



Bogota's Tourism Observatory- Preliminary Study Report - Application to **INSTO-UNWTO**



The objective of the UNWTO Network of Observatories (INSTO) is to create evidence through regular monitoring, requiring continuous efforts and commitment to understand the impacts of tourism on destinations and to ensure sustainable development. Although, it is intended that monitoring and reporting are carried out in full compliance with existing UNWTO recommendations, standards, and definitions, the views expressed in this report are those of the authors and may not necessarily reflect the views of UNWTO”.

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Introduction

Since the early 1990s, UNWTO has promoted the measurement of tourism through sustainable tourism indicators, creating in 2004 the International Network of Sustainable Tourism Observatories (INSTO), with the main goal of supporting the continuous improvement of sustainability and resilience in the tourism sector through systematic, timely and regular monitoring of the economic, environmental and social impacts of tourism, connecting destinations, helping them to exchange and enhance knowledge and understanding on resource use and responsible tourism management at local and global levels.

For the Bogota Tourism Observatory, as the leading entity of tourism in the city, belonging to this knowledge exchange network with other 30 observatories in the world is a bet for having useful information that favors decision-making by all the agents of the sector through greater coordination in the generation and use of data and the development of better tools for monitoring and analyzing the impact of tourism activity in the city.

In February 2021, given the importance of measuring and monitoring tourism activity in the city, the Bogota City Council approved the regulatory initiative that seeks to consolidate and strengthen the Bogota Tourism Observatory as an instrument of public management and mechanism to consolidate, systematize, analyze, research and disseminate information on the tourism sector in Bogota, to ensure regulatory and technical guidelines for its institutionalization in an articulated way with the local, regional, national and international sector. Although, before this institutionalization, the Observatory had an extensive trajectory with around 430 publications including studies, reports, measurements, infographics, and maps. The institutionalization allows it to consolidate itself as a unique entity in the consolidation of primary and secondary information for decision-making and evaluation of the city's tourism development.

Perhaps the sector was one of the most affected by the Covid 19 pandemic, therefore it is necessary to increase the production of accurate and relevant statistical information for decision-making in the tourism sector in Bogota, to join institutional, technical, legal, and human talent to strengthen programs, projects, and strategies to turn them into a key factor for the reactivation of the sector (IDT, 2021).

In 2021, the Tourism Observatory developed a set of approximately 120 sustainability indicators, some of which have been calculated by the Observatory in its different publications but are expected to be calculated and specifically analyzed within the framework of sustainable tourism in 2022. The Observatory currently has a goal of 52 studies, research, and/or measurements for the four years 2020-2024.

This document is a preliminary study that constitutes one of the steps in the application process for admission to the Network, to provide the UNWTO with a better understanding of the institutional structure, the availability and sources of information, the proposed approach to the measurement

of sustainability in the sector, as well as the needs and main problems identified in the city as a tourist destination.

Initially, the document presents in the justification the importance for the Tourism Observatory to belong to INSTO, afterwards, the document presents the normative framework on which the development of sustainable tourism is based. Next, the document presents the structure of the District Institute of Tourism and the sustainable tourism strategy for the city on which the District Institute of Tourism is working.

Subsequently, and as a central axis of the document, there is a chapter on sustainability in the framework of the application to INSTO, which presents an overview of sustainability as a development strategy of the Bogota Tourism Observatory through the presentation of the review made in 2021 regarding the tourism contribution to the Sustainable Development Goals, which allowed exploring the progress in sustainability as a previous step to define the measurement needs.

Under this framework, the chapter develops the current and projected measurement processes in the area of sustainability, considering the key measurement areas of INSTO, presents the battery of sustainability indicators with their corresponding sources of information, the collection processes advanced in 2021 to obtain information, the allied entities that support different measurement processes, the participatory processes of the District Institute of Tourism and the Observatory in the sustainability field, international references and events the Observatory has advanced in the sustainability field.

Next, the structure of the Tourism Observatory, objectives, functions, international references, components, activities, operational functions and products and outcome documents are presented.

The document provides a general overview of Bogota's profile as a tourist destination in terms of its economic contribution, tourism supply and demand, highlighting the latest information available, the impact of the COVID 19 pandemic, as well as part of the city's inventory of tourism products.

The last part presents the problems identified in the city as a tourist destination regarding the areas that generate the greatest impacts, issues that the destination is currently working on, and the areas where more advances are needed in the future.

Justification

The International Network of Sustainable Tourism Observatories (INSTO) is responsible for monitoring the economic, environmental and social impact of tourism at the destination level. The initiative builds on UNWTO's historical commitment to sustainable and resilient growth of the sector through measurement and monitoring, supporting tourism management based on evidence.

INSTO's mission is to support and connect destinations that are committed to regular monitoring of the economic, environmental and social impacts of tourism, to unlock the power of decision-making based on evidence at the destination level, encouraging sustainable tourism practices at local and global levels. Today, the network is composed of 30 member observatories, spread across the Americas (7), Europe (7), Asia (14) and Oceania (2), three destinations that serve the District Institute of Tourism as main references for the consolidation of the Tourism Observatory: Barcelona (Spain); Buenos Aires (Argentina) and Guanajuato state (Mexico).

Belonging to this network is considered of utmost importance to share information on experiences in terms of monitoring the impacts of tourism, the opportunities derived from geospatial analysis for measuring tourism, the importance of promoting catalytic areas and the circular economy of tourism. In addition, participating in this experience would allow the Bogota Tourism Observatory to exchange information about the different operational structures and monitoring techniques currently used by destinations, to have a greater participatory approach, and to improve the satisfaction levels of local communities.

The Bogota Tourism Observatory has a long history and experience in monitoring tourism information, consolidating its sources of information, being the most outstanding the Bogota Travelers Research, which from the collection in air and land terminals has managed to consolidate information on tourist flows in an uninterrupted series since 2010 through publications involving travel characteristics associated with the trip, origin of tourists, the reason for travel, gender, age, travel group, educational level, occupation, transport used, place of accommodation, tourist expenditure, expenditure distribution, overnight stays, and activities conducted during the stay. This last aspect has allowed to conduct different supply and demand studies for the tourism sector.

In turn, the Tourism Observatory has a wide experience in measuring city events, covering the different cultural and sports scenarios, fairs and events of the MICE industry, among others, providing a prompt response to the tourism dynamics of the Bogotá capital city, which constitutes the epicenter of the country's business, cultural and recreational activities, receiving the largest flow of tourists.

The Observatory has created a large number of tourism profiles at the international level to learn about the characteristics of tourism in other parts of the world. Likewise, the Observatory has ventured into the analysis of spatial information through the mapping of tourism scenarios, as well as the different tourism service providers in the city. Recently, the use of dashboard tools has allowed a better presentation and visualization of the information produced and the use of techniques such as Web Scraping (web data extraction or web data mining) allowing the analysis of

50,000 reviews of 185 tourist attractions as found in the latest study of the Observatory "*Data science applied to the tourism sector*"

The technical nature derived from the statistical and methodological rigor of all the processes developed by the Tourism Observatory, in these years of work, has allowed the consolidation of a suitable work team at the vanguard to face the different challenges in terms of generation and information analysis required within the framework of the current world situation faced by different destinations.

As a result, being part of INSTO would allow us to improve the current processes quality, acquire additional and common tools to the other members through the connection of monitoring local measures, favor the creation and consolidation of joint analyses that allow to have a global vision of the sector's behavior, contributing to the achievement of global development objectives, as well as the creation of interconnected value chains and the role of circular business models that contribute to better management of tourism resources.

As a Tourism Observatory, belonging to the network of UNWTO observatories, allows through the efforts and joint work with the experience and commitment of each member, contribute to the achievement of the sustainable development objectives that will provide the roadmap for the tourism sector in the next years.

REGULATORY FRAMEWORK FOR TOURISM DEVELOPMENT

Sustainable Tourism Policy

In 2020, the government of Colombia established the sustainable tourism policy to position sustainability as a fundamental pillar for the tourism development in the country and as a competitiveness sector factor to strengthen the reputation and recognition of Colombia as a sustainable world-class tourist destination, directly impacting SDGs 6, 7, 8, 8, 11, 12, 13, 14 and 17. (MINCIT, 2020).

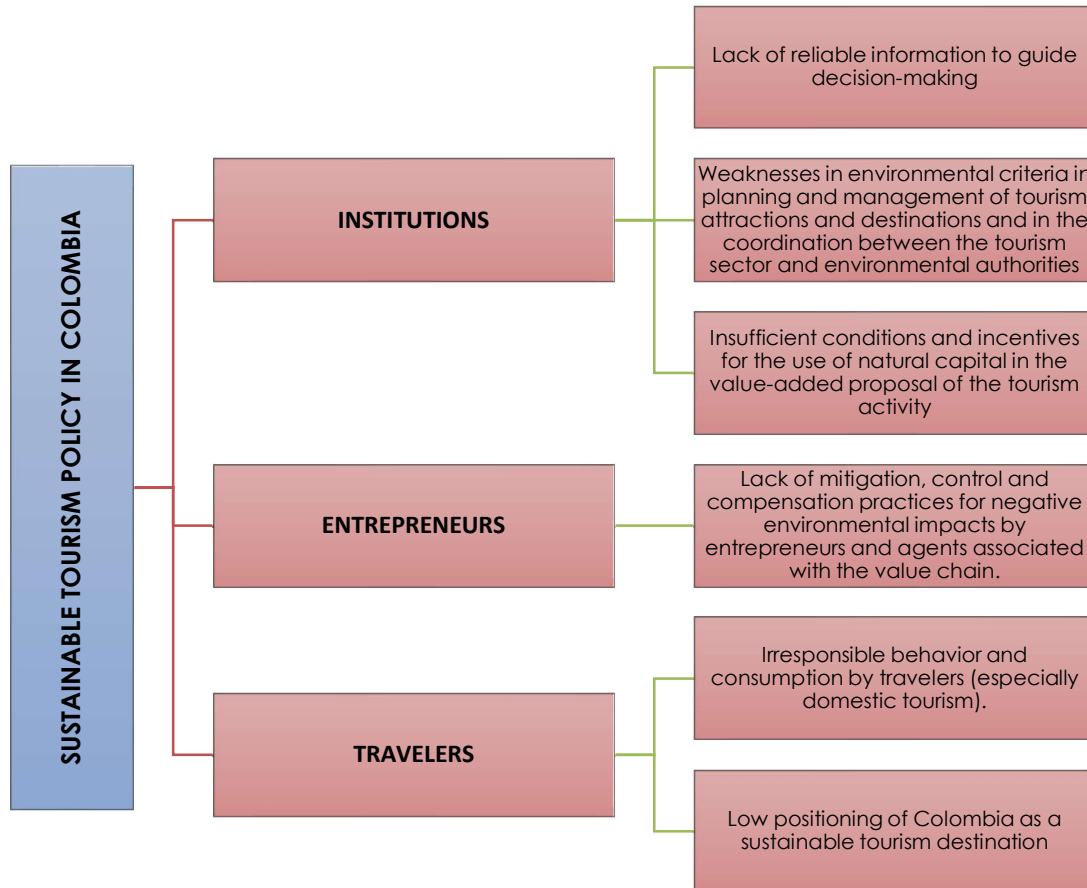
This policy seeks to adopt a strategic and long-term vision of the sector that combines the objectives of economic and socio-cultural tourism development, in addition to the need to protect the natural capital that makes the country an attractive destination for a high volume of tourists, being one of the main sources of wealth and equity generation.

Colombia ranked 19th in the natural resources pillar in the Travel & Tourism Competitiveness Index in 2019 among 140 countries evaluated, for its positioning, in terms of biodiversity of species, protected areas in the territory and outstanding places as natural heritage of humanity; it ranked 52nd in the environmental sustainability pillar, being a critical position in this pillar in water stress, where the country is in position 2; in marine life, in position 22; and, in the concentration of air particles in the air, in position 33.

According to the sector's diagnosis, if the sustainability dynamics of the global tourism industry do not change in the next years, the growth of the sector will result in greater negative externalities and the environmental impacts of the sector could triple by 2050, as evidenced by energy use 2.64 times higher than in 2010, an increase of 164% in the generation of carbon emissions, 92% in the use of potable water, 189% in land use and 108% in food consumption (IDT, 2021).

However, the main problem identified is "the deficient environmental sustainability of tourism activities and services in Colombia, which affects the integrity of natural capital, the living conditions of local communities, the productivity of tourism enterprises and businesses, the competitiveness of destinations, and the sophistication of the sector's demand" (MINCIT, 2020).

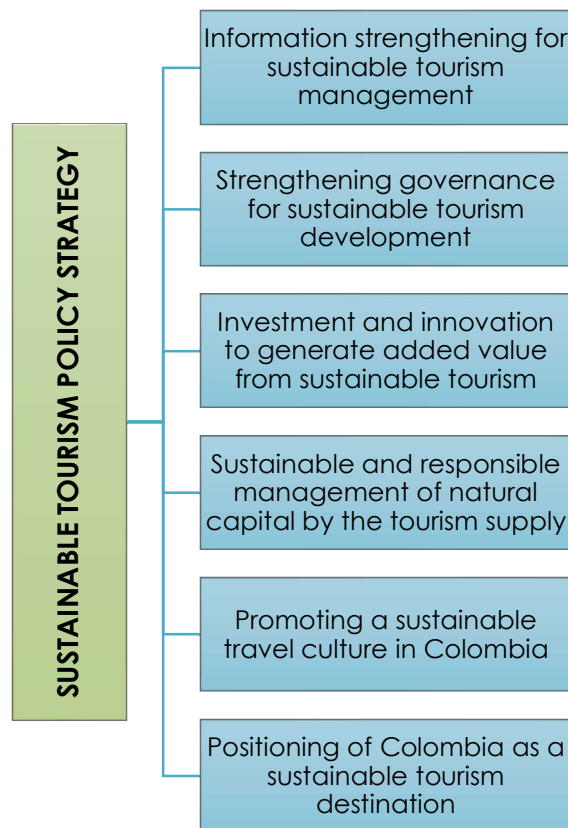
Illustration 1. Sustainable tourism policy in Colombia



Source: MINCIT (2020)

The policy aims to strengthen the sustainability of the tourism value chain in Colombia to improve its competitiveness, guaranteeing the conservation and responsible use of natural capital, and generating greater added value and differentiation for the country, through 6 strategies, which will be developed from 14 programs, 32 projects and 129 actions that make up the strategic plan (IDT, 2021).

Illustration 2. Sustainable Tourism Policy Strategies



Source: MINCIT (2020). Elaborated by IDT- Tourism Observatory

The six main strategies of the sustainable tourism policy are:

a. Strengthening information for sustainable tourism management

To generate information, improve its availability and guarantee as well as its reliability for decision-making and public-private management of sustainable tourism development in the country.

b. Consolidation of the principles and governance for sustainable tourism development.

To incorporate sustainability criteria in the planning and management of tourism processes at attractions and destinations, and implement mechanisms and alliances that promote the coordination of the tourism sector with the environmental authorities that have an impact on the sustainable management of tourism in the territories..

c. Investment and innovation to generate added value from sustainable tourism

To consolidate a tourism offer with higher added value, through the generation of incentives and conditions for financing and the sustainable use of natural capital as a competitive advantage.

d. Sustainable and responsible management of natural capital by the business sector.

To promote the appropriation of good practices for prevention, mitigation, control and compensation of environmental impacts by entrepreneurs and stakeholders associated with the value chain around:

- i. Saving and efficient use of water;
- ii. Efficient energy management and investment in renewable and non-conventional sources of energy;
- iii. Responsible management of solid waste;
- iv. Adequate wastewater treatment;
- v. Reduction of atmospheric emissions;
- vi. The protection of the integrity of biodiversity and its ecosystems.

Illustration 3. Sustainable tourism development fields



Source: MINCIT (2020)

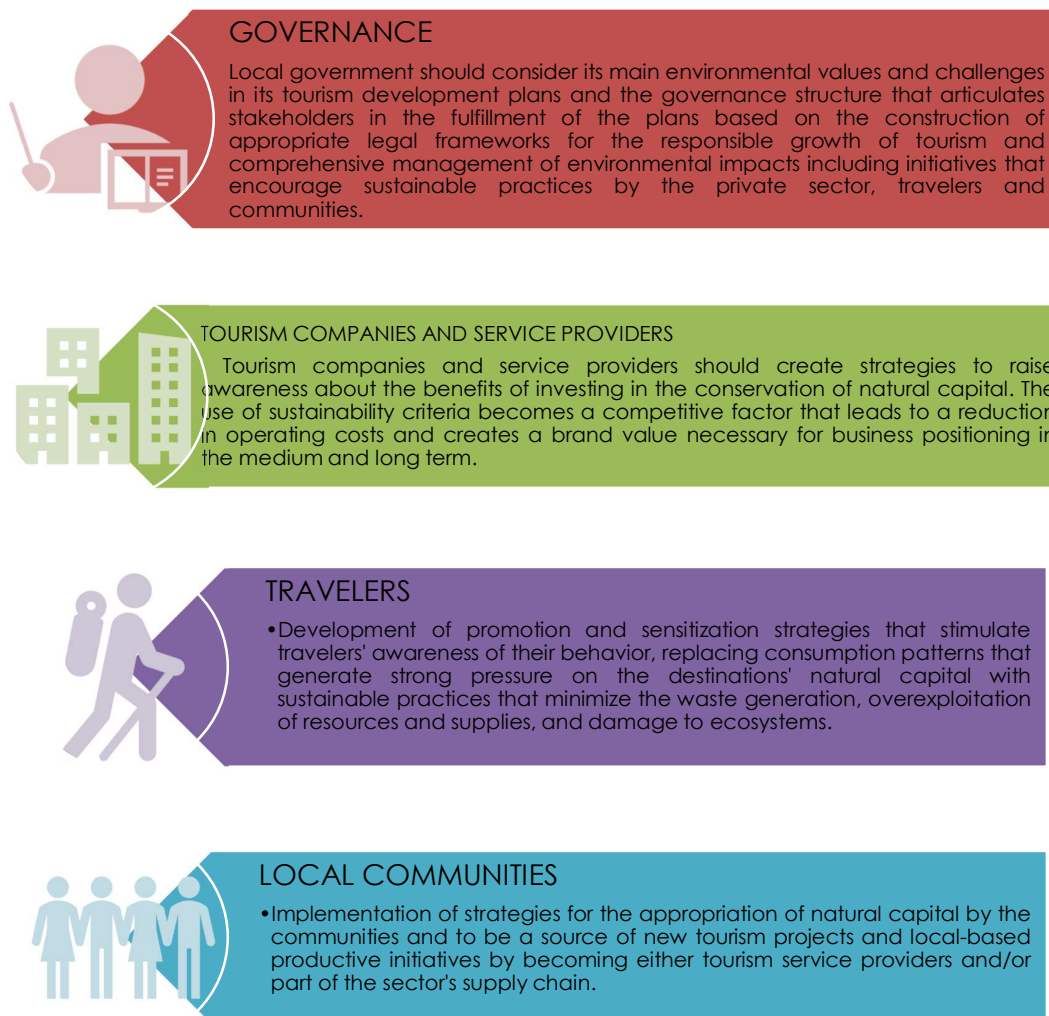
e. Promotion of a sustainable travel culture in Colombia.

To create a culture of travel that promotes responsible behavior and sustainable consumption by travelers who enjoy the experiences that are part of the Colombian tourism offer.

f. Positioning of Colombia as a sustainable tourism destination.

To generate marketing and promotion strategies supported by the country's tourism sustainability objectives, compatible with the protection of natural capital, and making use of specialized tools to generate differentiation of the tourism offer and strengthen the positioning of Colombia in strategic markets (MINCIT, 2020).

Illustration 4. Co-responsibility for the development of sustainable tourism



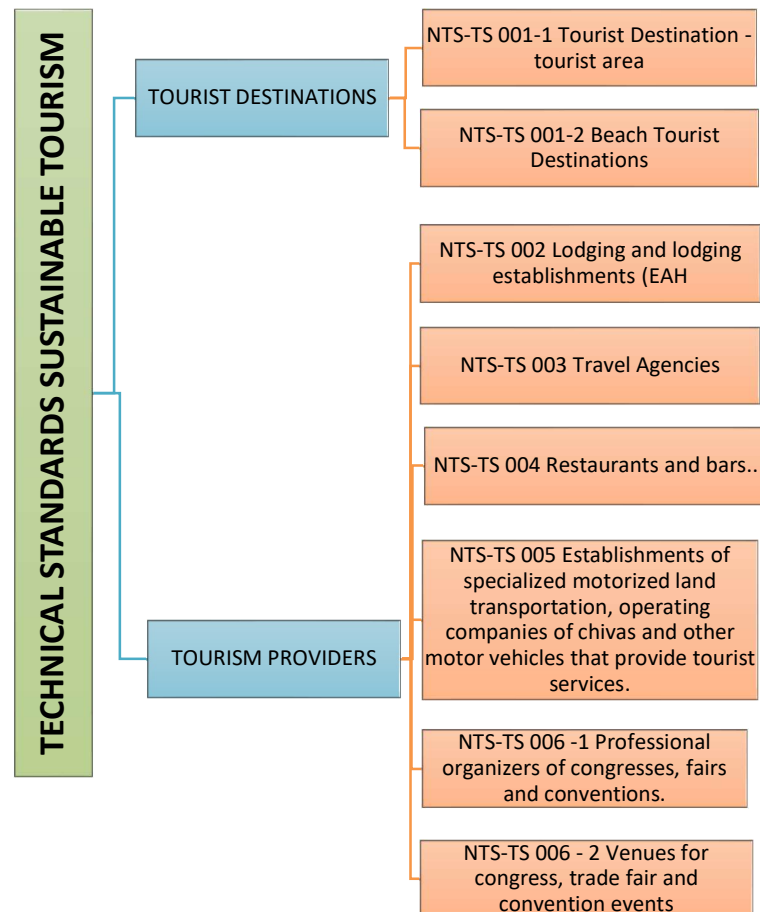
Source: MINCIT (2020)

For the development of the different strategies that lead to tourism development, a starting point is a collaborative approach from four areas involving supply, demand and territories, based on a joint responsibility between governments, entrepreneurs, travelers and local communities and residents, and whose work together achieves the common purpose of managing destinations and their natural resources responsibly and thus protecting the structure of multiple cultures (MINCIT, 2020).

Technical Standards – Sustainable Tourism

To improve the quality of tourism supply under a sustainable tourism approach, it became necessary to create instruments that promote sustainable practices for both destinations and service providers through the specification of environmental, sociocultural, and economic sustainability requirements.

Illustration 5. Sectorial technical regulations



Source: MINCIT. Elaborated by IDT-Tourism Observatory

The Tourism Quality Certificate was created under this scheme as a tool for promotion and recognition in the presentation of tourism services. The objectives of the Tourist Quality Certification are:

- To create an informative and commercial tool to identify tourism services that present a comparatively better performance.
- Encourage the growth of the domestic market for these kinds of services.
- To promote a change towards the consumption of high-quality tourism services.

- To facilitate market access and improve the image of tourism services.
- To encourage growth in the provision of quality tourism services.
- To promote the use and development of quality processes, techniques, and technologies applicable to the tourism sector (MINCIT, ICONTEC, 2006).

Thus, all tourism service providers must implement the Sectorial Technical Standard for Tourism Sustainability on a mandatory basis, for the update of the RNT (National Tourism Registry) according to Law 1558/2012 and Resolution 3860/2015.

Sustainability best practice guides

On December 3, 2020, the Colombian Senate approved the new General Tourism Law, which includes important advances in terms of sustainability and formalization to gain competitiveness as a destination in the long term, as well as a package of measures to mitigate the effects of the pandemic. The law includes an article that establishes criteria for the sustainable practice of tourism in natural environments.

Good practices are "the ideal means to execute a process that can be implemented in each area of management and operation of tourism companies, guaranteeing that the operation of the different services and activities are being developed with a high degree of quality while producing the least possible negative impact, which improves the company's image with the client, its relationship with the environment and, therefore, its socioeconomic performance" (MINCOMERCIO y Colombia Productiva, 2021).

Thus, the Guide of Good Practices in Sustainability for Nature Tourism Service Providers was created to help entrepreneurs in the tourism industry acquire knowledge and improve their practices to promote environmental conservation, social inclusion, and the preservation of the regions' heritage, contributing to improving the life quality of local communities and the experience of tourists by promoting responsible tourism (IDT, 2021).

It is noteworthy that providers who promote the implementation of good practices in the exercise of the tourism activity, obtain tax incentives such as:

- The exemption in income for ecotourism.
- Permanent reduction of VAT from 19% to 5% on passenger airline tickets.
- Certification in Colombian technical standards for sustainable tourism (MINCOMERCIO y Colombia Productiva, 2021).

Illustration 6. Areas of good practice for sustainable tourism

MANAGEMENT

The entrepreneur is trained, educated and specialized in rules and regulations such as Commercial Sexual Exploitation of Children and Adolescents CSEC, knowledge and interpretation of natural environments, local culture, and cultural heritage to strengthen the internal planning.

SOCIAL AND ECONOMIC

Generation and support by the provider of productive initiatives in the place where it operates, agreeing with local and indigenous communities on conduct codes for the activities generated within its jurisdiction, ensuring compliance with established policies and standards.

CULTURAL

Promotion by the lender of a code of conduct at sites of cultural and historical importance, protecting archaeological and historical artifacts and also contributing to the maintenance of historical, archaeological, cultural and spiritual property and sites, promoting and valuing local traditions

AMBIENTAL

The provider promotes the protection of biodiversity and strategic ecosystems through actions such as the purchase of environmentally friendly products, collaboration in reducing pollution (greenhouse gases), waste, wastewater, harmful substances, noise, erosion, and air and soil pollutants. The measures seek to protect the health of visitors and operators from physical, chemical and biological risks through the establishment of safety and biosafety protocols.

