

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

CALI'S TOURISM OBSERVATORY PRELIMINARY STUDY REPORT - APPLICATION INSTO - UNWTO

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**Observatorio Turístico de Santiago de Cali
Sistema de Información Turística del Valle
SITUR- Valle del Cauca.**

**Alcaldía de Santiago de Cali -
Secretaría de Turismo**



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SITUR
Asociación de Profesionales del Turismo
Valle del Cauca

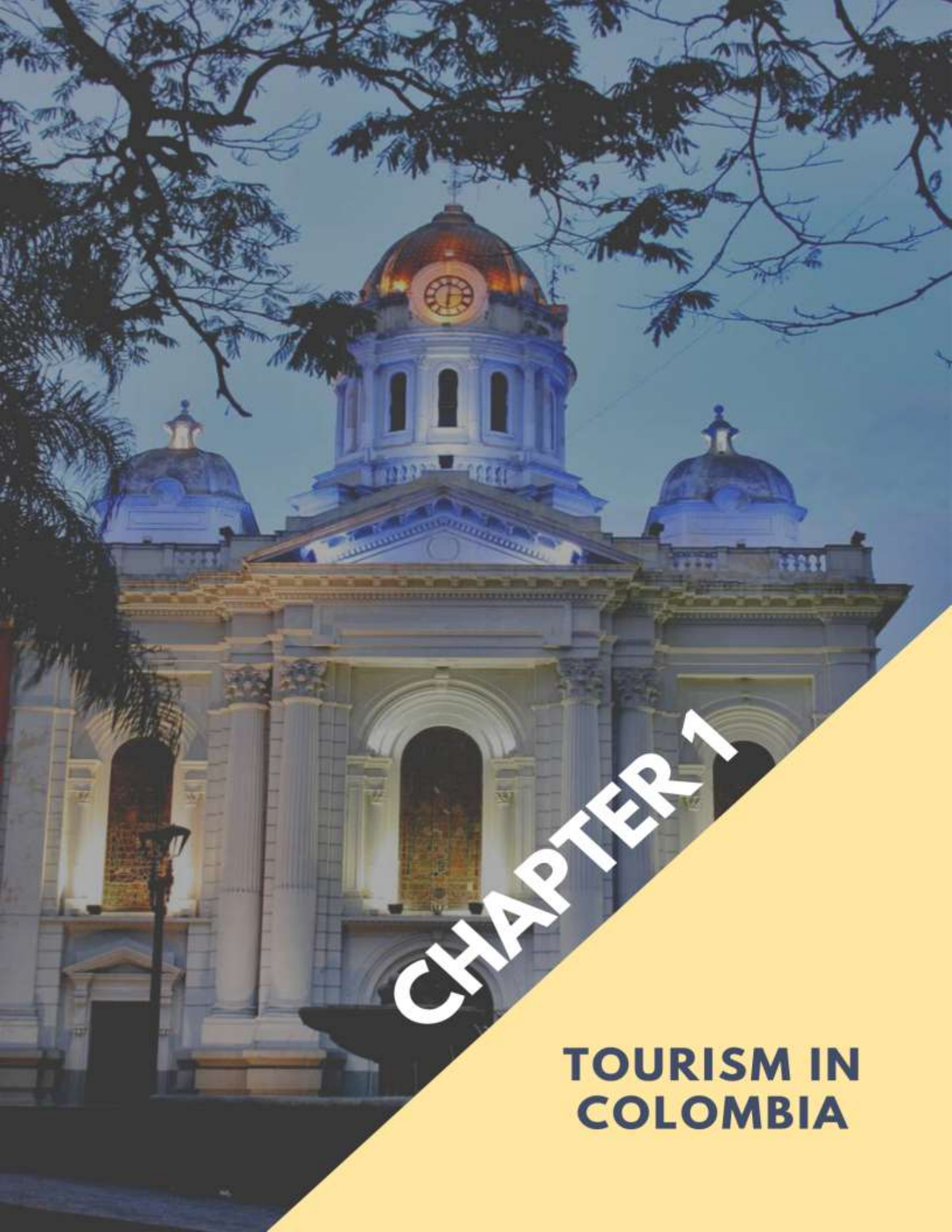


The objective of the UNWTO Network of Observatories (INSTO) is to create evidence through regular monitoring, requiring continuous efforts and commitment to understand the impacts of tourism on destinations and to ensure sustainable development. While it is intended that monitoring and reporting are 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 UNWT

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CHAPTER 1

TOURISM IN COLOMBIA

1. TOURISM IN COLOMBIA

Colombia is a country located in the northwestern part of South America; its capital is Bogota. It has an area of 2,070,408 km², of which 1,141,748 km² correspond to its continental territory and the remaining 928,660 km² to its maritime extension. It is the fourth in territorial extension in South America, as well as the third in population in Latin America, after Brazil and Mexico. The country is the only one in South America that has coasts on the Pacific Ocean and the Atlantic Ocean¹.



Due to its privileged geographical position: two oceans, three mountain ranges, jungles and plains, Colombia has been described as a continent country, immensely rich in landscapes and biodiversity², being the second most biodiverse country in the world³.

Colombia does not have seasons, which means that there is a diversity of climates, moreover, each region of the country is a totally different world in terms of cultures, rhythms and traditions, which means that it has enormous tourist potential.

The World Tourism Organization -UNWTO⁴- states that Colombia has become a benchmark for tourism in Latin America and the Caribbean, and is an example of how to lead the recovery. In recent years, Colombia has elevated its competitive position to second place in the number of new foreign direct investment (FDI) tourism projects, behind Mexico, and has overtaken Brazil in the group of the top 10 new destinations in the investment in Latin America and the Caribbean.

The year 2021 was key to the reactivation of tourism in Colombia, having generated this sector 3,101 million dollars in foreign currency, which means an increase of 59.5% compared to 2020, and places tourism as the first foreign

¹Taken from:<https://www.eafit.edu.co/vivirenmedellin/sobre-colombia>

² Colombia has the largest number of species per unit area on the planet, there are more than 1,800 recorded bird species (more than the total of North America and Europe combined). Likewise, they have classified more than 130,000 species of plants. Among them, 3,000 kinds of orchids. Colombia has about 31 million protected hectares, equivalent to 15% of the national territory

³Taken from:<https://www.minambiente.gov.co/bosques-biodiversidad-y-servicios-ecosistemicos/colombia-el-segundo-pais-mas-biodiverso-del-mundo-celebra-el-dia-mundial-de-la-biodiversidad/>

⁴World Tourism Organization (2022), Tourism Doing Business, Investing in Colombia, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284423682>

exchange generator in the country among non-traditional sectors, thus, the influx of tourists and the growth in demand for their destinations have allowed them to increase their competitiveness on a regional scale.

1.1. ORGANIZATION OF TOURISM IN COLOMBIA

The Ministry of Commerce, Industry and Tourism -MinCIT- is a ministry of the Republic of Colombia in charge of supporting the business activity, producer of goods, services and technology, as well as the tourist management of the different regions. It arose from the merger, in 2002, between the ministries of Economic Development and Foreign trade. Trade, industry and tourism have been declared fundamental axes in the development of Colombian economy.

Therefore, the MinCIT's primary objective within the framework of its competence, is to formulate, adopt, direct and coordinate the general policies on the economic and social development of the country, related to the competitiveness, integration and development of the productive sectors of industry, micro, small and medium-sized enterprises, foreign trade in goods, services and technology, promotion of foreign investment, domestic trade and tourism; and execute the policies, general plans, programs and foreign trade projects. Art. 1 Decree 210 of 2003. (Ministry of Commerce, Industry and Tourism, 2021)⁵

In Colombia, tourism is regulated within the functions of the Ministry of Commerce, Industry and Tourism of the Colombian government, sometimes with the association in the implementation of policies of the ministries of Culture and Finance to promote the country's economy and the generation of employment for Colombian society. Also, to articulate processes of identification, valuation, competitiveness, sustainability and dissemination of Colombian cultural heritage.

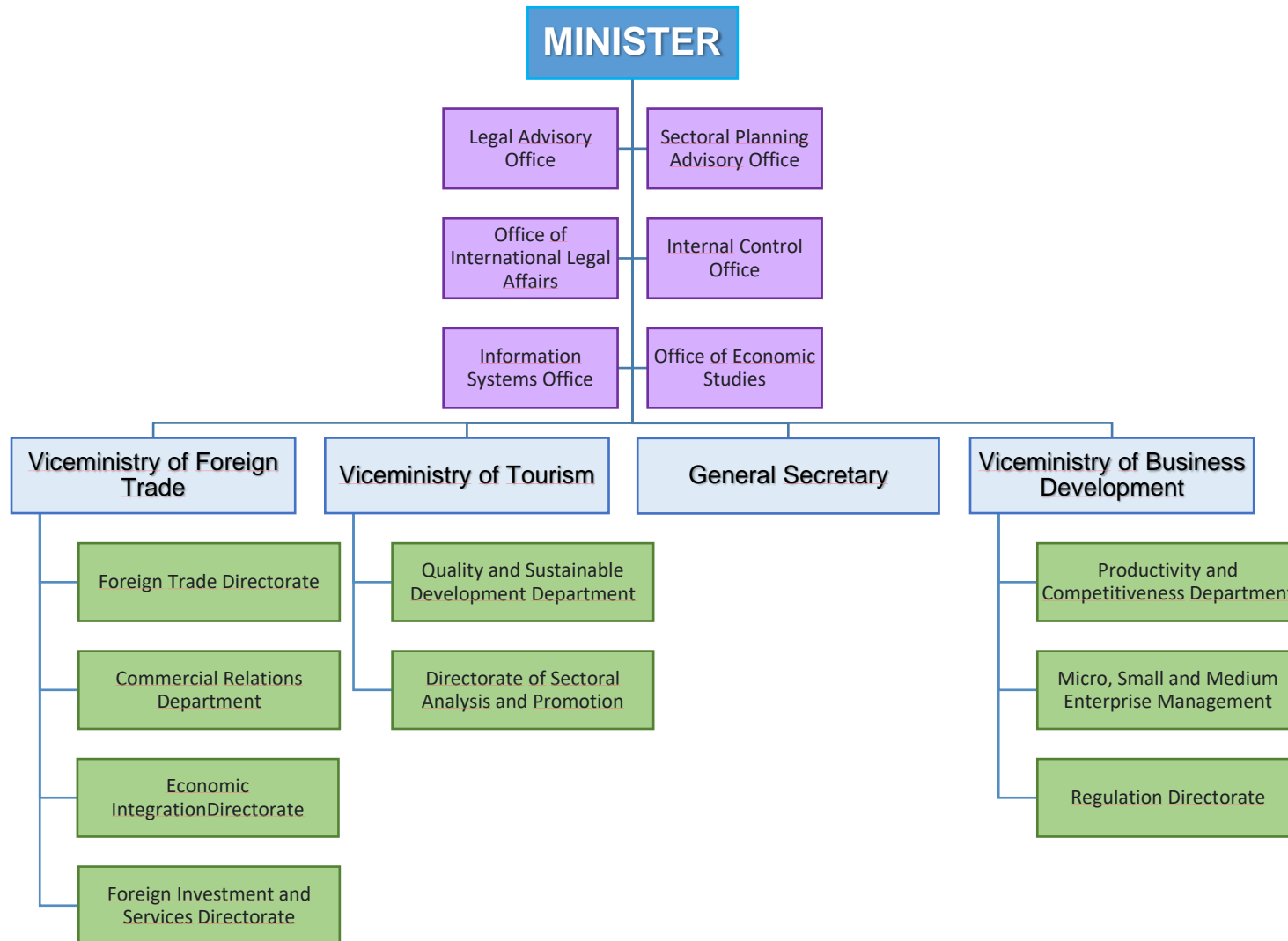
Indeed, it is the Vice Ministry of Tourism, who agrees, executes and evaluates the tourism policy, as well as the plans and programs derived from it, together with the competent entities of the public and private sectors, in order to improve competitiveness. and sustainability of tourist products and destinations, and promote domestic and receptive tourism⁶. In turn, tourism in Colombia is governed by the Law 2068 of 2020, known as the Tourism Law, which enshrines long,

⁵Taken from:<https://www.mincit.gov.co/ministerio/organizacion/mision-vision-objetivos-normas>

⁶Taken from:<https://www.mincit.gov.co/minturismo/viceministerio>

medium, and short-term measures that will promote sustainability and implement mechanisms for the conservation, protection, and use of destinations and tourist attractions; strengthen the tourism quality and competitiveness of the sector, strengthen the formalization of providers of tourist services and promote the reactivation of the sector.

Graph 1. Organizational Structure of the Ministry of Commerce, Industry and Tourism



1.2. TOURISM IN THE GLOBAL CONTEXT

During the most recent United Nations report on the situation and prospects of the world economy⁷, the importance of the tourism sector in the recovery of national economies and world trade is highlighted; particularly for developing economies.

After registering a 73% drop in international tourist arrivals during the Pandemic in 2020, it was estimated that by 2022 the world economy would grow by 4% and by the end of 2023 it will grow by 3.5%.⁸ This recovery is expected largely thanks to tourism, since before the Pandemic it was considered the third main export category -after fuels and chemicals-, playing an important role as a source of employment and economic development.⁹

By 2019, the International Labor Organization (ILO) already pointed out that the tourism sector is an engine of business growth, especially for populations such as: migrants, women, youth and the local community; since more than 50% of workers in this sector are women and a large majority of these workers are under 35 years of age¹⁰.

And the figures are still encouraging, because according to the most recent data from the World Tourism Organization (UNWTO):

- In 2021, 430 million international tourist arrivals were registered
- The Tourism Industry creates more than 280 million direct and indirect jobs
- Its contribution to world GDP exceeds 5.8 trillion dollars
- The outlook for the first half of 2022 shows even more satisfactory figures:
- International tourist arrivals tripled (+172%)
- 474 million international tourists traveled
- Between June and July alone, 207 million international arrivals moved
- Representing 44% of total arrivals in the first seven months of the year

⁷United Nations. 2023. Situation and prospects of the world economy. In: <https://desapublications.un.org/sites/default/files/publications/2023-01/WESP2023ExecutiveSummaryS.pdf>

⁸United Nations. 2023. Situation and prospects of the world economy.

⁹International tourism stands at 60% of pre-pandemic levels in January-July 2022 <https://www.unwto.org/es/news/international-tourism-is-situated-at-60-of-the-previous-levels-to-the-pandemic-in-january-july-of-2022>

¹⁰Tourism can play an important role in the global recovery after the pandemic https://www.ilo.org/global/about-the-ilo/newsroom/news/WCMS_844436/lang--en/index.htm

- Europe 65% of that total (ie 309)¹¹

Indeed, the second Barometer¹²UNWTO World Tourism of the Year, indicates that the recovery of the sector continues its rapid evolution in 2023, yielding the following conclusions:

- In general figures, international arrivals reached 80% of pre-pandemic levels in the first quarter of 2023.
- It is estimated that, in these first three months, 235 million tourists made international trips, more than double that in the same period of 2022.
- Tourism has not stopped showing off its resilience. Based on revised data for 2022, there were more than 960 million international tourist movements last year, meaning two-thirds (66%) of pre-pandemic figures were restored

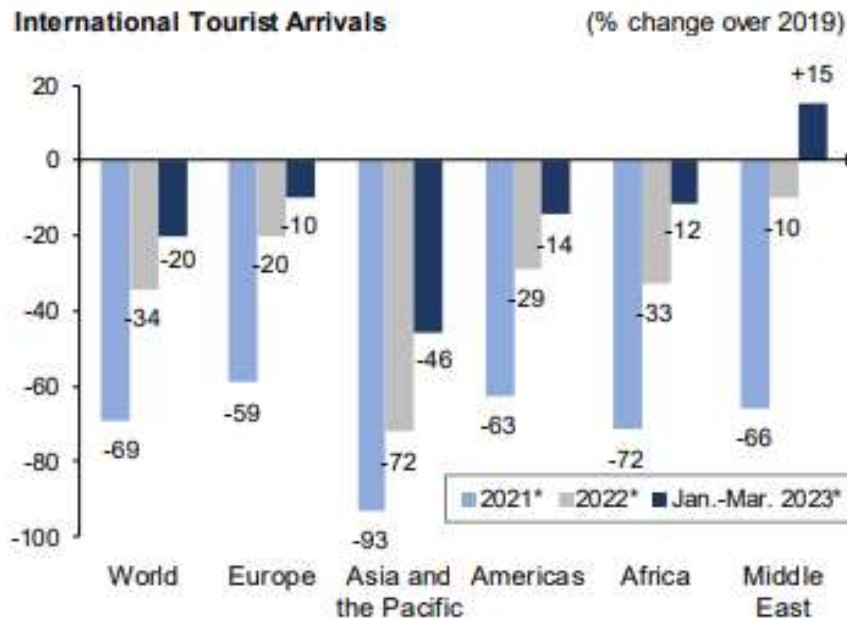
Graph 2 establishes the number of international tourist arrivals in a comparative manner during 2020, 2021, 2022 and the first quarter of 2023, where it is shown that the results of this first quarter, they coincide with UNWTO forecasts for that year, according to which international arrivals will recover between 80% and 95% of pre-pandemic levels. The UNWTO Group of Experts is confident that the high season (May to August) will bear good fruit in the northern hemisphere, as indicated by the latest UNWTO Confidence Index, which predicts even better results than in 2022 for this period.¹³.

