalla
- Puya hamata
- ** Páramo grass
- Stipa inconspicua
- Calamagrostis intermedia

**Birds**
- Andean Condor
- Vultur gryphus
- Variable Hawk
- Buteo polyosoma
- Carunculated Caracara
- Phalcoboenus carunculatus
- Ecuadorian Rail
- Rallus aequatorialis
- Andean Lapwing
- Vanellus resplendens
- Great Horned Owl
- Bubo virginianus
- Andean White-eared Opossum
- Didelphis pernigra
- Band-winged Nightjar
- Caprimulgus longirostris
- Sparkling Violet-ear
- Colibri coruscans
- Ecuadorian hillstar
- Oreotrochilus chimborazo
- Stout-billed Cinclodes
- Cinclodes excelsior
- Tawny Antpitta
- Grallaria hutsonii
- White-tailed Strike-tyrant
- Agriornis andicola
- Páramo Ground-tyrant
- Mucisaxicola alpinus
- Chiguaco Thrush
- Turdus chiguaco
- Black Flowerpiercer
- Diglossa humeralis
- Blue-and-yellow Tanager
- Thraupis bonariensis
- Golden-bellied Grosbeak
- Pheucticus chrysogaster
- Aquatic birds
- Slate-coloured Coot
- Fulica ardesiaca
- Andean Teal
- Anas andium
- Andean Gull
- Larus serranus
- *** Whorf Tail Iguana or Huaga
- Scelercerus guentheri
- Mountain lizard
- Pholidobolus montium
- ** Plants
- Devil Fingers
- Hyperzia crassa
- Andean Horsetail
- Equisetum bogotense
- Pincushion or Almohadilla
- Azorella aretioides
- Golden Eye or Ñachag
- Bidens humilis
- Chuquiragua
- Chuquiraga jussieui
- Snow Frailejon
- Cat's Ear or Achichca
- Hypochaeris silliflora
- Kishwar
- Buddleja incana
- Deer’s Antlers
- Halenia weddeliana
- St. John’s Wort
- Hypericum lanicollum
- Sunfo
- Satureja nubigena
- Lupine or Chocho
- Lupinus bogotensis
- Polylepis or Paper Tree
- Polylepis reticulata
- Valerian
- Valeriana microphylla
- Puya or Achupalla
- Puya hamata
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**Amphibians and reptiles**
- Andean Marsupial Frog
- Gastrotheca riobambae
- Robber Frog
- Pristimantis spp.
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- ** Plants
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**References**
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This document may be cited as:

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Conscious tourism is a life-transforming experience that leads to personal growth, making us better human beings.

This new concept is based on principles of sustainability and ethics, and promotes peace, friendship, respect, and love for life as the essence of tourism.

It is a pact to live together in a responsible, mutually respectful fashion, in communion with tour agents from sending and receiving communities, the tourist, and the natural and cultural heritage.

Conscious tourism is a living, dynamic concept in constant development. It is an experience in giving and receiving.