Source: MINCIT and Colombia Productiva (2021). Elaborated by IDT – Tourism Observatory

The recommendations of the guidelines include:

- To formalize their activities following the guidelines and regulations in force.
- To develop infrastructure with environmentally friendly materials and sustainable architectural standards; for example, replace asphalt with wood.
- To consider the gradual replacement or implementation of efficient energy sources from the beginning.
- To promote social inclusion and respect for human rights, regardless of age, religion, gender, ethnic group, disability, sexual orientation, economic status.

- To support the protection of sites with heritage value.
- To encourage the participation of the local population in tourism by creating jobs and linking them to the different links in the production chain.
- To create training practices for employees to learn how to communicate successfully with clients and to learn about the facility's products and services.
- To have a contingency plan to deal with emergencies (e.g., with instructions to follow in case of evacuation) and to have a first aid kit prepared for occupational accidents and basic medical emergencies (MINCIT, 2021).

The guidelines include recommendations for the prevention of contagious diseases in travelers and workers in the sector, as well as suggestions on infrastructure, emergency care, social inclusion and protection of cultural heritage. (MINCIT, 2021).

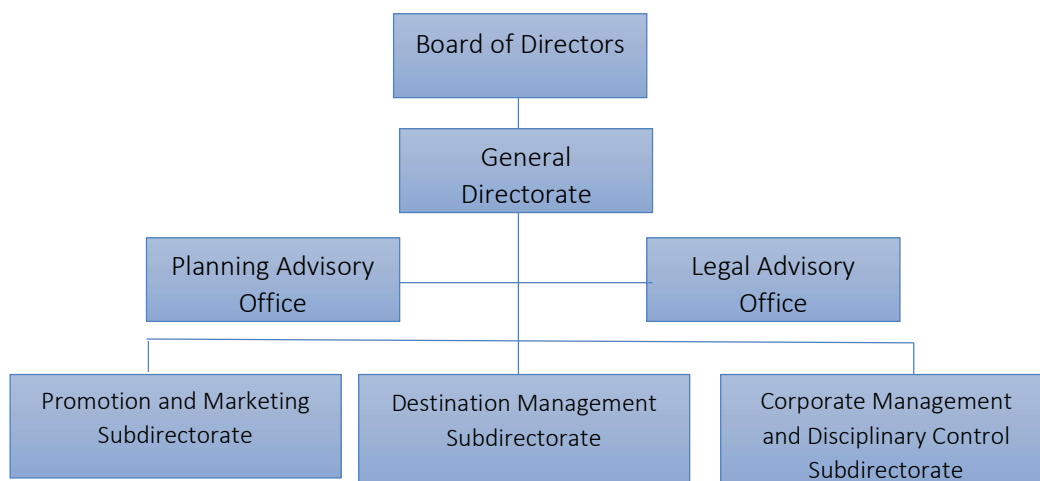
Taking into account the technical standards of sustainability when nature tourism service providers define their action plans allows them to improve the competitiveness of their activities.

The District Institute of Tourism

The District Institute of Tourism is a public entity of the district with legal status, administrative and financial autonomy, and its own assets, attached to the District Secretariat of Economic Development, created by Agreement 275/2007 with two purposes: i) to stimulate the economic development of Bogotá through the promotion of tourism and ii) to promote the best conditions for sustainability and competitiveness of the city as a tourist destination.

By the aforementioned, through Board of Directors Agreement No. 8 on October 21, 2016, the organizational structure of the District Institute of Tourism was established and the functions of its dependencies were determined. This agreement was subsequently modified by the Board of Directors Agreement No. 6 on December 26, 2019, in which the organizational structure of the entity was established and the functions of its dependencies were determined (IDT, 2021).

Illustration 7. Structure of the District Institute of Tourism



Source: District Institute of Tourism

On the other hand, Resolution No 265 of 2019 that allowed to modify the Specific Manual of Functions and Labor Competencies, for jobs of the Personnel Staff of the District Institute of Tourism - IDT, identifies that:

At the hierarchical management level, one of the essential tasks of the Functional Area of the General Management is to lead the analysis process, research and evaluation of tourism in the city.

And at the Advisory Hierarchical Level, the main purpose of the Functional Area of the Tourism Observatory is to advise the management in the analysis, research and evaluation of tourism in the city, facilitating decision-making for the development and consolidation of the entity's programs and projects in tourism and allowing the articulation of actions of public and private entities in the sector (IDT, 2021).

Bogotá: Smart Tourist Destination

A Smart Tourism Destination - ITD is an "innovative tourist destination, consolidated on a cutting-edge technological infrastructure, that guarantees the sustainable development of the tourist territory, accessible to all, facilitating the interaction and integration of the visitor with the environment and increasing the experience quality in the destination and improving the life quality of the resident". (SEGITTUR - State Trading Company for the Management of Innovation and Tourism Technologies, S.A.M.P., 2019).

The Smart Tourism Destinations - STD model is led by SEGITTUR, a Spanish state secretariat that works for innovation and tourism technologies. This entity is a pioneer at the international level and its objective is to implement a new model for improving competitiveness and tourism development, based on governance and co-responsibility for tourism destinations. (IDT, 2021).

"The methodological process is divided into two cycles, the first one, diagnosis and planning, corresponds to the need to make a comprehensive diagnosis of the destination, thus knowing the starting point, to design an action plan that integrates the very strategy of the destination for its transformation into a Smart Tourist Destination. The second cycle, execution and monitoring, is where the necessary actions to achieve the Smart Tourism Destination distinction are materialized through the implementation of the action plan. From there, the destination starts a process of continuous improvement that will ensure its ability to successfully face the challenges and transformations posed by the new economic, social and technological environment" (IDT, 2021)

The World Tourism Organization (UNWTO) itself recognizes that "Smart Tourism Destinations are key to sustainable development and contribute, not only to introduce improvements for the tourism sector but also society as a whole. The use of technological solutions proposed by the smart destination model helps to improve the process of informed decision-making, the prioritization of measures and the anticipation of future scenarios, which is essential for the responsible management of tourism and its impact". Likewise, its strategic lines include the Smart Tourism Destination model as an example of good management practice and recommend including them in public agendas and also in the Nursultan Declaration to promote smart destinations (IDT, 2021).

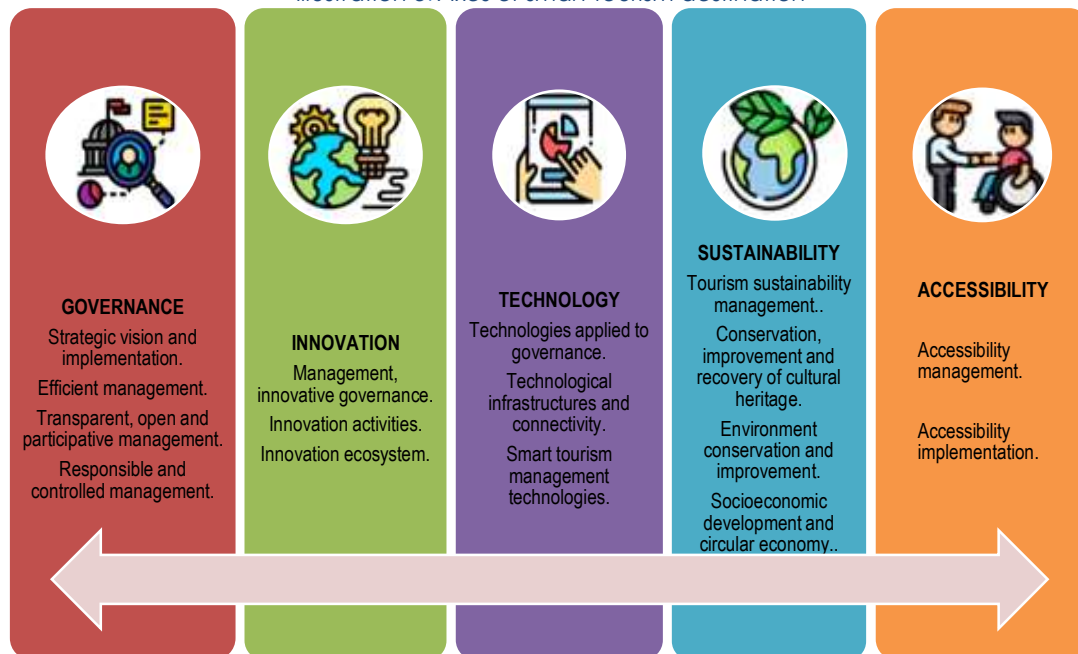
Bogota is one of the first destinations in Latin America as Medellin (Colombia) and Tequila (Mexico), want to bet on being a Smart Tourist Destination, which means that it will have to evaluate the state of the city facing 262 requirements and be measured on issues related to the 5 axes worked by this methodology: Governance, Sustainability, Accessibility, Technology and Innovation:

Governance: It seeks to develop a strategic vision involving public and private actors under a participatory, transparent, and efficient approach, through a technical direction that allows the city of Bogota to consolidate itself as a Smart Tourism Destination.

Innovation as an engine of transformation of the city focused on the search for best practices to design and offer products and services, use of available information, commercialization and

marketing strategies, and alliances that enable training and digital transformation of the industry. All this is under a guideline, called: "innovate for our realities".

Illustration 8. Axes of smart tourism destination



Source: SEGITTUR

Technology based on an intelligence system, which aims to know very well everything that converges in the destination to improve it. This system must be able to load, process and analyze information that becomes useful, relevant, systematized and ordered knowledge, to put it at the service of the destination manager and all its actors. Tourism knowledge is the basis for the efficiency of companies and territories towards a Smart Tourism Destination model.

Sustainability: It involves factors such as heritage conservation, economic and social development and environmental protection, adding value to the destination and generating a healthy economy and a harmonious relationship between tourists and citizens. Tourism sustainability takes into account current and future economic, social and environmental repercussions, to satisfy the needs of the visitor, without ignoring the quality of life of the host population. This is the particular aspect in which the Tourism Observatory advanced in the design of indicators for measurement and monitoring.

Accessibility: It focuses on the development of "tourism for all" where tourism services and environments can be used by people, with or without disabilities, by eliminating or mitigating physical and cultural barriers, and where the entire value chain adopts accessible services and products (IDT, 2021).

The expected impacts of the Bogota Smart Tourism Destination strategy include:

- To generate synergies between the different district and national entities.
- To contribute to the vision of the Bogota Smart Territory Plan.
- To contribute to the fulfillment of the Sustainable Development Goals.
- Development of accessible and inclusive products and services.
- To improve the visitor's experience at the destination, by providing technological tools, generating specialized products and adapting the offer.
- To support the positioning of Bogota as a tourist and investment destination, nationally and internationally.
- To increase the quality in the provision of tourism services, betting on the development of a District System of Tourism Quality (SIDCAT).
- Integration with the different information systems of Bogota to generate relevant information and studies for the planning of the tourism sector.
- To make tourism visible and position it as an economic driver of the territory and social development.
- To generate a competitive structure for the city as a tourist destination and to standardize it with recognized international platforms in the acknowledgment of the city's efforts in terms of accessibility, sustainability, innovation, technology, and governance of the destination.
- To belong to the Intelligent Tourist Destinations Network, an organization that currently has 173 international destinations. Bogota would become the third destination in Latin America to be part of this network, which fulfills the following functions: training, knowledge transfer on best practices and models of international tourist destinations, access to information and research, participation in projects, and access to project financing.
- Access to financing strategies and projects through international cooperation, understanding that this is a model endorsed by organizations such as: Inter-American Development Bank (IDB), Organization for Economic Co-operation and Development (OECD), among other organizations which support and promote the competitive development of cities (IDT, 2021).

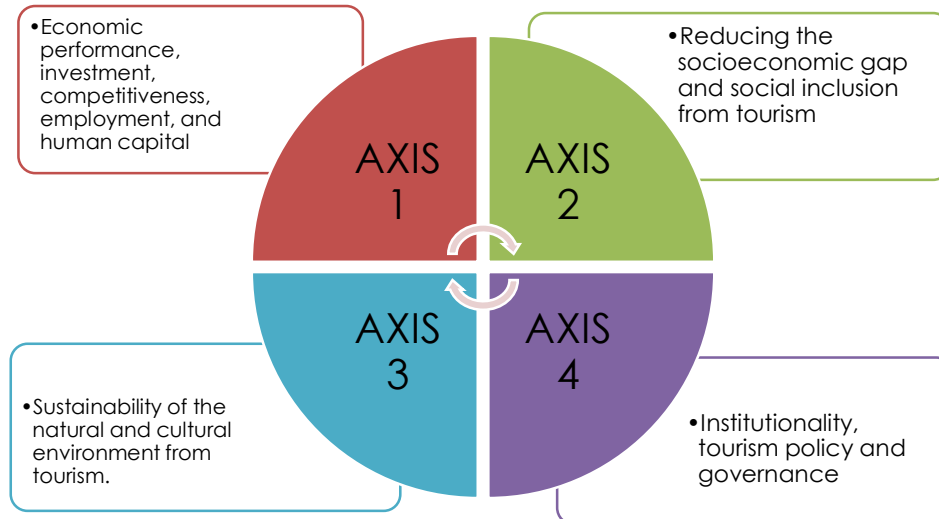
Sustainable tourism strategy for Bogotá

The District Institute of Tourism, as a district entity in charge of stimulating the economic development of the city through the promotion of tourism activities and as the entity responsible for promoting the best conditions of sustainability and competitiveness of the city as a tourist destination, manages the sustainable tourism strategy providing the guidelines from which the tourism sector and the other actors that compose the value chain, involve within their action plans the sustainability pillar as a factor key for competitiveness and development of their activity.

The sustainable tourism strategy for the city of Bogota emphasizes aspects related to employability, reduction of the socioeconomic gap and environmental protection; allowing interaction with other stakeholders related to the tourism value chain, interacting with the 17 SDGs, enabling them to be addressed directly in the plans or projects of the District Institute of Tourism (IDT, 2021).

Therefore, the strategy is structured based on 4 components that are aligned with the SDGs:

Illustration 9. Sustainable tourism strategy components



Source: IDT

The sustainable tourism program of Bogota is related to:

- To provide unique, enriching and unforgettable experiences to tourists who visit Bogota.
- Improve accessibility and adoption of new governance models among the different actors in the value chain.
- To ensure equitable economic, social and environmental benefits of tourism to the host community.
- To mainstream and empower the different actors regarding their responsibility with the components of sustainability.
- To promote synergy, cooperation, competitiveness, and profitability of tourism service providers and those related to the sector.
- Integral management of the destination (IDT, 2021)

AXIS 1: Economic performance, investment, competitiveness, employment, and human capital

It contains all the guidelines regarding the economic and financial factors of the business environment and provides the necessary resources for business survival in the short, medium and long term, as well as factors related to good employability and decent employment practices that guarantee that the city's tourism service providers offer suitable and equitable conditions to their employees, suppliers and customers (IDT, 2021).

The development of this axis is based on 6 fundamental axes:

- Measurement of tourism and its contribution to the economy.
- Trade, investment and business environment around tourism.

- Brand positioning, marketing and tourism product.
- Resilience and risk management.
- Competence assessment and training provision to value chain actors.
- Human resources planning and working conditions of value chain and related actors.

AXIS 2: Reducing the socioeconomic gap and social inclusion from tourism

It corresponds to the guidelines that generate the need to work in the territory with the social organizations of the localities of Bogotá and that business strengthening programs are approached from the perspective of strengthening their capacities and skills (IDT, 2021).

The development of this axis is based on the following actions:

- An integrated approach to reduce the socioeconomic gap through tourism.
- The strengthening of tourism initiatives favorable to locally based social organizations.
- The tourism sector as a generator of social and productive fabric.
- The prevention of negative social impacts in local actions performed by the District Institute of Tourism.

AXIS 3: Sustainability of the natural and cultural environment from tourism

It refers to the elements that enable the creation of plans, programs, and projects that allow Tourism Service Providers and those related to the value chain to promote environmental impact strategies related to the elements of nature, the reduction of the carbon footprint, and the alignment of policies for measuring the impact of tourism on nature. (IDT, 2021).

The development of this axis includes the following actions:

- The relationship between tourism and the natural and cultural environment, since many elements of the cultural environment serve as the axis or driving force of the city's tourism activity.
- Focus on climate change, represented in actions related to any type of program that guarantees the reduction of the carbon footprint and its impact on the environment.
- Improving the development sustainability and tourism operations.
- Measurement and monitoring of tourism impacts, markets and origins and the results of tourism operations, as well as tourism activities, carried out by tourists in the city.

AXIS 4: Institutional, tourism policy and governance

This axis represents the possibility of generating interactions and synergies with the different actors in the value chain to achieve medium- and long-term objectives (IDT, 2021).

The development of this axis includes the following actions:

- Tourism as a development factor of policies and programs.
- Public policy and regulatory framework.
- Tourism governance and institutional configuration.

Sustainability: Current processes and projected measurement processes in the framework of applying to INSTO

Sustainability as a development strategy of the Observatory: Contribution of tourism in Bogotá to the Sustainable Development Goals

Tourism is firmly positioned in the city's development agenda and plays an important role in the solutions found under each Sustainable Development Goal.

Thus, the entities that manage the different tourist attractions in the city and the different tourism service providers play a fundamental role in the transformation of the sector by introducing sustainability criteria in their operations through the alignment of their strategies with the Sustainable Development Goals, promoting responsible tourism which respects the natural, cultural and social environment and promotes the sustainable development of the city as a tourist destination.

The Tourism Observatory, through the sustainability indicators designed in 2021, plans to respond to the city's progress in terms of sustainability as a tourist destination and the different tourism service providers, starting with travel agencies and lodging establishments, from which the Observatory has already collected information in 2020 and is currently in the processing phase.

Also, through the Travelers in Bogota research and different surveys planned to be conducted in the localities in 2021, it will allow knowing not only the tourist's perception of sustainability but also the resident's perception to evaluate the impact of tourism on the local community.

The Tourism Observatory conducted a qualitative exploration of the city's progress regarding tourism sustainability through the different SDGs, summarized in the document *Tourism Sustainability: A Perspective from Bogota*, and which are summarized below.



Ending poverty in all its forms throughout the world

The study conducted by the Bogota Tourism Observatory in 2021 "Tourism and Poverty: Contribution of Tourism to Poverty Reduction" found from an econometric analysis, cointegration between tourism development and the reduction of the poverty index. These results show how an improvement in tourism development, in terms of increased tourist arrivals, tourism spending, investments, employment, among others, can have important multiplier effects on the reduction of the poverty index.

The model result shows that, if tourism GDP in the city of Bogota increases by 1%, the city's poverty index would decrease by 3.36%, ceteris paribus, a higher contribution than the one obtained with the GDP of financial and insurance activities (IDT, 2021).



Ending hunger, increasing food security and improving nutrition, and promoting sustainable agriculture

Rural tourism and its linkages with other productive sectors of goods and services, diversify the rural economy, create jobs and income, contributing to the improvement of the life quality, particularly for the rural population and those who live in the outskirts of the city, who represent the lowest income compared to the rest of the population. In particular, in the localities of Usme, Ciudad Bolívar and Sumapaz, there are different rural community tourism projects run by rural women, farmers and local inhabitants. The projects located in these areas offer tourist routes with rural attractions, local gastronomy, environmental education, among other activities (IDT, 2021).



Ensure healthy living and promote wellness for everyone at all ages

Colombia has an important potential for the development of this tourism, where traditional massages with local products, holistic programs, meditation, hydrotherapy circuits, as well as hiking activities are the most popular activities for wellness tourists in the country (Procolombia, 2020). According to the Bogotá Travelers Research, during the 2016-2020 period, 4.3 million travelers arrived in the city for health and medical care. Although 98% of travelers who came to the city for health and medical care reasons are domestic tourists, the high number of people visiting Bogota for this purpose demonstrates the city's ample capacity for health and wellness care (IDT, 2021).



Ensure inclusive, equitable and quality education and promote lifelong learning opportunities for all.

Bogota has a significant number of public and private institutions promoted by the Ministry of Commerce, Industry and Tourism, such as ANATO with different workshops associated with digital marketing, marketing and advertising, tourism geographies, customer service and languages for tourism; ACOLTES, with programs on solidarity economy. The city also has different training projects through FONTUR.

The Externado University of Colombia, a private university, has a Tourism and Hotel Business Administration program at the professional level, and the Colegio Mayor de Cundinamarca University, a public university, has a Tourism program at the professional level too.

The National Learning Service (Servicio Nacional de Aprendizaje, SENA) has a National Center for Hotel, Tourism, and Food Services in the Capital District Regional Office, which offers different technical labor programs associated with tourism and hotel services that are free of charge and are mainly targeted at the low-income population. Even though training is not part of the mission of the District Tourism Institute, it makes alliances with other entities to offer courses and training to the different tourism service providers (IDT, 2021).



Achieving gender equality and empowering all women and girls

In the case of Bogotá, the participation of women in the tourism sector, both in direct and related sectors, has exceeded 50%, showing the importance of women's participation in the city's tourism activity. In addition to women's participation, tourism contributes to SDG 5 specifically to target 2 associated with eliminating all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual exploitation and other exploitation, and target 3 associated with eliminating all harmful practices, such as child, early and forced marriage and female genital mutilation through the prevention of commercial sexual exploitation of children and adolescents (CSEC). Within the framework of its functions and the District Tourism Policy (Decree 327/2008), the District Institute of Tourism has been implementing preventive actions aimed at tourism service providers, in order to sensitize and train them to generate in their environments, the necessary conditions to guarantee the children's and adolescents' rights and ensure that they assume a commitment to social responsibility that allows them to move towards sustainable tourism.

On the other hand, and as part of the diversity management associated with this SDG, there is LGBTI tourism, which is a type of tourism targeted at this population sector through a broad tourism offer that allows leisure and free time to be enjoyed with equal rights and without discrimination.

According to information from the Travelers Research in Bogotá, before the pandemic, the city received 53,665 tourists, being 27% of them, international tourists, positioning the city as a favorable destination for this type of tourism (IDT, 2021)



To guarantee the water availability and its sustainable management and sanitation for everybody.



To guarantee access to affordable, secure, sustainable and modern energy for all.



To build resilient infrastructures, promote inclusive and sustainable industrialization and foster innovation.



To adopt urgent measures to fight climate change and its effects.

The Bogotá city has different projects with sustainable infrastructure in terms of water and energy savings in its locations, water recycling in toilets, showers and sinks, use of rainwater and ventilation, natural lighting and square meters for vegetation, making it an example of sustainability, improving the life quality of its inhabitants. In a ranking conducted in 2017, the District Environment Secretariat included 10 constructions in the city, including transmicable, the Soratama and Entre Nubes environmental classrooms, ZF Towers in the free trade zone and residential complexes such as Ciudad Nuevo Salitre and Ciudad La Salle, which contribute to the development of a sustainable city and are a showcase for the Bogotá tourist development.

The Secretariat of Habitat has developed several activities to implement criteria to promote eco-urbanism and sustainable construction in Bogota; and the Secretariat of Planning has promoted projects that allow the creation of ideas for the constitution of prototypes of rural housing units, among others (IDT, 2021).



Promote sustained, inclusive and sustainable economic growth, employment and decent work for everybody.

According to the results of the information processing made by the Bogota Tourism Observatory, in the period 2015 to 2019, the sector generated 126 thousand jobs per year on average. Despite pandemic restrictions, in 2020, the sector generated 85,181 jobs.



Reducing inequality within and between countries

After the pandemic, the Gini Coefficient for Bogotá city was 0.559 for 2020, surpassing the national result, which was 0.554. Since tourism is one of the most efficient mechanisms for poverty reduction, taking into account the impact on other economic sectors that require unskilled labor, such as agriculture, transportation, commerce, among others, it is a key sector in promoting job

creation and income in vulnerable sectors in their place of origin, contributing significantly to the reduction of inequalities. As stated in SDG 1, if tourism GDP in Bogotá city increases by 1%, the city's poverty rate would decrease by 3.36%, holding everything constant.



Making cities and human settlements inclusive, safe, resilient and sustainable.

The District Institute of Tourism, through the accessible tourism strategy, seeks to break down the different existing barriers (infrastructure, communication - information, attitudinal), and strengthen the Bogotá tourism sector skills, so all people, especially those with specific access requirements, can enjoy tourism in the city, in an autonomous, comfortable and safe way.

The accessible tourism strategic axes are associated with education through training and awareness-raising processes; inclusion and accessibility requirements; articulation through teamwork and promotional work.



Protect, restore and promote the sustainable use of terrestrial ecosystems and halt the loss of biological diversity

Initiatives to promote the tourism sector associated with different ecosystem conservation strategies, coming from different national and district authorities, have allowed the creation of a service offer from the public and private sectors that includes different actions for environmental education, ecological conservation, environmental management, development of plans, guides and protocols for tourism operations, as well as tours of the different natural attractions available in the city (IDT, 2020).

Nature tourism is one of the tourism segments that represent the largest flow of tourists in the city. In 2019, in the case of ecotourism, the city received 17,391 tourists whose main motivation was to participate in ecotourism activities, 55% corresponded to international tourists. In 2019, the city received 25,256 birdwatchers, 48% of whom were international tourists, showing the city's potential for nature tourism. Even though by the year 2020 due to the pandemic, nature tourism represented a decrease of 84% in ecotourism and 63% in birdwatching tourism, it is expected to be one of the first types of tourism to be reactivated, taking into account the new post-pandemic tourism development trends (IDT, 2021).



Ensuring sustainable consumption and production methods

Based on information from the Ministry of Commerce, Industry and Tourism in April 2021, the Bogotá city has 264 establishments with Sustainable Tourism Certification by ICONTEC, being the travel agencies sector the one with the largest number of certified establishments, a total of 196 agencies, corresponding to 64% of the certified providers.

23% of the tourism service providers with certification correspond to lodging and accommodation establishments (62 establishments) and 6% to tourism transportation providers (17 providers). The remaining 6% of the providers with certification correspond to PPOs, restaurants, an event venue (Corferias) and a tourist area (La Candelaria) (IDT, 2021).