¹¹International tourism stands at 60% of pre-pandemic levels in January-July 2022<https://www.unwto.org/es/news/international-tourism-is-situated-at-60-of-the-previous-levels-to-the-pandemic-in-january-july-of-2022#:~:text=It%20estimates%20that%20among%20the,seven%first%20%20months%20of%202022.>

¹²UNWTO World Tourism Barometer. Volume 21 • Issue 2 • May 2023

¹³UNWTO. New Data Points to a Full Recovery of Tourism with a Strong Start in 2023. May 9, 2023. In:<https://www.unwto.org/es/news/new-data-points-to-a-total-recovery-of-tourism-with-a-vigorous-start-in-2023>

Graph1. Arrival of international tourists 2021, 2022 and first period of 2023. Source: [Source: World Tourism Organization \(UNWTO\) ©](https://www.unwto.org/). Data as collected by UNWTO, May 2023. Published: 09/05/2023



The recovery by region in the first quarter of 2023¹⁴, has been given like this:

- The Middle East posted the best results as it was the only region to surpass 2019 arrivals (+15%) and the first to recover pre-pandemic numbers in a full quarter.
- Europe reached 90% of pre-pandemic levels thanks to strong intra-regional demand.
- Africa and the Americas reached 88% and close to 85%, respectively, of the levels recorded in 2019.
- The Asia-Pacific region accelerated its recovery to 54% of pre-pandemic levels, but this upward trend is expected to intensify now that most destinations, China in particular, have reopened their borders to travel nonessential.

¹⁴UNWTO. New Data Points to a Full Recovery of Tourism with a Strong Start in 2023. May 9, 2023. In: <https://www.unwto.org/es/news/new-data-points-to-a-total-recovery-of-tourism-with-a-vigorous-start-in-2023>

It is clear that this first quarter of the year has once again shown the extraordinary resilience of tourism, however, the recovery of tourism also has some challenges ahead. According to the UNWTO Group of Experts, the main factor weighing on the effective recovery of international tourism in 2023 is the economic situation, given that high inflation and the rise in oil prices result in an increase in costs of transportation and accommodation.

Therefore, it is to be expected that tourists will increasingly seek to find a good value for money and travel to closer places. The uncertainty caused by the Russian aggression against Ukraine and other heightened geopolitical tensions are also not without risks of worsening.

1.3. TOURISM IN THE NATIONAL CONTEXT

The recovery of the tourism sector in Colombia during the economic reactivation after the Pandemic, has been classified as historic, according to the Bank of the Republic, only for the first semester of 2022 an income of US\$3,207.5 million in foreign currency was registered for passenger and travel concept; this is 101.2% compared to what was registered in the same period of 2019.

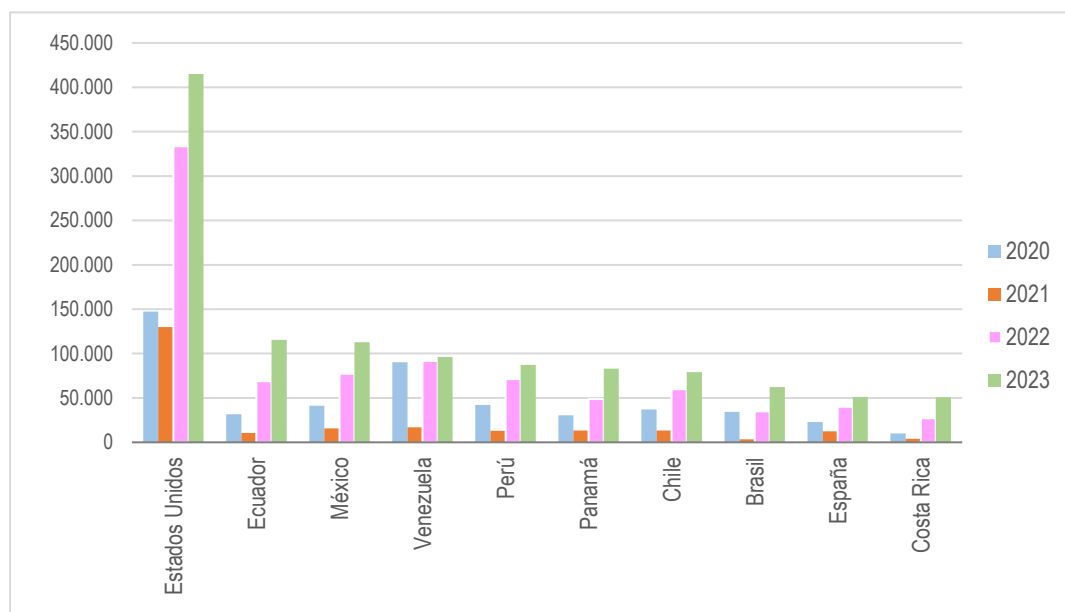
Indeed, Colombia is the third country in the Americas that has presented an outstanding recovery in terms of international tourist arrivals in the first quarter of 2023. It even exceeds the rate registered in the same period in 2019 by 18%, a year just before the pandemic; This statement is one of the conclusions of the latest Regional Report for the Americas of the World Tourism Organization, UNWTO¹⁵

According to Migration Colombia, between January and May 2023, 2,249,411 non-resident visitors were registered in the country, which represents a growth of 36.7% compared to the same period in 2022 and 20% compared to 2020.¹⁶

¹⁵Taken from: <https://www.mincit.gov.co/prensa/noticias/turismo/colombia-supera-cifras-prepandemia-en-turismo-omt#:~:text=julio%20de%202023-,Colombia%20es%20el%20third%20pa%C3%ADs%20in%20am%C3%A9rica%20in%20exceed%20the,%20impacts%20of%20the%20pandemic>

¹⁶Ministry of Industry, Commerce and Tourism. 2023. Monthly Tourism Report -April 2023. Colombia Power of Life.

Graph2. Origin of visitors to Colombia January - May 2020 -2023



The United States continues to be the country with the highest number of visitors to Colombia. In the period from January to May, a total of 414,893 travelers from that country arrived, followed by Ecuador with 115,432 and Mexico with 112,769.¹⁷

This positive behavior of the figures confirms the solid reputation of Colombia as a first-rate tourist destination and reflects the success of the strategies adopted in the Government of Change to boost tourism¹⁸.

In terms of destination cities, Bogotá received the largest number of non-resident foreigners with 38.8% of the total, followed by Medellín, Cartagena and Cali.

On the other hand, during 2023, 18 new international air routes have been announced, thus increasing Colombia's connectivity with seven countries throughout the Americas and Europe: Brazil, Chile, Ecuador, the United States, Mexico, Aruba and Switzerland. Of these, 11 routes have already entered into

¹⁷RODRIGUEZ, S.2023.Tourism in Colombia recovered and exceeded pre-pandemic levels: World Tourism Organization. In:<https://www.infobae.com/colombia/2023/07/05/turismo-en-colombia-se-recupero-y-supero-niveles-prepandemia-organizacion-mundial-del-turismo/#:~:text=Of%20agreement%20with%20Migraci%C3%B3n%20Colombia,of%2020%25%20frente%20a%202019&text=The%20tourism%20in%20Colombia%20se%20is%20C3%A1%20recovering>

¹⁸In:<https://www.portafolio.co/economia/turismo-en-colombia-cifra-de-visitantes-extranjeros-en-mayo-de-2023-585373>

operation.

Regarding the projections of arrivals of international travelers to Colombia, in the latest report by the travel consultancy ForwardKeys the country increased the number of international reservations by 34.6% compared to the same period in 2022, registering a forecast of 430,549 for the period from May to October of this year¹⁹. Likewise, it is highlighted that the United States, Spain and Chile have more than 48% of the reserves towards Colombia. Likewise, Bogotá, Medellín and Cartagena participate with more than 90% of the international reserves, being the capital of Colombia the one that concentrates almost 60% of the reserves.

Recognitions for the improvement of tourism in the country have recently been highlighted:

- It obtained eighth place in the world for the best post-pandemic recovery according to Forwardkeys, the company that is in charge of analyzing travel flows and air traffic.
- The Official Aviation Guide (OAG) included Colombia among the 20 countries with the greatest air capacity by 2022.
- The International Congress and Convention Association (ICCA) stood out in the Destination Performance Index as the South American country that best recovered events.

1.3.1. Tourism in Cali and Valle del Cauca

For the Government of Valle del Cauca, tourism is a driving force for the economic growth of the department and the Departmental Secretariat of Tourism has been designing strategies to achieve a speedy recovery during 2023.

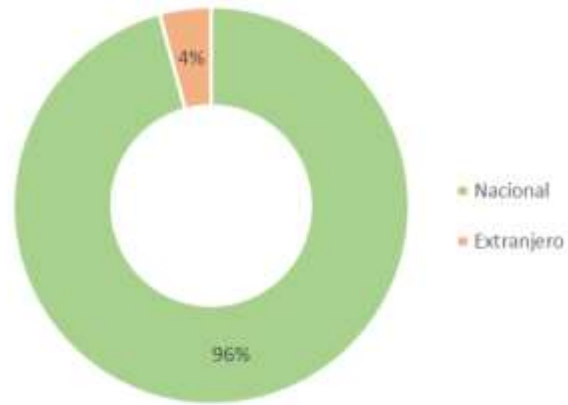
Events such as the Petronio Álvarez Pacific Music Festival, added to the humpback whale watching season in the Pacific contribute to a great extent to improve the statistics of tourist arrivals in Valle del Cauca.

Given the above, the Situr Valley²⁰, states that so far this year, there has been a good activation of Tourism, with an arrival of 372,253 foreign visitors and 1,997,068 national tourists.

¹⁹Ministry of Industry, Commerce and Tourism. 2023. Monthly Tourism Report -April 2023. Colombia Power of Life.

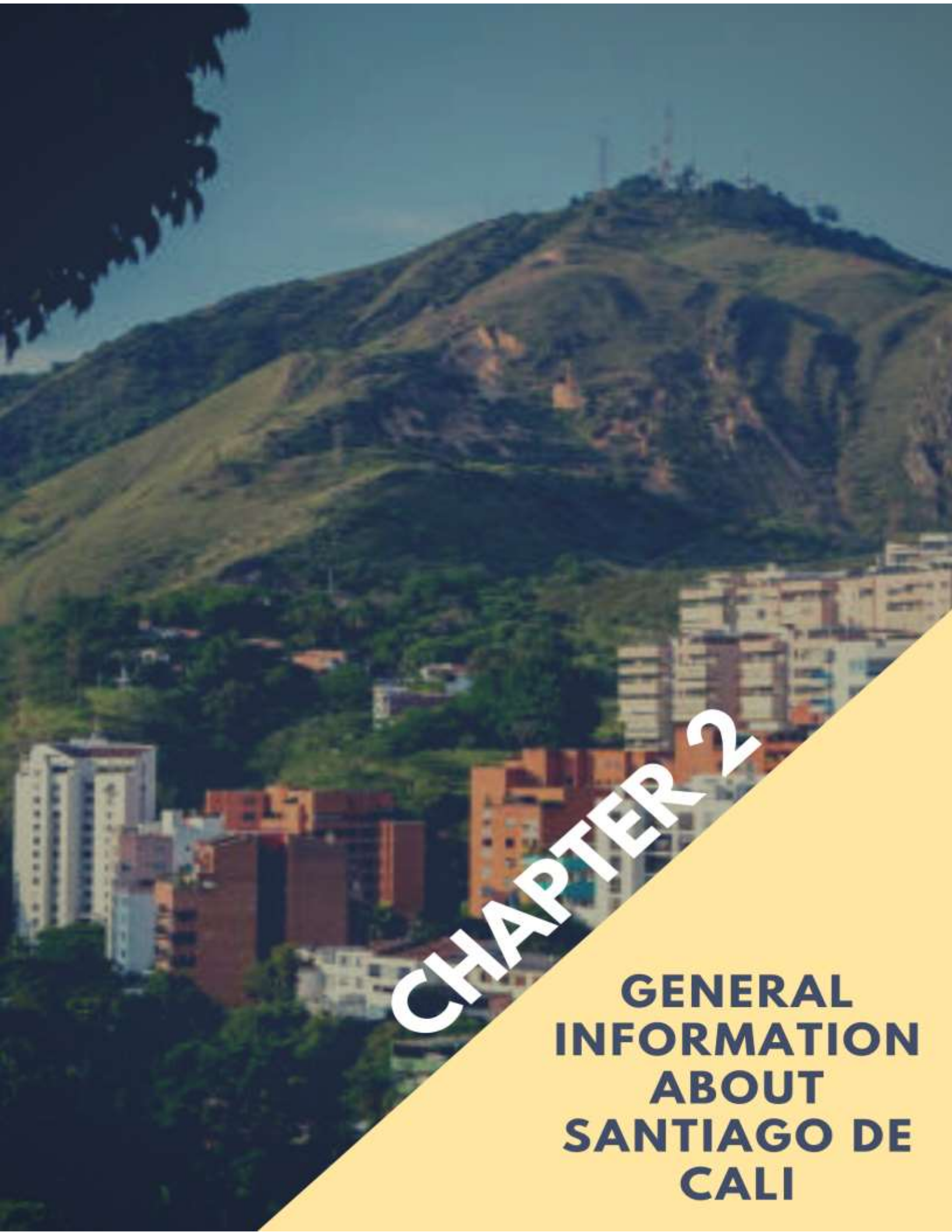
²⁰Situr Valley. Tourist statistics for Valle del Cauca July 2023. In:www.siturvalle.com/tourismreceptive

Graph3. Tourist Origin to Valle del Cauca 2023. SITUR



Being the main reason for travel vacations (Easter Week and Summer), as well as visiting friends, family, and attending different sporting and cultural events.

For the city of Santiago de Cali, the outlook is equally positive compared to what was expected, since for the first semester it has exceeded the records of the immediately previous year by 182.9%.



CHAPTER 2

**GENERAL
INFORMATION
ABOUT
SANTIAGO DE
CALI**

2. SOCIOECONOMIC CHARACTERIZATION OF THE CITY OF SANTIAGO DE CALI

2.1. DESCRIPTION OF CITY AND GEOGRAPHICAL LOCATION

Santiago de Cali, is the capital of the department of Valle de Cauca, it was founded in 1536 by Sebastián de Belalcázar and established as a municipality through Law 131 of 1863. Law 1933 of 2018 recently categorized the municipality as a Special, Sports, Cultural, Tourist, Business and Services District. Through Agreement 15, of August 11, 1988, the sectorization of the Municipality of Cali was established, organizing the urban area into 20 Communes and the rural area into 15 Corregimientos.

With the Agreement of August 10, 1998, Commune 21 was created; then Agreement 134 of August 10, 2004 creates Commune 22. Through Agreement 373 of December 2014, the land is delimited and classified into: urban, urban expansion and rural (suburban and protection). (Administrative Department of Planning Cali Report in figures 2021).

Santiago de Cali, is recognized by different organizations and facets according to the diversity and richness that it encompasses, being the third largest city in Colombia, economic and cultural center of the country, nationally and internationally it is recognized as the world capital of La Salsa, the main cultural and emerging destination in South America, winner of the World Travel Awards, 2019. Likewise, as the main emerging destination in South America 2019-2020. It was named Creative City by the United Nations Educational, Scientific and Cultural Organization, UNESCO; American capital of sport ACES according to the European Capitals of Sport Federation, 2019 and trending destination in MICE tourism, recognition granted by the FDI Intelligence Unit.

It has been one of the winning cities Engaged Cities 2018, second city 2018 and third city 2019 with the best quality of life and housing standards according to FORBES, it is in the second department in 2017 and third department in 2018 in the regional tourism competitiveness index. For the year 2018, Cali was the fourth city in the national tourism competitiveness index. Valle del Cauca is the first department to implement and articulate the Territorial Peace Model; according to the ITRLatam it represents the eighth place in meeting tourism and according to

the FDI (Foreing Direct Investment) Cali ranks seventh in the world as the city that attracts the most foreign investment and the tenth most cost-efficient city. Additionally, it has been declared the gastronomic city of the world 2019 by the French Délice network.

Geographically, Cali is located in the Cauca River valley, the second river most important in the country. At the height of Cali, this valley is 35 km wide and the urban area is on the western side of the river. The western part of the city is guarded by the famous Farallones de Cali, which are part of the Western Cordillera of the Colombian Andes. It has a Municipal extension of 561.7 KM2, a climate of 24 °C, Altitude 1,070 m asl

The municipality of Cali limits to the north with the Yumbo and La Cumbre municipalities, to the east with the municipalities of Palmira, Candelaria and Puerto Tejada, to the south with the municipality of Jamundí, to the west with the municipalities of Buenaventura and Dagua.

The figure 1, shows the political-administrative division of the city; and table 2 shows the profile of the city considering information regarding the population, composition of households, economy, government, budget, geography, climate and surface area according to the publication of the National Planning Department for the years 2017 to 2020.

