Geo-referenced platform for verification of formal and informal tourism services providers

DIRECCIÓN DE ANÁLISIS SECTORIAL Y PROMOCIÓN
Ministerio de comercio, industria y Turismo de Colombia

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Context

Labor informality is one of the main problems that afflict the Colombian economy, among the main causes and consequences of this scourge is the reduction of productivity, tax collections and the possibilities of workers to obtain an adequate pension.

The high informality of Colombia is the root of the main economic problems of the country: the fiscal problem, the terrible distribution of income and the low coverage of contributory social security.

The unfair competition of the illegal or parallel hotel industry, the proliferation of all types of tourism service providers, in general, the lack of planning and organization of destinations have resulted in a change in the level of tourists who visit.

According to the DANE, the tourism sector currently has an informality of 48%. In spite of the formalization campaigns carried out by MINCIT in cooperation with other regional entities and the inter-institutional brigades that are being carried out; the proliferation of platforms have generated an atmosphere of chaos among businessmen due to the imbalance that informality generates and the bad image that this may have in front of tourists.

Regarding the informality of the sector there are many theories, but this first measurement has allowed us to have the most accurate metrics that have been generated in the sector so far.

Proportion of the informal employed population in the tourism industry
Total 13 cities and metropolitan areas
Annual Series 2010 – 2017

<table>
<thead>
<tr>
<th>Year</th>
<th>Formales</th>
<th>Informales</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>41.3</td>
<td>58.7</td>
</tr>
<tr>
<td>2011</td>
<td>43.6</td>
<td>56.4</td>
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<tr>
<td>2012</td>
<td>42.4</td>
<td>57.6</td>
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<tr>
<td>2013</td>
<td>44.9</td>
<td>55.1</td>
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<td>2014</td>
<td>45.4</td>
<td>54.6</td>
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<tr>
<td>2015</td>
<td>46.4</td>
<td>53.6</td>
</tr>
<tr>
<td>2016</td>
<td>46.0</td>
<td>54.0</td>
</tr>
<tr>
<td>2017</td>
<td>46.8</td>
<td>53.2</td>
</tr>
</tbody>
</table>

Source: DANE - GEIH

“Health in Colombia loses about 8 billion pesos per year due to informality”: Felipe Cordoba, Contralor General of Colombia

“The great enemy of the reincorporation in Colombia is the existence of illegal economies”: Jean Arnaut, Chief of verification of the UN in Colombia.
Objective

Generate basic measurements and identification of tourism service providers –TSP-registered in the National Tourism Registry –NTR- and the description of informal TSPs through the collection of basic information that allows the georeferencing of these.

The objective of the system is to design and implement a solution for the collection of information for the verification of formal and non-formal service providers in the Colombian territory.

The TSPs verification module consists of two components: a mobile application and a web component composed of several functionalities developed in the portal of the Tourist Information Center -CITUR- (www.citur.gov.co). Both components will support the process of gathering basic information from formal and non-formal service providers in the Colombian territory. In this context, MINCIT considers the need to continue with access to the platform, as well as its deployment in those destinations in the interior of the country that are not yet being monitored.

About the national registry of tourism in Colombia

It is a public registry, in which all the providers of tourist services that carry out their operations in Colombia must register. This registration is a mandatory prerequisite for the operation and development of tourist activities by the provider of said services. Once the registration is granted, it must be updated annually within the first three months of the year (January 1 to March 31).

In accordance with the provisions of Decree 1074 of 2015. Title 4 Chapter 1 Section 1. Art. 2.2.4.1.1.14, Decree 504 of 1997 art. 17 and Law 300 of 1996, article 62, modified by Law 1101 of 2006, article 12, the following providers of tourist services are required to register in the National Registry of Tourism:

1) Hotels, resorts, camps, tourist accommodation and other types of non-permanent lodging, excluding the establishments that provide the accommodation service by the hour.

2) Travel and tourism agencies, wholesale agencies and operating agencies.

3) Tourist representation offices.

3) The tourist guides.

4) Professional operators of congresses, fairs and conventions.
5) The lessors of vehicles for national and international tourism.

6) Operative users, developers and industrialists in tourist free zones.

7) Promoters and marketers of timeshare and timeshare projects.

8) The gastronomy establishments and bars.

9) Companies that collect savings for travel and prepaid tourist services.

10) The concessionaires of tourist services in the park.