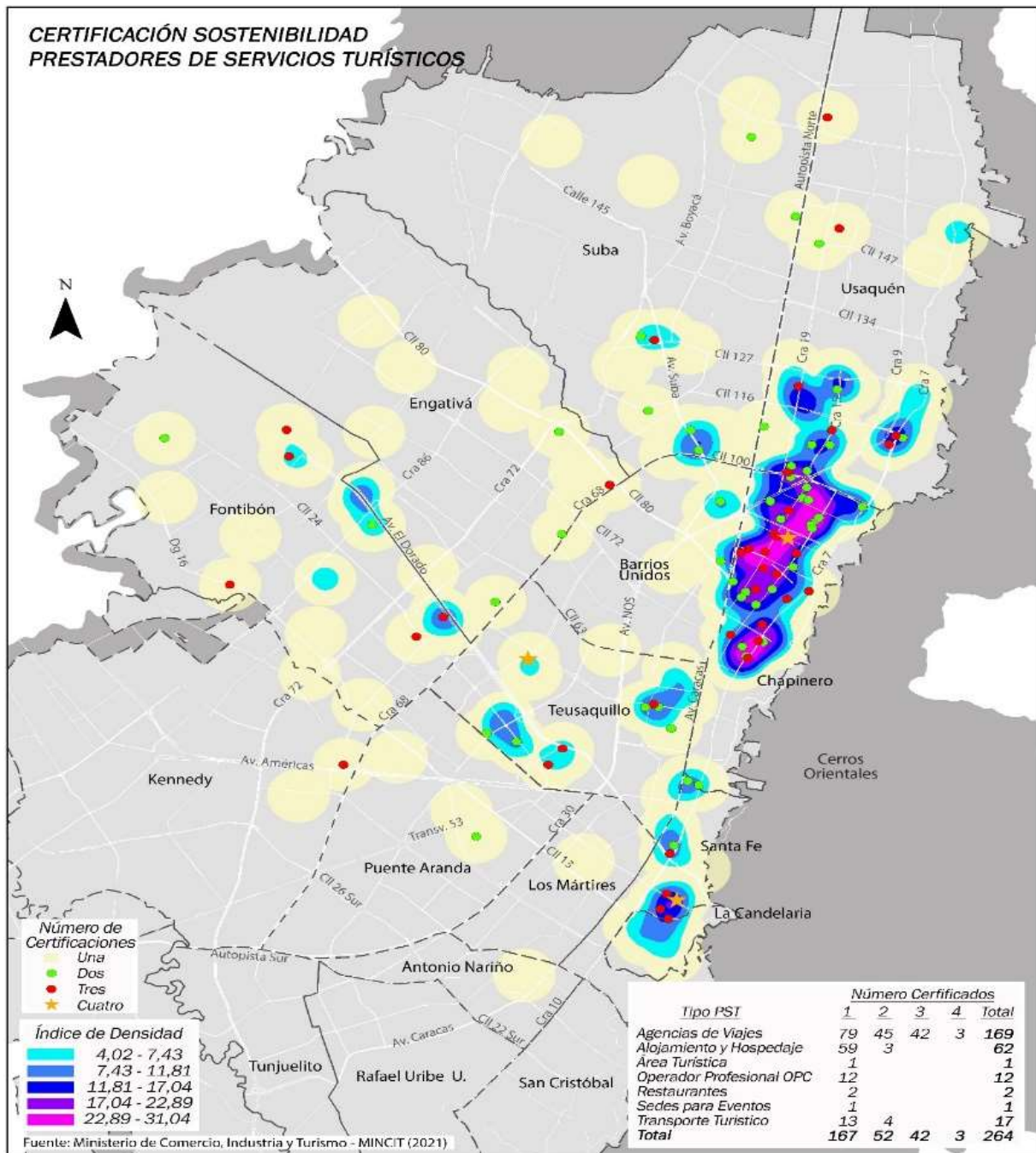
Regarding the number of certifications, there are four types of certifications for Travel Agencies, two certifications for Accommodation, Lodging and Tourist Transportation and another certification for Tourist Area (La Candelaria), Professional Congress Operators, Restaurants and Venues for events.



Promote peaceful and inclusive societies, facilitate access to justice for all, and build inclusive institutions

Until 2006, the armed conflict in the country significantly hindered the tourism development, with approximately one million international tourists in 2006, however, by 2019 a record was registered for tourism in Colombia, with the number of non-resident visitors arriving at the country amounting to 4,515,932, hotel occupancy reached 57.8%, nominal revenues of travel agencies presented an increase of 3.7% and hotels registered an increase of 10.6%. This growth has been favored by different tourism development initiatives through different government programs that have considered tourism as a priority sector allowing in the post-conflict framework to identify priority development sites and involving tourism development as a means to rebuild the social fabric and territory culture, (Guilland and Naef, 2019).

Illustration 10. Tourism service providers with sustainability certification



Source: MINCIT (2021). Produced by IDT. Tourism Observatory



Strengthening means of implementation and revitalizing the global partnership for sustainable development

At the district level, several agencies are responsible for policies and actions related to tourism sustainability and work together in several strategic functions to achieve the different SDGs.

At the district level, the entities involved in the processes tending to a greater tourism sustainability are headed by the District Institute of Tourism as the leading entity of tourism in the city, the Secretariat of Finance that directs the financial strategy of the city's economic development plans, and the Secretariat of Economic Development that formulates and coordinates the tourism promotion policy promoting the incorporation of environmental management in tourism projects.

The District Secretariat of the Environment leads all processes for the conservation of the city's natural assets and the increase in the supply of environmental spaces; the Secretariat of Mobility, responsible for implementing mobility strategies that improve the travel experience in the city; and the District Institute of Culture, Recreation and Sports, which executes projects for the conservation of the city's parks and cultural heritage.

Finally, as an important entity in the city, the Secretariat of Planning is in charge of coordinating territorial development policies (IDT, 2021).

Sustainability Indicators - Bogota Tourism Observatory

The Bogota Tourism Observatory has made different advances in measuring sustainability in the tourism sector in the city. The first measurements were focused on Tourism Service Providers, particularly in lodging and accommodation establishments in the years 2012, 2013 and 2014, when the percentage of certified establishments with the sectoral technical standard (NTS-002) was determined, specifying the environmental, socio-cultural and economic sustainability requirements for lodging and accommodation establishments.

Other results presented in the Survey of Lodging Establishments in Bogota were:

- Kilograms of recyclable waste generated per month.
- Average and consumption of (M3) water per guest monthly.
- Average and consumption of (KW) of energy per guest for month.
- Number of programs that establish socio-cultural criteria.
- A total number of employees were made aware of the prevention of sexual exploitation of children and adolescents (ESCNNA).

Since 2010, the Bogotá Travelers Research, although it did not include a chapter on sustainability, the information collected by the research has made it possible to analyze the tourism sustainability associated with the flow of tourists, the reason for travel, number of overnight stays, tourism expenditure and main activity, among others, generating an annual and uninterrupted document of results that has allowed the decision-making in the sector.

The information reported in this research has enabled the realization of different studies for the analysis of the tourism offer that involves the sustainability component, outstanding the following ones:

- Bogota Product Identification Study (2018, 2019 and 2020).
- Study on employment in the tourism sector (2018).
- Study on Avitourism in Bogota (2019).
- Bicitourism in Bogota Study (2019)
- Nature Tourism Study: Behavior of supply and demand 2019 (2020)
- Bicitourism in Bogota Study: Behavior of supply and demand 2019 (2020)
- Study LGBTI tourism in Bogota 2019 (2020)
- Relationship between tourism and poverty (2020).

Within the framework of the 2030 Agenda for sustainable development, which aims to eradicate poverty, protect the earth and ensure equality and prosperity for all; it promoted a series of changes that would define what the world will be within 15 years, based on the monitoring of 17 Sustainable Development Goals (SDGs) and 169 targets for environmental, social, economic and cultural aspects.

In environmental terms, the SDGs seek to increase the efficient use of water resources, provide access to sustainable transportation systems, increase efforts to protect and safeguard the world's natural resources, and reduce negative environmental impacts; therefore, it requires fostering a tourism sector that grows sustainably, providing greater benefits for society, being inclusive, with decent working conditions for all, promoting culture and local products, and protecting natural resources, as well as preserving the attractions of the destinations.

In economic terms, the SDGs enable the achievement of higher levels of economic productivity through diversification, technological upgrading and innovation, full and productive employment and decent work for all women and men, including youth and people with disabilities, as well as equal pay for work of equal value.

In social terms, the goals seek to eradicate extreme poverty for all people in the world, implement appropriate social protection systems and measures at the national level for all, empower and promote the social, economic and political inclusion of all people, regardless of age, sex, disability, race, ethnicity, origin, religion, economic or another status (IDT, 2021).

In 2020, the COVID 19 pandemic gave rise to a change in mentality where the sustainability of destinations is the post-pandemic travel trend, so it is necessary to ensure that the sector's growth is sustainable and tourism contributes positively to the well-being of local communities, to the development of better eco-systemic services, and to the conservation and protection of the natural capital that supports it.

The growth of tourism, supported by sustainability criteria, represents a significant opportunity for the economy of countries and territories, favoring the generation of employment and the development of productive initiatives that allow the social inclusion of communities.

Under this framework and based on the Bogota Tourism Observatory, the District Institute of Tourism developed a theoretical framework to provide an overview of the sustainability of tourism and the progress made by the tourism sector towards the fulfillment of the different SDGs, as well as to present the sustainable tourism strategy for the city of Bogota. This exploration gave rise to the publication *Tourism Sustainability: A Perspective from Bogota (2021)*

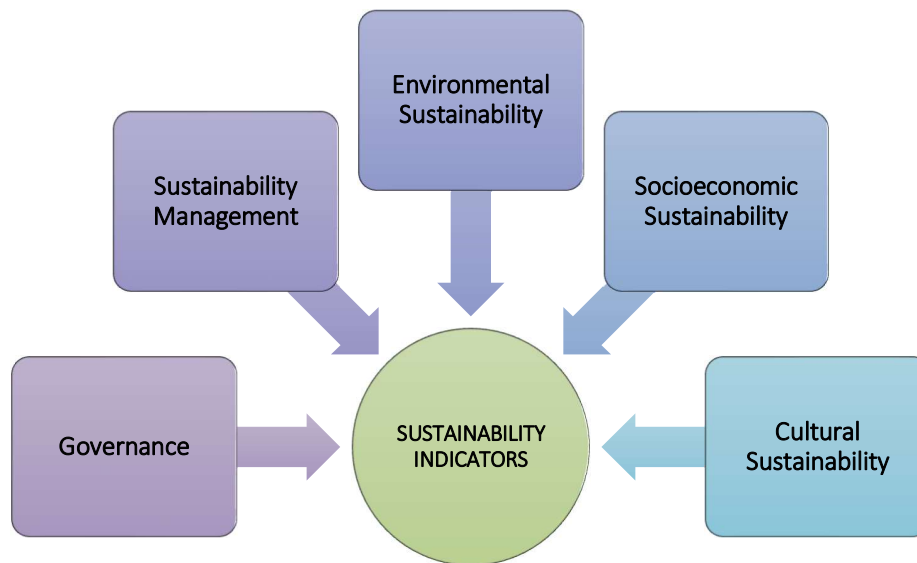
This study allowed to analyze the contribution of the city and the city's tourism sector in each of the Sustainable Development Goals, however, it became evident the lack of sustainability measurement in the sector and the need to organize the current information and incorporate new measurements that allow a sector diagnosis in terms of sustainability and thereby become part of the different strategies to achieve the goals of the 2030 Agenda.

In turn, the District Institute of Tourism, within the framework of the Smart Tourist Destination strategy, advances processes that allow sustainability analysis in the tourism sector. In turn, the District Institute of Tourism, within the framework of the Smart Tourist Destination strategy, advances processes that allow sustainability analysis in the tourism sector. To carry out a diagnosis, surveys are being conducted to businessmen and entrepreneurs of the city's tourism sector, inquiring about the following aspects:

- *Does the company identify and manage the sustainability impacts of its operations to minimize negative environmental, socio-cultural and economic impacts and maximize positive ones?*
- *Does your company take actions to recognize, promote and respect regional cultural heritage and cultural and traditional values, as well as contribute to the social and economic development of workers and communities that are part of the production chain?*
- *Does your company identify the types of waste generated in its operation?*
- *Does your company have a scorecard for monitoring sources (water, energy and waste) of consumption month by month?*
- *Does your company take actions to recognize and promote the prevention of sexual and commercial exploitation of children and adolescents in the context of its operations?*

Likewise, the IDT is also proposing the collection of information in the different localities of the city to obtain information about demographic and environmental aspects, accessibility and mobility, equipment, tourist facilities, tourist information and aspects of environmental sustainability and the tourist destinations located in each of them.

Illustration 11. Axes of sustainability indicators formulation



Source: IDT. Tourism Observatory

Under this framework, the Tourism Observatory conducted the research on different sources such as the UNWTO Practical Guide on Sustainable Development Indicators for Tourism Destinations, the participation in the Global Sustainable Tourism Council - GSTC Seminar on sustainable tourism and the review of the sustainability indicators of the Buenos Aires and Lima City Observatories, among other sources, that allowed identifying the different indicators for measuring tourism sustainability and formulating a proposal for a set of indicators adapted to measure sustainability in the city's tourism sector.

Thus, indicators were designed for tourism supply focused on tourism service providers and tourist destinations; and for demand focused on local communities and tourists, under 5 axes: governance, sustainability management, environmental sustainability, cultural sustainability and socio-economic sustainability, for an approximate total of 140 indicators contributing to 16 of the 17 SDGs (SDG 14 on marine life is excluded because the city does not contribute to this goal due to its location).

In the collection process, the Tourism Observatory, as it has been doing with the research developed for more than 10 years, has had the support of different entities that manage different spaces for the primary collection of information, which together with the work of processing and analysis of the information, makes the Observatory stand out as an entity that develops the entire process in its totality.

For the particular case of sustainability analysis, the Observatory has developed an exclusive sustainability chapter in all primary collection forms to gather information on demand and supply.



The construction of the sustainability chapters in the field collection tools were widely discussed with the different stakeholders interested in the resultant information and to whom the Tourism Observatory often provides information for decision making. In this way, entities that gather

tourism service providers, such as travel agencies and hotels, have an active participation in the question assembly. Thus, areas such as water use, energy, waste management are widely covered in the forms and, therefore, the scope of the Observatory in terms of environmental sustainability analysis will be focused initially on tourism service providers.

To date, all sustainability indicators have their respective resumes indicating the definition, objective, accurate source of information, periodicity, formulation and sustainable development objective to which they contribute.

From the 120 sustainability indicators currently available for the Observatory, 79 of them have a direct impact on the key monitoring areas of INSTO.

The sustainability indicators related to the key monitoring areas within the INSTO framework are listed below:

LOCAL SATISFACTION				
Indicator	Description	Axis	SDG	Information Source
Level of tourist satisfaction	Indica el nivel de satisfacción del viajero en su experiencia de viaje en la ciudad a través de la evaluación de 12 diferentes ámbitos que involucran cultura, relación calidad-precio, infraestructura, accesibilidad, seguridad, protocolos de bioseguridad, entre otros.	Sustainability Management	 	Bogota Traveller Research
Satisfaction return	Percentage of tourists who said they would return to the city.	Sustainability Management		Bogota Traveller Research
Resident Satisfaction	Percentage of residents who are satisfied with the arrival of tourists to the locality.	Sustainability Management		Projected survey 2022 IDT – Destination sub-management with local managers
Resident Claims	Number of complaints filed by residents to local authorities due to the presence of tourists.	Sustainability Management		Projected survey 2022 IDT – Destination sub-management with local managers
Services and Infrastructure	Percentage of people who believe that tourism has helped to create new services and infrastructure.	Sustainability Management		Projected survey 2022 IDT – Destination sub-management with local managers

Resident Visitors	Percentage of local residents who visit the city's tourist attractions	Sustainability Management		Projected survey 2022 IDT – Destination sub-management with local managers
Conservation	Percentage of residents in the locality who consider that tourism contributes to the conservation of cultural heritage-type attractions in the locality	Cultural Sustainability		Projected survey 2022 IDT – Destination sub-management with local managers
Social Impact	Percentage of residents who are satisfied with the social impact of tourism on destination identity..	Socioeconomic sustainability		Projected survey 2022 IDT – Destination sub-management with local managers
Economic Impact	Percentage of residents who are satisfied with the economic impact of tourism on destination identity.	Socioeconomic sustainability		Projected survey 2022 IDT – Destination sub-management with local managers
Social services	Number of social services available to the community.	Socioeconomic sustainability		Projected survey 2022 IDT – Destination sub-management with local managers

DESTINATION ECONOMIC BENEFITS				
Indicator	Description	Axis	SDG	Information Source
Tourist contribution	Average value for access to tourist attractions by type of attraction	Socioeconomic sustainability		Ministry of Commerce, Industry and Tourism
Tourist spending	Tourist expenditure made by the visitor in a specific subsector.	Socioeconomic sustainability		Bogota Traveller Research
Overnight nights	Number of nights spent by tourists in the city	Socioeconomic sustainability		Bogota Traveller Research
Bogota Tourism GDP	GDP associated with tourism activities (accommodation, food services).	Socioeconomic sustainability		National Administrative Department of Statistics DANE
Local shopping	Percentage of stakeholders within a	Socioeconomic sustainability		Lodging Establishments

	subsector that purchase products and services from local suppliers			Census
Training	Percentage of stakeholders within a subsector that offer or provide training and capacity building processes to employees and/or the local community to improve their employment and growth opportunities.	Socioeconomic sustainability		Lodging Establishments Census Travel Agency Census
Entrepreneurship	Percentage of stakeholders within a subsector that support and/or do business with local enterprises for the development of sustainable products and services.	Socioeconomic sustainability		Lodging Establishments Census Travel Agency Census

EMPLOYMENT				
Indicator	Description	Axis	SDG	Information Source
Employment by subsector	Number of jobs generated in subsectors associated with the tourism sector.	Socioeconomic sustainability		National Administrative Department of Statistics DANE Lodging Establishments Census Travel Agency Census
Equality	Percentage of jobs generated by population group: youth, senior citizens, ethnic groups, LGBTI, conflict victims, rehabilitated, foreign, disabled, women.	Socioeconomic sustainability		National Administrative Department of Statistics DANE Lodging Establishments Census Travel Agency Census
Employment by type of relationship	Proportion of jobs generated in subsectors associated with the tourism sector, by type of employment	Socioeconomic sustainability		Lodging Establishments Census Travel Agency Census

Indirect local employment MICE industries	Number of indirect jobs generated by MICE industry events.	Socioeconomic sustainability		Secondary source to be defined
Price per person day MICE event	Average entrance fee to MICE industry events per person	Socioeconomic sustainability		Secondary source to be defined
Hotel occupancy	Hotel occupancy rate	Socioeconomic sustainability		Lodging Establishments Census
Beds according to sub-provider	Number of beds by type of subprovider	Socioeconomic sustainability		Lodging Establishments Census

TOURIST SEASONALITY

Indicator	Description	Axis	SDG	Information Source
Economic Season	Number of guests staying at lodging establishment by a period of time.	Sustainability Management		Lodging Establishments Census
Seasonality	Percentage of tourists entering the city according to the reason of trip.	Sustainability Management		Bogota Traveller Research

ENERGY MANAGEMENT

Indicator	Description	Axis	SDG	Information Source
Energy	Percentage of stakeholders that monitor and manage the total energy used in	Environment		Lodging Establishments

management	operations under their control and influence.	ntal sustainability		Census Travel Agency Census
Renewable energy	Percentage of facilities using renewable energy sources.	Environme ntal sustainability		Lodging Establishments Census
Energy conservation	Percentage of establishments participating in energy conservation programs.	Environme ntal sustainability		Lodging Establishments Census Projected survey 2022 IDT – Destination sub-management with local managers
Energy use	Percentage of establishments that have equipment and practices to minimize energy consumption.	Environme ntal sustainability		Lodging Establishments Census Projected survey 2022 IDT – Destination sub-management with local managers
Energy consumption	Per capita energy consumption	Environme ntal sustainability		Lodging Establishments Census Projected survey 2022 IDT – Destination sub-management with local managers

WATER MANAGEMENT				
Indicator	Description	Axis	SDG	Information Source
Water treatment	Percentage of water from the destination's network that receives treatment	Environment al sustainability		Projected survey 2022 IDT – Destination sub-management with local managers
Water monitoring	Percentage of stakeholders that monitor and control the sources and consumption of water used	Environment al sustainability		Lodging Establishments Census Travel Agency Census
Water use	Percentage of stakeholders that have equipment and practices to minimize overall consumption.	Environment al sustainability		Lodging Establishments Census Travel Agency Census
Water quality	Proportion of stakeholders monitoring water quality.	Environment al sustainability		Lodging Establishments Census Projected survey 2022 IDT – Destination sub-management with local managers

Water conservation	Percentage of establishments participating in water conservation programs	Environmental sustainability		Lodging Establishments Census Travel Agency Census
Water consumption	Per capita water consumption.	Environmental sustainability		Lodging Establishments Census Projected survey 2022 IDT – Destination sub-management with local managers

WASTEWATER MANAGEMENT

Indicator	Description	Axis	SDG	Information Source
Sewage water	Percentage of stakeholders that have a wastewater treatment system.	Environmental sustainability		Lodging Establishments Census Travel Agency Census Projected survey 2022 IDT – Destination sub-management with local managers
Wastewater recycling	Percentage of stakeholders reusing treated wastewater..	Environmental sustainability		Lodging Establishments Census Travel Agency Census Projected survey 2022 IDT – Destination sub-management with local managers









SOLID WASTE MANAGEMENT












Indicator	Description	Axis	SDG	Information Source
Solid waste volume	Number of workshops on solid waste management held in the city.	Environmental sustainability		Lodging Establishments Census Projected survey 2022 IDT – Destination sub-management with local managers
Solid waste management	Percentage of stakeholders that have a solid waste management plan.	Environmental sustainability		Lodging Establishments Census Travel Agency Census Projected survey 2022 IDT – Destination sub-management with local managers

Solid waste recycling	Percentage of stakeholders that recycle solid waste.	Environmental sustainability		Lodging Establishments Census Travel Agency Census Projected survey 2022 IDT – Destination sub-management with local managers
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GOVERNANCE				
Indicator	Description	Axis	SDG	Information Source
TIP	Tourist information points	Governance		Promotion Subdirectorate
Attention in TIP	Percentage of services provided at TIPs.	Governance		Promotion Subdirectorate
Age tourists	Average age of tourists attending TIPs.	Governance		Promotion Subdirectorate
Publications	Number of annual publications produced by the Bogotá Tourism Observatory	Governance		Tourism Observatory Indicator
Public intervention	Number of tourist attractions that have had district intervention.	Governance		Projected survey 2022 IDT – Destination sub-management with local managers
Awareness campaigns	Number of awareness campaigns of the destination by the district entity.	Governance		Projected survey 2022 IDT – Destination sub-management with local managers
Wi-Fi points	Number of wifi internet access points available to tourists.	Governance		Projected survey 2022 IDT – Destination sub-management with local managers
Research	Number of tourism research projects in which the locality participates.	Governance		Projected survey 2022 IDT – Destination sub-management with local managers

Information system	Percentage of TIPs that have an information system	Gobernance		Projected survey 2022 IDT – Destination sub-management with local managers
Total fans variation rate	Variation rate of IDT's followers in social networks.	Gobernance		Promotion Subdirectorate
Social network reach	Reach of social network users	Gobernance		Promotion Subdirectorate
Engagement	Number of interactions and actions that a publication receives on social networks.	Gobernance		Promotion Subdirectorate
Workshops / Trainings carried out	Annual number of workshops and trainings conducted by the District Institute of Tourism	Gobernance		Destination Subdirectorate and/or Planning Subdirectorate
Trained people	Number of people who participated in the workshops and training given by the District Institute of Tourism	Gobernance		Destination Subdirectorate and/or Planning Subdirectorate
Participating items	Number of sectors that participate in the training processes organized by the District Institute of Tourism.	Gobernance		Destination Subdirectorate and/or Planning Subdirectorate
Number of events captured by the IDT	Total number of events organized by the District Institute of Tourism.	Gobernance		To define
Expected economic flow	Expected monetary value of events and conventions hosted by the District Institute of Tourism.	Gobernance		To define
Economic flow generated	Monetary value generated by events and conventions hosted by the District Tourism Institute.	Gobernance		To define

Tourists attending events	Tourists attending events	Governance	 	To define
Events in the city	Number of tourists that attend the events hosted by the District Institute of Tourism	Governance	  	To define
Events by type	Percentage of events held by different types.	Governance	  	To define

ACCESSIBILITY				
Indicator	Description	Axis	SDG	Information Source
Services with a differential approach	Percentage of travel agencies that include in their portfolio products with a differential approach according to type of population.	Sustainability Management		Travel Agency Census
Accessibility Accommodations on establishments	Percentage of stakeholders that have sites, buildings, and activities that guarantee access for people with special needs	Sustainability Management	  	Lodging Establishments Census
Accessibility Tourist attractions	Proportion of tourist attractions that have access for people with special needs	Sustainability Management	  	MINCIT Vice Ministry
Special needs staff	Percentage of actors that have qualified personnel to work with people with special needs	Sustainability Management	 	Lodging Establishments Census
Special Needs Rooms	Number of rooms for people with disabilities, limited mobility and/or special needs.	Environmental sustainability	 	Lodging Establishments Census

CLIMATE ACTION				
Indicator	Description	Axis	SDG	Information Source
Use of the bicycle	Number of tourists using bicycles to visit places	Environmental sustainability		Bogota Traveller Research
Demand for sustainable tourism	Number of national/international tourists participating in nature tourism activities.	Environmental sustainability		Bogota Traveller Research
Tourist attractions	Number of nature tourism attractions.	Environmental sustainability		MINCIT Vice Ministry
Purchase of RRR goods	Percentage of establishments that purchase reusable, returnable, and recycled goods.	Environmental sustainability		Lodging Establishments Census
Distance Accommodation on Airport	Distance Accommodation Airport	Environmental sustainability		Lodging Establishments Census
Distance Accommodation on Convention Center	Average distance from the accommodation facility to the convention center.	Environmental sustainability		Lodging Establishments Census
Distance TSP Transportation	Average distance from the tourist service provider to the nearest public transport service	Environmental sustainability		To define
Beds 30 minutes	Number of beds in the destination located 30 minutes from the main convention center.	Environmental sustainability		Lodging Establishments Census
Interpretation	Percentage of stakeholders providing interpretation on the practice of sustainable tourism	Environmental sustainability		Lodging Establishments Census Travel Agency Census Projected survey 2022 IDT – Destination sub-

				management with local managers
Guidance	Percentage of stakeholders that have trained guides in the practice of sustainable tourism.	Environmental sustainability		Travel Agency Census
Greenhouse Gas Monitoring	Percentage of stakeholders monitoring greenhouse gas emissions.	Environmental sustainability		Lodging Establishments Census
Alternative Transportation	Percentage of stakeholders providing alternative transportation for visitors, staff for their operation.	Environmental sustainability		Lodging Establishments Census Travel Agency Census

Sustainability información sources – Allied entities

The main allies in the monitoring process are: El Dorado International Airport, the city's transportation terminal and the concessionaires in charge of the city's access tolls, since they are the data collection points where the travelers' survey is applied.