Figure 1. Map of Cali, Political - Administrative Division

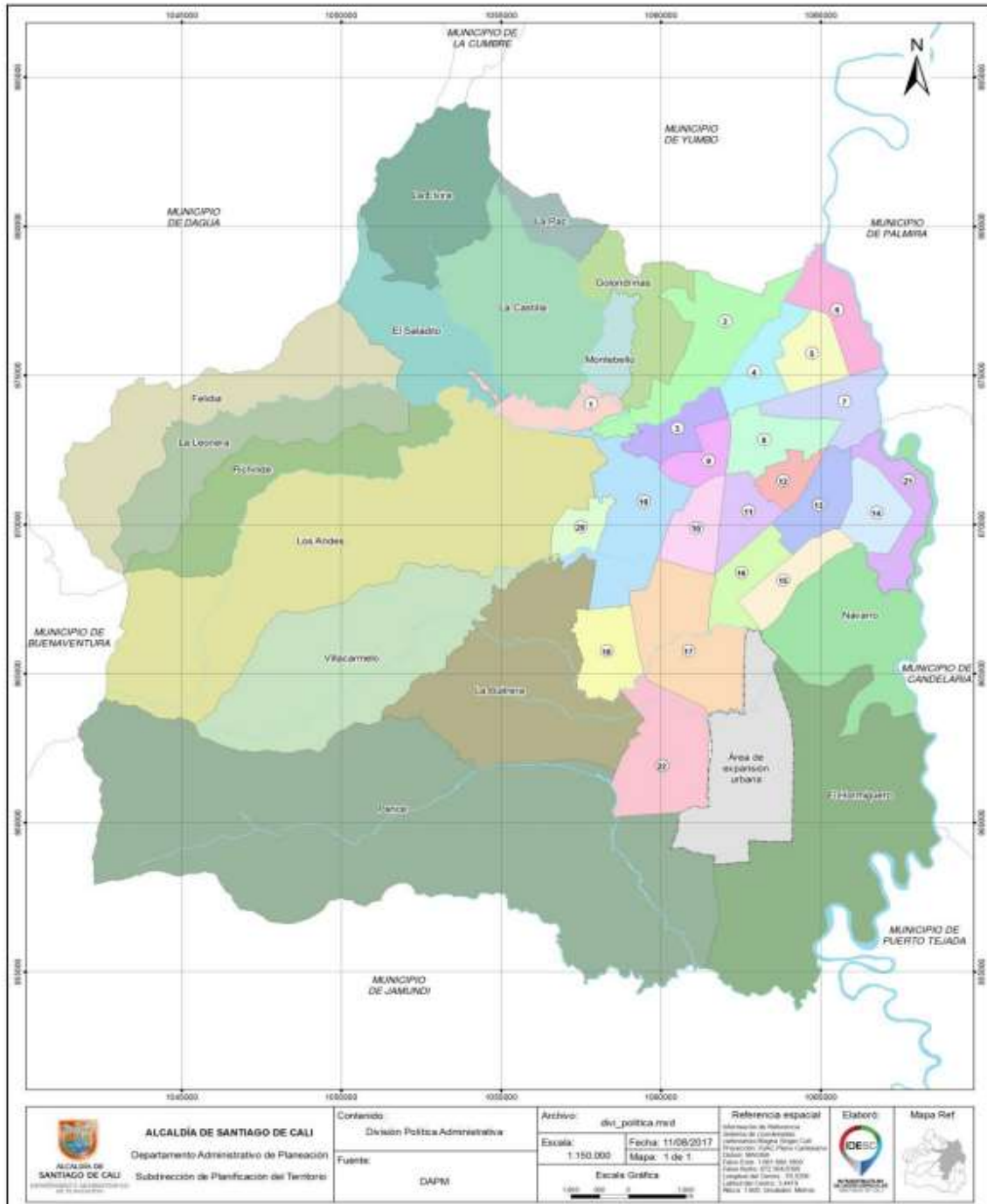


Table 1. City profile 2017 - 2020

<i>Description</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>
Population				
Total population	2,206,804	2,227,642	2,241,491	2,252,616
Population density (per km2)	3,929.0	3,966.1	3,990.8	4,010.6
Percentage of population in the country	4.7	4.6	4.5	4.5
Percentage of population that are children (0-14)	21.9	21.8	21.5	21.3
Percentage of population that are young (15-24)	16.6	16.3	16.1	15.8
Percentage of population that are adults (25-59)	47.1	46.7	46.6	46.6
Percentage of population that are older adults (60y+)	14.5	15.2	15.8	16.3
Male to female ratio (men per 100 women)	88.0	88.0	87.7	87.4
Dependent population ratio (adjusted for employment)	46.8	47.8	48.1	48.4
Percentage of population that are migrants (2005)	5.6	6.6	6.6	6.6
households				
households	700,734	716,826	733,288	746,209
occupied housing units	674,771	690,267	702,430	715,010
People per housing unit	3.3	3.2	3.2	3.2
Housing density (per km2)	1,201.4	1,229.0	1,250.6	1,273.0
Economy				
Annual inflation rate (past 5-year average)	4.4	4.6	4.8	3.8
Income distribution (Gini coefficient)	0.460	0.463	0.465	0.523
GDP Col (thousands of US\$ at current prices)	311,902,479	334,102,586	323,374,850	271,553,285
GDP per capita Col (US\$ at current prices)	6,579	6,923	6,547	5,391
GDP per capita Cali (US\$ at current prices)	6,416	6,767	6,525	5,427
Percentage of GDP in the country	4.5	4.5	4.5	4.5
Total employees	1,232,079	1,240,014	1,255,227	1,083,997

Table 2. Continuation

<i>Description</i>	2017	2018	2019	2020
Change in % of employees (base last 5 years)	12.0	8.6	4.5	-11.9
Number of businesses per 1,000 inhabitants (2005)	25.4	25.1	25.0	24.8
annual unemployment rate	11.9	11.5	12.5	20.4
Commercial-industrial appraisal as a percentage of the total appraisal	23.5	21.5	21.5	21.2
Government				
Government type (eg Local, Regional, County)			Local	
Budget (US\$)	940,491,395.4	1,146,908,257.9	1,189,209,550.0	1,088,665,602.5
Budget per capita (US\$)	426.2	514.9	530.5	483.3
Investment budget (US\$)	729,031,705.4	900,253,495.3	941,397,931.5	822,657,185.2
Investment budget per capita (US\$)	330.4	404.1	420.0	365.2
Geography and climate				
Region			Latin America - Caribbean	
weather type			Continental	
Area (km2)	561.7	561.7	561.7	561.7
Percentage of non-residential area (%)	83.8	83.8	83.8	83.8
Average annual temperature (celsius)	24.9	24.3	25.1	23.9
Average annual precipitation (mm)	1,120.0	761.4	1,158.0	457.4

▶ **Population**

According to the DANE 2022 estimate and projections, the population corresponds to 2,280,907 inhabitants, the White and Afro-Colombian population predominates. The Afro-Colombian influence in Cali culture is evident in the musical aspects. The city is recognized for its musical diversity and different cultural events.

▶ **Economic Activities**

Cali, together with Valle del Cauca, is the third economic center of Colombia, being a point of national and international economic exchange. The city is an obligatory passage from/to the south of the country, and with the border with Ecuador, and is connected to the world through the seaport of Buenaventura.

DANE does not establish the gross domestic product (GDP) by city, according to calculations by the administration of Santiago de Cali, (in its report Cali in figures 2021), the city had an average participation in the national GDP of 4.5% and a participation in the Added Value of Valle del Cauca of 47%. (DANE, National Accounts 2022).

Another relevant indicator in the city's economy is the Consumer Price Index (CPI), which according to the CIEC Center for Economic Intelligence and Competitiveness in May 2021, the CPI for Cali had an annual variation of 3.30%, ranking 0.45 pp above the figure reported in May 2020, when it was 2.85%.

The main sectors of the economy of the city of Santiago de Cali according to information from the Mayor's Office are:

1. Industrial

The industrial zone of Cali is located mainly in the north of the city between Cali-Yumbo, in the area there are large companies installed, among which are Cementos Argos, Bavaria, Postobon, Propal, Goodyear, Colgate-Palmolive, Cervecería del Valle, among other.

2. Trade

Most of the city's shopping malls are built as urban boulevards with open-air walkways. They are almost always equipped with cinemas, restaurants, large supermarkets and boutiques. The more traditional malls are Unicentro in the

south of the city and Chipichape in the north, both built in the open-air style. Other very popular shopping centers are Palmetto Plaza, Jardín Plaza, Cosmocentro, Limonar Premier. Smaller shopping centers in the city are Centenario, Aventura Plaza, Centro Sur, El Único, La Pasarela (specialized in technology). In Cali there are also large supermarkets Yumbo, Éxito, Alkosto, Pricesmart, Homecenter, among others.

▶ **Public Sector**

The main contribution to the economy that the public sector has made has been the construction of large infrastructures, such as the 21 Mega Works, the MIO, which have allowed the commercial and industrial development of the city.

In the same way, in the evaluation of the economy of the city, global indicators are considered, Table 3 presents data from 2017-2020 on two lines of work of the mayor's office of Santiago de Cali, the first City Services and the second Quality of Life, where the advances and challenges that the City has in terms of Education, Health, Transportation, Security, Finance, Economy, Environment, Technology and Innovation among others are observed.

Table 2. Global indicators of Cali 2017 – 2020

<i>Issue</i>	<i>Indicator</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>	<i>Fountain</i>
1. City Services						
Education	Percentage of students completing primary and secondary education (survival rate)	69.3%	66.0%	67.1%	74.0%	DANE, DAP calculations
	Percentage of students completing primary education	99.8%	96.7%	98.8%	100.4%	DANE, DAP calculations
	Percentage of students completing secondary education	54.9%	54.5%	57.7%	62.2%	DANE, DAP calculations
	Percentage of school-age students enrolled	78.7%	77.6%	86.6%	86.2%	DANE
	Percentage of males of school age enrolled	77.8%	76.7%	86.4%	86.3%	DANE
	Percentage of school-age women enrolled	79.5%	78.5%	86.9%	86.2%	DANE
	Student/teacher relationship	24.4	24.2	23.8	24.1	DANE
Fire and Emergency Response	Firefighters per 100,000 inhabitants	24.9	24.7	24.5	24.4	CBVC
	Fire-related deaths per 100,000 inhabitants	0.32	0.22	0.18	0.22	CBVC
	Response time of the fire brigade, from the initial call (minutes)	8	8	8	8	CBVC
	Hospital beds per 100,000 inhabitants	199.9	198.1	191.2	219.2	Cali in figures / DAP
	Physicians per 100,000 inhabitants	242.6	240.3	292.6	302.5	Cali in figures / DAP

Table 3.Continuation

<i>Issue</i>	<i>Indicator</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>	<i>Fountain</i>
1. City Services						
Health	Life expectancy at birth	74.6	74.6	74.6	74.6	Municipal Health Secretary
	Under-five mortality per 1,000 live births	11.3	10.3	10.0	9.4	Municipal Health Secretary
	Nursing personnel per 100,000 inhabitants	262.5	260.1	375.2	421.2	Cali in figures / DAP
Recreation	Square meters of public space for outdoor recreation per capita	0.6	0.6	0.6	0.6	Cali in figures / DAP
	Square meters of public space for recreation per capita in closed space	1.7	1.7	1.7	1.7	Cali in figures / DAP
Security	Police officers per 100,000 inhabitants	343.4	330.2	289.7	308.3	Cali Metropolitan Police and DAP
	Homicides per 100,000 inhabitants	56.2	52.5	50.2	48.1	Secretary of Security and DAP
	Violent crimes per 100,000 inhabitants	1,134.0	1,325.4	1,574.0	1,123.5	Cali Metropolitan Police and DAP
Transport	km of the high-capacity transport system for every 100,000 inhabitants	1.8	1.8	1.8	2.0	Metrocali S.A.
	km of the low-capacity transport system per 100,000 inhabitants	19.5	19.3	19.2	19.1	Cali in figures / DAP
	Annual number of public transport trips per 100,000 inhabitants	19,048.6	19,467.4	20,409.1	20,865.0	Metrocali SA and DAP
	Private cars per 100,000 inhabitants	17,683.5	17,124.5	16,383.7	8,253.2	Cali in figures / DAP

Table 3.Continuation

<i>Issue</i>	<i>Indicator</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>	<i>Fountain</i>
1. City Services						
Transport	Private motorcycles per 100,000 inhabitants	9,743.3	9,764.6	9,937.2	10,140.7	Cali in figures / DAP
	Commercial flight connection capacity (number of national and international direct commercial flight destinations)	28	28	29	29	http://es.wikipedia.org/wiki/international_airport_Alfonso_Bonilla
	Homicides in traffic accidents per 100,000 inhabitants	14.5	14.9	13.8	13.3	Ministry of Mobility and DAP
Wastesolid	Percentage of homes with solid waste collection service	88.7%	89.4%	96.1%	95.6%	Cleaning companies and DAP
	Tons of solid waste generated per inhabitant per year	0.28	0.28	0.31	0.31	Cleaning companies and DAP
	Tons of residential solid waste generated per inhabitant per year	0.21	0.21	0.24	0.23	Cleaning companies and DAP
Sewage water	Percentage of homes with sewerage service	85.7%	86.1%	84.7%	84.6%	Emcali and DAP
	Percentage of wastewater that does not receive treatment	23.7%	32.3%	28.7%	19.4%	Emcali and DAP
	Percentage of wastewater receiving primary treatment	76.3%	67.7%	71.3%	80.6%	Emcali and DAP

Table 3.Continuation

<i>Issue</i>	<i>Indicator</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>	<i>Fountain</i>
1. City Services						
Drinking water	Percentage of homes with drinking water service	85.8%	86.2%	84.9%	86.2%	Emcali and DAP
	Percentage of city population with sustainable access to improved water sources	100.0%	100.0%	100.0%	100.0%	Emcali and DAP
	Residential water consumption (litres-day) per capita	116.4	116.0	116.9	116.0	Emcali and DAP
	Total water consumption (litres-day) per capita	139.8	138.8	140.1	138.8	Emcali and DAP
	Percentage of water lost	53.2%	53.3%	53.2%	53.3%	Emcali
	Average annual hours of water service interruption per household	37.3	28.4	31.5	28.4	Emcali
Energy	Percentage of homes with authorized electricity service	92.1%	92.4%	91.1%	90.9%	Emcali and DAP
	Residential electricity consumption (kwh) per 100,000 inhabitants	514.1	521.0	531.2	551.5	Emcali and DAP
	Total electricity consumption (kwh) per 100,000 inhabitants	1,244.1	1,251.4	1,278.0	1,201.7	Emcali and DAP
	Average electrical interruptions per customer per year (SAIFI)	24.2	20.3	23.3	17.8	Emcali
	Average duration of electrical interruptions (hours) (SAIDI)	22.5	17.8	16.9	12.2	Emcali
	Hours suspended due to interruption (CAIDI)	0.9	0.9	0.7	0.7	Emcali

Table 3. Continuation

Issue	Indicator	2017	2018	2019	2020	Fountain
1. City Services						
Finance	Debt service payments as a proportion of the municipality's own resources	4.8%	4.3%	0.4%	1.5%	dah
	Taxes collected as a percentage of taxes collected	107.9%	103.9%	105.6%	101.5%	dah
	Own income as a percentage of total income	41.5%	42.2%	42.9%	45.9%	dah
	Capital expenditures (investment) as a percentage of total expenses	79.9%	81.9%	83.0%	81.1%	dah
governance	Percentage of women in the municipal government workforce as a proportion of the total municipal government workforce	37.0%	38.1%	38.1%	38.1%	DADII
2. Quality of life						
Economy	Gross Domestic Product of the city (US\$) per inhabitant	6,416.2	6,767.3	6,525.0	5,427.1	DAP
	Unemployment rate	11.9%	11.5%	12.5%	20.4%	DANE
	Employed as a proportion of the working-age population	60.1%	59.7%	59.6%	50.8%	DANE
Culture	Percentage of jobs in the cultural sector	2.2%	2.0%	2.0%	23%	Cali in figures / DAP

Table 3. Continuation

<i>Issue</i>	<i>Indicator</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>	<i>Fountain</i>
2. Quality of life						
Planning and Urban Development	Employment / housing ratio	1.9	1.9	1.8	1.6	DAP
	Area of informal settlements as a proportion of the surface of the city	6.0%	6.0%	6.0%	6.0%	DAP
	Effective public space (ha) per 100,000 inhabitants	na	na	na	na	DAP
	Employment / housing ratio	1.9	1.9	1.8	1.6	DAP
	Area of informal settlements as a proportion of the surface of the city	6.0%	6.0%	6.0%	6.0%	DAP
	Effective public space (ha) per 100,000 inhabitants	na	na	na	na	DAP
Stakecitizen	Vote for Mayor as a percentage of total eligible voters	45.4%	45.4%	48.1%	48.1%	National Registry of Civil Status
	Women elected as a percentage of the total elected Councilors	28.6	28.6	33.3	33.3	National Registry of Civil Status, Cali Council
	Citizens elected to public office for every 100,000 inhabitants	340.9	337.7	335.6	333.9	National Registry of Civil Status, DAP
Equity Social	Percentage of people living in poverty (income poverty)	22.2%	21.6%	21.9%	36.3%	DANE

Table 3.Continuation

<i>Issue</i>	<i>Indicator</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>	<i>Fountain</i>
2. Quality of life						
Living place	Percentage of the population living in slums	7.0%	7.0%	7.0%	7.0%	DAP
	Percentage of homes without registered legal title	(...)	(...)	2.8%	(...)	dah
	Homeless people per 100,000 inhabitants	93.2	93.2	93.2	94.0	Population censuses in and of the street 2005
Technology and innovation	Internet connections (telephone and broadband) per 100,000 inhabitants	20,577.7	21,377.1	22,133.5	23,794.0	mintic and dane
	New patents per 100,000 inhabitants	1.7	1.6	1.1	1.4	Superintendence of Industry and Commerce and DAP
	Higher education graduates per 100,000 inhabitants	861.1	938.0	987.0	781.9	SNIES / Mining education and DANE
	Telephone lines (landlines) per 100,000 inhabitants	26,058.1	24,551.5	23,651.1	25,055.2	Emcali, Mintic and DAP
	Telephone lines (mobile phones) per 100,000 inhabitants	79,060.4	78,350.9	77,712.8	77,173.2	Mintic, DAP and DANE

Source: Administrative Planning Department

Note: The information was updated with DANE population estimates and projections based on the 2018 Census

► **Santiago de Cali Special District**

Law 1617 of 2013 grants districts special management tools that allow the transformation of political-administrative institutions that result in higher degrees of development and social well-being. This transformation is accompanied by the improvement of the capacity to manage and take advantage of available resources effectively and with greater efficiency.