11) The others that the Ministry of Commerce, Industry and Tourism and the National Government determine.

13) Specialized motorized land transport companies, “chivas” and other motor vehicle operators that provide tourist transport service

**Methodology**

Census in the field based on the national registry of tourism -RNT-
Review and collection of information from tourism service providers on web platforms (Booking, TripAdvisor, ARBandB, among others.

Periodicity: Twice a year, one in low season and another in high season.

**Collection of information**

We have identified two ways to collect information:

1. **Sectorial sweep**: a check will be made of all the establishments in each department of Colombia visiting the blocks next to the addresses provided. This verification sweep applies to TSPs that are active or pending update. If a functioning establishment is found to be in a different state, it will be listed as an INFORMAL TSPs and must be reported as such.

Field professionals are trained on the characteristics of the establishments according to the definitions of the national tourism registry so that they can determine if the registered provider complies with the conditions with which they opened their registry
and, in the case of the providers of informal services, to identify the type of establishment according to the following basic variables:

National Tourism Registry Number  
Status of the NTR: (Active, pending update, requested, canceled)  
Property name  
Address  
Category  
Subcategory

2. **Identification by list**: a list of establishments that offer tourist services is generated and their basic information is captured: address, type of provider.

These lists come from services provided on the Internet, newspapers, radio, television, databases of commercial cameras and by any other means that is identified.

**Development of technological platform**

This allows us to have two views:

1. **Internal**: for field professionals who manipulate information both in the preparation phase and in the verification and analysis phase. This view allows compliance with the Law on privacy of information (Habeas Data).

2. **External**: through our CITUR portal (www.citur.gov.co), all users can access the compiled statistics freely at the country / department / municipality level. In this view only the metrics resulting from the operation performed can be observed.

**Assignment of zones in each department / municipality**

According to the initial information load from the national tourism registry, a layer is generated that allows field supervisors to manage work blocks. Each block is composed of a number of service providers. From the second collection, informal providers may also appear in the initial cartography.
To proceed with the work in the field, we have designed an app that allows downloading the allocation of blocks to field professionals. This app works online or offline. The system is designed to work on Android devices.

Once in the field, the block is identified, everything is covered in the following way: Start at a corner and end at the same corner you started, turn it clockwise and follow the boundaries of the block.

Also if in the course to the informal providers, create a new establishment and fill in the address fields and try to establish its category and subcategory according to the definitions of the national tourism registry.
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App view on mobile device

**Processing of information**

As information is uploaded, whether online or offline, the metrics on the number and percentages of informality are self-calculated. Likewise, the information that is going up allows heat maps to identify the formal and informal areas with all the level of detail. It even allows to have google 360 view since the app captures the coordinate’s information of the tourist service provider.

The list information is also uploaded georeferenced and coordinates are assigned by algorithm.
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### Geo-referenced Platform Details

**Location:** Calle 28 Nº 13A-15 / Bogotá, Colombia

**Contact:** Conmutador (571) 6067676

**Website:** [www.mincit.gov.co](http://www.mincit.gov.co)

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### Geo-referenced Platform screenshots:

1. **Platform Interface:**
   - Displaying data on formal and informal tourism services providers.
   - Interactive map for location-based data.

2. **Data Table:**
   - Table format showing data for various providers.
   - Columns include: ID, Category, Location, and Percentage.

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### Additional Information:

- **GD-FM-039 v1**

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**Note:** The platform provides detailed verification of tourism services providers, allowing for efficient management and improvement of tourism infrastructure.
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Internal views of information processed after field work

Public views with total Colombia measurement results
http://www.citur.gov.co/estadisticas/departamental/mastersample?year=2017&season=T1

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GD-FM-039 v1
Public views with measurement results by departments / municipalities clicking on the map

**Usefulness of information:**
Initial metrics of formality and informality.
Heat maps to attend focused formalization brigades.
Basic information for RNT and tourist protection that allows generating actions against informality.
Generation of focused formalization campaigns

Thanks to our strategic partners who have developed with us our tailored ideas to make CITUR a platform with quantitative and qualitative components for decision making in the tourism sector.

http://www.linktic.com/ : Development of portals of the Tourist Information Center of Colombia -CITUR- and Regional Tourist Information Systems -SITUR-

https://mabrian.com/ : Big data for tourism: social networks, GDS and spending with debit and credit cards