Likewise, the business associations of the main tourism subsectors of the city, allowing us to articulate and obtain secondary information. Finally, the other district entities responsible for managing aggregated information at the city level that allows us to monitor the defined sustainability indicators.

Methodology

The information collection and analysis processes used by the Tourism Observatory are based on different statistical techniques and procedures that guarantee the quality of the data obtained. Some of the main procedures are:

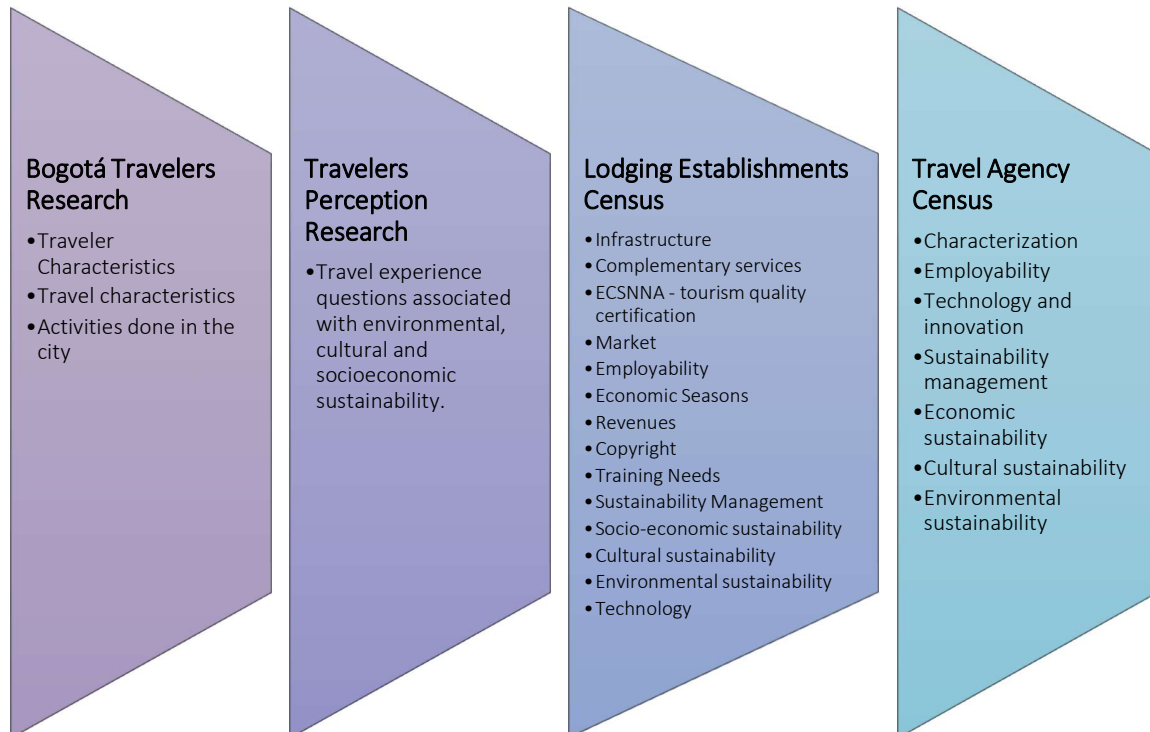
- **Probability sampling:** It is any sampling method that uses any form of random selection. To have a random selection method, some process or procedure must be established to ensure that the different units of the population have the same probabilities of being chosen. These well-performed methods make it possible to obtain representative information for the study universe.

- **Census:** The census of a statistical population consists of obtaining measurements of the total number of individuals by various counting techniques and is carried out every certain period.
- **Survey and/or non-probability sampling:** Non-probability sampling is a sampling technique whereby the researcher selects samples based on subjective judgment rather than random selection.

Unlike in probability sampling, where each member of the population has a known chance of being selected, in non-probability sampling, not all members of the population have the opportunity to participate in the study.

- **Derived Statistics:** A set of data obtained through the use of statistics from one or more sources, supported by mathematical calculations based on conceptualizations or methodologies that are not related to the data sources used.
- **Collection of secondary information:** The collection of secondary information is done through literature reviews, counts, descriptive statistics and research impact evaluations.
- **Geospatial information:** It is a digital record with combinations of attribute values that make it unique and unmistakable from other geospatial data and must be georeferenced and have an attribute related to time for comparison purposes.

Illustration 12. Investigations 2021 for sustainability analysis



Source: IDT. Tourism Observatory

In 2021, the Tourism Observatory collected sustainability information on supply and demand through the following research:

- Bogotá Travelers Research
- Bogotá Travelers Perception Research
- Travel Agency Census
- Lodging Establishments Census

These investigations allow monitoring the key mandatory areas of INSTO members through sustainability indicators. The following is a detailed description of the primary and secondary sources of information currently used by the Bogota Tourism Observatory to carry out its different studies, which will be the main source for the sustainability indicators calculation and their subsequent monitoring.

Primary information sources

Bogota Traveller Research

The Bogota Tourism Observatory conducts a survey called Bogota Traveller Research. Its main objective is to quantify and characterize travelers who visited the city of Bogota for a reference year. The survey is methodologically carried out through probability sampling, in two stratified stages. It is applied by trained interviewers from the Tourism Observatory and is requested to all travelers over the age of 18, on their outbound trip from the city through the El Dorado International Airport (air transportation) and the Bogotá Transportation Terminal (land transportation).

The survey's regularity is annual, but there is a representative sample of travelers for each month of the reference year. In addition, there is a 10-year historical series ("seasonal") (2010-2020) of the main variables of the survey. However, over the years, the survey has been improved and, therefore, some components, questions and sections have been modified.

Currently, the Bogotá Travelers research collects information on place of origin, age, occupation, educational level, the main reason for the trip, number of nights spent, type of accommodation, expenditure during the trip, type of transportation used during the stay in the city, main activities carried out and, from 2021, the research has a perception module that allows collecting information on environmental, cultural and socioeconomic sustainability in the city according to the tourist's perception during his/her stay in the city. With this information, tourists can be fully profiled and sustainability information can be collected.

From the second two-month period of 2021, the publication of this research will be done quarterly, taking into account the information collected daily, allowing us to respond to the needs of the sector on time.

As of the second two-month period of 2021, the publication of this research will be done on a quarterly basis, taking into account that the information is gathered daily, allowing us to meet the needs of the sector more opportunely.

Part of the information gathered on total revenues in the destination is obtained from the Travelers in Bogota research conducted by the Tourism Observatory, in which one of its modules investigates the expenditure made by the surveyed tourist on his or her outbound trip to Bogota. This information has been collected since 2017 and the aforementioned module has the following questions:

- How much money did you spend on this trip to Bogota, excluding airfare or tickets? (Including all members of the travel group).
- Indicate in percentage terms, how much you spent on: lodging, food, domestic transportation, personal goods, cultural and recreational services, purchases (souvenirs, handicrafts), and others.

Tourism industries

The Bogota Tourism Observatory consults different sources of secondary information, among them: The Ministry of Commerce, Industry and Tourism and the Bogota Chamber of Commerce from which the annual database of the National Tourism Registry - RNT is taken, indicating the number of Tourism Service Providers (PST) by category, such as travel agencies, vehicle rental companies for national and international tourism, tourism service concessionaires, time-sharing company, land automotive transportation companies, travel savings companies and tourist services, lodging and accommodation establishments (hotels), gastronomy and similar establishments, tourist guides, tourist representation offices, professional operators of congresses, fairs and conventions, theme parks, user operators, industrial developers in tourist areas, vacation exchange.

Furthermore, the following information is known for each supplier: RNT code, identification number, check digit, supplier, name of legal representative, telephone, email, registration date, last renewal date, creation date, chamber of commerce number, chamber code, registration, RNT type, RNT identification status, RNT status, company name, category, sub-description, business address, city, neighborhood, notification address, telephone number, cell phone number, cell phone number, number of employees, department, municipality ID, municipality, notification state, municipality notification ID, municipality notification, professional card, number of rooms, number of beds, Ministry of Transport resolution number, Ministry of Transport resolution date, application ID, application type description, application status ID, application status, application status, application type ID, filing number, filing date.

This database is used to describe the Tourism Supplier, and it is also used as a framework for the samples applied in the surveys conducted by the Tourism Observatory for the generation of solid reports, studies, measurements and research, with updated and detailed information.

The tourism service providers to whom the Tourism Observatory surveys information are those who are registered in the National Tourism Registry and who, generally, constitute the framework on which the different investigations conducted by the Observatory are carried out. The TSP are:

- Travel agencies
- Tourist accommodation establishments
- Tourist accommodations
- Gastronomic and similar establishments
- Professional operators of conferences, fairs and conventions
- Tourist representation offices
- Other types of non-permanent tourist lodging
- Automobile land transportation companies
- Vehicle rental companies for national and international tourism.

Tourism service providers play a key role in the measurements proposed by the Tourism Observatory, taking into account that the scope of sustainability measurement is to monitor key aspects associated with the provision of tourism services through the indicators proposed.

Hence, in 2021, the Observatory held meetings with the main stakeholders interested in sustainability information, especially with the hotel industry representatives - COTELCO in the case of lodging establishments and travel agency representatives, resulting in the introduction of an exclusive chapter on sustainability in the forms of the Lodging Census and Travel Agency Census, which were conducted in 2021 and the processing and calculation of indicators will be performed in 2022.

Secondary information sources

The Tourism Observatory uses information generated by other sources that, due to their relationship with the sector, are important sources for the analysis it carries out:

- **Aerocivil:** It uses the databases of traffic by equipment and origin-destination. The first one contains data related to the commercial operation of each and every one of the routes flown by the airlines in a specific month. The second contains the data related to paid traffic of passengers, cargo and mail transported between all the pairs of cities where commercial operations were performed by regular passenger and cargo airlines.
- **National Infrastructure Agency - ANI:** It uses administrative records of the flow of vehicles through the tolls bordering Bogotá (Rio Bogotá, Chisacá, Boquerón I and II, Siberia, Andes).
- **Bogotá Chamber of Commerce:** The administrative records of tourism service providers are required, generated by updating of the National Tourism Registry (Registro Nacional de Turismo - RNT).
- **Cotelco:** The monthly hotel occupancy rate for Bogotá is used.
- **DANE:** Information is requested about Bogotá's GDP and labor market indicators: employed, informality, underemployment, labor contract and sociodemographic characteristics.

In this way, the statistical information of National Accounts is consulted for the results of the Gross Domestic Product-GDP, and it is possible to calculate the participation of the branch: wholesale and

retail; repair of motor vehicles and motorcycles; transportation and storage; accommodation and food services and the subsector of accommodation and services on the total Bogota's GDP.

Finally, it is considered the information from the Internal Tourism Expenditure Survey - EGIT, conducted by DANE since 2019 in the twenty-four main cities of the country and whose purpose is to collect information related to domestic tourism and the characteristics of tourism expenditure of Colombians. Based on this, domestic tourism is identified according to the reason for the trip, gender, age, accommodation, average overnight stay and average per capita of the total number of people who traveled by expenditure element.

- **IDECA:** It uses geographic information included in the Geographic Database gdb_mr_v0320.
- **Migration Colombia:** Data on the migratory flows of foreigners are available, with disaggregation by variables of interest such as origin, city of lodging, gender and travel purpose.
- **Procolombia:** Information about air connectivity and the number of air bookings to Bogotá is used.
- **Bogota Transportation Terminal:** Administrative records of the flow of vehicles and passengers through Bogota's Transportation Terminals.
- **Euromonitor International:** Modules with Big Data information about tourist flow and behavior.
- **The concessionaire of El Dorado International Airport (OPAIN)** - Monthly bulletins of airport operations.
- **Ministry of Commerce, Industry and Tourism** - Consultation of studies and database of different variables.

Employment

The main source of information for calculating the behavior of labor market variables is the Gran Encuesta Integrada de Hogares-GEIH conducted by DANE, a statistical operation that collects monthly information on the size and structure of the labor force in the country.

The GEIH has national coverage and, in addition to the figures associated with employment, contains socioeconomic variables. In the Tourism Observatory, the information processed came from the chapters: Housing and Households and General Characteristics, disaggregating the information of the economic subsectors of interest: lodging, travel agencies, air and land transportation, food and beverages, and leisure and culture.

In the information processing, data are obtained on labor informality, underemployment: objective and subjective, labor stability of employees in the tourism sector, according to the type of contract between the companies and the people employed in the sector, as well as variables regarding the job quality perceived by the employees. At the same time, it measures income and the proportion of workers entitled to unemployment and subsidies in the tourism sector.

Although DANE is the main source of employment information, the Tourism Observatory developed the codification of the different sectors associated with tourism through ISIC codes. Likewise, the Tourism Observatory, in conducting censuses of the different tourism service providers, includes

the employment chapter, compiling its information to quantify employment at the level of the tourism subsectors.

The employment information from both DANE and own sources presents different levels of disaggregation: gender, population focus and type of employment (formal and informal employment).

Use of the Tourism Satellite Account and estimation of the tourism economic contribution

DANE publishes an annual Tourism Satellite Account, which has been input for some research conducted by the Tourism Observatory; however, the information is published at the national level and there is no disaggregated information at the territorial level.

However, other entities such as the Ministry of Commerce, Industry and Tourism MINCIT make estimates of the economic contribution of tourism based on the sub-account of the Gross Domestic Product associated with Accommodation and Food Services as a good approximation of what is called the GDP of tourism activity.

For Bogota and following the same methodology of MINCIT, the contribution of tourism GDP (Accommodation and food services sub-account) over the total GDP of the city of Bogota is calculated. This data is calculated quarterly and the last measurement was made for the second quarter of 2021.

Participatory processes of the District Institute of Tourism and the Tourism Observatory of Bogotá in sustainability

Citizen participation in the process of formulating public tourism policy

The formulation process of the public tourism policy began in 2016 allowing the incorporation of contributions from different stakeholders through participation spaces that registered attendance of 1,700 people in different scenarios developed in the 20 localities of the city, scenarios by sectors that included the participation of academia, entrepreneurs and experts and 255 surveys conducted to national and international tourists.

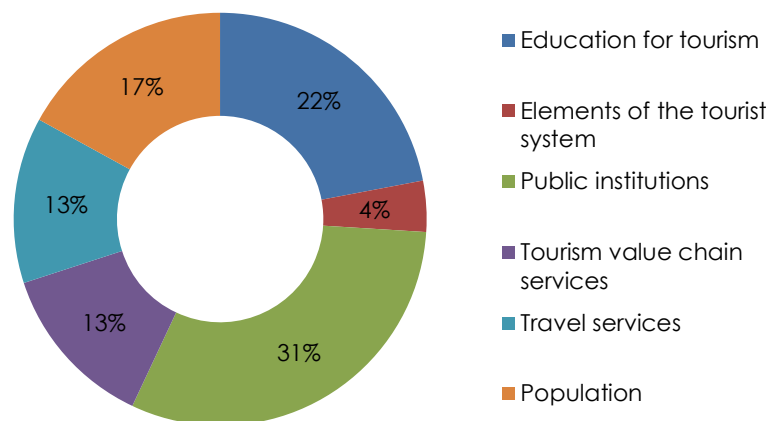
These scenarios allowed the participation of representatives of local communities, from different gender, ethnic groups, and age groups. The sectoral scenarios were attended by national and international experts, representatives of guilds and the business sector with direct and indirect impact on tourism activities, business and community associations, representatives of district entities from sectors related to tourism, representatives of the national and departmental governments, the Special Administrative Planning Region (RAPE), representatives of academia and research centers, representatives of special programs such as the Tourism Friendly Schools network, and other key stakeholders.

The complementary participation process is based on the tourism system, its components and processes generated therein, which includes the cultural, environmental, tourism industry, governance, infrastructure and tourism intelligence subsystems (IDT, 2021) .

Regarding the population approach, 20 workshops were held in 20 localities and specific focus groups. In the academic field, forums were held with universities and tourism researchers, as well as workshops with groups of undergraduate students. Concerning surveys, 255 questionnaires were applied to tourists. Finally, an event was organized to present the guidelines of the public tourism policy to district managers, representatives of tourism associations, among other invited stakeholders (IDT, 2021).

In this way, 77 stakeholders have been identified with a preliminary characterization, allowing their further categorization into the following 6 major clusters:

Graph 1. Cluster of stakeholders identified



Source : IDT

During the public agenda phase, the approach of the participation scheme moments is defined according to the population, territorial, sectoral and institutional aspects.

At the population level, the process included the LGTBI sector, the elderly, black communities, indigenous communities, black, Afro-Colombian, Raizal and Palenquero communities, people with disabilities, young people and women. At the territorial level, the work sessions were based on the institute's territorial development governance framework in the 20 localities of the city.

The sectoral area included IDT employees, tourism experts, guilds, public institutions, academics, entrepreneurs in the sector (bars, restaurants, transportation services), city councilors and tourist guides.

International benchmarks in sustainability issues – Shared experience

To advance in the construction of sustainability indicators and to learn about the experience of other Observatories in this field, the Tourism Observatory organized working sessions with the

Tourism Observatories of the City of Lima and Buenos Aires to share experiences and analyze the possibility of having comparable indicators in the region.

In the case of the Buenos Aires Observatory, two working sessions were held on July 7 and 14, 2021, in which Observatories shared their measurements and proposals of indicators, as well as the methodologies used for data collection.

For the Lima City Observatory, an exchange of experiences also took place in two sessions during the month of July 2021. In the first session, the Tourism Deputy Manager's Office shared the measurements it carries out, as well as a wide range of indicators calculated mainly from secondary information. In a second session, the Tourism Observatory shared the progress of the set of indicators and the planned sources of information collection.

MOVE Event 2021

As part of the sustainable tourism strategy, the District Institute of Tourism held the 6th International Conference on Measurement and Economic Analysis of Tourism at the subnational level MOVE 2021, a space organized by the Tourism Observatory of the IDT, which allowed the sector to share multiple experiences on tourism measurement at the regional level for assertive decision-making that allows the development of sustainable and intelligent destinations.

The event was held from November 22 to 26, 2021, in hybrid mode (face-to-face in the city of Bogota, subject to availability), requiring prior registration for both online and face-to-face formats, with English/Spanish interpretation.

MOVE 2021 is a space for a dissertation about tourism where multiple experiences are shared regarding the measurement of tourism at the subnational level, its sustainability and its relevant use by the public and private stakeholders for decision-making towards smart, competitive, sustainable and inclusive tourism businesses and destinations.

Due to the economic situation, this edition required attention from multiple angles and the participation of all relevant stakeholders. Due to the economic situation, this edition required attention from multiple angles and the participation of all relevant stakeholders. Therefore, the articulation exercise between the academic, public and private sectors offered by this conference, acquires a relevant role in the formulation of policies that set the tone for a successful reactivation and with parameters requiring new realities and dynamics in tourism.

The event was designed for professionals in the tourism sector, public entities, agencies and institutes, universities, research centers, researchers, academics, groups, research groups, industry associations, observatories, trade entities and specialized companies, and in general tourism stakeholders interested in the measurement and better understanding of the economic, environmental and social effects of tourism.

The MOVE event was held for the first time in San Sebastian (Spain) in 2009. Its next edition was in Bilbao (Spain) 2011, Medellin (Colombia) in 2013, Puerto Rico (United States) in 2015 and Pamplona (Spain) in 2017. Its face-to-face version has been characterized by meeting the requirements for the ICCA ranking, as they are held every two years by rotating countries. In terms of international

participation, the conferences usually attract more than 60% international audience; the official language is English.

As part of this event, 10 destinations in the country signed 'The Call to Action for the Measurement of Sub-national Tourism', where they will join efforts to strengthen processes and unify methodologies for the sub-national tourism measurement, in which continuous improvement, governance, homogeneity, intelligence, comparability, better data consumption and sustainability measurement will be key points.

In this opportunity, the event developed the following agenda with the participation of national and international speakers:

DAY 1	
Opening	<p>Mrs. Karol Fajardo Mariño <i>Director of the District Institute of Tourism of Bogotá, Colombia.</i></p> <p>Mr. Ricardo Galindo Bueno <i>Vice Minister of Tourism. Colombia</i></p> <p>Mr. Antonio Massieu <i>President of INRouTe, International Network of Regional Economy, Mobility and Tourism, Spain.</i></p> <p>Dr. Nagore Espinosa <i>Director and Founder of IN2destination, Tourism research and consulting firm, Spain.</i></p> <p>Mrs. Natalia Bayona <i>Director of the Innovation, Education and Investment Department of the World Tourism Organization (UNWTO)</i></p>
KEYNOTE SPEECH Intelligent Mindset	<p>Dra. Ulrike Gretzel <i>Senior Fellow, Center of Public Affairs, University of Southern California, USA.</i></p>
SESSION 1: Destinations that use data to make decisions towards competitiveness, sustainability and inclusion.	<p>Dr. Donna J. Keren <i>Executive Vice President and Chief, Research Unit, NYC & Company, U.S.A..</i></p> <p>Dr. Inmaculada Gallego <i>Chief of the Statistics and Market Research Area of the Public Company for the Management of Tourism and Sports of Andalucía, Spain..</i></p> <p>Mrs. Cristina Mugica <i>General Director of Territorial Competitiveness and Tourism, Department of Economic Promotion, Provincial Council of Bizkaia, Spain.</i></p> <p>Dr. Hazael Ceron Monroy <i>Research Coordinator. Faculty of Tourism and Gastronomy, Anáhuac University, Mexico.</i></p>

	<p>Mrs.. María Fernanda García Álvarez <i>Manager of Competitiveness and Tourism Regulation. Directorate General of Tourism Development. Government of the Buenos Aires City, Argentina</i></p> <p>Moderator: Dr. Nagore Espinosa <i>Director and Founder of IN2destination, a tourism research and consulting company, Spain.</i></p>
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Day 2	
<p>KEYNOTE SPEECH: " The importance of innovation for measuring destinations to make them competitive, sustainable and inclusive. "</p>	<p>Sra. Natalia Bayona <i>Director of the Innovation, Education and Investment Department of the World Tourism Organization (UNWTO)</i></p>
<p>SESSION 2: Colombia advances in the sustainable measurement of tourism</p>	<p>Sr. Harold Rivas <i>Director of SITUR - Valle del Cauca, Colombia.</i></p> <p>Dr. Ledys Vianey López Zapata <i>Deputy Secretary of Tourism of the Secretariat of Economic Development of Medellín, Colombia.</i></p> <p>Mrs. María del Pilar Rubio López <i>Secretary of Economic Development and Tourism of the Municipality of Melgar, Colombia</i></p> <p>Mr Horacio Coral Díaz <i>Director of Methodology and Statistical Production of the National Administrative Department of Statistics - DANE, Colombia.</i></p> <p>Mr. Oscar Javier Siza Moreno. <i>Director of Analysis and Sector Promotion, Vice-Ministry of Tourism, Colombia.</i></p> <p>Moderator: Mrs. Karol Fajardo Mariño <i>Director of the District Institute of Tourism of Bogotá, Colombia.</i></p>
<p>SESSION 3: Authors' presentation - measuring at subnational levels</p>	<p>Cristi Frenț & Alina Niculescu <i>"<u>Culture statistics versus tourism statistics: evidence from a municipal level analysis in Romania.</u>"</i></p> <p>Valeria Minghetti & Federica Montaguti <i>"<u>Building a Data Center (Datahub) of Smart Destinations for tourist cities:</u></i></p>

	<p><u>opportunities and challenges -Evidence of the Interreg S.LI.DES project."</u></p> <p>Dr. Matthew Gobey & Dr. Julia Jeyacheya <u>"Colombian hotels and the effectiveness of ecolabels: decoupling growth from environmental impacts or a market illusion?"</u></p> <p>Moderador: Dr. Raúl Hernández Martín Director of the Chair of Tourism CajaCanarias - ASHOTEL- ULL, La Laguna University, Spain.</p>
Bogota Tourism Observatory Workshop - Bogota Traveler Research	<p>Johan Sebastián Carvajal - Bogota Tourism Observatory <u>Participatory workshop with the regions for measuring tourism at the subnational level</u></p>