The regime for special districts contained in Law 1617 of 2013 enables, among other things, the management, use, preservation, recovery, control and use of its resources, and the development and growth of tourism, ecotourism, the promotion of industrial activity, strengthening of the national and international port activity and the sustainable use of biodiversity.

In this sense, Law 1933 of 2018 categorizes the municipality of Santiago de Cali as a Special, Cultural, Sports, Business and Services District. This denomination implies endowing the city with faculties and legal instruments that allow it to fulfill the functions and provide the services for which it is responsible. The implementation of the administrative model of Cali as a special district will be done in stages and must be completed in 2031. The city will cease to function with the division of 22 communes and 15 corregimientos to move to a division of 6 urban localities and one rural. There will be local mayors' offices that will improve the governability of the territory, decentralize central administration services, formulate local development plans and detect problems in what are now called communes and corregimientos.

The declaration of Santiago de Cali as a Special District is strategic for the country from several aspects, one of which has to do with the pole of regional and national development that the city represents, its business, cultural, tourist and sports vocation. An example of this is the dynamism that has been observed in national and foreign investment in the service sector (financial, computer, logistics) of the city, this vocation can be strengthened with the new special district framework, through the celebration of agreements, plans co-financed with the General Royalty System, among others.

► **5. Tourism in Cali**

Recognized as the leading cultural city in South America by the World Travel

Awards in the versions of the last 3 years, Santiago de Cali offers its visitors a wide range of services, activities and tourist attractions, offered from its 120 salsa academies, 500 stages sports and 4 high-performance, 37 higher education institutions and concentrates a large part of its leisure and recreation business in 34 shopping centers with a diversity of goods and services on offer.

Tourism is one of the services that the city enhances with events and recognitions recently acquired such as the award for "Leading Emerging Tourist District" at the World Travel Awards (WTA).²¹ Additionally around salsa, the city has a potential unique cultural cluster, with the capacity to become a world-class attraction such as tango in Buenos Aires, jazz in New Orleans or samba in Rio de Janeiro.

Regarding sports, the use of the label of Cali Sports Capital of Colombia is potentiated with the number of national and international events where the city is the venue, the tradition of a sports city has its roots since the Panamerican Games in 1971, the World Cup of Basketball in 1982, until the recently World Games in 2013, the Youth Soccer World Cup 2010, the Sub20 World Cup in Athletics (2020) and the First Junior Panamerican Games (2021).

Cali is a city connected to the world through its Alfonso Bonilla Aragón International Airport, located 30 minutes from the city on the road to Palmira. This airport mobilizes 53% of Colombia's exports, has the operation of 14 airlines with routes to and from Cali that mobilized 5,686,212 passengers in 2019, mostly to national destinations such as Bogotá, Medellín, San Andrés, Cartagena, Puerto Asís, Guapi, Tumaco, Quibdó and Pasto, according to information from the Cali Tourism Secretariat.

Internationally, it connects with 12 direct flights weekly, to 24 international cities directly and 100 international flights with a single stopover. Among the prominent international destinations are Miami, Madrid, Panama City, Lima, Guayaquil, Fort Lauderdale and New York, according to the registry of SITUR Valle - Bureau and Aerocali.

In its tourist offer, the Secretary of Tourism of the municipal mayor's office identifies Cali as a cultural and emerging destination, always happy, with 6 axes of development, namely:

²¹WTA is recognized worldwide as the ultimate seal of quality and winners set the benchmark to which all others aspire and since 1993 reward excellence in all sectors of the tourism industry.

1. Nature Tourism
2. Medical and Sports Tourism
3. Gastronomic Tourism
4. Cultural Tourism, Music and Salsa
5. MICE Tourism
6. Rural Community Tourism and Tourism to the Neighborhood around which revolve the activities that have been offered in Cali in recent years for the national and international public that visits it.

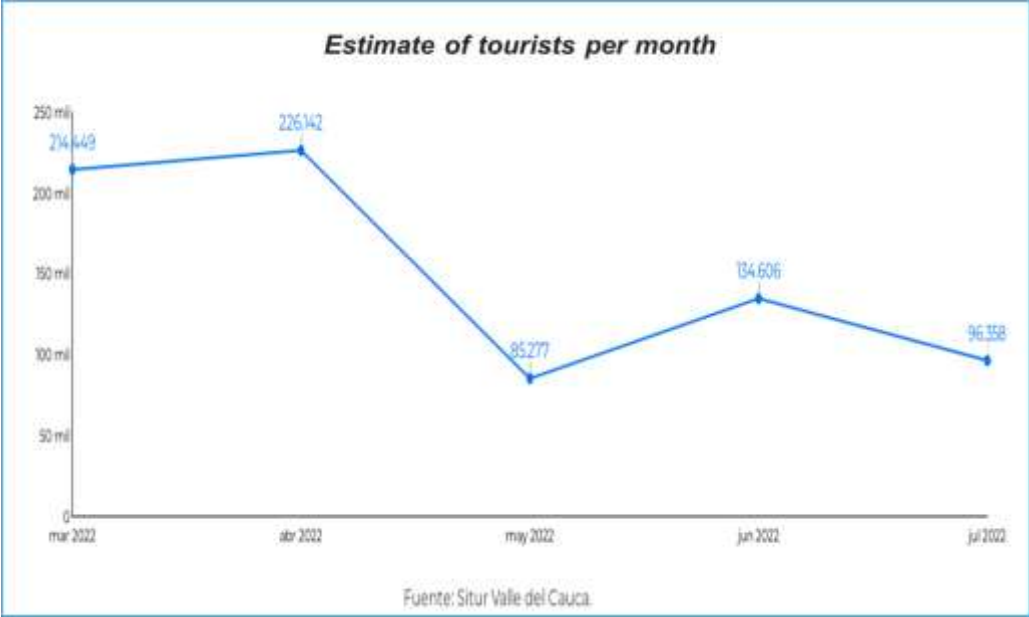
According to infométrika figures in its Supply and Demand Analysis of the Santiago de Cali tourism sector, it is mentioned that the city received 184,473 visitors between January and October 2018, of which 147,130 corresponded to international visitors. The age concentration of visitors to Cali as the main destination is between 18 and 49 years old, with a higher proportion of men traveling for tourism, following business and work, and later participating in attendance at events.

As reported by the Ministry of Industry, Commerce and Tourism, as of September 2019 there were 1,284 registered and active tourism service providers in Cali, of which 40% are travel agencies, 28.3% accommodation and lodging establishments, 7.6% gastronomy establishments and the like, 5.2% automotive ground transportation companies, 4% tourist housing, 3.6% tourist representation office, 3.5% lessor of national and international tourist services and 3.4% professional operator of congresses, fairs and conventions.

Among the best-known festivities and events are the Cali Fair, Mercedes Montaña Folk Dance Festival, Petronio Álvarez Pacific Music Festival, Macetas Festival, Cali International Poetry Festival, Meeting of Jazz, Fusion and Experimental creators AJJAZGO , World Salsa Festival, Cali Exposhow, Blues and Folk Festival, Cali International Film Festival, International Ballet Festival, Cali International Book Fair, Colombia Bird Fair Cali International Dance Biennial, Cali y Siete Theater Festival Rivers Fest.

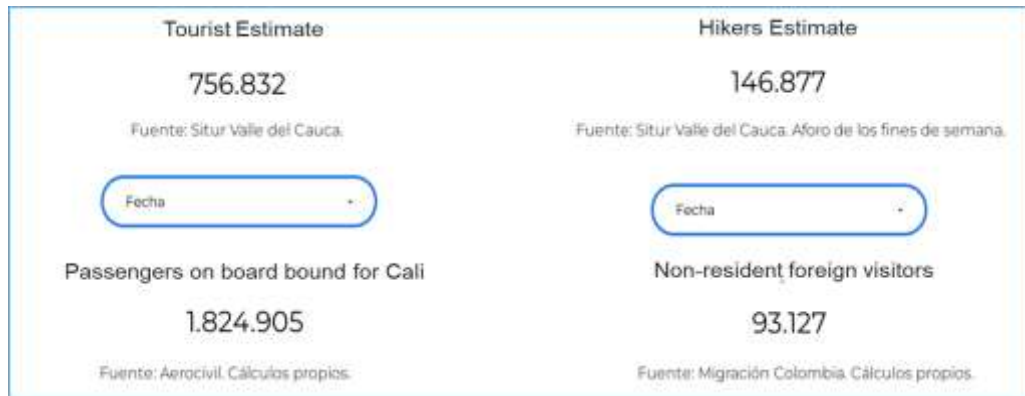
The city can be explored on the tourist routes designed, namely: Salsa Route, Gastronomic Route, Religious Route, Historical Route, City Tour, West Route, Mountain Route and MIO Cable Route, which cover different areas of the city and allows visitors to get to know it and live their experience up close.

According to the SITUR Valley Tourist Information System, the percentage of hotel occupancy reached 63.2% in August 2022, evidencing a growth of 9.5% in the last 6 months, reaching its maximum occupancy in July 2022 with 68,1%. Among the areas of the city with the highest hotel occupancy are the west with 68.51%, the south with 57.8% and the north with 57.65% occupancy. Being the rural area and center of Cali the ones with the lowest occupancy rates with rates of 42.81% and 41.71% respectively.



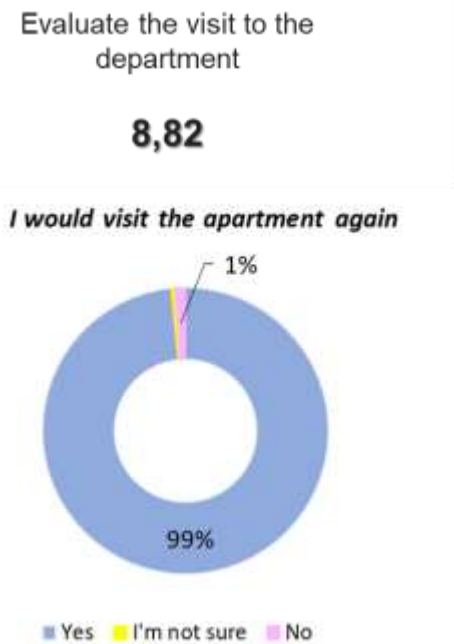
Sources: SITUR Valle del Cauca, Aerocivil and Migración Colombia, for the Tourism Observatory

Tourists visited Cali in a greater proportion during the months of March, April and June in this year 2022, with the United States being the country of origin with the highest rate of origin; followed by Ecuador with 11.55% and Chile with 5.20%.

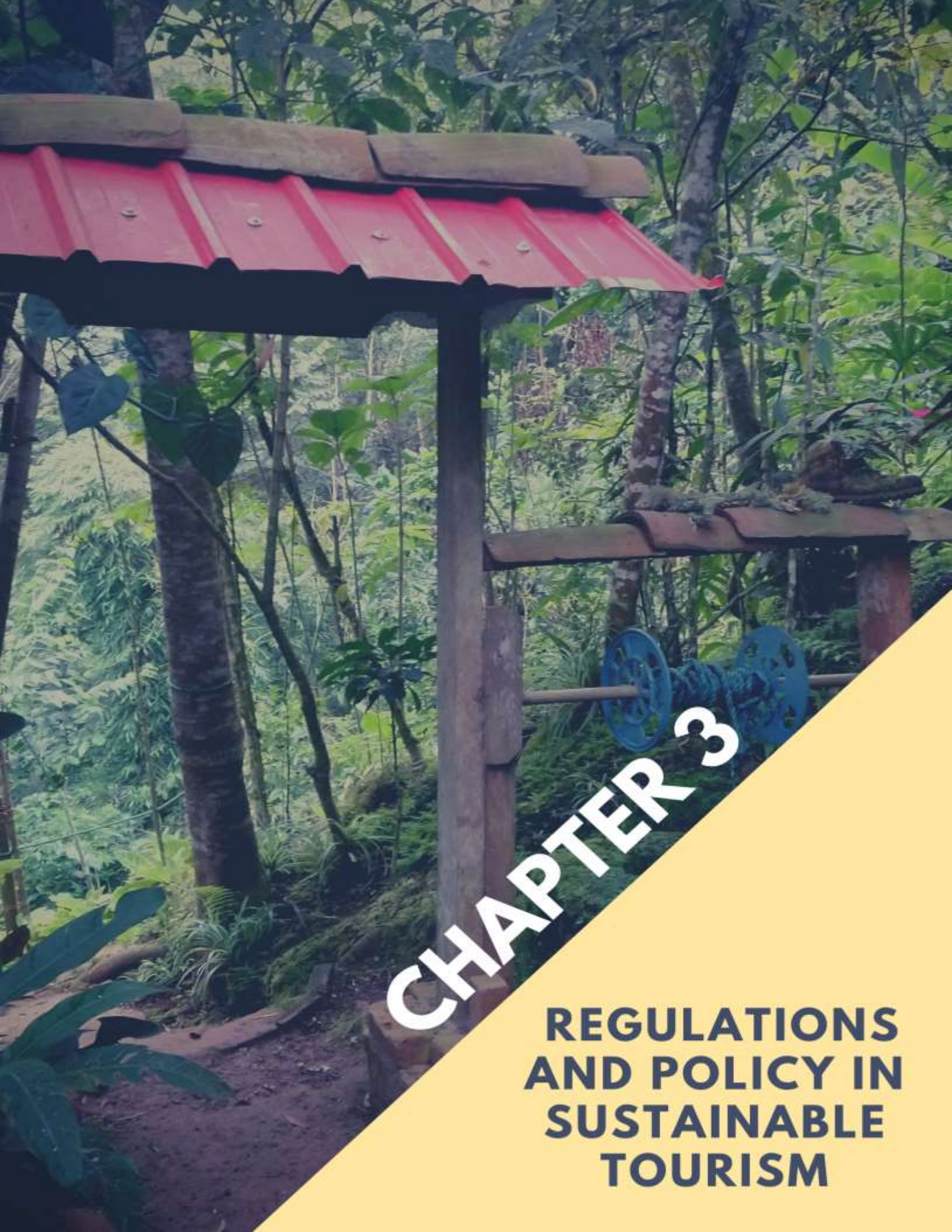


Sources: SITUR Valle del Cauca, Aerocivil and Migración Colombia, for the Tourism Observatory

The most prominent reasons for visiting are visits to family and/or friends with 39.18%, vacations, recreation, leisure with 27.79% and passing through with 13.33% according to the figures published by the Tourism Observatory during March and July 2022.



Source: Cali Tourist Dynamics. Tourism Observatory. Ministry of Tourism



CHAPTER 3

REGULATIONS AND POLICY IN SUSTAINABLE TOURISM

3. LEGAL FRAMEWORK

Colombia from the Ministry of Commerce, Industry and Tourism, guarantees the commitment to strengthen the sustainability of the tourism sector, which is the protagonist and benchmark for the world. As stated by the former Minister José Manuel Restrepo Abondano, in the document Sustainable Tourism Policies: United by Nature, indicating that the sustainable tourism policy arises from the question: what kind of tourism do we want for Colombia? affirming that *"sustainability is a central axis for the development, competitiveness and growth of tourism"*. Therefore, with the Sustainable Tourism Policy, "the path is forged towards a more responsible, equitable, resilient and collaborative future, which recognizes tourism as a vehicle for economic revitalization, social inclusion, cultural preservation and environmental conservation"²².

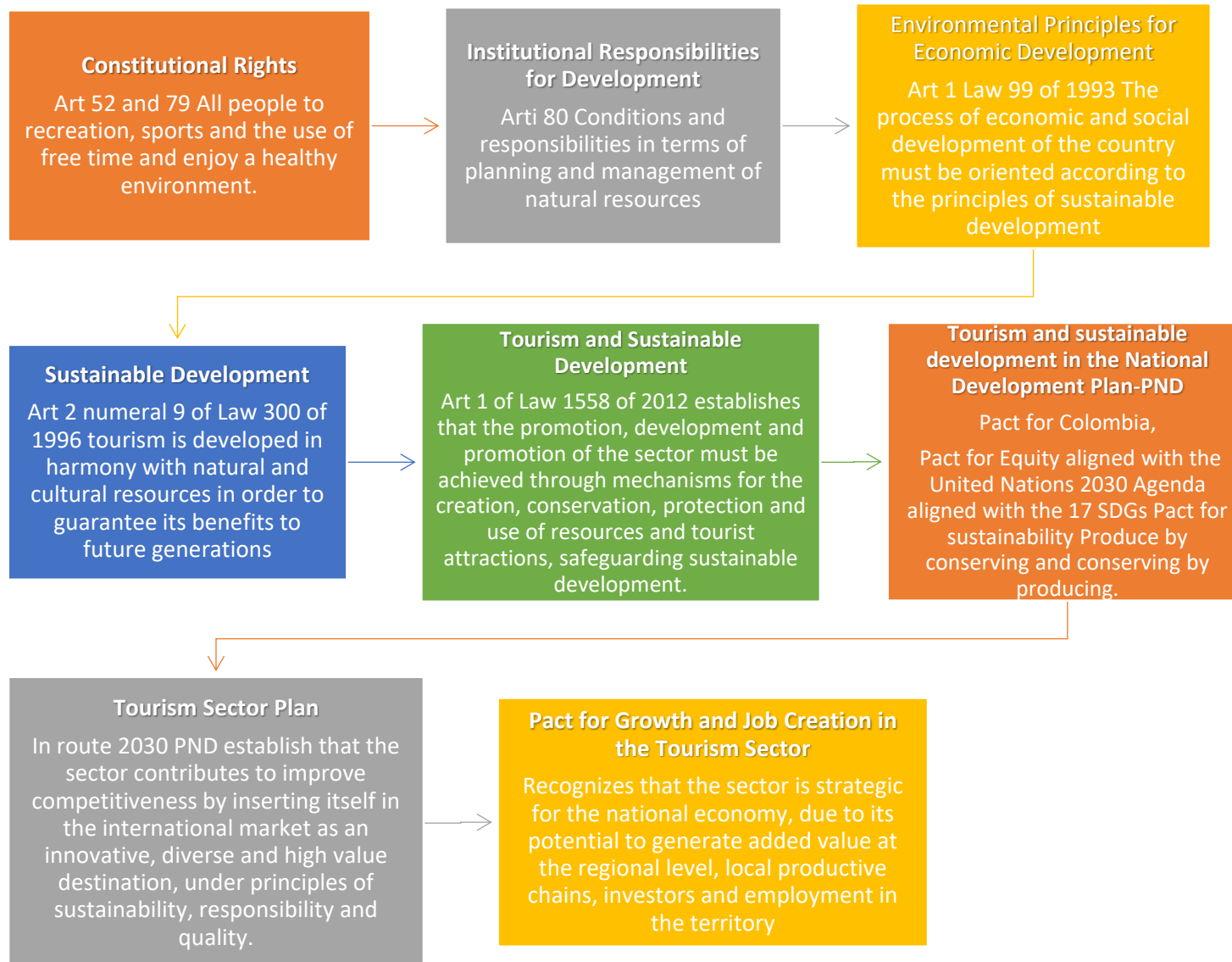
The legal support for the tourism sector includes the national regulatory framework, international regulatory framework, national strategies and policies, and the technical standards that are summarized in this section.

