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

edisonrc@Hotmail.es
erestrepo@mincit.gov.co
@Edison_Resce
@Citurcol
About CITUR

- Receptive Tourism (Tourists)
- Pilot measurements of specialized tourism
- Outbound and internal tourism (Homes)
- Characterization of employment (TSP)
- Characterization of tourism service providers
- Verification of formal and informal service providers
- Sustainable tourism (Tourists, Homes, TSP)

Secondary information:
- DANE
- Bank of the Republic
- National Natural Parks
- Migration Colombia
- Aeronautics
- Among others

Big Data:
- Behavior (Twitter, Instagram, Booking)

Next capacities:
- GDS
- Spending with credit and debit cards
- Hotel registration card online
Platforms of regional tourist information systems -SITUR- integrated to CITUR through SDMX

http://www.citur.gov.co/ - Tourist Information Center of Colombia

http://situr.gov.co – Antioquia

www.siturpcc.com – Quindio, Caldas, Risaralda y Norte del Valle del Cauca

http://www.situr.boyaca.gov.co/?lang=es_co – Boyacá

https://www.siturmagdalena.com/ - Magdalena

http://www.sitursantander.co/#/s/receptor/features - Santander

http://www.siturcauca.com/ - Cauca

http://www.siturbolivar.com/ - Bolívar

http://www.siturvalle.com/ - Valle del Cauca

http://www.siturnortedesantander.com/ - Norte de Santander

http://www.siturmeta.gov.co/ - Meta
Labor informality is one of the main problems that afflict the Colombian economy:

- Reduction of productivity
- Reduction of tax collections
- The terrible distribution of income
- 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 provider

- ✓ Appearance of disruptive platforms
- ✓ Lack of planning
- ✓ Lack of clear regulations
- ✓ Indifference of local authorities
Context

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Formales</td>
<td>41,3</td>
<td>43,6</td>
<td>42,4</td>
<td>44,9</td>
<td>45,4</td>
<td>46,4</td>
<td>46,0</td>
<td>46,8</td>
</tr>
<tr>
<td>Informales</td>
<td>58,7</td>
<td>56,4</td>
<td>57,6</td>
<td>55,1</td>
<td>54,6</td>
<td>53,6</td>
<td>54,0</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.
National Tourism Registry

It is a public registry, in which all the providers of tourist services that carry out their operations in Colombia must register.
Objective

✓ Identify providers of formal and informal services to quantify the problematic.

✓ Through a geo-referenced system generate strategies to address the formalization with our brigades

Methodology

Census in the field based on the national registry of tourism -NRT-
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

- Sectorial sweep
- Identification by list
Development of technological platform

- Internal
- External

Processing of information

- Loads online or offline with coordinates and/or address
- Automatic metric calculations
- Generation of heat maps
- Google 360 visualization
### Results

<table>
<thead>
<tr>
<th>Departamento</th>
<th>Formal</th>
<th>Informal</th>
<th>Total</th>
<th>% Formal</th>
<th>% Informal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Antioquia</td>
<td>2735</td>
<td>2793</td>
<td>5528</td>
<td>49,5%</td>
<td>50,5%</td>
</tr>
<tr>
<td>Bolivar</td>
<td>1485</td>
<td>922</td>
<td>2407</td>
<td>61,7%</td>
<td>38,3%</td>
</tr>
<tr>
<td>Caldas</td>
<td>419</td>
<td>145</td>
<td>564</td>
<td>74,3%</td>
<td>25,7%</td>
</tr>
<tr>
<td>Magdalena</td>
<td>1565</td>
<td>738</td>
<td>2303</td>
<td>68,0%</td>
<td>32,0%</td>
</tr>
<tr>
<td>Quindío</td>
<td>1032</td>
<td>256</td>
<td>1288</td>
<td>80,1%</td>
<td>19,9%</td>
</tr>
<tr>
<td>Risaralda</td>
<td>575</td>
<td>216</td>
<td>791</td>
<td>72,7%</td>
<td>27,3%</td>
</tr>
<tr>
<td>Santander</td>
<td>1225</td>
<td>310</td>
<td>1535</td>
<td>79,8%</td>
<td>20,2%</td>
</tr>
<tr>
<td>Valle del Cauca</td>
<td>1342</td>
<td>2300</td>
<td>3642</td>
<td>36,8%</td>
<td>63,2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>10378</td>
<td>7680</td>
<td>18058</td>
<td>57,5%</td>
<td>42,5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Departamento</th>
<th>Formal</th>
<th>Informal</th>
<th>Total</th>
<th>% Formal</th>
<th>% Informal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Antioquia</td>
<td>3312</td>
<td>612</td>
<td>3924</td>
<td>84,4%</td>
<td>15,6%</td>
</tr>
<tr>
<td>Bolivar</td>
<td>1919</td>
<td>725</td>
<td>2644</td>
<td>72,6%</td>
<td>27,4%</td>
</tr>
<tr>
<td>Boyaca</td>
<td>1007</td>
<td>432</td>
<td>1439</td>
<td>70,0%</td>
<td>30,0%</td>
</tr>
<tr>
<td>Caldas</td>
<td>511</td>
<td>264</td>
<td>775</td>
<td>65,9%</td>
<td>34,1%</td>
</tr>
<tr>
<td>Cauca</td>
<td>249</td>
<td>283</td>
<td>532</td>
<td>46,8%</td>
<td>53,2%</td>
</tr>
<tr>
<td>Magdalena</td>
<td>1853</td>
<td>531</td>
<td>2384</td>
<td>77,7%</td>
<td>22,3%</td>
</tr>
<tr>
<td>Quindío</td>
<td>1115</td>
<td>356</td>
<td>1471</td>
<td>75,8%</td>
<td>24,2%</td>
</tr>
<tr>
<td>Risaralda</td>
<td>695</td>
<td>263</td>
<td>958</td>
<td>72,5%</td>
<td>27,5%</td>
</tr>
<tr>
<td>Santander</td>
<td>1416</td>
<td>338</td>
<td>1754</td>
<td>80,7%</td>
<td>19,3%</td>
</tr>
<tr>
<td>Valle del Cauca</td>
<td>1623</td>
<td>1789</td>
<td>3412</td>
<td>47,6%</td>
<td>52,4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>13700</td>
<td>5593</td>
<td>19293</td>
<td>71,0%</td>
<td>29,0%</td>
</tr>
</tbody>
</table>