Day 3	
KEYNOTE SPEECH: "Data Revolution"	<p>Dr. Steve Macfeely Director of Data and Analysis, World Health Organization - WHO</p>
SESSION 4: Data that helps to answer strategic questions to be competitive, sustainable and inclusive.	<p>Mrs. Sira Puig Sitges Tourism Director - Sitges Town Hall, Catalonia, Spain.</p> <p>Mrs. Ana Moniche Senior Technician of the Statistics and Market Research Area of the Regional Government of Andalucía, Spain.</p> <p>Mrs. Silvina Di Giano Tourism Research Manager of the General Direction of Market Research and Observatory of the Tourism Entity of the Buenos Aires City. Argentina</p> <p>Mr. Carlos Mercado Santiago Executive Director of the Puerto Rico Tourism Company, U.S.A.</p> <p>Moderator: Mrs. Lady Janeth Giraldo Ortiz International Consultant in Entrepreneurship and Innovation, Competitiveness and Exponential Business Models. IN2destination. Colombia.</p>
SESSION 5: Presentation of selected authors	<p>Sara García-Altman & Raúl Hernández-Martín. <u>" The role of Destination Marketing Organizations (DMOs) and Observatories in data-driven management and knowledge of tourism destinations."</u></p> <p>Diego Alejandro Rodríguez Guerrero & Luis Fernando Pineda Gonzalez Bogotá Tourism Observatory <u>" Proposal for a System of Tourism Sustainability Indicators for Bogotá."</u></p> <p>Mr. Gabriel Eduardo Moreno Veloza <u>" Bayesian Spatio-temporal regression models applied to the Airbnb and</u></p>

	<p><u><i>HomeAway accommodation market in Bogota for the period 2015-2019."</i></u></p> <p>Moderator: Mrs. Diana Margarita Pérez <i>Rector of the Cafam University Foundation. Colombia</i></p>
District Tourism Observatory Workshop - Employability	<p>Mile Lorena Piñeros – Bogotá Tourism Observatory <u><i>Presentation of methodology and results of the Tourism Employment Study for Bogota (analysis 2015-2020).</i></u></p>

Day 4	
<p>SESSION 6: Companies that use data to make better decisions to become more competitive and sustainable.</p>	<p>Mr. Daniel Steel <i>Executive Director, Ayrshire & Arran Destination Alliance - AADA, Scotland..</i></p> <p>Mrs. Gloria Isabel Gómez Escobar <i>General Manager of Douglas Trade S.A.S, Colombia.</i></p> <p>Mr. Raúl Amestoy <i>Assistant Manager of Hotel Gran Bilbao, Spain.</i></p> <p>Moderator: Mrs. Laura Taroncher <i>Researcher at IN2destination, a tourism research and consultancy company, Spain.</i></p>
<p>SESSION 7: What's next for tourism statistics?</p>	<p>Mrs. Clara Van der Pol <i>Coordinator of the Statistics Department, United Nations World Tourism Organization (UNWTO)</i></p> <p>Mrs. Belén González Olmos <i>Deputy General Director of Tourism Statistics and Science and Technology, National Institute of Statistics, Spain.</i></p> <p>Representative <i>Representative from the National Administrative Department of Statistics - DANE, Colombia</i></p> <p>Dr. Calvin Jones <i>Vice Dean of Public Value and External Relations, Cardiff Business School. United Kingdom</i></p> <p>Moderator: Mr. Kepa Aramburu <i>Consulting Partner, Movatur Institute. Spain</i></p>

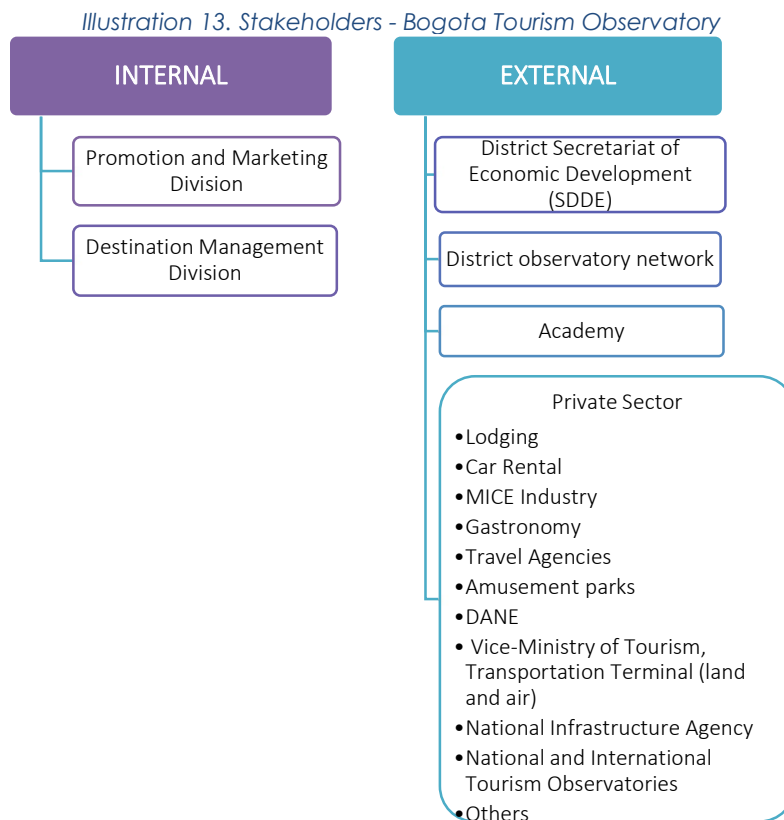
Day 5	
<p>SESSION 8: ¿Qué más se necesita lograr para que los destinos y las empresas se vuelvan resistentes al cambio climático y a las pandemias de tal forma que podamos avanzar en la sostenibilidad e inclusión turística?</p>	<p>Mr. Ivor Ambrose General Manager of the European Network for Accessible Tourism -ENAT, Belgium.</p> <p>Mrs. Lyublena Dimova Research Manager, European Travel Commission (ETC), Belgium.</p> <p>Mr. Patrick Torrent Executive Director, Catalan Tourism Agency, Spain.</p> <p>Mr. Tim Fairhurst General Secretary of the European Tourism Association - ETOA, England</p> <p>Mr. José Andrés Duarte García Executive President of the Colombian Association of Hotels and Tourism - COTELCO, Colombia</p> <p>Dr. Luz Fernanda Jiménez Segura Vice-Rector of Research. Antioquia University, Colombia.</p> <p>Moderator: Dr. Nagore Espinosa Director and Founder of IN2destination, a tourism research and consulting company, Spain.</p>
CLOSURE	
<p>Mrs. Karol Fajardo Mariño <i>Director of the District Institute of Tourism of Bogotá, Colombia.</i></p> <p>Mrs. Natalia Bayona <i>Director of the Innovation, Education and Investment Department of the World Tourism Organization (UNWTO)</i></p> <p>Mrs. Diana Margarita Pérez <i>Rector of the Cafam University Foundation. Colombia</i></p> <p>Sr. Antonio Massieu <i>President of INRouTe, International Network of Regional Economy, Mobility and Tourism, Spain</i></p> <p>Dra. Nagore Espinosa <i>Director and Founder of IN2destination, Tourism research and consulting firm, Spain.</i></p>	

In addition to organizing the event, the Tourism Observatory participated actively as a presenter with the article "Proposal for a Tourism Sustainability Indicator System for Bogota", prepared by professionals from the Tourism Observatory, presenting a proposal for sustainability indicators to be measured at the subnational level. The indicators presented and calculated for the city of Bogota are listed in the Annex.

Likewise, and as part of the socialization process of the Tourism Observatory, the professionals that compose it held two workshops to explain to the attendees the methodological aspects of measurement and production of figures associated with employability and tourism flows.

Stakeholders in the tourism sustainability monitoring process

The Bogota Tourism Observatory throughout its trajectory in the processes of collection, analysis and dissemination of information, as well as the production of different publications, has participated with its work in the decision-making process of several entities, constituting the stakeholders of the different processes carried out by the Observatory.



Source: IDT-Tourism Observatory

The interested parties are internal actors of the District Institute of Tourism, constituting the main clients of the Observatory, highlighting the Promotion and Marketing Sub-Directorate and the Destination Management Sub-Directorate, which currently use the periodic data produced by the Observatory, as well as the different publications it produces.

Within the external stakeholders, there are different public and private entities, as well as the academic sector that uses the information produced by the Observatory for different analyses and decision-making.

Within the public sector, there is the Department of Economic Development, where there is a constant exchange of information and for which the Observatory has done different studies and measurements to serve as a basis for the city's economic development processes.

As part of the institutionalization process, the Observatory is taking the necessary measures with the District Planning Department to become a member of the district observatory network, adopting the different technical guidelines, which will be progressively applied.

In the private sector, the Tourism Observatory actively participates in different measurements with the guilds, in which the Observatory participates in the construction of the different technical guidelines for the collection of primary information of the sector, processes in which it also provides the different field collection operations. Thus, the Observatory has conducted censuses in different sectors such as gastronomy, lodging and travel agencies, participating in the different measurements of city events, among others.

THE BOGOTÁ TOURISM OBSERVATORY

Objectives of the Bogotá Tourism Observatory

Main goal

To develop, produce and analyze the statistical and non-statistical operations required for the tourism sector in Bogotá, through the systematization, research and dissemination of information; safeguarding the reliability, consistency and timeliness of the results obtained, for planning and decision making aimed at the economic and sustainable development of the city's tourism industry in coordination with the local, regional, national and international levels.

Specific Goals

- To design, plan, direct, execute and analyze research, studies and/or measurements related to the city's tourism activity, providing elements for the policies formulation in the different instances of decision making and participation of the tourism sector in Bogotá.
- To manage the Bogota Tourism Information System, as a tool for systematizing, consolidating and disseminating the city's tourism information.
- To articulate the information and research processes with public or private, national and international sectors regarding tourism in the city.
- To provide accompaniment and support to the Bogota Tourist Information Network in accordance with institutional processes.
- To lead strategic alliances with national and international public or private institutions, such as: observatory networks, trade associations, multilateral organizations, and others that allow the exchange of knowledge, methodologies, information and experiences contributing to the growth of the city's tourism sector.
- To promote the digital and emerging technologies transfer towards the resolution of the city's challenges in health safety, competitiveness and socioeconomic, environmental and cultural sustainability of the sector.

Strategic Guidelines

The Bogotá Tourism Observatory's management has the following strategic guidelines:

- **Transparency:** The information obtained and produced will be always public and available to the citizenry, excluding information considered private, classified or reserved by constitutional or legal provisions.
- **Integrity:** The information processes to be developed must promote the strengthening of the Bogota Tourism Information System, including the potential of all its districts and its articulation with the different government levels and the private sector.
- **Quality:** The information and documentation generated must be objective, impartial, truthful, useful and complete, ensuring the articulation of data with local, regional, national and international levels.

- **Systematization:** The activities of information gathering, analysis, document generation, research and studies must be managed through an adequate systematization and file process.
- **Publicity and dissemination:** Information and documentation must be accessible to the citizenry through periodic publication strategies.
- **Information use:** It is necessary to raise awareness among citizens about the responsible use of the information available to them.

Bogotá Tourism Observatory Creation¹

Linking the Tourism Observatory to the Institutional Action Plan

The District Development Plan, 2020 - 2024 "A new social and environmental contract for the Bogota of the 21st century", through Agreement 761 of June 11, 2020, formulated the strategy for the review and adjustment of the IDT Strategic Plan for the 2020-2024 period, through a planned and concerted exercise that involved the entire institutional community, starting from the strategic lines defined in the Development Plan to set the institutional challenges that will help make Bogota a leading competitive tourist destination in Latin America (IDT, 2021).

To guide this institutional exercise, in addition to the District Development Plan, the "Diagnosis of Capabilities and Environment", conducted for the Integrated Planning and Management Model - MIPG in December 2019 and the institutional philosophy defined in the Code of Integrity, as a guideline for the actions of public servants through the inclusion of 5 particular principles of action: Honesty, Respect, Commitment, Diligence and Justice.

Thus, the functions of the Tourism Observatory are explicitly reflected in the fourth objective of the Institutional and Strategic Plan of the District Institute of Tourism. This strategic objective is: To strengthen Bogota's tourism information system through supply and demand studies, including more secondary information sources that allow an appropriate decision-making process.

To achieve this objective during the four-year period, the Tourism Observatory has set the goal of *conducting 52 research and/or studies and/or measurements of the behavior of supply and demand, for the information analysis of the tourism sector in Bogota* (IDT, 2021).

The Tourism Observatory is the office in charge of leading the statistical production process of the District Tourism Institute. With the goal of 52 studies and/or research and/or measurements, it aims to empower the tourism sector with relevant and quality information for decision-making (IDT, 2021).

Bogotá Tourism Observatory Institutionalization

¹This section is based on the information contained in the document "Documento Técnico de Soporte Observatorio de Turismo de Bogotá", a document published in the District Observatory Network of the District Planning Secretariat.

In February 2021, the Bogota City Council approved in second debate the regulatory initiative that seeks to consolidate and strengthen the Bogota Tourism Observatory as a public management instrument and as a mechanism that will consolidate, systematize, analyze, research and disseminate information about the tourism sector in Bogota, to ensure regulatory and technical guidelines for its institutionalization in coordination with the local, regional, national and international sector.

The Tourism Observatory is the only organization of its type in the country and allows the consolidation of information from primary and secondary sources for decision-making and evaluation of tourism development in the city. It is important to note that the tourism sector in Colombia and Bogota is one of the most affected economic sectors by the pandemic, therefore, it is required to increase the production of timely and relevant statistical information for decision-making in the tourism sector in Bogota, join institutional, technical, legal and human talent efforts to strengthen programs, projects, and strategies that have shown positive results to turn them into a key factor for the sector's reactivation (IDT, 2021).

With the figures consolidated by the Tourism Observatory, there is information from primary sources and adjusted to the needs of our entity, thus, it is possible to evince the good performance of the sector in recent years, continuing to position Bogota on the map of the world tourism. This is the context in which the efforts to formalize and institutionalize the advisory office of the Bogota Tourism Observatory are advancing.

The Tourism Observatory has adopted the definitions mentioned in Article 3 of Decree 396/2010 "Whereby measures are adopted to optimize the resources of the Capital District for the preparation and dissemination studies, information, statistics, models and indicators, and other provisions are issued", which together with the institutional redesign project looks for expanding the staff of professionals working in the observatory, as well as own investment resources aimed at the acquisition of relevant secondary information of the sector, guaranteeing its operation and viability in the long term. (IDT, 2021).

Under this framework, the Tourism Observatory adopts the concepts that allow its practice:

- **Studies:** These are all those economic, social, cultural, environmental, territorial, productivity and competitiveness researches that allow the acquisition of knowledge, analysis and understanding of situations and problems that concern society, population group or community.
- **Model:** A system of related concepts that allow abstractly represents the facts to be known, seeking to explain the operation of a phenomenon, to reflect its possible development and the consequences and impacts it may have on the economy and society as a whole.
- **Statistics:** A data set from a sample design, to gather quantitative and/or qualitative information concerning individuals, groups, series of facts, among others, and inferring from them some general meanings for the population or subjects treated.
- **Indicator:** It is a quantitative or qualitative representation that aims to reflect the state of a situation at a given time and place. It is usually statistical data (percentages, rates, ratios,

etc.) that seeks to synthesize the information provided by various variables that affect the situation to be analyzed. An indicator must have properties of validity, pertinence, relevance, representativeness, reliability, sensitivity, efficiency, sufficiency and flexibility to reflect, verify and evaluate the results of the development of the subject under study.

- **Information:** A data set that transmits a message, for the processing and production of knowledge to expand or specify what is already known about a given subject.

For a set of data to be considered as information, these data must be organized and processed, allowing them to be understood for decision-making about a given phenomenon. Thus, the information constitutes a necessary input for the generation and processing of knowledge (IDT, 2021).

Moreover, the definitions of the Tourism Term Glossary of the World Tourism Organization - UNWTO (UNWTO, 2020) are adopted for the development of studies, models, methods, and tools for the provision of statistical information of the tourism sector in Bogota:

- **Destination (main destination) of a trip:** The place visited is essential in the decision to make the trip.
- **Usual environment:** It is defined as the geographic area (although areas are not necessarily adjacent) in which a person carries out his or her usual daily activities.
- **Tourism expenditure:** It refers to the amount paid for the purchase of consumer goods and services, and valuable items, for one's use or as gifts, during and for tourist trips. They include expenditures made by the visitors as well as expenditures paid or reimbursed by others.
- **Travel Group:** It is defined as visitors who travel together and share the costs associated with the trip.
- **Place of usual residence:** Place of usual residence: This is the geographic place where the registered person usually resides and is defined by the location of his or her main residence.
- **(Main) purpose of a tourism trip:** It is defined as the motive for the trip. The classification of tourism trips according to the main purpose refers to nine categories; this typology allows the identification of different subsets of visitors (business visitors, transit visitors, etc.).
- **Tourist (or overnight visitor):** A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor) if his or her trip includes an overnight stay, or otherwise, as a day visitor (or excursionist).
- **Trip/traveler:** The term trip refers to the activity of travelers. A traveler is any person who moves between two different geographical locations for any reason and any duration.
- **Visitor (or nonresident person):** A visitor is also known as a "non-resident" person and refers to a person who travels to a principal destination different from his or her usual environment, for less than one year, for any principal purpose (leisure, business or other personal reason) other than being employed by a resident entity in the country or place visited (IDT, 2021).

On the other hand, the Tourism Observatory adopts the general criteria of Article 4 of Decree 396/2010:

- **Accessibility:** To make information available to all employees, citizens and interest groups, as it is a public good, through efficient and modern mechanisms.
- **Reliability:** To generate and supply information with the precision, accuracy, veracity and fidelity characteristics required for decision-making.
- **Timeliness:** Making information available to users at the time it is required, to be updated and avoid losing value over time.
- **Effectiveness:** Generation and dissemination of relevant and pertinent information, at the lowest possible costs for entities and users.
- **Integrity:** Collection, processing, dissemination and conservation of information with technical and objective criteria, avoiding modifications and unauthorized uses.

Likewise, it adopts the statistical quality attributes incorporated in the Technical Standard for the quality of the statistical process (DANE, 2020, pág. 12):

- **Statistical quality:** It is the fulfillment of the properties that the statistical process and product must have to satisfy the information needs of the users.
- **Coherence:** It refers to the degree to which the concepts used, the methodologies applied and the results produced by the operation are logically connected.
- **Comparability:** It is the characteristic that allows the results of different statistical operations can be related, added and interpreted with each other or regarding some common parameter.
- **Relevance:** It refers to the degree that statistics fulfill the information needs of the users.

International Models

As the main reference point, the observatories are belonging to the International Network of Sustainable Tourism Observatories (INSTO) of the World Tourism Organization (UNWTO).

It is the working platform for tourism statistical information, knowledge and market intelligence of the city of Barcelona and the rest of the Barcelona region. It is integrated by the Barcelona City Council, the Barcelona Provincial Council, the Barcelona Chamber of Commerce and the Barcelona Tourism Consortium. The Observatory started in 2015 but was only publicly launched in 2017.

The work lines of the Barcelona Tourism Observatory are:

- a. Program Profile and Habits of tourists in Barcelona.
 - Sustainable Tourism Indicators System Program.
 - Online Reputation Program for Tourism in Barcelona.
 - Specialized Products and Markets Study Program.
- b. The Observatory's publications are classified in two types of publications
 - Statistical publications containing the main data generated at the destination (demand, lodging supply, infrastructure, profile, visitors to tourist attractions, etc.).
 - Monographic publications on specialized products and markets.

Buenos Aires Tourism Observatory

The Observatory creates market intelligence to guide decision-making in the public sector, companies and professionals, promoting tourism as a strategic activity for the economic and social development of the City of Buenos Aires.

It also prepares periodic reports with key indicators that allow projecting future trends, applying Big Data techniques to analyze new sources of information and a better understanding of the environment, and conducting qualitative research about the behavior of the main tourism segments and markets.

In particular, the Big Data techniques applied by the Buenos Aires Tourism Observatory obtain information about the most visited neighborhoods in the city and the areas visited by tourists according to their nationality. These techniques also provide information about where tourists consume and shop, analyzing spending patterns according to the different consumption items.

Guanajuato State Tourism Observatory

The Tourism Observatory of Guanajuato is a space for, technical, intersectoral and interdisciplinary analysis under a group of people and/or entities are organized with the purpose of monitoring, measuring and verifying the evolution of the tourism sector in the State of Guanajuato. Its main functions are:

- To generate adequate and consensual information that allows defining the sector's actions.
- To make available information regarding the phenomenon under study to society, following methodological, technical and transparency criteria.
- To promote mechanisms and instruments aimed to meet the citizens' needs.
- To build technical information systems that allow the generation, homologation and standardization of tourism indicators, in addition to facilitating their use and consultation.
- To build a dashboard as a permanent mechanism for measuring and monitoring priority aspects of the topic.
- To generate useful knowledge through studies and research regarding the tourism sector.
- The observatory includes a dashboard with indicators that show the behavior of the main tourism aggregates in the State of Guanajuato. Additionally, there are city indicators for the environment and tourism, which show the progress in sustainable tourism (IDT, 2021).

Bogota Tourism Observatory Components

The monitoring of statistical information for the city's tourism sector began in 2004 and since then, an important interdisciplinary group of professionals from different areas has supported the management of the city's tourism information

Human Talent

The development of statistical and non-statistical operations is generated through a multidisciplinary work team focused on statistics, economics, tourism and hotel management and cartography led by the Tourism Observatory Advisor, allowing the analysis of data and figures of the sector from the study of strategic issues such as destination competitiveness, market prioritization, economic impact and trends in tourism products, among others.

The above mentioned generates a good development of the Tourism Observatory and the constant production of high quality and technically rigorous documents.

However, the Tourism Observatory has operated under the scheme of an Advisory Office of the General Management, causing its operation during recent years was led by an Observatory Advisor and supported by the contracting of Professional Services and Management Support.

Table 1. Human resources of the Tourism Observatory

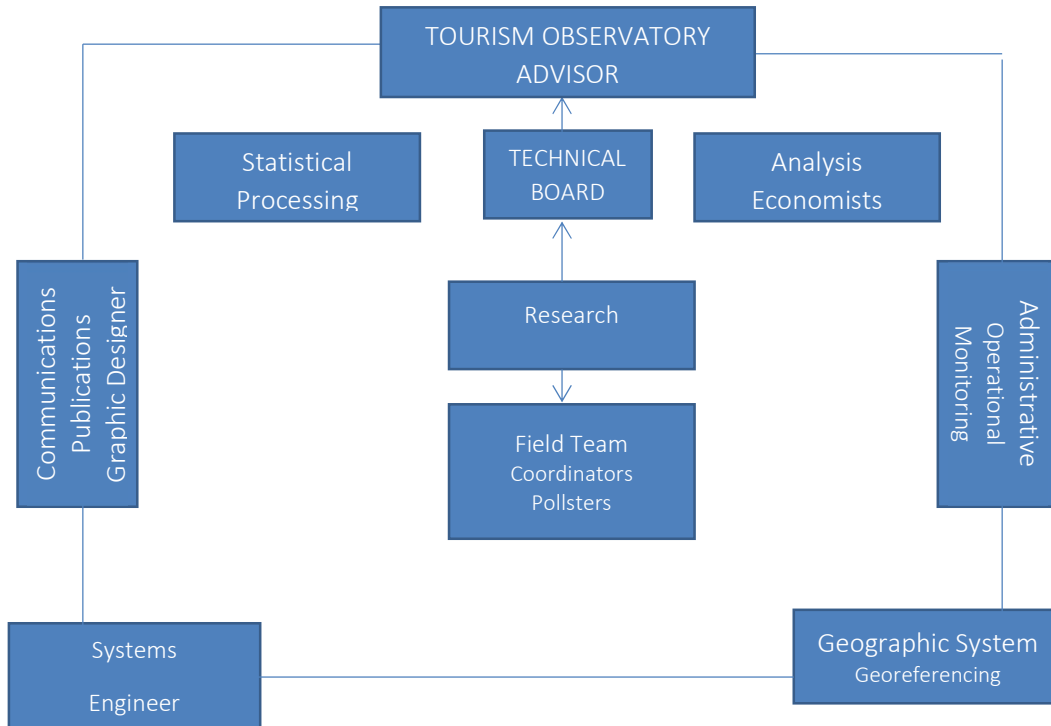
TOURISM OBSERVATORY ADVISOR		
OFFICE TEAMS		Amount
Thematic Research Leader	Desarrolla actividades relacionadas con la formulación temática, diseño, desarrollo logístico y puesta en marcha de las operaciones estadísticas y no estadísticas	1
Statistician	It performs activities related to the development of the design, production and analysis stages of statistical and non-statistical operations applying new data science techniques, according to the established quality and timeliness requirements.	1
Senior Economists	They perform activities related to data processing, sector analysis and document production based on the results of statistical operations developed and/or secondary data sources, following established quality and timeliness requirements.	3
Junior Economist	He or she performs activities related to the application of business intelligence for data processing, based on the results of developed statistical operations and/or secondary data sources, following established quality and timeliness requirements.	1
Production and Dissemination	It performs activities related to the production and dissemination of documents based on the results of developed statistical and non-statistical operations, following established quality and timeliness requirements.	1
Georeferencing geographic	It performs activities related to the design and	1

system	technical parameters of projects related to georeferenced statistical information, as well as its geostatistical analysis, following the quality and timeliness requirements established for the strengthening of the tourism information system.	
Administrativo, seguimiento y gestión de calidad	It develops administrative activities, management monitoring and implementation of the integrated management system.	1
Technological Support	It provides technical assistance and technological support in the systems and applications for information capture that leverage the statistical operations of the Tourism Observatory.	1
Designer	He or she performs activities related to the design and layout of graphic pieces of the entity, following the technical requirements, processes and procedures established.	1
FIELD TEAM		
Supervisors	They coordinate, manage and control the field operations and the work developed by the surveyors (primary and secondary information gathering processes), taking into account the concepts and methodology established for the collection of data for statistical operations.	2
Surveyors	They are in charge of obtaining the information required for each statistical operation, in each place of application based on the established rules and concepts; they collect primary and secondary information.	12

Source: District Institute of Tourism.