3.1. NATIONAL REGULATORY FRAMEWORK

The national regulatory framework represents the foundation for the development of the policy, based on the constitutional rights enshrined in articles 52, 58, 79, 80 and 95 of the Political Constitution of Colombia. In addition to Law 99 of 1993, in articles 1 and 3 numerals 2, 4, 8, 9 and 12. Complemented with Law 300 of 1996 in numeral 9 of article 2 and Law 1558 of 2012 in article 1. And from the National Development Plan through different pacts that align with the United Nations in the direction of the SDGs. Finally, in harmony with the above, the Tourism Sector Plan appears as route 2030 of the PND and the Growth Pact for job creation in the tourism sector, recognizing the sector as a strategic axis for the national economy, due to the potential to generate added value, local production chains, investors and employment in the territory. See figure 2.

²²Ministry of Commerce, Industry and Tourism. Sustainable Tourism Policy: United for Nature.2020.

Figure 2. Main national regulations that support tourism policy



3.2. INTERNATIONAL REGULATORY FRAMEWORK

There are several international precedents on sustainable development, however, to support this section, it is part of the international sustainable development agenda where the member states of the United Nations Organization (UN) in 2015 adopt the development agenda with objectives to the year 2030 for people, the planet and prosperity, in addition to highlighting the UNWTO affirmation that the tourism sector constitutes a development instrument with the potential to contribute to the goals of the 17 SDGs. (UNWTO, ITC & EIF, 2017; UNWTO & ITF, 2019; UNWTO & OAS, 2018)²³. Likewise, Colombia has a commitment to sustainability, manifested in 2012 at the Rio + 20 Summit.²⁴raising the need for a common agenda for development and, with this, laid the foundations for the adoption of the SDGs in 2015. Additionally, he was the pioneer in creating a High-Level Inter-institutional Commission for the enlistment and implementation of the Agenda 2030 being the first country to include the SDGs in its planning instruments, through Pan Nacional de Desarrollo (UNDP, 2016)²⁵. Similarly, through Law 1844 of 2017, Colombia ratifies the Paris Agreement and the commitments derived from it. Finally, in 2017, the UNWTO approved the Framework Convention on Tourism Ethics, which mentions in article 6 "tourism, a factor of environmental sustainability", being necessary to safeguard the natural environment, promote tourism development that promotes the Saving scarce and valuable natural resources, reducing the pressure exerted by tourism on the environment, and contributing to respect for natural capital and the local population (UNWTO, 2020).²⁶.

In addition to the aforementioned regulations, Colombia has several regulations for the consolidation of sustainable tourism in the country. See figure 3

²³Ministry of Commerce, Industry and Tourism. Sustainable Tourism Policy: United for Nature.2020. In:<https://www.mincit.gov.co/minturismo/calidad-y-desarrollo-sostenible/politicas-del-sector-turismo/politica-de-turismo-sostenible/documento-de-politica-politica-de-turismo-sustainib.aspx>

²⁴In:<https://www.cepal.org/rio20/es/index>

²⁵ UNDP (United Nations Development Programme). 2016. Human Development Report 2016: Human Development for Everyone. New York.

²⁶World Tourism Organization -WTO. 2020. Global Code of Ethics for Tourism. In:<https://www.unwto.org/es/global-ethical-code-for-tourism>

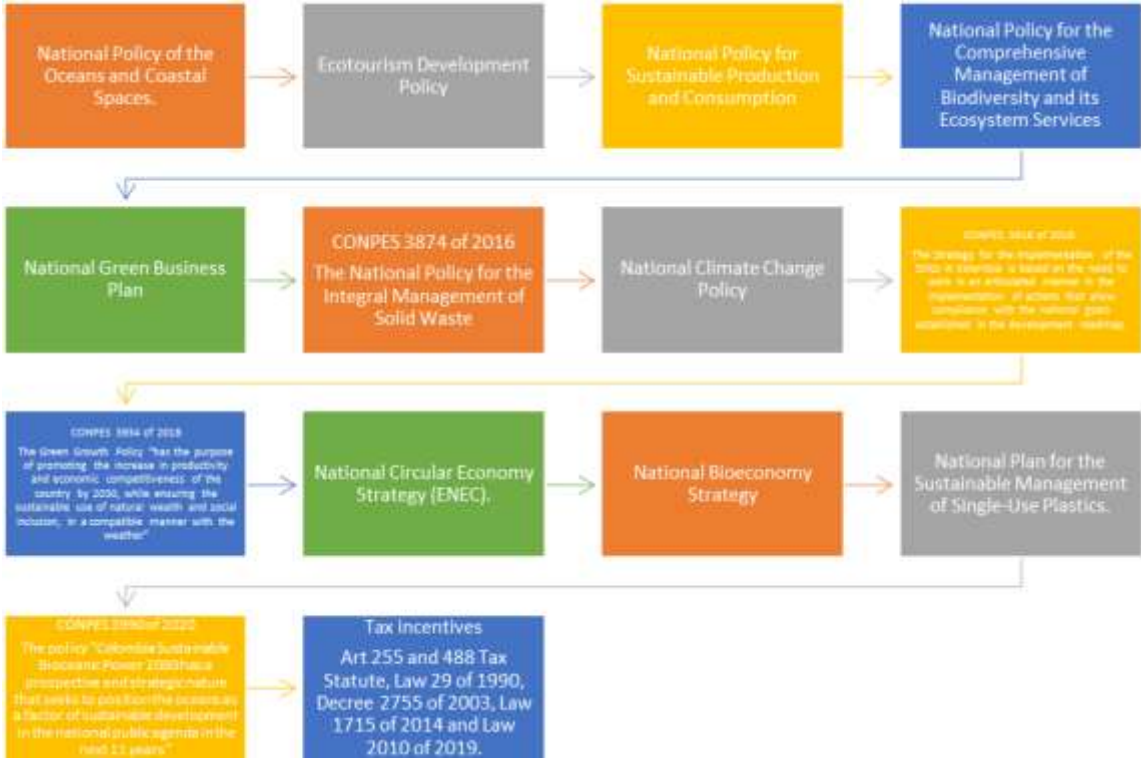
Figure 3.Complementary laws and resolutions



3.3. NATIONAL STRATEGIES AND POLICIES

To complement the regulatory frameworks, Colombia has strategies and policies that are related to the Tourism Policy.

Figure 4. National strategies and policies that support tourism policy



Finally, Colombia has several Technical Standards as instruments that promote the adoption of product standards, allowing tourism providers and accommodation and lodging establishments (EAH) to permanently demonstrate compliance with the requirements for their operation. See figures 5 and 6

Figure 5. Notechnical standards of products, for tourist providers

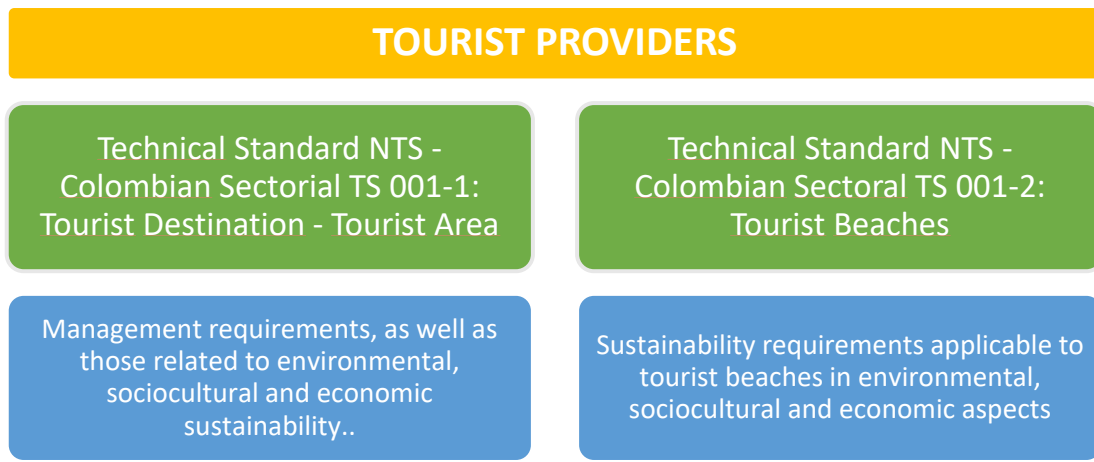
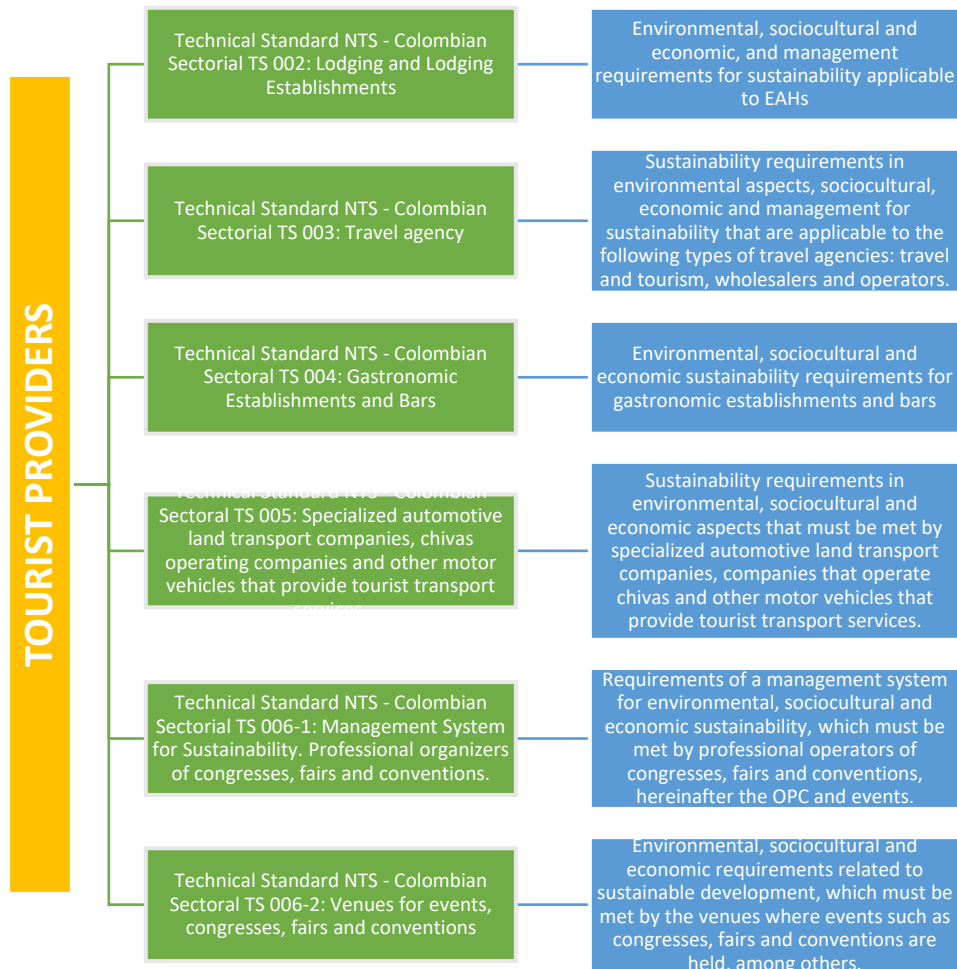
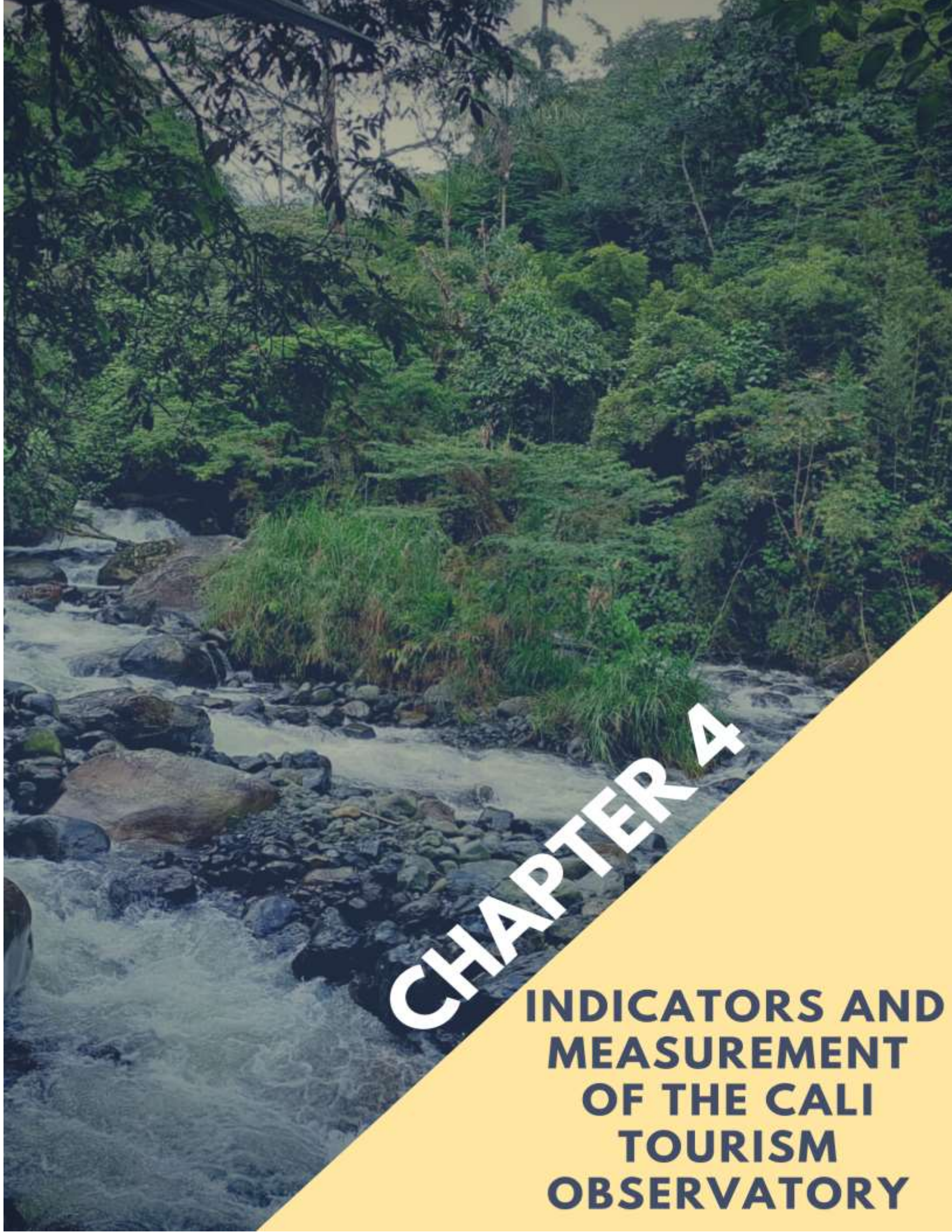


Figure 6. Technical standards of products, for accommodation and lodging establishments (EAH)





CHAPTER 4

**INDICATORS AND
MEASUREMENT
OF THE CALI
TOURISM
OBSERVATORY**

4. INDICATORS AND MEASUREMENT OF THE TOURISM OBSERVATORY OF CALI²⁷

Due to the great boom in tourism in Colombia, in 2012, the National Government implemented a program called the National Tourist Information Center - CITUR (MinCIT, 2016) by which it was sought to centralize all the information of statistical data of tourism in the country. CITUR had information from secondary sources such as DANE, COTELCO, Colombian Migration; Aerocivil, DIMAR, among others, but only had information from primary sources from the National Tourism Registry (CITUR, 2020). For this reason, CITUR is complemented in 2014 with the SITUR strategy - Regional Tourist Information Systems, which sought to complement with primary tourist information from the different territories of the country (CITUR, 2020). According to the strategic plan of Cotelco Valle (SITUR Valle del Cauca, 2019), SITUR had six measurement activities: the first called receptive tourism, which had the objective of characterizing national and international tourists that arrive in the regions. A second activity called internal and outbound tourism, which had as its objective the characterization of tourist trips by households in the territories. A third activity called employment, which had as objective the characterization of the employees and the generation of employment of the tourist service providers in each department. A fourth activity called supply, and its objective was to characterize the performance of tourism service providers in the region. A fifth tourist activity called master show, which aims to register all tourism service providers with a national tourism registry in each of the departments. One last measurement activity, called sustainable tourism, whose purpose was to establish how sustainable tourism is in the territory.