This work team is organized under the leadership of the advisor and supported by the technical committee, which manages, debates, proposes and deliberates the technical, methodological and thematic aspects and other processes related to the formulation and planning of the studies conducted. The technical committee is formed by the statistical team, which is responsible for statistical design, information processing and support for the methodological construction of the studies; an analysis team, which supports information processing, methodological aspects and analyzes the information collected; finally, there is the research team, which, with the help of the surveyors, field supervisors and the research leader, is responsible for providing support in the thematic and logistical aspects for the development of the studies.

Illustration 14. Internal organizational structure of the Tourism Observatory



Source: District Institute of Tourism

Other processes headed by the Tourism Observatory Advisor are administrative, technological support, geographic system, and production and dissemination.

Technological and logistical resources

To guarantee the fulfillment and operation of the above, the Tourism Observatory has the following technological resources:

- Statistical software called SAS ANALYTICS PRO allows the generation of probabilistic samples, validation routines and processing of the main figures that the area and the IDT, in general, contribute to the city.
- Web and mobile application <http://datacitycolombia.gov.co> developed for the entity that allows collecting the information from the surveys derived from the digital field operations through mobile devices.
- Databases, Big Data Tools Acquired: The Observatory acquires, according to its budget, databases and Big Data tools that serve as a complement to analyze the behavior of the tourism sector in the city, such as Airbnb, Euromonitor, Mabrian, among others.

- Likewise, through this area, the Institute is an active affiliate member of the World Tourism Organization -WTO, which allows it to be globally connected to the network of non-governmental organizations of world tourism to share knowledge, innovation and good practices; in addition to accessing the members' knowledge and experience to guide policies and the improvement of their products and/or services related to sustainable tourism.

However, this acquisition is not enough and does not cover all the information needs demanded by the sector.

Financial Resources

The Tourism Observatory for the four-year period from 2020 to 2024 is leveraged under the Development Plan goal " To raise the level of effectiveness in the public management of the sector within the framework of MIPG", which has as one of its investment goals "To conduct 52 research and/or studies and/or measurements of the supply and demand behavior, for the analysis of information of the tourism sector in Bogota".

No.	Goal	Annualization of the target size				
		Year 2020	Year 2021	Year 2022	Year 2023	Year 2024
3.	To carry out 52 investigations and/or studies and/or measurements of the supply and demand behavior, for the information analysis of the tourism sector in Bogotá.	13	10	10	15	4

PROJECT GOAL	BASELINE 2019	ANNUALIZATION OF THE TARGET					
			2020	2021	2022	2023	2024
3. To carry out 52 investigations and/or studies and/or measurements of the supply and demand behavior, for the information analysis of the tourism sector in Bogotá.	12 8 studies, 4 investigations (2016 to 2020)	Total Goal	13	10	10	15	4
		Investment Budget (\$)	\$ 605.692.957	\$ 717.102.000	\$ 330.000.000	\$ 754.000.000	\$ 754.000.000

Activities and operational functions of the Tourism Observatory

The Tourism Observatory adopted the guidelines for the Statistical Process (version 2) formulated by DANE. Thus, a model was implemented and applied to all activities carried out in the production of tourism statistics for the city of Bogotá.

The production of information by the Tourism Observatory is obtained through two main procedures: the development of statistical operations and the elaboration of other outcome documents.

Procedure for the development of statistical operations

For the development of a statistical operation, the execution of the following six phases of this procedure must be taken into account:

Identification of needs: The Tourism Observatory identifies the statistical information that needs to be answered taking into account aspects such as the entity's mission; the regulations; the current District Development Plan; the policies; or the requirements arising from the entity's mission areas and/or strategic allies.

Likewise, in this phase, the internal and external users of the entity that express the need for information should be identified. Also, the use of administrative records or statistical information that would serve as input for the development of the statistical operation should be analyzed and evaluated, as well as its legal restrictions.

Objective definition: In this phase, the expected results, the units on which the measurements will be made and the scope of the statistical operation that will satisfy the identified statistical information needs must be specified. Especially, the general and specific objectives are defined.

Identification of concepts and statistical methodology to apply: In this phase, it defines the statistical methodology that should be applied, whether by the census, sampling, or administrative records. In this phase, it defines the statistical methodology that should be applied, whether by the census, sampling, or administrative records. It also establishes the basic elements for the statistical design, such as the study universe, the target population, the statistical units of observation and analysis, and for statistical operations by sampling and census, the framework (sampling or census) and geospatial information.

Elaboration of the Work Plan: The Tourism Observatory should define the legal framework under which the statistical operation will be developed, and establish, in a preliminary manner, the technological and computer requirements, the required work teams, establish dates for the estimated duration of the statistical operation and define the type of publication to be made.

Feasibility and approval of the statistical operation: The minimum mechanisms are defined to give viability to the approval of the statistical operation: approval of the Tourism Observatory Advisor, approval of the Technical Committee, and registration of activities in the files of each phase.

Execution of the Work Plan: As well, this work plan is constituted by 7 phases or sub-processes:

Phase I: Design and testing: Here the thematic and statistical design is defined, the data collection process is also designed (when applicable) and the necessary instruments for this activity are developed. Then, the corresponding pilot or desktop tests are carried out.

Phase II: Execute and collect primary information (if applicable): the field operation is carried out and the information collected is validated. Once the database has been validated, information processing begins to calculate the main statistical operation indicators.

Phase III: Execute and collect secondary information (if applicable): an exhaustive search for complementary sources of information to those obtained in the field is started, to process or transform the information according to the Tourism Observatory's needs.

Phase IV: Analyze and prepare the outcome document: in this phase, the validated output tables are obtained and are the fundamental input for the preparation of the outcome document.

Phase V: Validation and approval of the outcome document: the results and general aspects of the outcome document are validated before publication and dissemination.

Phase VI: Publication and dissemination: the outcome document is published on the web portal of the District Institute of Tourism and the results are disseminated by other means.

Phase VII: Feedback of the outcome documents published by the Tourism Observatory on the entity's web page: feedback is made to the internal and external users of the information.

Procedure for the elaboration of other outcome documents produced by the Tourism Observatory

For the development of other outcome documents produced by the Tourism Observatory, there is a four-phase procedure:

Identification of needs: The needs of information to be answered are specified, taking into account aspects such as the entity's mission; regulations; the current District Development Plan; policies; or the requirements arising from the entity's mission areas and/or strategic allies.

Definition of objectives: In this phase, the expected results, the units to be measured and the scope of the statistical operation to fulfill the needs for the identified statistical information must be specified, in particular, to define the general objective and the specific objectives.

Develop the Work Plan: The Tourism Observatory should define the legal framework under which the statistical operation will be developed, establish, in a preliminary basis, the technological and computer requirements and the required work teams, set dates for the estimated duration of the statistical operation, and define the kind of publication to be done.

Approve work plan: The minimum mechanisms are defined to make the approval of the statistical operation viable: Approval of the Tourism Observatory Advisor, approval of the Technical Committee and registration of activities in the files of each phase.

Execute work plan: The schedule of activities is implemented: content planning, search and consolidation of information, preparation of outcome documents, validation of the outcome document, management of publication on the web portal, dissemination of the outcome document by other means, and finally, feedback to internal and external users.

Procedures linked to the Tourism Observatory

To standardize the operational functions of the Tourism Observatory, instruments related to the handling and management of the entity's information were designed to ensure coherence in the institutional management.

The procedure has 6 main phases. All the researches, studies, measurements and/or reports that are considered a statistical operation comply with this procedure.

The Tourism Observatory also produces outcome documents that do not obey as such to the realization of a statistical operation, therefore an additional procedure was established.

The procedure for the development of other outcome documents that are not statistical operations has 5 phases. Unlike the previous one, this procedure does not have a phase about methodological designs associated to the realization of a sample survey, census and/or statistical inference.

Gaps and data constrains

The experience in data processing developed by the Bogota Tourism Observatory through the development of methodologies has favored the improvement in the quality of the information obtained, however, there are external factors that make it impossible to generate tourism information properly.

The main restrictions are associated with:

- Limitations in the System of National Accounts at the local and/or regional level (supply-use balance).
- Problems of informality in the city's tourism sector.
- Information about the sustainability of tourism activities in Bogota.
- Most of the results are found as a survey and this is not a representative analysis of the tourism sector in the city.

The most urgent data used by the Tourism Observatory are associated with the accurate identification of Tourism Service Providers (TSPs) and other variables related to informality in the tourism sector in Bogota.

Likewise, and in the framework of the post-pandemic, information is required with a higher level of disaggregation related to the sustainability of the sector, an aspect that is expected to be solved with the current research being conducted by the Tourism Observatory and involving the sustainability component.

Products and Outcome Documents of the Bogotá Tourism Observatory

Products

The following are the products of the Tourism Observatory and the objective of each of them.

- **Research:** Tourism research is the formulation of questions, the systematic collection of information to answer those questions and the data analysis to obtain behavioral patterns, relationships and trends that help to understand the system, to make decisions or to build predictions under the range of several alternative scenarios of the future. In this sense, the Bogota Tourism Observatory publishes the Bogota Traveler Research annually.
- **Studies:** These documents have the purpose of presenting the main characteristics of tourism development in the city and to propose analyses aimed at evaluating achievements and limitations, for decision-making in the sector. The process is implemented through observation, review and/or reasoning methods to understand a phenomenon of interest, without a defined periodicity.
- **Measurements:** Documents elaborated from the observation of an event of tourist interest, and the assignment of variables or categories, as a way of representing this phenomenon, without defined periodicity.
- **Market Profiles:** Each of the presented documents corresponds to a market study carried out to know the characteristics, habits, interests and expenditures of visitors (national and foreign) who make tourist trips to the city.
- **Reports:** The reports present a detailed analysis of particular measurements that affect the city's economic and tourism development.
- **Infographics:** Informative visual representation of studies and research generated by the tourism observatory that summarizes or reduces the complexity of the original document and explains it easily.
- **Digital Maps:** They are helpful tools that contain georeferenced information processed under concepts of statistics and spatial analysis to obtain information on the spatial-temporal relationships of spatial entities, obtaining a global and particular characterization of the territory. The following information is published:
 - a. Studies and Analysis
 - b. Complementary Supply
 - c. Tourism Service Providers.
- **Dashboards:** Documents in Excel format that allow the collection of statistical data for the analysis and/or follow-up of economic variables, serving as inputs for decision-making.

- **Economic Dynamics and Distribution:** Economic analysis of tourism GDP and its contribution to national GDP, the recurring fluctuations of global economic activity in a specific period, the main national macroeconomic variables and the economic situation at the international level.
- **Employability:** These are the indicators of the Bogota labor market, both in terms of quantity (unemployment, employment, participation and inactivity, among others) and quality (salaried work, underemployment, income). According to the International Labor Organization (ILO), decent work is understood as a productive occupation that is fairly paid and exercised in conditions of freedom, equity, security and respect for human dignity.
- **Big Data Analytics:** Big Data makes it possible to find behavioral patterns and consumption trends. The studies conducted by the Bogota Tourism Observatory based on the collection and integration of data from multiple channels allow the generation of new indicators for the tourism sector. The techniques used are: Data fusion and integration, predictive models, regressions, spatial analysis and time series analysis. In the case of technology used: R and SAS open source programming language and environment for statistical and graphical analysis.

Outcome documents

At the time of submitting this application, the Bogota Tourism Observatory has published on its website more than 400 publications including research, studies, measurements, bulletins, among others, all available for consultation (<https://www.idt.gov.co/es/sitbog>).

Table 2. Number of tourism observatory publications by type

Type of document	Number of publications
Research	11
Studies	61
Measurements	71
Bulletins	166
Reports	6
Market profile	37
Infographics	35
Maps	25
Inventory	1
Dashboard	1
TOTAL	414

Source: IDT – Tourism Observatory

Since the institutionalization of the Tourism Observatory (February 16, 2021) to date, the following documents have been produced:

- **One (1) Traveler Research in Bogota 2020**



Like the rest of the world, Colombia was strongly affected. Containment measures to stop the spread of COVID-19 began in March 2020. The economy was put on hold for approximately 7 months. These measures had a deep social and economic impact, with medium and long-term consequences on the fight against poverty, the reduction of inequality gaps and the cost of human lives caused by the pandemic.

According to the World Tourism Organization (UNWTO), global tourism fell by an average of 74% during 2020. This collapse brought tourism back to levels seen 30 years ago, representing a loss of \$1.3 trillion in export earnings. According to the same UNWTO estimations, the collapse was 11 times greater than the one registered during the 2008 global crisis

In 2020, Bogota received more than 4 million tourists, of which more than 600 thousand were international and 3.5 million were of national origin. Compared to 2019, there was a negative growth of 66.5% mainly due to the COVID-19 pandemic. In terms of expenditure, the city received USD 785 million, of which USD 280 million was tourist expenditure by internationals and USD 505 million by nationals. To 2019, tourist spending decreased by 68.1%.

Likewise, 53.1% of international tourists visited the city for vacation, recreation and leisure, being the most representative motivation among international tourists. On the other hand, the most representative motivation of domestic tourists to visit Bogota was to visit family and friends (39.3%). Health and medical care and paid work had higher participation in the overall, in relation to 2019.

The year 2020 has brought a reconfiguration of tourism worldwide. According to the UNWTO, there are six keys to consider in the reactivation of tourism: domestic travel will mark the beginning of the economic recovery of tourism. Due to travel restrictions in different international destinations, tourists will have an easier time traveling within their territories, encouraging demand for nearby and domestic destinations. Likewise, tourists will have access to complete information with greater certainty about public health conditions inside their territory. Thus, greater ease of travel and information about the dynamics of the Coronavirus in their territory will boost domestic tourism.

As the most competitive tourist destination in Colombia, Bogota has already begun to adjust to these new demands. The District Institute of Tourism is committed to the responsible and sustainable reactivation of tourism in the city, responding to the demands of tourists and the new trends observed worldwide.

- **Four (4) reports of monitoring to relevant situations of the sector**

Report on Behavioral Monitoring of the National Tourism Registry

To analyze the behavior and dynamics of the tourist offer in Bogota, generated by the Tourist Service Providers establishments - TSP, during the elapsed time of the COVID-19 pandemic; the District Institute of Tourism presents the "Monitoring Report to the Behavior National Tourism Registry Bogota June 2021"; document in which the number of active providers (establishments) is compared in different moments such as: before the pandemic, during the restrictions due to the pandemic, during the economic reopening and the productive reactivation. This, considering that each instant of time refers to different restrictive measures, which may or may not influence the tourist's mobility in the city.



The distribution and variation of establishments is also analyzed, according to their classification by the category registered with the chamber of commerce and according to the locality where they are located. The foregoing is complemented with a description of the areas with the highest density of "new registered" and "non-renewed" establishments between December 2020 and June 2021

Travelers' Feelings and Influences (2020-2021)



The report conducted by the Bogota Tourism Observatory presents an analysis of some measures of the study "Traveler Feelings & Influences 2020 2021" conducted by Expedia Group with Northstar Research Partners, shows for some countries the intention to travel during 2020 and for 2021.

This study also presents demand data by travel purpose for different subpopulations of travelers according to their generational group or country of origin. The study seeks to understand how the pandemic has impacted the hearts and minds of travelers around the world in 2020 and looking forward to 2021, by analyzing travelers according to their generational grouping (Silent Generation, Baby Boomers, Generation X, Millennials and Generation Z), it can achieve a broad and inclusive understanding of travelers' considerations when making destination-related decisions regarding travel motivations, transportation and accommodation conditions

One (1) Report on the Effects and Repercussions on the Tourism Sector due to Covid-19 (Epiphany Holiday 2020).

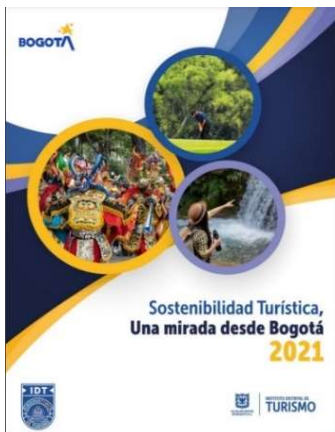


2020 is the year with the highest negative year-on-year growth recorded in the global tourism sector economy since the World Tourism Organization (UNWTO) was founded in 1974. This organization monitors the sector around the world and its final balance for the year 2020 suggests a drop of 74% in the international tourist flow at a global level.

The American continent has been the one that has best weathered the crisis generated by the COVID-19 pandemic, where estimations indicate a drop of 69% in international tourists' arrivals. Particularly for South America, data suggest that this negative growth is as high as 73%.

For Colombia specifically, the UNWTO found an accumulated drop of 72% in the total number of international tourists by October 2020 compared to 2019. Meanwhile, in Bogota, the tourism observatory, in preliminary estimates, reports a drop of 68% of international tourists for 2020.

One (1) study Tourism Sustainability, A View from Bogota 2021



The United Nations General Assembly approved the 2030 Agenda for Sustainable Development, with the purpose of eradicating poverty, protecting the planet and ensuring equality and prosperity for all. This is the basis for the Sustainable Development Goals (SDGs), whose environmental targets aim to increase the efficient use of water resources, provide access to sustainable transportation systems, strengthen efforts to protect and safeguard the world's natural resources, and reduce negative environmental impacts.

Sustainable development involves the integrated management of biodiversity, the environment and natural resources, understanding them as strategic assets of nations, seeking their long-term protection and improving people's quality of life.

Taking into account the dynamic nature and its role as a social phenomenon, tourism has the potential to mobilize initiatives to comply with the SDGs, work on the comprehensive management of environmental impacts resulting from the sector's activities and generate a transformation of the territories, of the communities visited and of the practices of those who visit them.

In this sense, the country has advanced substantially in terms of sustainability, so in 2020 the sustainable tourism policy was established with the objective of positioning sustainability as a fundamental pillar for the tourism development in the country and as a competitiveness factor for the sector. Likewise, in order to improve the quality of the tourism offer under a sustainable

tourism approach, the technical standard for sustainable tourism was created, specifying environmental, socio-cultural and economic sustainability requirements for destinations and service providers.

In the case of Bogota, the city has a sustainable tourism strategy led by the District Institute of Tourism, which provides guidelines for the tourism sector and other stakeholders in the value chain, involving the sustainability pillar in their action plans as a key factor in the competitiveness and development of their activity.

The sustainable tourism strategy for the city of Bogota emphasizes aspects related to employability, reduction of the socioeconomic gap and environmental protection; allowing interaction with other stakeholders involved in the tourism value chain, and interacting with the different SDGs.

The tourism sector in the Bogotá city has contributed decisively to 16 of the 17 SDGs, except for SDG 14 Underwater Life, favoring the creation of decent work, promoting local entrepreneurship, empowering disadvantaged groups, contributing to the development of different sectors and reducing the impact on the environment.

One (1) Study of data science applied to the tourism sector



Using the "Web Scraping" technique (also called "web data extraction" or "web data mining"), the Observatory extracted information from 50,000 reviews for 185 tourist attractions located the city of Bogota. This study presents an opportunity to learn first-hand about the characteristics, conditions, shortcomings and options for improvement of the city's tourist attractions, based on the perception that visitors have about the different attractions in Bogota's tourist offerings.

One (1) Study Monitoring Affectation of the Business Sector Bars in Bogota (January 2021)

The business fabric of the bar sector has been one of the most affected due to the economic closure to reduce crowds in closed places, to avoid sources of infection of the covid-19 virus. Likewise, the dry law restrictions imposed by the local authorities have contributed to an alarming crisis of the businessmen of this sector.



The guidelines of the biosecurity protocols also implemented standards that contributed to a decrease in the income levels of the bars, due to the restriction of 35% of the capacity of the premises. Given the concern about the impact of the crisis, the economic observatory of the Colombian Bar Association (ASOBARES) began

a process of monitoring the repercussions of the measures imposed by the government on these establishments, generating six monitoring reports by 2020. However, the figures published by ASOBARES correspond to national figures and not to specific data for the city of Bogotá, that's why an agreement was established between the IDT and ASOBARES to conduct a study with a similar structure to the national study but focused on the city's capital.

The study of the agreement between IDT and ASOBARES was conducted in person from February 4 to 21, Thursdays, Fridays and Saturdays, and by telephone from March 1 to 12. The study was conducted in 5 polygons located in Usaquén, Parque de los Hippies, Calle 53 and Galerías, Primera de Mayo, Modelia and Suba Transversal 91. The study compared the current situation of the establishment about pre-quarantine conditions, and the main results of the study were as follows:

- ✓ In general terms, the number of people standing inside the establishments decreased by 85.8%. The availability of chairs and tables decreased by 56.5% and 54.2%, respectively. This meant a capacity reduction of 68.5%, confirming compliance with the 35% capacity limitation measure.
- ✓ The results associated with the status of lease payments suggest that 54% of the total number of establishments are in default. In turn, 75% of the latter stated that they had already made a payment agreement with the lessee.
- ✓ 88% of the establishments that are in arrears on their lease payments are considering keeping their operations for one or more months, while 10% are considering returning the premises.
- ✓ 44% of the establishments stated that they are in arrears with their suppliers and 75.6% of them have already made payment agreements.
- ✓ 52% of the entrepreneurs in the sector expect the situation should improve, reaching break-even points between income and expenses in one year or less.
- ✓ Direct contracting and service contracts were reduced by more than 60%. In addition, there were significant cuts in the payment of workers' fees, except for kitchen staff.
- ✓ 43% of the owners of the establishments stated that they intend to continue operating with the same number of employees as at present. On the other hand, 9% have considered making staff cuts, while the remaining 8% of the establishments could hire more personnel.
- ✓ A total of 42.3% of all the establishments have made at least one loan application, 48.4% of them having been approved. However, 45% of the establishments that have benefited from loans are in arrears.

One (1) Tourism and Poverty Study

Poverty is a social problem that affects 37% of the world's population and its eradication is the first Sustainable Development Goal in the world, being included in the agenda of all countries. However, the poverty situation was exacerbated by the COVID 19 pandemic, whose effects on the living conditions of the population triggered an increase in poverty and extreme poverty, reaching levels not seen in the last 12 and 20 years, respectively. In the case of Colombia, during 2020, monetary poverty reached 42.5% and in Bogotá 40.1%, leaving 2 out of every 5 people in the country in this situation and where at least one out of every three people live in the city of Bogotá.



The objective of this study is to determine if there is a relationship between tourism development and poverty reduction in the city of Bogotá and to quantify the tourism contribution to poverty reduction, to make the sector an essential tool that favors the economic reactivation and employment in the post-pandemic period.

The evidence suggests the existence of cointegration between tourism development and poverty reduction. The results show that an improvement in tourism development from the point of view of increasing tourist arrivals, tourist spending, investments, employment, among others, could have important multiplier effects on other non-related economic sectors such as construction, agriculture, commerce, among others, through the generation of productive employment focused on the inclusion of people in vulnerable situations, such as women and young people in poverty, reducing the poverty index.

One (1) Outbound Tourism Study



This document analyzes outbound tourism, characterizing the flows of Bogotá residents who traveled to destinations located inside and outside the country during 2019, through El Dorado International Airport and the Bogotá D. C. Transportation Terminal.

90% of the total number of trips registered were to domestic destinations, with the departments of Cundinamarca, Meta and Tolima being the most visited. International destinations, representing 10% of the total trips, were concentrated in the United States, Spain and Mexico.

The main reasons for travel were "vacation, recreation or leisure" and "visiting family and friends". Overall, men are the most frequent travelers, with the difference being more noticeable for international destinations. Traveling with a companion is not the most common option, as more than half of the travelers reported traveling alone, 52.0% for international destinations and 53.6% for domestic destinations. In most cases, the length of stay is between 4 and 30 nights, regardless of the destination. Finally, there is similar behavior in tourist spending for international and domestic destinations.

- **Ten 10 bulletins of tourist facts and figures of the city of Bogotá**

Monthly publications of the main tourism data and figures of the city; each bulletin includes information from the World Tourism Organization, trends and expectations for tourism, economic reactivation, economic performance, booking behavior, EGIT, Bogotá Monthly Services Survey,

Bogotá Cómo Vamos, CCB Recommendations, tourism sector behavior in Bogotá, hotel indicators and other relevant information for the sector during the month of publication.

- **Six (6) Market Profiles**

Each profile made by the Bogota Tourism Observatory presents an opportunity to learn first-hand about the general characteristics of the population under study: information about the profile of the international tourist, preferences that travelers from this country have in their trips abroad, aggregate data about tourists from this country in Colombia, and also some tourism trends, based on data from the "Lifestyles" survey conducted by Euromonitor. The information provided in the profile is useful for all stakeholders related to the tourism sector in Bogota and Colombia because with this information they can direct and diversify their offer, to meet the needs of future Spanish tourists in the city and the country.