On average, each SITUR had financing from FONTUR between 500 and 800 million pesos (CITUR, 2020). This program had 3 phases. In the first phase, the statistical operations of the departments of Antioquia, Santander, Magdalena and the departments of the coffee cultural landscape, Quindío, Caldas and Risaralda began. In a second phase, the departments of Norte de Santander, Meta, Boyacá and Bolívar began. In the third phase the departments of Caquetá, Cauca, César, Atlántico and Valle del Cauca. There was a fourth projected phase that was not carried out, which took into account the departments of Nariño, Putumayo,

²⁷SITUR Valle del Cauca & Cotelco Valle del Cauca chapter. 2021. Review of Technical Aspects of the SITUR Valle del Cauca Regional Tourist Information System.

Cundinamarca, San Andrés, the Amazon and Chocó. The departments of the first and second phase were under measurement until 2018, the departments of the third phase,

According to the SITUR management in Cotelvalle, with the change of National Government in 2018, the Viceministry of Tourism at the time decided to pause the process of the Regional Tourist Information Systems - SITUR, to evaluate them and establish their relevance as a national institutional program. Franky was only in office for one year and his successor, Juan Camilo Guerrero, maintained the same position with respect to the SITUR. For this reason, some regions such as Meta, Antioquia, Magdalena and Valle del Cauca, decided to maintain the measurement activities with their own resources, however, each region, according to costs, restructured the methodologies and changed the form of regional measurements. However, the National Government has not yet made a decision regarding this Government program.

The SITUR of Valle del Cauca, although in its first two years it was financed by FONTUR and operated by COTELCO Valle, the third year it had to change the way in which regional tourism was measured, affecting its activities. For this reason, the government of Valle del Cauca, the mayor's office of Cali, the mayor's office of Buga, the mayor's office of Buenaventura and COTELCO Valle, undertook the task of keeping SITUR Valle alive with their resources. Other actors such as the Cali Valle Bureau, ACODRES, ANATO, the Universidad Autónoma de Occidente, the Universidad San Buenaventura Cali and the Universidad del Valle, are interested in keeping the measurement activities of the tourism sector alive.

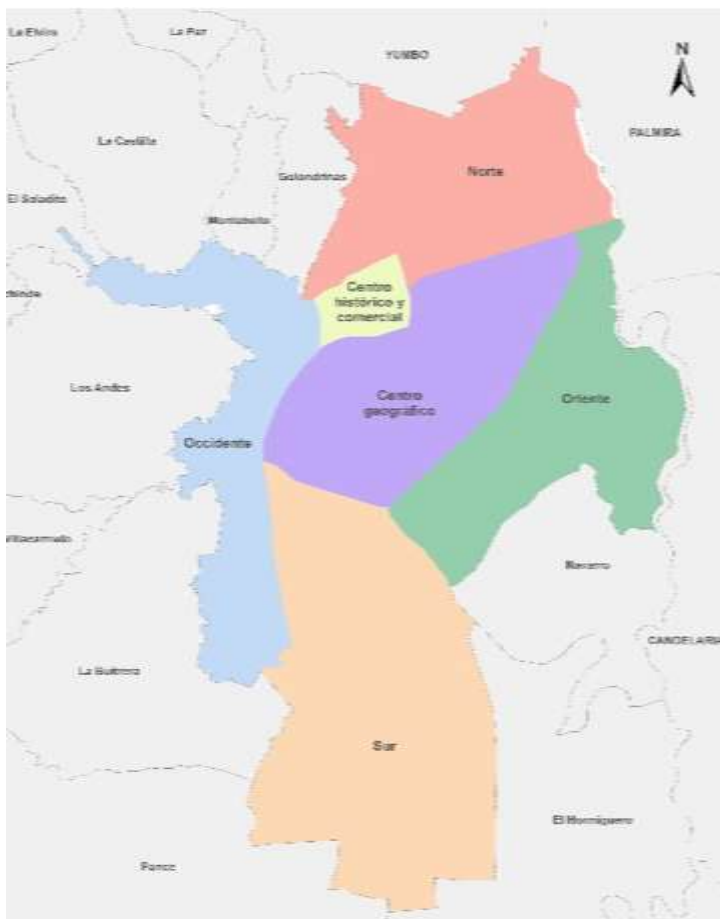
The non-pronouncement of the National Government regarding the continuity, modification and/or termination of the CITUR-SITUR program and its maintenance, imply the following challenges for the sector. A first challenge is that it is necessary to have permanent figures for the sector, since it is a necessity for local governments and tourism service providers. A second challenge is to optimize the financial resources for the maintenance of SITUR, which implies that the measurement activities must be used to the maximum. And a third challenge is to establish what are the minimum indicators that allow the actors of the tourism sector to make decisions. However, the Regional Tourist Information System has been sustained over time since 2017, that has managed to be the official entity for the generation of tourist information in the department. Currently, SITUR Valle del Cauca is prioritized by a public policy at the Valle del Cauca level and a local

public policy in Cali. On the other hand, at the national level, in 2022 the Resolution of the New National System of Tourism Statistics was decreed, in which the National Tourism Information Network - REINAT - and the Tourist Information Portal are created and launched. of Colombia highlights the importance of having a reliable, accessible, comparable data infrastructure. In addition, it considers that "one of the Strategies of the Tourism Sector Plan 2018 - 2022 "Tourism: The purpose that unites us", is aimed at generating efficient information for public policies in tourism.

In effect, the SITUR Valle consolidates for the city of Cali since 2018 the Tourist Observatory of the city, whose fundamental mission is to measure the main tourism unions for the city.

4.1. TOURISM OBSERVATORY OF SANTIAGO DE CALI

This observatory is an organization dedicated to the investigation of tourism



dynamics, whose purpose is to build the necessary inputs so that the actors in the sector can make decisions, create opportunities, promote destinations and transform the region.

The geographical area of impact of the observatory is Cali, which is located in the department of Valle del Cauca, in southwestern Colombia. The total area of the municipality of Cali is 560 km², and its territory is made up of an urban and a rural area. Its geographic coordinates are 3° 26' 28" N, 76° 31' 23" W.

Figure 7. Area of impact of the SITUR

The limits of the municipality of Cali are as follows:

- To the north: with the municipalities of Yumbo, Vijes and Dagua.
- To the south: with the municipalities of Jamundí, Puerto Tejada and Villagorgona.
- To the east: with the municipalities of Palmira and Candelaria.
- To the west: with the Cauca River, which separates Cali from the municipality of Buenaventura.

The Cali Tourism Observatory is included in both the local development plan and the public tourism policy of Santiago de Cali. The Cali Tourism Observatory is sponsored by the Valle del Cauca Tourist Information System, which has been providing data collection services since 2017 and was the seed for the creation of the Cali Tourism Observatory. The Cali Tourism Observatory is funded by the Cali Tourism Secretariat and operated by SITUR Valle, which in turn is operated by Cotelco Valle and is responsible for the Cali Tourism Observatory.

4.1.1. Organization and Process of Institutional Participation in the Measurement of Indicators

To measure the indicators for the tourism sector, the Cali tourism observatory, through its articulation with the Valle del Cauca Tourist Information System, SITUR VALLE, has defined a governance model based on the participation of public and private institutions and the most representative business associations of the tourism sector in the city, as well as its articulation with the Tourist Information Center of Colombia CITUR of the Ministry of Commerce, Industry and Tourism through the Vice Ministry of Tourism.

This model of governance and sustainability of the indicator measurement process is led by the Secretary of Tourism of the city of Cali as a tourism observatory and by the Secretary of Tourism of the department of Valle del Cauca who, in addition to being the direct beneficiaries of the data as a destination, are the ones who contribute the highest percentage of economic resources for its operation and audit the indicators that are measured.

In the same way, a private union that coordinates and leads the hotel sector of the city of Cali and the department of Valle del Cauca, such as COTELCO Valle del Cauca, is the one who directs, administers and leads the Measurement System, as well as the professional technical committee that determines the indicators to be measured, the measurement methods and generates the respective statistical bulletins of the tourism sector of the region that are found in www.siturvalle.com.

This is done through joint work with the Universities of the region that, together with their research groups, contribute their analysis and interpretation to the system.

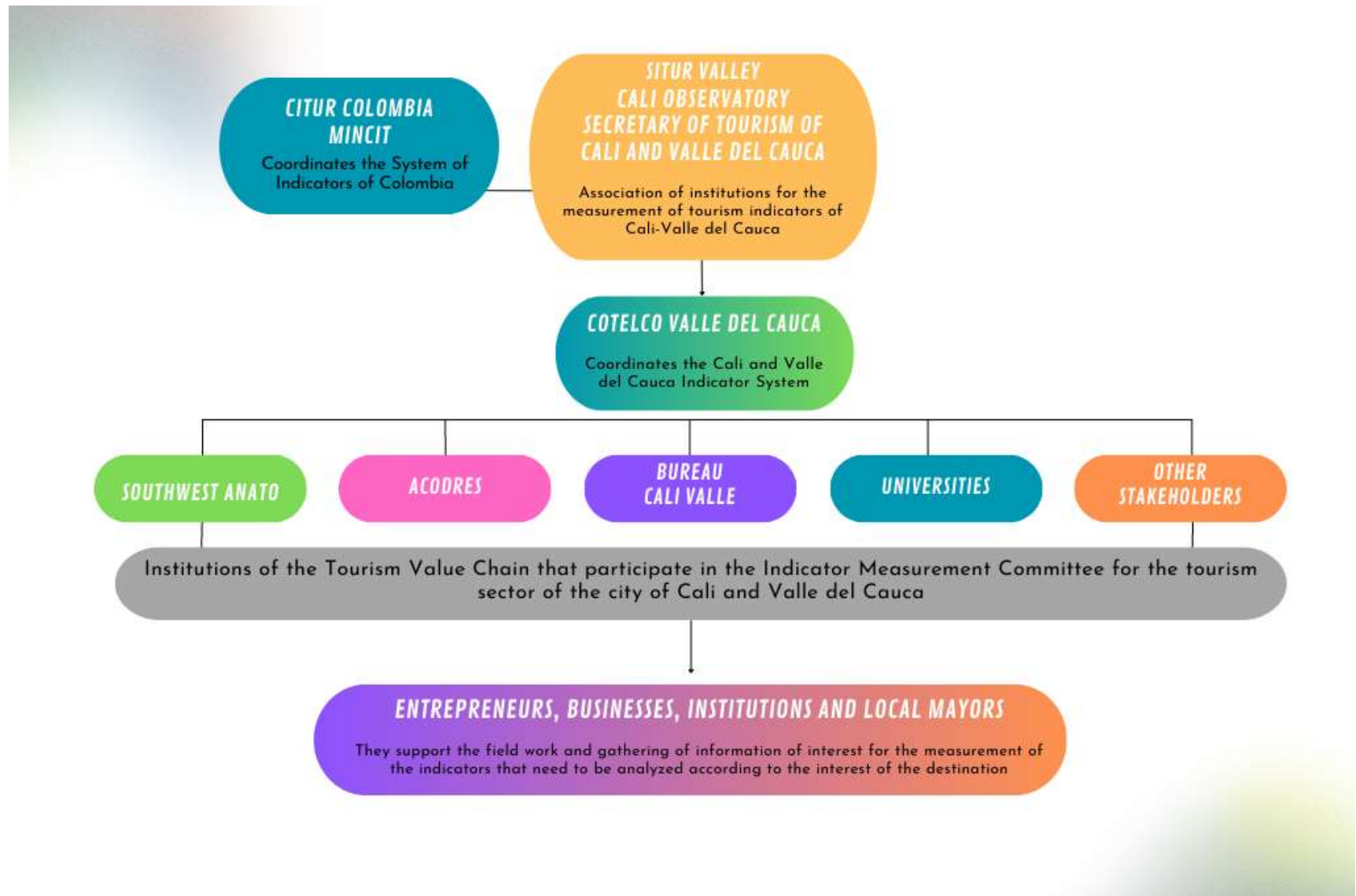
The participating universities are the Autonomous University of the West through its tourism school, the Universidad del Valle, the Santiago de Cali University, the San Buenaventura University and the Javeriana Cali University. Likewise, other actors in the tourism value chain such as ACODRES, representing the gastronomic sector, ANATO Suroccidente, representing Travel operators and agencies, the Cali Valle Convention Bureau, PROCOLOMBIA Cali, some municipal mayor's offices near Cali, as well as other actors in the sector participate in the committee of institutions for the measurement of indicators (*Figure 8*).

To date, the governance and sustainability model of the Tourism Observatory and the Tourism Information System has worked well from the articulated work between public and private institutions, and more and more tourism institutions and actors want to support and be part of the process of measuring tourism indicators.

According to the "Methodological Document of the Tourist Observatory of Santiago de Cali," the organizational structure will allow for the direction and control of the observatory's processes, as well as the systematization, processing, and use of the collected information to generate benefits in the tourism sector. During the initial years of the observatory's operation, a robust structure is not required. As the observatory grows in terms of importance, influence, recognition, and empowerment, the structure can expand.

First and foremost, it is proposed that the observatory be coordinated with stakeholders in the sector and academia to contribute to the proper functioning of tourism activities in the municipality. This includes generating knowledge, skills, and abilities among tourism service providers and operators to enhance the destination's competitiveness and service quality, taking into account sustainable tourism, which focuses on environmental, social, and economic aspects. Additionally, the observatory aims to generate academic research products that contribute to understanding the tourism landscape of the city, serving as input for activities aimed at sector development and competitiveness.

Figure 8. Organizational structure of CITUR



It is also considered necessary to create a group that supports the development and achievement of objectives, leading different areas such as:

- Administrative
- Information management and analysis
- Research
- Social and academic

Regarding employees, the observatory has a contractor appointed by the Secretary of Tourism of Cali, 12 surveyors in Cali, and the SITUR Valle team, which consists of a director, an economist, and a statistician.

As for the financing of the observatory, it has 250 million provided by SITUR Valle, 170 million from the Mayor's Office of Cali, and 150 million in-kind contributions (surveyed individuals) from the Government of Valle del Cauca.

4.1.2. Vision

To transform the Economic Observatory of Cali into a leading and reference platform for the generation, analysis, and dissemination of economic and tourism information in the Valle del Cauca region. We will work hand in hand with SITUR (Tourism Information System) to strengthen strategic decision-making in economic and tourism matters, thus contributing to the sustainable development and competitiveness of Cali and its surroundings.

As an Economic Observatory, our focus will be on collecting and analyzing relevant data on the local economy, tourism, and their impact on the region's economic and social development. Our task will be to generate reliable, up-to-date, and high-quality information that enables stakeholders from the public, private, and academic sectors to make informed decisions and design policies and strategies in line with the needs and potential of Valle del Cauca.

In close collaboration with SITUR Valle del Cauca, we will promote the integration of economic and tourism data to identify synergies and joint development opportunities. We will leverage new technologies and data analysis tools to effectively visualize and communicate the collected information, facilitating access and understanding for different stakeholders in the sector.

We aim to become a benchmark in generating knowledge about the economy and tourism in Cali and Valle del Cauca, fostering research and the exchange of best practices. We will promote collaboration with universities, institutions, and national and international organizations to strengthen our capacity for analysis and projection.

4.1.3. Objectives of the Tourist Observatory of Cali

- ▶ Conduct comprehensive research and analysis of tourism activity in Santiago de Cali with the aim of providing fundamental elements for strategic decision-making. These studies will contribute to the formulation, evaluation, monitoring, and coordination of policies aimed at the development of the tourism sector.

- ▶ Facilitate monitoring and evaluation tools to measure the progress and impact of tourism in the city. This will enable the orientation of intervention policies and the necessary adjustments of strategies to promote sustainable growth in the sector.

- ▶ Establish a systematic data collection system, using objective and reliable measurement instruments, to obtain accurate information on various variables related to the tourism demand and supply in Santiago de Cali. This data will be crucial for understanding market behavior and making informed decisions.

- ▶ Generate relevant and up-to-date knowledge about the tourism sector in Cali. This knowledge will be used to guide participants and stakeholders in the tourism services sector, providing clear and transparent information that drives the growth and competitiveness of tourism in the city.

- ▶ Support the publication of statistical information and tourism studies as tools for decision-making by stakeholders involved in the tourism activity. These resources will be used by companies, government entities, and other relevant actors to guide their strategies and actions.

- ▶ Foster collaboration and exchange of information between public and private entities related to the tourism sector. Establish strategic alliances for the development of joint studies and sharing of relevant data and information that contribute to the strengthening and growth of tourism in Cali.

- Support the registration of necessary information to establish performance indicators in the Tourism Department. These indicators will allow measuring the performance and evaluating the impact of implemented policies and actions, providing a solid basis for future decision-making.