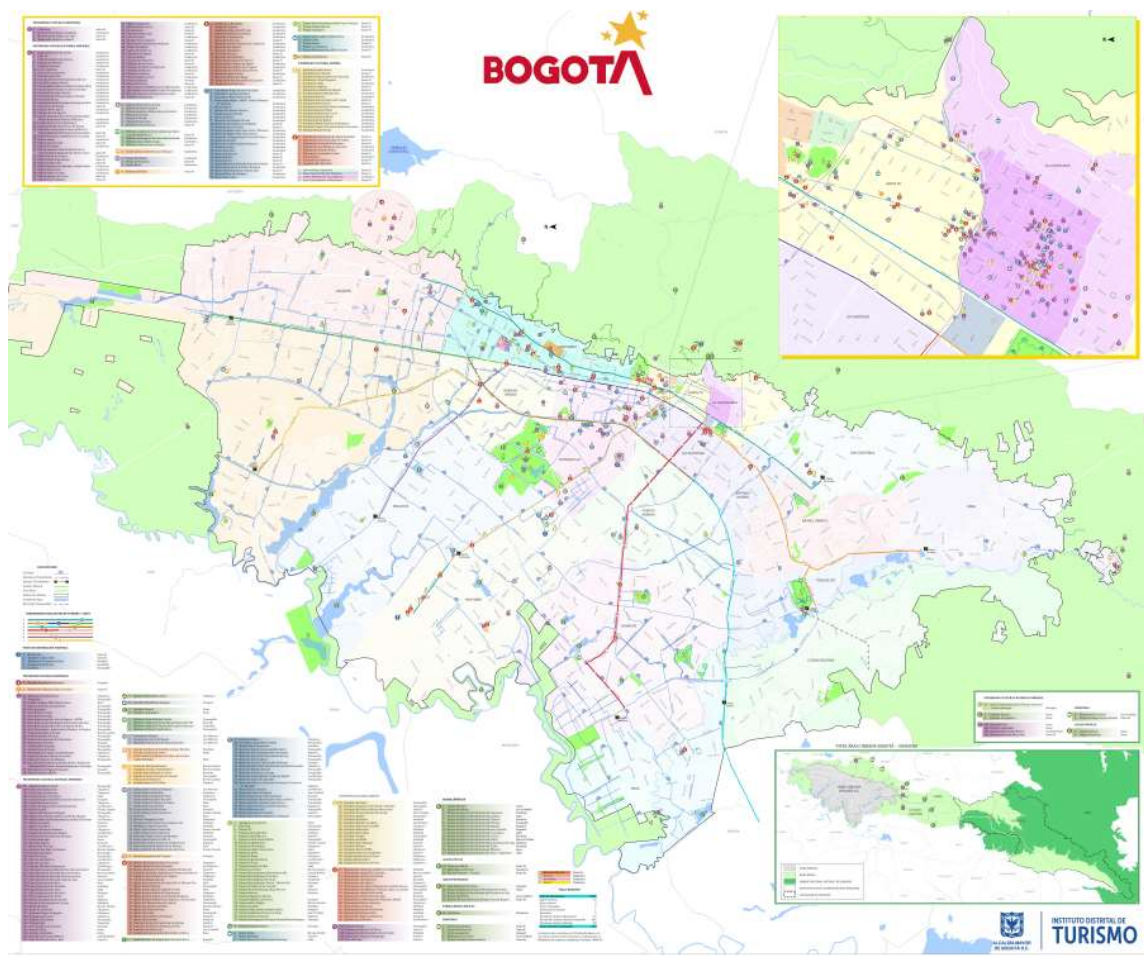
- **One (1) Cartographic update of the city's tourism offer**

Bogota Tourism Map 2021

The objective of the Bogotá General Tourism Map is to spatially locate the tourist attractions defined in the Tourism Inventory developed by the Ministry of Commerce, Industry and Tourism - MINCIT, according to the administrative division by Bogotá localities, the location in the urban or

rural area and the proximity to possible places of interest for tourists and citizens in general such as: mass transportation corridors of the Transmilenio system and its portals, bicycle paths, bodies of water and arterial roads of the city.

This map shows 442 attractions associated with a specific geographic location, which are classified according to the type of heritage, such as: intangible cultural heritage, immovable tangible cultural heritage, movable cultural heritage, lentic waters, lotic waters, protected areas, karst formations and mountains. To distinguish the attractions easily, they are represented by icons alluding to their theme, such as museums, churches, cultural attractions, natural attractions and parks, among others.



Before the institutionalization date, the Tourism Observatory had a production of documents with results of around 430. All this information is available on the SITBOG microsite, which highlights information such as Traveler Research (from 2010 to 2019), Tourism Statistics Bulletin (from 2004 to 2020), Supply and Demand Studies (from 2010 to 2020), infographics, maps, measurements, among others.

Media

Due to the products derived from the mission of the Tourism Observatory, the outcome documents are published in the different portals of the entity: <https://www.idt.gov.co/> in the microsite of the Tourism Information System of Bogota- SITBOG, available to the general public for free consultation by citizens and interested parties.

It is possible to consult documents on research results, studies, measurements; statistical bulletins, data and figures on the tourism sector; directories of tourist service providers; infographics of city events; Bogotá tourist maps of establishments and service providers companies; the inventory of tourist attractions, among others from 2004.

The figures of the Tourism Observatory have also been disseminated by different mass media in the country, newspapers such as La República, Confidencial Colombia and Minuto 30 published news in their portals based on the information obtained by the Tourism Observatory. Additionally, radio media such as Radio Santa Fe and Caracol Radio have made reports to disseminate the main results of the research on tourism in Bogota.

On the other hand, the Tourism Observatory constantly makes presentations to disseminate the conclusions obtained in the multiple investigations with different stakeholders in the tourism sector. In this regard, conferences and meetings have been held with the Bogota Convention Bureau, the Tourism Cluster of the Bogota Chamber of Commerce, COTELCO Colombia and Bogota. Furthermore, the District Institute of Tourism has presented the figures generated and/or analyzed in different press conferences. All the foregoing allows the work done to have a high level of dissemination.

Inhibiting factors for establishing an efficient data collection system

Although the Tourism Observatory has established procedures for data collection, some drawbacks hinder the flow of information:

- There is no interoperability system or protocol in public entities that allows for the efficient exchange of statistical information on the tourism sector.
- Most of the information producers do not have a defined timetable for updating and disseminating statistics.
- Users of statistical information often are not consulted about their information needs.
- There are no standardized methodologies to estimate the main variables of the tourism sector: employment, traveler flow, among others.
- Difficulty in accessing specialized statistical software to process statistical information.

Profile of Bogotá as a tourist destination

Colombia is among the 17 megadiverse countries on the planet, it is considered the second most biodiverse country, has 314 ecosystem types, and is among the 15 countries with the largest area of forest cover.

Furthermore, Colombia is the first country with the greatest diversity of birds and orchids, the second country with the greatest richness of amphibians, butterflies and plants, the third country with the greatest diversity of reptiles and palms, and the sixth country with the greatest diversity of mammals.

According to Procolombia, before the pandemic, more than 6.5 million people arrived annually to the country from other countries, demonstrating the Colombia's potential as a tourist destination evidenced by the growth of sectors such as lodging and food services, which by 2019 obtained a 4.7% growth in added value compared to 2018, reaching \$34.1 billion. Likewise, the foreign exchange that entered the country from travel and air passenger transport grew 2.4% adding up to US\$6,786 million. In 2019, tourism contributed with 618,000 full-time jobs, equivalent to 3% of the total number of employed people in the country (MINCOMERCIO, 2020).

The above is evident in the Travel and Tourism Competitiveness Index of the World Economic Forum, which for 2019, ranked the country 55th out of 140 economies, rising 7 positions about the 2017 rating, placing it in the tenth position in the Americas ranking, in 19th worldwide position in the pillar of natural resources and 25th in cultural issues.

Bogotá is home to a wide variety of tourist resources and attractions and has an infrastructure that allows the development of different high-quality tourism products that meet the needs of the market.

Through El Dorado International Airport, the city stands out as the gateway to South America, it is also the city of opportunities where people from different regions converge, bringing with them their traditions, culture, products and gastronomy.

The capital is highlighted by its great variety of tourist and historical resources, finding emblematic places with great architectural, historical and cultural richness, with about 90 galleries and museums, more than 100 places of interest / religious architecture, 32 public libraries, more than 100 shopping centers and shopping areas, wide gastronomic diversity with typical local food, regional, national and international food, great variety of natural parks, streams and wetlands ideal for nature tourism, the most extensive line of cycle routes in Latin America, street art zone depicted in graffiti throughout the city, ancestral sites of indigenous communities and hosting events on the level of large world metropolises (IDT, 2019).

Bogota is the Latin American city with the most bicycle infrastructure and currently has 585 kilometers of bicycle lanes and a fleet of gas-powered mass public transportation, guaranteeing 95% fewer emissions of particulate matter. The city has an air quality monitoring network to track

atmospheric concentrations and works on the formulation and implementation of the Integrated Air Quality Management Plan for Bogotá 2030 (IDT, 2021) .

The city has important projects that contribute to the development of a sustainable city, including transmicable, which design takes into account variables such as solar trajectory and prevailing winds, improving habitability conditions, in addition to reducing the negative impacts of mobile sources, benefiting approximately 669,000 inhabitants of Ciudad Bolívar.

Projects such as the Soratama Environmental Classroom and the Entre Nubes Classroom are categorized as an advanced level of sustainability because they represent 30% of water savings and 50% of energy savings through the use of 80% natural lighting. The city also has infrastructure in several buildings that save up to 50% of water and energy and use natural ventilation, such as the Eco Empresarial building, ZF Towers, BD de Bacatá, among others (IDT, 2021).

In the nature tourism segment, the city of Bogotá and the region, in general, has a wide potential for development in the tourism sector given its diversity of natural resources, where ecotourism represents a diversified product offer where activities such as environmental education, scientific research, hiking, contemplation of flora and fauna and bird watching predominate.

This represents a commitment to the conservation of natural and cultural resources by controlling the intervention in natural environments and protected areas and integrating local communities in tourism developments around the destinations, so they benefit from tourism activities and promote the conservation and sustainable use of biodiversity.

The territory of the city is 70% rural, with areas that have an important environmental and cultural wealth; it has more than 480 bodies of water distributed in 6 rivers, 133 streams, 103 canals, 15 wetlands, 2 canals, 167 drains, 54 lagoons and 6 swamps.

The territory of the city is 70% rural, with areas that have an important environmental and cultural wealth; it has more than 480 bodies of water distributed in 6 rivers, 133 streams, 103 canals, 15 wetlands, 2 canals, 167 drains, 54 lagoons and 6 swamps. The region also has 2 of the 59 natural areas belonging to the National Natural Park System: Chingaza National Park and Sumapaz National Park, which includes the Sumapaz Paramo, the largest paramo in the world. In avitourism, Bogotá region has 250 bird species, 3 of them are endemic, the tingua chamicero and cucarachero de apolinar. (IDT, 2020).

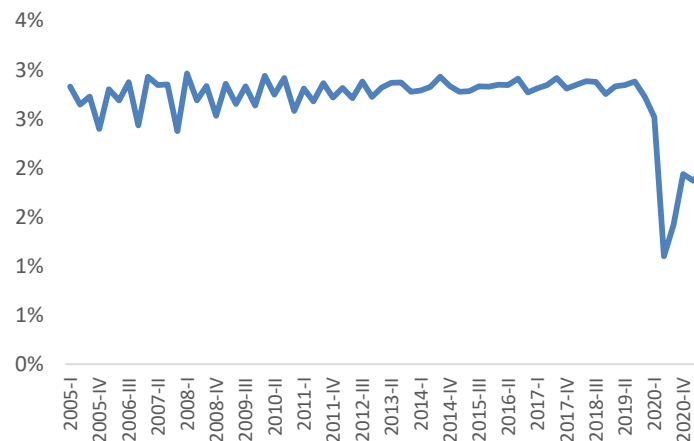
Economic contribution from tourism in Bogotá

Tourism is an economic activity that represents a high contribution to the Gross Domestic Product of the city, participating since the first quarter of 2005 with a 3%, a situation that changed from the second quarter of 2020 when the contribution of tourism fell to 1% due to the world situation derived from the COVID 19 pandemic and the different restrictive measures to mobility, impacting the sector severely.

This situation lasted until the third trimester. By the fourth trimester of 2020, the processes of the gradual reopening of trips and establishments associated with the sector allowed tourism to show a slight recovery of 1 percentage point, participation that has continued until today.

Graph 2. Tourism's economic contribution to the city's Gross Domestic Product

2005 I - 2021 II



Source: DANE. Tourism Observatory Calculations

It is expected that the high vaccination rate in the country and in particular in the city of Bogota, where about 90% of residents have a dose of the vaccine against Covid 19 by December, will favor the economic reactivation processes of the city, particularly those associated with tourism, during the last trimester of 2021 and throughout 2022.

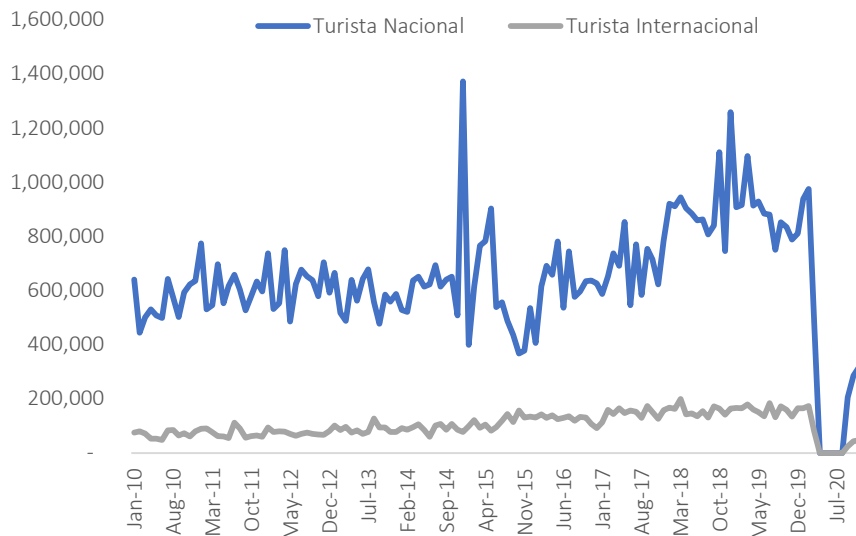
Tourism supply and demand in Bogotá

Tourism Demand

Bogota is the city in the country that registers the highest number of tourists, receiving a total of 12.9 and 12.4 million tourists between domestic and international tourists, according to the Bogota Travelers Research in 2018 and 2019. These are the highest figures reported by the city, consolidating it as the main tourist destination in the country.

According to the Travelers in Bogota Research, in 2019, the city received tourists from the United States (16.5%), Mexico (6.1%), Ecuador (4.5%), Spain (4.5%), Chile (3.3%), Peru (3.3%), Panama (3.1%), Argentina (2.9%), Brazil (2.0%), Germany (1.9%) and other countries (52.0%). This year, Chile, Mexico, Ecuador and Germany increased their participation. Most of the international tourists visited Bogota for vacation, recreation and leisure (54.8%), the second reason for this subpopulation was to visit family and friends (23.5%).

Graph 3. Tourist flow in Bogota January 2010 - December 2020



Source: IDT. Tourism Observatory

In the case of domestic tourists, the departments that presented the highest issuance of tourists to Bogota during 2019 were Antioquia (12.0%), Meta (11.5%), Cundinamarca (10.4%), Santander (10.4%), Boyacá (10.0%), Caldas (6.8%), Atlántico (6.5%), Valle del Cauca (6.5%), Tolima (5.4%), and Norte de Santander (3.6%). The main reason for domestic tourists was to visit family and friends, representing a 44.9% participation, followed by vacations, recreation and leisure, with a 14.1% participation.

Regarding the gender of tourists, 65.3% of the total number of international tourists who arrived in the city in 2019 were male and 34.3% female. Likewise for domestic tourists, it is observed that the male gender had higher participation, being 63.0% while the female gender registered 36.8%.

By age, 38.2% of international tourists who visited Bogota in 2019, stated belonging to the age range of 31 to 45 years, followed by 46 to 60 years which corresponds to 17.4%, 15.7% indicated they were between 18 and 30 years old, the population over 60 years old who came to the city represented 2.2% of the total international tourists. National tourists, 29.3% belonged to the age range of 31 to 45 years, close to the behavior of international tourists, the second place was held by tourists between 46 and 60 years of age, who represented 17% of the total number of national tourists. 13.6% of this subpopulation said they were between 18 and 30 years of age and 4.8% were older than 60 years of age.

The international tourists traveled mostly in a family group representing 36.9%. 27.5% traveled alone to the city, while 12.8% stated that they shared their trip with their partner. 11.5% traveled to Bogota during 2019 with friends and 10% traveled with work and/or study partners. In the case of domestic tourists, 38.8% of respondents said they traveled alone, 37.1% indicated they traveled with family and 10.8% traveled with their partner to Bogota during 2019.

Regarding the type of transportation used by international tourists, during their stay in Bogota, more than 635 thousand decided to take a cab, followed by almost 440 tourists who used private vehicles (digital platforms), just over 290 tourists used public transportation (bus, bus, colectivo, Transmilenio). A smaller number of 247 thousand international tourists used the vehicles of relatives or friends. Concerning domestic tourists, cabs and public transportation (bus, bus, bus, colectivo, Transmilenio) were the most used type of transportation by this subpopulation, with 3.2 million and 2.6 million respectively.

The majority of international tourists stayed in hotels during 2019, representing 46.9%, 39.3% stayed in the family and friends' homes, 5.4% in hostels, 4.7% in rented properties and 1.9% in aparthotel. On the other hand, 76.4% of domestic tourists indicated that they preferred to stay at the home of family or friends when visiting Bogota, 18.6% of this subpopulation stayed in a hotel, 1.2% in a rental property, 1% in a hostel, and 0.8% in an aparthotel.

Overall, according to the research results, tourists stayed 4 nights in a hotel, international tourists stayed 5 nights and domestic tourists stayed 4 nights (IDT, 2019).

In the 2019 research, the *Activities* module was added in the city, with the purpose of quantifying the tourists who did activities related to bicitourism, ecotourism and avitourism in the city. A total of 136,956 tourists did activities related to bicitourism, 17,391 did activities related to ecotourism and 25,256 tourists did some activity related to avitourism in Bogota during 2019.

However, as a result of the pandemic and the consequent restrictions on mobility, the number of domestic and international tourists recorded drastic declines from the growth path of recent years.

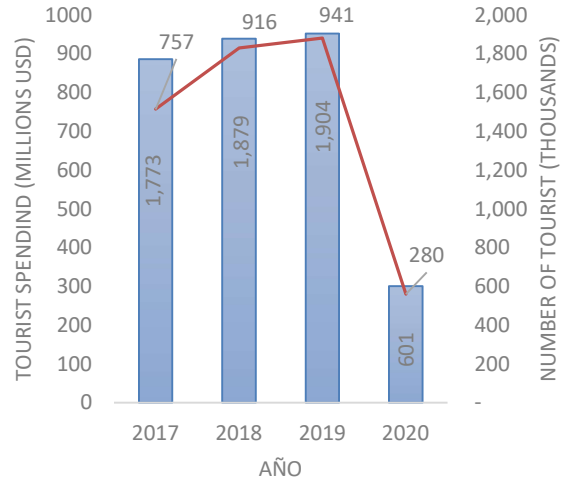
Bogota closed 2020 with 4,168,856 tourists of whom 691,322 were of international origin and 3,567,534 of domestic origin, showing a decrease of 67% compared to 2019. Approximately 70% of the tourist flow in 2020 was registered during the first semester before the sanitary measures and 30% from September during the reactivation.

Graph 4. Number of domestic tourists and tourism



Source: IDT. Tourism Observatory

Graph 5. Number of international tourists and tourism expenditure



Source: IDT. Tourism Observatory

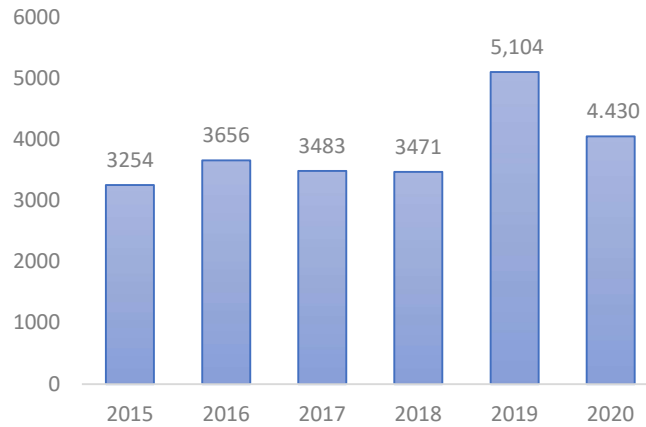
The reduction in the flow of tourists brought a decrease in tourism spending from USD 2,464 million in 2019 to USD 785 million in 2020, i.e., a decrease of 68% between the two years (IDT, 2021). This decline was evident in sectors such as lodging, where occupancy was ostensibly reduced during April to August, beginning a timid recovery from September 2020 onwards, reaching an occupancy of 26% in December, still distant from pre-pandemic levels, when in the same month of 2019 it reached 48.8% in the city (IDT, 2021).

Tourist Offer

The city of Bogota has an important and varied offer of tourism service providers. Until 2018, the city had an average of 3,466 providers but due to the broad tourism demand and the city's potential for the development of new and different tourism products, in 2019 the number of providers registered a growth of 47%, with 5,104 establishments.

Nevertheless, and as a result of the COVID 19 pandemic and the mobility restriction measures brought, the growth dynamics of the sector were affected by the drastic decrease in the flow of tourists, causing a 21% decrease in the number of providers. However, it is noteworthy that, although tourism was one of the most affected sectors by the pandemic, the number of providers is higher than the one reported before 2019.

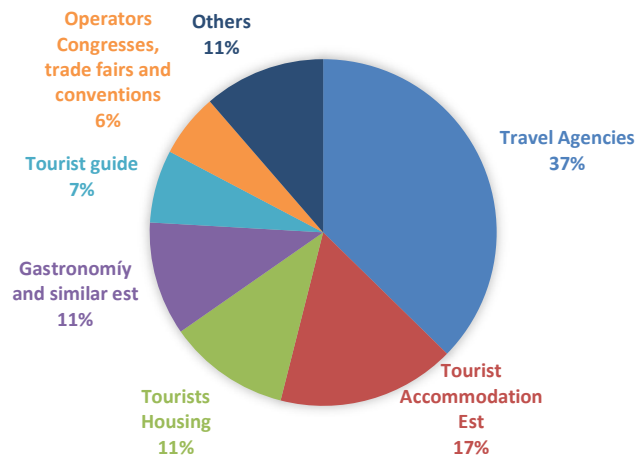
Graph 6. Number of tourist service providers in Bogota 2019-2021



Source: Bogota Chamber of Commerce- CCB and Ministry of Commerce, Industry and Tourism- MinCIT 2020

By December 2020, 76% of tourism service providers were concentrated in travel agencies, tourist accommodation establishments, tourist housing and gastronomic establishments or other similar establishments. Thus, 37% corresponded to travel agencies, 17% to lodging establishments, 11% to tourist housing and 11% to gastronomic establishments. Tourist guides represent 7% of the tourism service providers, 6% are congress, fair and convention operators, and the remaining 11% are distributed among tourism representation offices, automotive transportation companies, travel savings companies, among others (IDT, 2021).

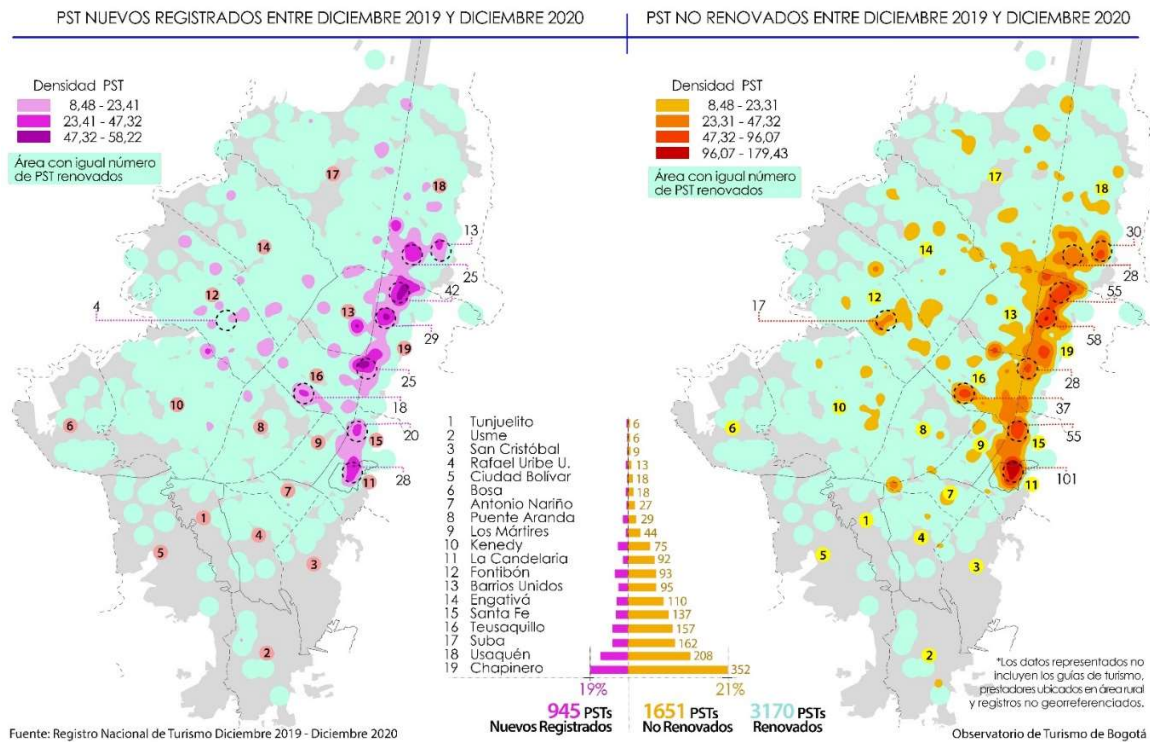
Graph 7. Distribution of Tourism Service Providers - December 2020



Source: RNT. Chamber of Commerce. MINCIT. Tourism Observatory calculations

In 2020, despite the restrictive measures, 945 new TSPs were registered, mainly corresponding to travel agencies, with 354 new providers registered, 167 tourist homes and 110 new tourist accommodation establishments.