4.2. FRAMEWORK

4.2.1. Contextual Framework

Colombia has a "Statistics Plan for the Tourism Sector" carried out by the National Administrative Department of Statistics (DANE, 2014), as the statistical authority and coordinator of the National Statistical System - SEN. This plan aims to "improve the statistical availability required by the country for this sector and promote the strengthening and quality of statistical processes" (DANE, 2007). However, CONPES 3397 of 2005 recommends the consolidation in DANE of the Tourism Satellite Account, as a:

“Statistical instrument that contains concepts, tables, classifications and aggregates consistent with national and regional accounts. For this, it is necessary to carry out the household tourism survey and the international travelers survey. This work must be carried out with the public investment resources approved for the consolidation of the information of the service sector” (Conpes, 2005. pp. 20).

Additionally, the World Tourism Organization - UNWTO (2001), emphasizes the construction of the Tourism Satellite Account in a development articulated with the other national account systems.

Considering that tourism is fundamental in the world economy and in the international trade in services. The UNWTO (2005) presented a guide for the elaboration of indicators of sustainable development of tourism, which are applicable to all types of tourism. The indicators present formal information that allows changes in tourism development to be measured, but they are effective only if they address the problems that were associated with the planning and management of the destination and if the collection of information is feasible and its analysis can be generated, this in order to have information that allows correct decision-making at the national, regional or specific destination level. There are

different types of indicators, such as early warning, pressure on the system, measures of the situation of the sector, measures of the impact that tourism development has on the environments and measures of the effect. In addition, they can be measured with quantitative expressions or by qualitative and normative expressions, by means of indices, nominal, normative or descriptive indicators (UNWTO, 2005).

However, only supranational organizations have to do with the conceptualization of tourism, since, at the national and local level, tourism represents a responsibility of the National Government, private companies, tourists and the host community (WTO, 2005). Given the strong relationship that exists between these actors in the sector, the UNWTO generates a guideline of how the formulation of tourism policy should be and how its evaluation should be. For the UNWTO, it must be clear about the fundamental objectives pursued, what means are going to be used to achieve said objectives, etc. (UNWTO, 2005). On the other hand, in the document "Tourism Strategy: Methodological Scheme", Tourism Studies, No. 85, (Acerenza, 1985, pp. 47-70).

4.2.2. Theoretical Framework

The World Tourism Organization (2011), stated that tourism activity is part of one of the five most important categories of world exports, which makes its research so important. The tourism research process allows us to understand the events and activities of the sector internally and externally with the aim of promoting the sector and having patterns of behavior, relationships and trends that allow making decisions and creating predictions about it. The research process consists of stating and justifying the problem, recognizing and identifying the research idea for its formulation. The hypothesis, objectives, theoretical model, literature review, determination of the study population, data analysis, results and time planning must be built;

It is essential to define the concepts and approaches of the methodology to homogenize the criteria, taking into account the recommendations of tourism statistics and establish the information that the questionnaires want to capture; therefore, they must be raised objectively, clearly, precisely, correctly and with a limited duration. The questions can be open, closed or mixed and the interviews can be carried out in person, by telephone, by post or by email. For this reason, the tourism concepts of each indicator analyzed and proposed in this document

are the official ones exposed and already classified by the UNWTO (UNWTO, 2011).

While it is true that the UNWTO is the final destination for all tourism concepts that are developed in the world, there are other organizations that deal with tourism due to its importance as an economic activity: International Bank for Reconstruction and Development - IBRD, the Organization for Economic Cooperation and Development - OECD, the International Labor Organization - OIT and the International Monetary Fund - IMF. These organizations highlight the importance of information on the tourist destination for the planning and rational management of resources. For this reason, the questionnaire, the evaluation framework and the concepts for the financial chapter were built based on the guidelines set forth in this document.

For the construction of the evaluation levels of this work, the conceptualization of the evaluation levels exposed by Roth (2002) was used, implementing the evaluation in an ex-post cost-benefit context, the evaluation at the level of efficiency and satisfaction, as was broken down into each of the specific objectives previously in the methodology chapter.

Finally, to analyze the statistical technical component, through descriptive statistics the tourism research process was represented, establishing the bases of its use and pointing out the importance of sample selection, descriptive analysis and an empirical analysis of the data on a group of individuals who are objects of investigation, which seeks to rewrite. The data can be temporary, cross-sectional (timeless) or a panel that combines both. The sampling process refers to the different classes and samples to determine the correct sample size. There are probabilistic samples, which are divided into simple random, systematic random, stratified, by conglomerates and in multiple stages; non-probabilistic sampling, which is divided into sampling by quotas, trial or snowball. The entire theoretical framework of these concepts is based on the book *Statistics and Sampling* by *Ciro Martin*, 13th Edition (Martin, 2012).

4.3. TECHNICAL ASPECTS OF THE REGIONAL TOURISM INFORMATION SYSTEM SITUR VALLE DEL CAUCA

In this document, the technical aspects of the SITUR Valle del Cauca regional tourism information system were reviewed. For this, first of all, the technical and documentary aspects of SITUR Valle were analyzed, following the evaluation instrument of the regional tourist information systems and the national statistical system CITUR-SITUR created by DANE in 2020. This instrument of the DANE analyzes the following 4 categories: The institutional context, statistical processes and their results, technology and the use of statistical information and its articulation with public policies.

4.3.1. Technical Aspects

4.3.1.1. Institutional Context

In this category, the success factors, obstacles and opportunities for improvement of the institutional context that ensure compliance with the principles of coherence, efficiency and coordination of the SEN are identified.

SITUR in Valle del Cauca is operated by Cotelco Valle, which is a private non-profit company. Cotelco Valle, within its missionary objectives, has the realization and management of projects that impact the tourism production chain, in addition to being the main tourism union in the department in terms of assets and tourism projects carried out. This implies suitability from the point of view of regional relevance. From a technical point of view, Cotelco's Department of Statistics and Academic Studies is the agency in charge of directly operating SITUR. This dependency has been collaborating in the management of statistical tourism information to different destination actors since 2014 and has historical information since 1999.

Despite the fact that the Viceministry of Tourism has not financed the SITUR since 2019, SITUR Valle is currently producing information, thanks to the fact that its operator and the Government of Valle and some municipalities have invested a lot for its subsistence. However, this situation made SITUR Valle redesign the measurements to make them less expensive, affecting the continuity of information production for some variables. This support from the territorial entities has been generated thanks to the inclusion of SITUR within the local and regional development plans, ensuring an annual budget for the generation of statistics under the SITUR methodology.

For the implementation of SITUR, the operator invested in computer equipment, software licenses, clothing, and office real estate so that SITUR would have the necessary resources to develop the collection, processing, analysis, and dissemination of data in accordance with the regulatory framework. of the CITUR – SITUR administration. In addition to including responsibilities related to the information production activities of the CITUR-SITUR scheme of SITUR Valle to several of its officials within the entity's management system. The latter allowed SITUR Valle to have a document management system, a data protection policy, a policy within the occupational health and safety management system as quality measures in processes and capacity for risk management.

4.3.1.2. Confidentiality

The operator established mechanisms to guarantee the protection of the information collected against unauthorized disclosure, complying with the provisions of the personal data regulations, including SITUR within its personal data policy, designating two people as responsible for the custody of the information., in addition to having a process of identification of the personnel that accesses the database. Finally, to secure the information and reduce the risk of losing it, the operator has the information on a local server, a server in the cloud and periodically copies the information to portable hard drives that are stored in an organization safe.

4.3.1.3. Management

All SITUR collection, processing, analysis and dissemination activities have been documented, with an annual update period. This documentation is found in the magnetic means arranged for this operation by all the personnel related to the measurement activities. There is physical information on the documentation process for the years 2017, 2018 and 2019. Although there are some documented processes in the year 2020, the first 6 months of the year do not have monthly documented information.

On the other hand, there was no methodology to identify the risks that could affect the production of information in the CITUR-SITUR scheme, nor the actions that would allow them to be mitigated.

4.3.1.4. SITUR Staff

In order to be able to grant the SITUR operation, the Vice Ministry defined some minimum profiles for the SITUR operation, this with the aim of guaranteeing that

the personnel are suitable for the development of SITUR activities. The operator fulfilled all the profiles. The only profile that did not meet was that of the director who, when the process began, did not have the required education and/or experience; however, four months after the start of measurements, the director met the minimum required time in experience requested by the Vice Ministry for said activity. Within the SITUR Valle staff there were three professionals with doctoral degrees, one of them in tourism, another in economics and another in sustainable development, which were very high profiles for the minimum required. Although at times the communications professional from Cotelco Valle or a communications professional from the Government of Valle supported the communications area of SITUR, there was no position financed by SITUR that would allow better promotion of communications development activities. of the statistical system. This professional is essential to improve their reach.

At the beginning of the operation of SITUR, the Vice Ministry of Tourism carried out a series of training sessions for the installation of SITUR Valle. However, every month the director of SITUR carried out internal training sessions with his staff to improve information gathering activities. This training program was made up of the annual training schedule that the union has for its members, its own training to update statistical processes and collection techniques. This could be evidenced through photos, attendance list and in the last two years, videos uploaded on YouTube. Finally, each month the director brought together his technical team, which is made up of a statistician and an economist, and told them about all the processes as a mechanism for the transfer of knowledge in the development of the production of SITUR information. In addition, when one of these two officials left the company, they left a certificate of delivery of all the procedures.

4.3.1.5. Use and Application of Statistical Guidelines

The CITUR - SITUR methodology has implemented national and international statistical standards since its inception. These standards were under the umbrella of the UNWTO standardized concepts; however, the nomenclature and classifications did not have an international or national standard. In the case of digital broadcasting, this was done through the broadcasting standard (SDMX) between the SITUR Valle platform and the CITUR platform.

4.3.1.6. Monitoring and Follow-up

SITUR Valle established a general plan for the management of its measurement activities. For this, it had an action plan, which was composed of a schedule of

activities with their respective deliverables, defined times, roles and assignment of responsibilities. For the collection of information, a field supervisor was assigned to ensure the quality of the collection. In the debugging, the analysts informed the statistician of any non-conformity with the behavior of the indicators. And in the analysis of the information, the director read the reports before publishing them or sending them to the inspectorate. This procedure ensured the continuity and fulfillment of the goals of the SITUR action plan.

4.3.2. Statistical Processes and their Results

4.3.2.1. Design – Requirements

During the planning of the information production process, the activities of definition of objectives, definition of indicators, definition of the source of information, definition of collection methods, definition of information transmission, definition of basic concepts, definition of schedule were developed. general; definition of dissemination methods, definition of collection, processing and dissemination calendar. But the definition of output tables was not taken into account, which remains a pending task for SITUR.

Although SITUR's measurement activities are through primary sources, the analysis and collection of secondary sources were also carried out as a complement. The most used sources were Aerocivil, Migración Colombia, Cotelco Nacional y Valle, DANE, INCIVA and the RNT. These sources have compliance problems in reporting information, which implies a threat for SITUR to present its reports on time. In the primary sources, a threat to the system is to achieve the permissions required for the collection of information. Above all, for the measurement of receptive tourism. In the case of measurements made to tourism service providers, the threats to collection are the following:

4.3.2.2. Design – Instruments

Although the Vice Ministry of Tourism had manuals, instructions, guides or procedures necessary for the support of CITUR - SITUR with respect to the instruments, SITUR totally seemed to have a manual for validation and consistency and a manual for processing and generating output charts. These instruments must be reviewed and updated since they were created in 2014 and in 2021 the sector has grown in different categories of the RNT. In addition to new regional dimensions, given new market niches. However, it is noteworthy that the national committees of tourism statistics CITUR - SITUR, these instruments and

indicators were evolving according to the needs of the actors, which allowed full participation by SITUR Valle in the definition of the variables of the CITUR – SITUR information production scheme. These instruments have already gone through pilot tests, but it is important to think about a design that allows their optimization.

4.3.2.3. Prosecution

The information processing presented two drawbacks. The first was the delay in the capture, since sometimes field professionals take time to collect information. This problem is difficult to solve since unforeseen events in information collection will always exist. The second inconvenience has to do with typing errors when entering the information. For this, SITUR wants to add its instruments and does not use open questions, which is a good solution to this problem. Although the operator has mechanisms to try to minimize processing inconveniences and has provided a budget so that this activity has developed optimally, it is important that the operator begins to create indicators that allow monitoring of these inconveniences.

4.3.2.4. Analysis

SITUR Valle, within its information analysis process, establishes a rigorous protocol in which it has procedures for analyzing the consistency and context of the information reported in the indicator database. Also, that in an internal committee and external committee that allows you to evaluate the documents generated by your analysts. As criteria for the preparation of these documents, contractual compliance with the objectives of the information system and the coverage of information needs are taken into account, as evidenced in the indicators chapter. For the analysis process, the only difficulty arose from the delay in reporting the indicator base by the statistician,

4.3.2.5. Diffusion and Access

SITUR Valle only disseminated the methodological file, the glossary of concepts and the measurement instruments, but did not disseminate the instruction manuals for the use and interpretation of the information, which is a pending task for the SITUR operator. Regarding the information, everything collected, processed and analyzed by SITUR, was published on its web platform and social networks, fulfilling its objective as a public information system. However, the main difficulty for the process of dissemination and access to information was the lack of a professional in charge of SITUR communications. A reported problem

regarding access to information is that it was difficult for some of the actors to extract the information from the dashboards built in tableau for each measurement. Therefore, a pending task that SITUR Valle must do,

4.3.3. Technology

4.3.3.1. Entrances and Exits

The information collected from SITUR Valle has two entries. The first is a primary source product of field work through surveys that are carried out through a mobile application called MULTIPURPOSE SURVEY. This application connects through the Internet with a data cube hosted on the web server of the Gobernación del Valle, through a development called SIGESI. The second is a secondary source through the work of gathering information from analysts who download the necessary information from web pages. Primary sources and secondary sources are managed on a local server of the operator through Postgress SQL. This source management process implies that the information that is being collected has a process of validation, purification and processing, which prevents the published information from being displayed in real time. But this procedure is very important to ensure the quality of the published information. In case the operator wanted, it could show the information in real time, since the systematization of the information is done. However, it is not recommended to carry out this procedure, since this would be detrimental to the quality of the information published. For communication with the central platform of the Vice Ministry of Tourism, SITUR Valle has implemented the SDMX information exchange standard through web services. since the systematization of the information is done. However, it is not recommended to carry out this procedure, since this would be detrimental to the quality of the information published. For communication with the central platform of the Vice Ministry of Tourism, SITUR Valle has implemented the SDMX information exchange standard through web services. since the systematization of the information is done. However, it is not recommended to carry out this procedure, since this would be detrimental to the quality of the information published. For communication with the central platform of the Vice Ministry of Tourism, SITUR Valle has implemented the SDMX information exchange standard through web services.

4.3.3.2. Software

The software by which the information from SITUR Valle is collected has been updated on different occasions in recent years, which has implied moments of

rupture of the information service and instability in the collection and publication of data. A threat that the operator has to do with the host of this data cube, since it must acquire a technical support process on an annual basis that allows it to mitigate the risks and errors in the collection of information generated by updates of the SIGESI and the updates of the web services technology.

The software used for the implementation of the SITUR Valle del Cauca information system is duly documented for all its phases and procedures.

4.3.3.3. New Information Technologies

SITUR Valle has within its operation, involved science technology and research processes. These have to do with the use of social listening techniques, web scraping, data mining and machine learning. From these techniques, SITUR Valle managed to carry out the first national study of Airbnb, as well as the study of events, fairs and festivals in the Pacific region, the study of the world salsa festival and the Petronio Álvarez festival. However, according to Oscar Guzmán, the implementation of these processes is much more expensive than the current operating scheme, because the professionals trained to implement these techniques multiply five times the salary cost of the people in charge of collecting information. through surveys, in addition, some of these processes have additional costs,

Regarding the technical aspect of the use of these big data techniques with respect to the current collection operation, with big data the amount of information collected can be multiplied by thousands with respect to what is collected by surveys, however, when analyzing the universe of tourists with respect to the universe of information displayed on the internet, an error occurs in the sample framework, which causes it to stop being a stochastic process, so there is a selection bias in the distributions probability of big data information sources, which makes estimation and measurement results difficult.

In the case of tourism marketing, big data can offer many advantages that traditional measurements do not offer, one of which is closing gaps in product promotion between supply and demand. SITUR Valle has not explored this aspect and it may be an alternative for the future.

SITUR Valle has an agreement with the network of tourism promoters of the Valle government, in which through an estimate with a Poisson probability distribution,

the number of holiday tourists in the department is calculated. This estimate is unique in Latin America, but the collection costs are very high. In this case, doing the estimation through a machine learning process would reduce costs considerably.

A solution to the cost of implementing big data techniques in SITUR measurements is that a mixed process could be generated, in which, with the historical information collected through random sampling, it is complemented with an automatic learning algorithm that allows save for periods of time the collection of information.

4.3.4 Use of Statistical Information and Articulation with Public Policies.

4.2.4.1. Articulation with Public Policies

SITUR Valle reports information to the Government of Valle, the Vice Ministry of Tourism and 20 municipalities in Valle del Cauca. However, SITUR only one of its measurements is part of Colombia's open data strategy and has not defined the information publication factors in accordance with the Online Government Policy. This should be a task in case SITUR Valle continues to publish information officially.

4.3.4.2. Use of Information

The main uses those users gave to the information produced were for tourism policy decisions, planning (resource allocation), project management, and monitoring supply and demand in the tourism sector. However, the SITUR operator does not have a procedure that allows evaluating user satisfaction on the information produced, therefore, there were no continuous improvement processes with respect to the demands of the stakeholders. The main drawbacks that arise with the users have to do with the lack of understanding of the methodology of the information produced by the users and in a few other cases with the lack of interest in statistics.

Tourist service providers complain that territorial entities do not use the statistical information reported. In addition, they do not have confidence in the figures published by the territorial entities, which affects the confidence in the statistics of SITUR Valle.