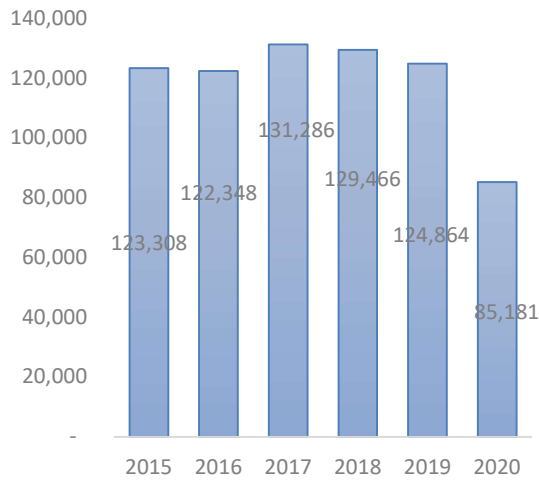
Illustration 15. New and non-renewed tourism service providers Comparative December 2019 - December 2020



Source: National Tourism Registry. Elaborated by Tourism Observatory

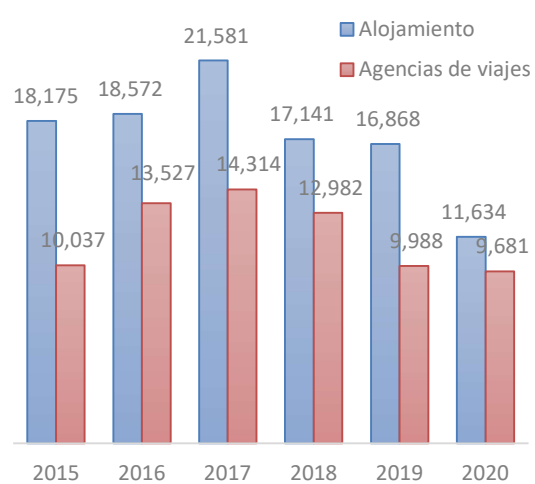
These tourism service providers generate an important workforce in the city, which added to the presence of national and international tourists, favors job creation. Based on the results of the information processing conducted by the Bogota Tourism Observatory, and according to DANE information, in the period 2015 to 2019, the sector generated 126 thousand jobs per year on average, presenting a decrease of 31.8% in 2020 as a result of the restrictions derived from the pandemic, which prevented tourism service providers could not operate at full capacity, forcing the reduction of jobs and even the closure of establishments. In 2020, the sector generated 85,181 jobs.

Graph 8. Number of employed people in the tourism sector in Bogota (2015-2020)



Source: DANE. Calculations of Bogotá Tourism Observatory

Graph 9. Number of direct sector jobs (2015-2020)



Source: DANE. Calculations of Bogotá Tourism Observatory

The number of jobs generated by the sectors that are directly related to the tourism sector (accommodation and travel agency), or direct sectors, has been fluctuating between 2015 and 2020. Between 2015 and 2019, the lodging sector employed an average of 18,467 people, showing a 31% decrease in 2020 compared to 2019, creating 11,634 jobs in the city.

For the case of travel agencies, between 2015 and 2019, the sector generated on average 12,169 jobs. By 2020, the sector reported just a 3% decrease in the number of jobs, generating 9681 jobs.

Tourism product offer in Bogota

Bogota is a cosmopolitan city and has been part of the country's history, making it the owner of a large part of the country's historical and cultural heritage, and as the capital, it has become the main and most important business center, favoring the development of MICE tourism. In turn, the capital concentrates an important natural heritage, where 70% of the city is rural, in addition to the development of an urban infrastructure that has preserved a large part of the wetland ecosystems and natural reserves.

As a result, the city has a wide range of unique and differentiated tourism products in the country, promoted by the different travel agencies, which have been analyzed in the different publications issued by the Bogota Tourism Observatory

Cultural product

The main characteristic of the cultural tourism product is the visit to different properties of cultural interest and/or cultural heritage of the city, to understand the culture, history and traditions (IDT, 2019).

Religious Product

This tourism product focuses on church tours, pilgrimages and special dates. The city has 292 parishes, 4 sanctuaries and 9 rectories where about 50 of these religious architecture resources tell stories from the founding of the city to modern architectural development, as well as the founding of many localities and, in some cases, the establishment of new religions.

Some of the churches with the greatest tourist offerings for tours include the Sanctuary of the Lord of Monserrate, the Primate Cathedral of Colombia, St. Francis of Assisi Church, and La Bordadita Chapel, among others, which are located mostly in the historic center of the city.

Illustration 16. Representative temples of Bogota



Photo: Ricardo Báez

St. Francis of Assisi Church



Photo: Ricardo Báez

Primate Cathedral of Bogotá

Source: IDT

For pilgrimages, there are also pilgrimages to the Sanctuary of the Fallen Lord of Monserrate, the Sanctuary of Divino Niño del 20 de Julio, the Santa Clara Museum, among others.

Within the special dates, there is a large demand for tourist packages on dates such as Easter and Christmas, and in some Catholic celebrations that attract tourists on the holidays such as the Ascension of the Lord in June, the feast of St. Peter and St. Paul, and the feast of the Virgen del Carmen, among others.

Historical Product

This product is characterized by visits to places that constitute cultural heritage and are related to relevant historical events in the community. To this end, the sector offers tours to museums, visits to places of historical landmarks and visits to other historical areas.

Regarding museums, the city has tours to the Gold Museum, Quinta de Bolivar Museum, Historical Museum of the National Police, Military Museum, National Museum and Botero Museum amongst the most outstanding. For historical sites, Bogota offers visits to La Candelaria, Plaza de Bolivar, Chorro de Quevedo, Zona T, among others.

Other relevant historical places in the city are the District Planetarium, tours along Carrera Séptima and the Central Cemetery.

Architectural Product

The city has an important architectural heritage where there are museums located in buildings with preserved colonial architecture such as the National Museum, Museum of Independence and Botero Museum. There are also visits to libraries such as the Luis Angel Arango, Virgilio Barco, National and Julio Mario Santodomingo Libraries.

Illustration 17. Architectural Heritage of Bogota



Torres del Parque



La Merced Neighborhood

Source: Bogotá DTravel

Art Product

Within this product are museums again, art galleries and graffiti areas in the city. Among the museums and art galleries are the Museum of Modern Art, the National Museum, the Gold

Museum, and the graffiti zones located on Calle 26, Candelaria, Puente Aranda, Avenida Jiménez, and Santa Clara.

Theater and music product

This product is framed by the city's agenda of public and private events. These events include the Estéreo Picnic Festival, the Ibero-American Theater Festival, ARTBO, the Film Festival, and festivals such as Rock al Parque, Salsa al Parque, and Jazz al Parque.

The most outstanding venues for the events are the Jorge Eliécer Gaitán Theater, Colón Theater, National Theater, Colsubsidio Theater, Opera Theater, among others.

El Dorado legend route

As an articulated work between the departments of Cundinamarca, Boyacá and the District Institute of Tourism, six routes associated with the rescue and preservation of the ancestral culture were created.

Gastronomic product

The Bogota gastronomic product can be experimented in marketplaces, restaurants and gastronomic zones with activities such as cooking classes, tastings and tours (IDT, 2019). Recently and in order to promote tourism in the city, the district has held the Fritanga Fest in its marketplaces, promoting the consumption of fritanga, a traditional dish from the center of the country.

Likewise, the district holds the contest for the best ajiaco santafereño, promoting this typical dish of the city, and for this purpose, the gastronomic establishments register and participate in different programmed activities to promote the consumption of ajiaco as the main dish of Bogota's gastronomy. This contest called Los días de ajiaco santafereño is currently in its eighth version..

Marketplaces

The gastronomic product portfolio associated with marketplaces is linked to 6 marketplaces: Paloquemao, La Perseverancia, Las Nieves, La Concordia, 7 de Agosto and Corabastos. These marketplaces offer activities such as fruit, juice and food tours.

Illustration 18. Gastronomic zones of Bogota



La Perseverancia -
Marketplace



La Macarena - Gastronomic
zone

Source: Bogotá DCtravel

Gastronomic Zones

The city has important gastronomic areas where residents and tourists can access to a wide variety of gastronomic offerings. Within the main gastronomic zones are La Candelaria, Parque de la 93, Andrés carne de res, G Zone and T Zone.

Cooking classes

The city features different restaurants where tourists have access to cooking classes. Some of the most outstanding places are Andrés Carne de Res, Gato Dummas, Casa Vieja, Cocina Taller, among others.

Nature product

Due to its geographic characteristics, vegetation and climate, Bogota is one of the most privileged capitals in the world for the development and enjoyment of nature tourism, where the practice of ecotourism, rural and adventure tourism in the city and its surroundings are activities with great potential within the post-pandemic framework..

Illustration 19. Sanctuary of Fallen Lord de Monserrate and Guadalupe Hill



Sanctuary of the Fallen Lord of Monserrate

Photo: Ricardo Báez

Source: IDT



Guadalupe Hill

Photo: Ricardo Báez

Bogotá has over 76,000 hectares comprised in the District System of Protected Areas; wetlands, hills, mountain ecological parks and 4,500 urban parks are part of a territory 76.5% rural. Bogotá is also a city surrounded by water: 190 bodies of water including streams, canals and rivers; 15 recognized wetlands, 11 with RAMSAR category and the Sumapaz Paramo, the largest in the world. With more than 250 bird species, four of them endemic, Bogotá and the Savanna are a real jewel for bird watching lovers (IDT, ABO, 2019).

Ecotourism

The most outstanding scenarios in the city for ecotourism activities are La Conejera, Juan Amarillo, Santa María Del Lago and Humedal Chico wetlands, the Simón Bolívar and La Florida Metropolitan Parks, the Bogotá Botanical Garden and the Entre Nubes District Ecological Park. Also the eastern hills of the capital are ideal scenarios for this practice, such as the San Francisco Vicachá River Ecological Trail, La Vieja Stream Trail, El Delirio Ecological Reserve and Monserrate Hill (IDT, 2020).

Rural Community

Considering that 70% of the city's territory is rural, rural community tourism appears as an alternative for citizens to change the city for the tranquility of the rural space and for rural residents to appropriate their territory, recovering the artistic and cultural heritage, as well as an opportunity for economic development for local communities (IDT, 2019).

For the development of this type of tourism, the city has different attractions such as the Los Soches Agropark, the Guacheneque paramo, Vereda Las Margaritas and a large number of agricultural farms that provide agrotourism services.

Avitourism

Bogota is recognized for being the capital with the greatest diversity of birds in the world, due to its demographic conditions, offering incomparable conditions for bird watching, with typical species of the Savannah, the eastern mountain range and several natural scenarios where you can do bird watching.

The most representative sites for bird watching are the wetlands such as Cordoba, Santa Maria del Lago, Juan Amarillo, La Conejera and Jaboque, ecological trails in the eastern hills such as Vieja Creek, La Aguadora Hill, Las Delicias Creek, San Francisco Vicachá River and other parks such as Chingaza National Park, Chicaque Park and Simon Bolivar Park. Another site of interest is the Sumapaz Paramo, a paramo ecosystem located in the Sumapaz locality (IDT, 2020).

Urban Product

The objective of urban tourism is to visit cities and seeks to integrate the city's endowment in terms of public space, contribute to the economy in employment generation for residents, encourage foreign investment and stimulate new ventures (IDT, 2019).

Purchases

The city has a wide range of shopping malls and several commercial areas that are offered by different travel agencies. According to the study *Shopping, Crafts and Trade Spaces Study: Behavior of Supply and Demand 2019*, conducted by the Tourism Observatory in 2020, the city has special trade areas such as San Victorino, where you can find a wide variety of products and its wholesale shopping center that welcomes traders from Bogotá and other parts of the country, and the El Restrepo neighborhood, known for its importance in the footwear manufacturing industry.

The city has a wide range of handicraft products, including the Pasaje Rivas, Pasaje Hernández and Pasaje Mercedes Gómez, as well as different markets such as the flea markets of Usaqué, Carpe Diem and San Alejo.

There are also important commercial areas for clothing, such as San Andresito, with three of these areas in the city. For precious stones, such as emeralds, the representative stone of the country, there is the Emerald Trade Center where there is a large trade area for this product.

Rumba

The city has a wide range of bars, clubs, discos and pubs located in exclusive areas for rumba. The main rumba centers in the city of Bogotá are located in the Zona Rosa, T zone and G zone in the north of the city.

LGTBI

Bogotá has important offers for the LGBTI population, joining several cities in the world that are friendly destinations for these population groups. Thus, the city has products such as tours of the Guacheneque Paramo, the Historic Center, city tours and different nightlife sites.

Bike product

With the creation of the Sunday bicycle way and, later, with the creation of bicycle routes in the city, Bogotá became a pioneer in encouraging this transportation not only for recreational purposes but also as an efficient way to move around the city through different strategies such as To school by bike, the bicycle school, among others. The city currently has 630 kilometers of bicycle infrastructure for bicycle transportation in corridors available 24 hours a day, 7 days a week.

Based on this, different initiatives have arisen not only in Bogotá but in the central level as well, based on the use of bicycles through tourist services offered by the private sector via travel agencies, creating a product around this means of transportation, where the most representative sites for offering tours are the urban environment, the historic center of the city, museums, the graffiti district, wetlands, temples, sports venues and marketplaces. In rural areas, tours are developed in different natural parks such as Chicaque and La Poma, hills and paramos (IDT, 2020).

One of the region's most outstanding products is BiciBogotá Región, a 300-kilometer circuit that passes through 15 municipalities and 2 localities of the city, covering 42 tourist attractions with 500 tourist interpretation signs.

Health and wellness product

Colombia is an attractive country in health issues due to the quality of service and the cost of medical procedures, which are much lower than the most developed countries. Bogotá has some of the most important medical centers in the country, as well as the best professionals in medical sciences.

Identified problems in Bogota as a tourist destination

Bogota, like many Latin American capitals, faces a series of difficulties that have a direct impact on the perception of tourists and which the city is working to solve through different public and private entities.

Common thematic areas for the destination

Residents

- Lack of knowledge, by residents, about the existence of tourist attractions in the city.
- Lack of knowledge, by residents, about the programs offered by the city to have the opportunity to learn about and work for the tourism sector.
- Lack of care, protection and appropriation of the destination by residents.
- Although the problems are analyzed from the perspective of the tourism service providers, it is important to highlight that the lack of understanding about how the sector works is a difficulty, generating discomfort in the community on several occasions.

Destination

- In general terms, the places where tourism activities take place or could take place have problems associated with security, this could be linked to poor customer perception of the destination and of those who operate the products.
- Social problems that result in risks of vulnerability to situations of Commercial Sexual Exploitation of Children and Adolescents and human trafficking in the destination.
- Socioeconomic conditions affecting tourism safety at the destination.
- The existence of social, communication and physical barriers negatively affecting social and economic inclusion and the accessibility of people to tourism dynamics - Accessibility conditions for people with disabilities.
- An increase in crime causing a perception of insecurity.
- High vehicular traffic leading to mobility difficulties.
- Inadequate management of garbage and solid waste in some areas.

Tourist offer

- Existence of unfair competition, high tax and regulatory burden applied mainly to those legally established and not to illegal ones.
- Loss of capacity in the sector due to the impact of the Covid-19 pandemic.
- Low digital literacy.
- Low bilingualism level.
- Lack of signage for tourist attractions.

- Lack of tourist information at attractions.
- Limited specialized tourism infrastructure.
- Insufficient publication of prices by companies.

Destination Management Office

- Weaknesses in inter-institutional coordination.
- Prioritization of other sectors.
- Lack of DMO knowledge regarding the city's tourism resources, in order to define actions that lead to its sustainable and inclusive development.
- Knowledge leakage due to the lack of continuity in the professionals who lead tourism processes in the DMO.
- Low investment budget in the destination.
- Insufficient tourism police.

Areas of greatest impact

Each of the problems identified in the destination have serious impacts on the following aspects:

Sustainability

- Derived from the high levels of pollution in the destination, generating a negative impact on the environment.
- Undervaluing of biodiversity potential, disregard for indigenous cultural values.
- Low practices of rational natural resource use.

Unemployment and labor informality

- Exclusion and segregation
- Low rates of accessibility to employment.
- High informality in the sector.

Mobility

- Deterioration in the life quality derived from an increase in travel times in the city, causing a negative impact on productivity and competitiveness levels.
- Unattractive to foreign investment due to a poor perception of the city's image as a "chaotic city".
- Forgetfulness and inaccessibility to non-traditional tourist attractions (close to main access roads).

Insecurity

- Short length of stay for tourists and visitors.
- Low levels of productivity and competitiveness.
- Stigmatization of the destination in the eyes of national and international opinion and perception.
- Environments and areas of the city with damaged public furniture and piles of garbage, making them unattractive and uninteresting for tourists and residents, generating a perception of insecurity.

Cultural y appropriation of the city

- Disdain for public space.
- Difficulty in positioning the city brand.
- Lack of identity as an element of cohesion and development.
- Systematic construction of an unviable city, generating social and economic exclusion, and lack of guarantees for the full exercise of the right to tourism and the enjoyment of the city under equal conditions for all people.

Human Rights violations

Human rights violations against children and adolescents and other vulnerable populations to sexual exploitation and human trafficking such as women or the LGBTI population in the destination.

Problems that have evolved quickly over the last few years

- Difficulties between the different actors in the tourism chain, as they consider themselves to be competitors generating obstacles that do not allow other initiatives to emerge in the territory.
- Lack of interest or lack of information of the different stakeholders in the tourism chain to access the institutional offer.
- The COVID 19 pandemic has increased the vulnerability of children and adolescents to be victims of online sexual exploitation. Likewise, the social situation of the last year has increased the levels of insecurity and the perception of insecurity in the city.
- Degradation of natural resources, destroying one of the main destinations for tourists.
- Mass tourism, which represents a great threat to the environment.
- Large tourist developments caused the urbanization of protected areas or areas of great ecological value. There wasn't a vision of integrating these natural resources into tourism development to make it more harmonious.

- The lack of knowledge about tourism is a problem that has evolved very quickly generating hostile attitudes towards tourism in some sectors, such as the area of influence of the trails of the eastern hills.
- In general terms, the increase in tourism has generated great doubts in the communities where it is developed, due to the lack of knowledge of the operation (planning, management and control) of the tourism sector.

Areas where the destination is currently working on

In general, the tourism sector works on different strategic lines of action through the work of different entities:

Tourism as a community development factor

Focused on strengthening the organizations established for the development of tourism alternatives focused on guaranteeing the common rights of the organizations, income generation, and the opportunity to develop life projects where the community is the beneficiary of their organizational processes.

Tourism as a factor of economic development

Support to the different tourism stakeholders located in the city, in the formulation of initiatives related to tourism, to be strategically postulated in the participatory budget according to the needs identified, articulation with the Local Development Funds and in the Local Development Plan.

Governance - Strengthening of the Tourism System

Focus on the coverage and impact in the offer territory of the Bogotá Tourism Office, articulation with the different participation instances, positioning tourism in the local public agenda and fostering cooperation among tourism service providers. In addition, we join forces for an articulated territorial development with the tourism system framed in seven (7) components: Governance, resources, intelligence, industry, environmental, cultural and social.

Prevention Strategy for the Commercial Sexual Exploitation of Children and Adolescents

Working comprehensively with Tourism Service Providers and other stakeholders related to tourism activities in the city, in order to assume an active role in the protection of children and adolescents against the risks of commercial sexual exploitation.

Strategy to promote the city's appropriation as a Tourist Destination

Increase awareness among different population groups about the commitments that residents must assume to make the city an unforgettable and absolute experience in every service or action towards tourists.

Tourism Safety Strategy

Alliances with the Police, the District Security Secretariat, the District Government Secretariat and other competent authorities to strengthen the security of tourists and visitors in the city and reduce the incidence of crimes against them during their stay in Bogota.

Inclusive and accessible tourism strategy

Multiple actions aimed at breaking down social, physical and communication barriers to ensure the participation of all people in the dynamics of tourism in the city.

It is noteworthy that the destination is growing as a source of economic development through employment generation and is also a catalyst for attracting foreign investment, diversifying the economy and redistributing wealth (if tourism development is well planned).

Within the framework of the observance of Human Rights, Bogota, as a leading destination in South America, is working on:

- To strengthen education.
- Appropriation of the city, and sustainability under the guidelines of the District's participatory public policy, the UNWTO and the sector's benchmarks around the world.
- Improvement of the tourism attraction infrastructure.
- Business strengthening for tourism providers.
- Diversification of tourism products.
- Destination promotion.
- Alliances with other tourist destinations.

Areas where more advances are needed in the near future

- Tourism planning must establish sustainability as a fundamental axis of the tourism development plan.
- Digitization of tourism information, increase security in important tourist areas, the intervention of tourist areas or tourist corridors, business formalization work and application of international standards.
- Development of software for destination management organizations to plan and manage their activities and challenges.

- Greater advances in governance and tourism development focused on community
- Tourism safety.
- Municipal ownership.
- Risk prevention of human rights violations associated with violence and sexual exploitation of vulnerable populations in the destination.
- Population inclusion in the tourism dynamics of the city.
- Physical, social and communicative accessibility for all people in the destination.
- Areas within the destination with low levels of development.
- Improvement of tourist attractions.
- To highlight different attractions from those already known by tourists.
- Formalization processes, tourism culture and responsibility, best practices and coordination with competent entities to improve tourism safety issues and other related problems.

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Appendix

Sustainable Destination Management

UNIT OF MEASUREMENT	INDICATOR	RESULT OF INDICATORS		DATA YEAR
N°	Number of tourism service providers	3.876		2021 JUNE
%	Percentage of establishments with quality certifications (NTS-TS1) / Number of establishments with RNT	3,6%		2021 JUNE
Yes / No	Existence of an entity in charge exclusively of the tourist development of the city	Yes		2021
Yes / No - %	Existence of a strategic tourism plan (percentage of compliance with the plan for the following category: goal execution))	Yes - Quadrennium 41% / Year 2021 80%		2021 OCTOBER
N°	Number of trade union organizations linked to tourism	8		2021
N°	Number of offices and tourist information points	6		2021
N°	Number of mobile apps for tourist use (official)	1		2021
Yes / No - %	Existence of a land-use plan [that affects tourism] (percentage of plan compliance)	Yes		2021
%	Percentage of establishments that have nature products in their portfolio	73		2018-2019
%	Percentage of tourists who indicated that they would visit the city again	International Tourists (96.9%)	National Tourists (97.9%)	2019
N°	Total number of tourists according to travel motivation	Visiting family and friends 5.190.293 Vacation / Recreation / Leisure 2.526.850 Other motives 1.197.765 Business and professional reasons 1.185.853 Remunerated job 1.044.684 Health and medical care 873.791 Education and formation 296.635 Shopping 112.015 Religion / Pilgrimages 34.848		2019
Yes / No - %	Existence of a sustainable mobility plan (percentage of plan compliance)	Yes-21,3% ¹		2021

Socioeconomic Dimension

UNIT OF MEASUREMENT	INDICATOR	RESULT OF INDICATORS		DATA YEAR
Colombian pesos (millions of pesos)	GDP attributed to the tourism sector	273.941		2019
N° - %	Number and percentage of residents working in the tourism sector out of the total employed residents of the city	2019 (123.749-2,7%)	2020 (78.077-2,2%)	2019-2020
%	Percentage of women in total jobs in the tourism sector	2019 (57,7%)	2020 (52,3%)	2019-2020
%	Percentage of women in total jobs in the formal tourism sector	2019 (50,5%)	2020 (54,1%)	2019-2020
%	Socioeconomic status of women employed in the tourism sector	Socioeconomic status (2020) 1 (13,2%) 3 (26,8%) 5 (5,3%) 2 (35,0%) 4 (14,8%) 6 (4,8%)		2019-2020
American dollars	Daily expenditure per tourist (accommodation, food and beverages, other services)	International Tourists National Tourists Accommodation 14,8% 7,5% Food 24,6% 28,1% Internal transportation 23,3% 27,6% Goods for personal use 13,6% 15,0% Cultural services and recreation 10,8% 10,4% Shopping 10,8% 9,0% Others 2,0% 2,5%		2019
N°	The average number of nights spent by tourists in the city (Number of nights)	International tourists 5	National tourists 4	2019
American dollars	Tourist expenditure per tourists (International tourist- National tourist)	International Tourists (494 Dollars)	National Tourists (144 Dollars)	2019
%	Number of tourists the city receives compared to the total population	173,5%		2019
N°	Number of hikers that the city receives concerning the total population	36,7%		2019
%	Hotel occupancy percentage	62,3% (2019)	21,9% (2020)	2019
N°	Number of beds available in commercial accommodation establishments per 100 inhabitants	0,471115311		2019

Environmental Dimension

UNIT OF MEASUREMENT	INDICATOR	RESULT OF INDICATORS		DATA YEAR
Yes / No	Existence of administrative environmental unit	Yes		2021
(Millions of m³)	Annual volume of urban water consumption	213,8		2019
(Miles of tons.)	Vol. of waste produced annually in the city (thousands of tons)	2,966.4 (Thousands Tons / Year)		2019
N°/%	Number and percentage of annual tons of solid waste that are separated and classified for recycling	Thousands of Tons (547.3) Percentage (18.45%)		2020
%	Area of public green areas (km²) / Total Public Space of the City (km²)	47,6%		2019
m²/inhab.	Extension of public green areas per inhabitant	11,49 m²/hab.		2019
Inhab/km²	Population density: inhabitants per km²	4045,9		2019
Tourists / km²	Tourist density: tourists (annual average) per km²	19,2		2019
N°	Number of national/international tourists who carry out nature tourism activities	International Tourists (21.689)	National Tourists (21.716)	2019
%	Means of transport used by tourists	Own vehicle	3,20%	2019
		Private vehicle (UBER)	10,70%	
		Rental vehicle	2,80%	
		Vehicle of family or friends	13,80%	
		Public transport (Bus, minivan, colectivo, transmilenio)	27,50%	
		Taxi transportation	35,40%	
		Bike	3,40%	
		Other	3,20%	
N°	Number of nature tourist attractions	29		2020



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