4.4. SITUR MEASUREMENT ACTIVITIES.

In this subchapter, the aspects of the technical sheet of each measurement of the SITUR Valle Regional Tourist Information System will be analyzed. This subchapter is the technical-operational-statistical summary of the evaluation process of the SITUR program in Valle del Cauca.

4.4.1. Receptive Tourism

4.4.1.1. Description

The measurement of receptive tourism has as objective the characterization of the tourists who visit the department of Valle del Cauca, this will allow to identify their sociodemographic profile, the details of the trip, the activities carried out, the expenses of the trip and the perception of the destination. Well, in this way it is possible to identify tourist vocations in the region, or the behavior and composition of the demand.

4.4.1.2. Analysis Unit

Tourists arriving in the department of Valle del Cauca. Recommendation for improvement: also carry out surveys on internal tourists, since they are also part of the tourism chain. This would imply having a larger sample size and a unique design for each type of tourist: receptive and internal.

4.4.1.3. Base Indicator: Tourism Expenditure

Recommendation for improvement: do not ask tourists for their income or for each component, as this makes collection difficult. You can ask about tourism spending in general, and then ask, in terms of percentages, the level of spending on each component.

4.4.1.4. Information Collection

In tourist points of cities with tourist vocation of the department. Recommendation for improvement: since the collection is done at convenience, it has a problem of selection bias, however, the process may have improvement processes with respect to the selection of the collection point through a methodology that allows estimating the number of surveys carried out by place of measurement.

4.4.1.5. Sampling

Non-probabilistic convenience model. Recommendation for improvement: carry out a sample design as if the model were probabilistic.

4.4.1.6. Periodicity

Monthly. Recommendation for improvement: none.

4.4.1.7. Instrument

After reviewing the indicators, the resulting instrument can be seen in the Receptive Instrument Annex.

4.4.2. Internal Tourism and Issuer

4.4.2.1. Description

The objective of this measurement is to establish the characteristics of the tourist trips of the residents in the department of Valle del Cauca, to establish if they make trips or not, and if they make trips, if these are internal tourist trips or emissive to the department.

Recommendation for improvement: this measurement is not highly valued by the stakeholders. In order to include some valued indicators, it was proposed to include these indicators in the measurement of receptive tourism and eliminate this measurement activity.

4.4.2.2. Analysis Unit

Resident of the department. Recommendation for improvement: none.

4.4.2.3. Basic Indicator

He did go on a tourist trip. Recommendation for improvement: according to the objectives of the measurement, the indicator of I traveled, only meets one of the objectives. If the base indicator were tourist spending, a multi-stage design could be made that would include the completion of the trip, internal trips and outbound trips, in addition to the characteristics of these trips. A problem with this modification would imply a much larger sample size, which, based on what was found in Chapter 1, would not be possible. In the collection it is very difficult to collect information in very dangerous neighborhoods of the municipalities. It is also very difficult to collect information in high-income neighborhoods because these people do not remain in their homes during the hours that field professionals

are available.

This measurement had a problem in the temporality of the measurement, since it was only done three times a year and in holiday seasons, which implied that it did not fully comply with the characterization of the tourist trips of the residents of the department. It is recommended not to continue making this measurement, since its objectives can be extracted through the recommendation that was made in receptive tourism, by including internal tourists in the region in the measurement.

4.4.3. Characterization of the Offer

4.4.3.1. Description

This measurement aims to characterize the performance of the main 4 types of services that make up the tourist offer in the department, the services mentioned are: accommodation establishments, travel agencies, gastronomy establishments and transport companies.

4.4.3.2. Analysis Unit

Companies that provide formal tourist services in Valle del Cauca: accommodation establishments, travel agencies, gastronomy establishments and transport companies.

Recommendation for improvement: include the other categories of formal tourism service providers in Valle del Cauca

4.4.3.3. Base Indicator

- Accommodation establishments: % occupancy.
- Travel agencies: types of agencies.
- Gastronomy establishments: type of service provided.
- Transport companies: number of tourist passengers.

Recommendation for improvement: change the base indicator of each category and unify them through the income indicator of each service provider. To achieve this, the indicators of units sold and the average rate of those units must be used to calculate the sales of each category.

4.4.3.4. Information Collection

Formal tourist service providers are selected through simple random sampling and visits are made according to the sample. Recommendation for improvement: carry out a visit the first time the collection is made, but the following months, the collection can be carried out through telephone calls. This would improve the collection time and the cost of the same.

4.4.3.5. Sampling

MultieMap simple random sampling probabilistic model. Recommendation for improvement: do not continue designing the samples with the base indicators of this measurement. It is recommended to design the sample with the income indicator proposed in the recommendations for improvement.

4.4.3.6. Periodicity: Quarterly and Monthly

Recommendation for improvement: a quarterly descriptive collection is made, but with the information from the month prior to the quarter, which implies that in reality only information is collected from 4 months of the year. This type of collection allows very limited information to be obtained and could be considered insufficient to carry out any type of analysis. Carrying out long surveys of tourist service providers generates wear and tear at the source, for this reason it is proposed to carry out a long survey once a year that allows the characterization of tourist service providers and from that characterization, short surveys should be carried out. monthly type monitoring and follow-up. This modification implies efficiency in the collection and reduction of its cost.

4.4.3.7. Instrument

After reviewing the indicators, the resulting instrument can be seen in the Characterization of the offer annex.

4.4.4. Characterization of Employment

4.4.4.1. Description

This measurement aims to characterize the generation of formal employment in this industry, it is applied to the same categories of tourism offer mentioned in the corresponding measurement, such as: accommodation establishments, travel agencies, gastronomy establishments and service companies. transport.

4.4.4.2. Analysis Unit

Companies that provide formal tourist services in Valle del Cauca: Accommodation establishments, travel agencies, gastronomy establishments and transport companies. Recommendation for improvement: Include the other categories of formal tourism service providers in Valle del Cauca.

4.4.4.3. Base Indicator

Number of employees of formal tourism service providers in Valle del Cauca. Recommendation for improvement: none.

4.4.4.4. Information Collection

Formal tourist service providers are selected through simple random sampling and visits are made according to the sample. Recommendation for improvement: carry out a visit the first time the collection is made, but the following months, the collection can be carried out through telephone calls. This would improve the collection time and the cost of the same.

4.4.4.5. Sampling

Multistage simple random sampling probabilistic model. Recommendation for improvement: do not estimate the number of employees, generate a descriptive calculation based on the number of surveys added through administrative records, and thus find a number of employees reported directly from the total number of companies in the tourism sector.

4.4.4.6. Periodicity

Quarterly and monthly. Recommendation for improvement: a quarterly descriptive collection is made, but with the information from the month prior to the quarter, which implies that in reality only information is collected from 4 months of the year. This type of collection allows very limited information to be obtained and could be considered insufficient to carry out any type of analysis. Carrying out long surveys of tourist service providers generates wear and tear at the source, for this reason it is proposed to carry out a long survey once a year that allows the characterization of tourist service providers and from that characterization, short surveys should be carried out. monthly type monitoring and follow-up. This modification implies efficiency in the collection and reduction of its cost.

4.4.4.7. Instrument

After reviewing the indicators, the resulting instrument can be seen in the Employment Characterization Annex:

4.4.5. Census or RNT

4.4.5.1. Description

The purpose of this measurement is to verify the formality of the tourism service providers registered in the RNT. In addition to this, the verification of those not registered, around formal establishments, will allow us to observe the vulnerability that those present in the face of the level of informality in the sector.

4.4.5.2. Analysis Unit

Formal tourist service providers in the department. Recommendation for improvement: none.

4.4.5.3. Base Indicator

Active RNT. Recommendation for improvement: none.

4.4.5.4. Information Collection

Field professionals visit each formal tourism service provider in the department and walk around a block to establish the number of informal tourism service providers around the formal ones. Recommendation for improvement: complement the collection of non-formal tourism providers through internet searches. Include in the collection other variables different from those proposed for this measurement.

4.4.5.5. Sampling

There is no sampling, since it is a census. Recommendation for improvement: none.

4.4.5.6. Periodicity

Twice a year. High season and low season. Recommendation for improvement: do it only once a year.

4.4.5.7. Instrument

After reviewing the indicators, the resulting instrument can be seen in the census annex:

4.4.6. Tourism Sustainability

4.4.6.1. Sustainable Receptive Tourism

1. **Description:** The measurement of sustainable receptive tourism aims to characterize the impact on tourists of the destination's sustainability measures.

2. **Analysis unit:** tourists arriving in the department of Valle del Cauca. Recommendation for improvement: none.

3. **Base indicator:** tourist satisfaction level. Recommendation for improvement: none.

4. **Information Collection:** in tourist points of cities with tourist vocation of the department. Recommendation for improvement: like receptive tourism, since the collection is done at convenience, this has a problem of selection bias, however, the process may have improvement processes with respect to the selection of the collection point through a methodology that allows estimating the number of surveys carried out by place of measurement.

5. **Sampling:** non-probabilistic model for convenience. Recommendation for improvement: carry out a sample design as if the model were probabilistic.

6. **Periodicity:** twice a year. Recommendation for improvement: only do it once a year.

7. **Instrument:** After reviewing the indicators, the resulting instrument can be seen in the Sustainable Responsive Annex.

4.4.6.2. Characterization of the Sustainable Offer

1. **Description:** This measurement aims to characterize the degree of implementation of the tourism sustainability management system of tourism service providers in the following four categories: accommodation establishments, travel agencies, gastronomy establishments and transport companies.

2. **Analysis unit:** companies that provide formal tourist services in Valle del Cauca: accommodation establishments, travel agencies, gastronomy establishments and transport companies. Recommendation for improvement: include the other categories of formal tourism service providers in Valle del Cauca.

3. **Basic indicator:** implementation of the establishment's tourism sustainability management system. Recommendation for improvement: none.

4. Information Collection: Formal tourist service providers are selected through simple random sampling and visits are made according to the sample. Recommendation for improvement: none.

5. Sampling: multistage simple random sampling probabilistic model. Recommendation for improvement: none.

6. Periodicity: twice a year. Recommendation for improvement: only once a year.

7. Instrument: After reviewing the indicators, the resulting instrument can be seen in the Sustainable Supply Annex.

4.4.6.3. Characterization Households Sustainability

1. Description: The objective of this measurement is to establish the degree of affectation of tourism in the resident community in the municipalities with a tourist vocation of the department.

2. Analysis unit: residents of municipalities with a tourist vocation in Valle del Cauca. Improvement recommendation: none

3. Basic indicator: Degree of satisfaction with tourism in your municipality. Recommendation for improvement: None.

4. Information Collection: Each field professional is assigned a home to visit, according to a previous sampling. Recommendation for improvement: the collection should be carried out in points of agglomeration of people and not by properties, since this makes the collection more expensive in addition to putting the integrity of the field professionals at risk and making the collection difficult.

5. Sampling: multistage probabilistic sampling. Recommendation for improvement: do not make a Bar-Man-Pre-type allocation, due to what is stated in the measurement of internal and outbound tourism. A collection is proposed in points of agglomeration of people. To keep the probability distribution consistent, a quota of surveys by categories of residents must be met. The proposed category is socioeconomic stratum.

6. Periodicity: twice a year. Recommendation for improvement: only once a year.

7. Instrument: after reviewing the indicators, the resulting instrument can be seen in the sustainable household's annex.

4.5. Current Status of SITUR Valle del Cauca.

Currently, the Valle del Cauca regional tourism information system maintains measurements of receptive tourism, characterization of supply and employment, the tourism census and assesses tourism sustainability, in addition to generating new research each year, such as the measurement of tourist accessibility, measurement of special events and the estimation of the arrival of internal, national and international tourists.

The organization has an economist director with a master's degree in public policy and studies in statistics, data science and tourism guidance, an economic analyst with a master's degree in tourism and a professional in statistics to process data. There are 7 pollsters on the staff to collect information in Cali, more than 110 pollsters provided by different territorial entities and mainly by the Valle government. In addition, thanks to the collaboration with universities, SITUR has associate analysts with doctorates in tourism, economics, sustainable development, culture and heritage. This can be seen at the following link: <https://siturvalle.com/us>

SITUR Valle del Cauca is managed by the Valle del Cauca Hotel and Tourism Association and is financed by the Cali Tourism Secretariat and the Valle Tourism Secretariat. There is an honorary board of directors made up of the Valle del Cauca Secretary of Tourism; Cali Secretary of Tourism; ANATUS; ACORDS; COTELVALLE; Cali Valley Office; Autonomous University of the West; San Buenaventura Cali University; Universidad del Valle, Buga Tourism Secretariat and Buenaventura Tourism Secretariat.

SITUR Valle annually measures the sustainability of tourism in three dimensions: tourists, tourism service providers and residents of Cali. For tourists, their level of tourist satisfaction and the number of tourists visiting the destination are measured. For tourism service providers, the degree of implementation of activities based on Colombian technical standards for sustainable tourism is measured. For resident households, the degree of impact of tourism and satisfaction with the existence of tourism in the city are measured. These measurements have the three essential components of socio-cultural, economic and environmental sustainability. These measurements are integrated into the municipality's tourism sustainability management system in the monitoring, follow-up and continuous improvement matrix,

The geographical coverage of SITUR Valle is in Valle del Cauca. Valle del Cauca is located in the western region of Colombia and is one of the most important departments in the country. Among its main tourist attractions are the city of Cali, known for its vibrant culture, music and dance, and its famous Salsa Festival; the Farallones de Cali National Natural Park, with panoramic views of the city and the Pacific coast; the town of Buga, with its colonial church and the Puracé National Natural Park, with its thermal baths; the municipality of Palmira, with its colonial architectural heritage; and the Town of Pance, with its natural beauty and its river.

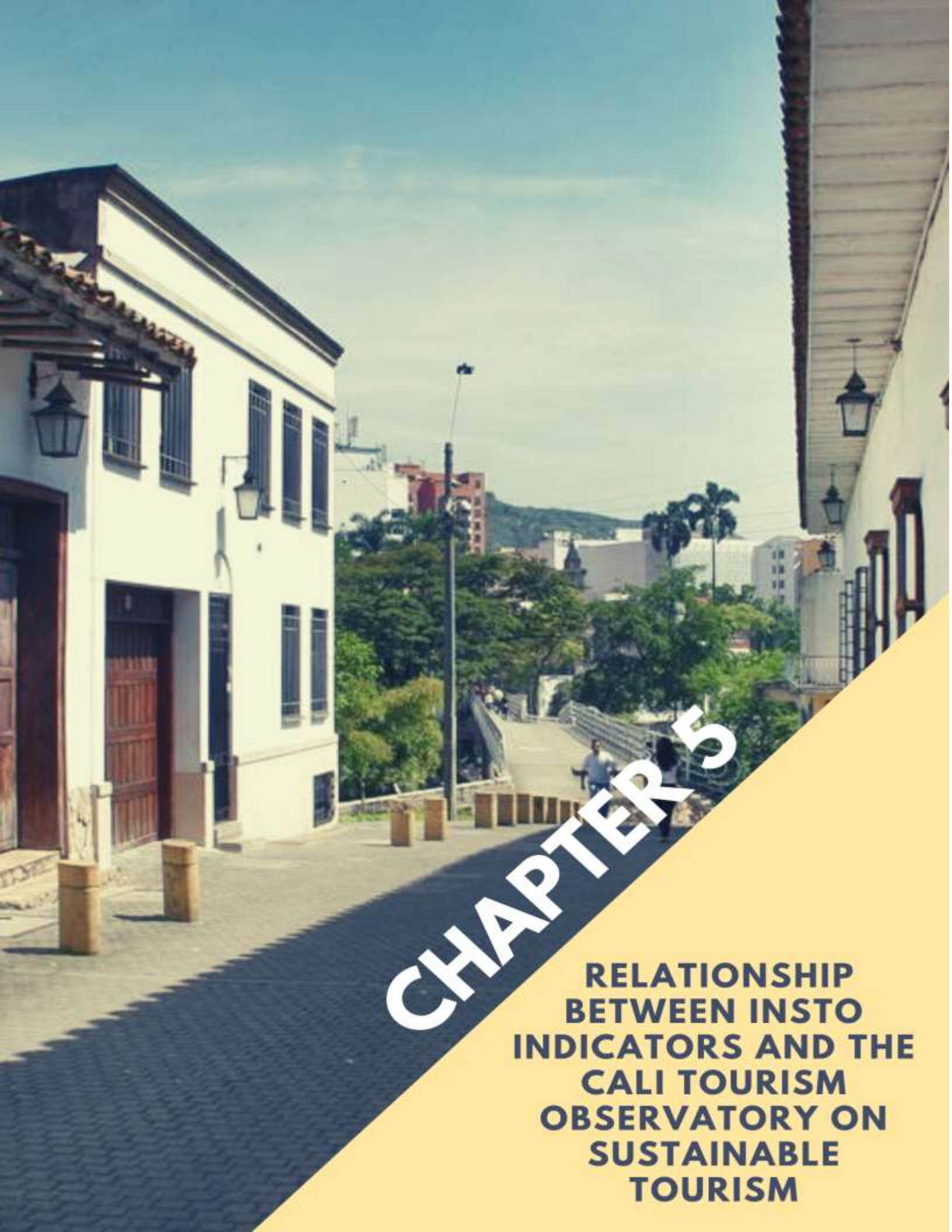
As a tourism information system, we generate valuable statistical information to guide the decisions of the different actors in the tourism sector in the country, with a special focus on the department of Valle del Cauca. To achieve this, we develop or adapt specific data collection and analysis methodologies to meet the needs of each tour operator or entity responsible for promoting a tourism destination. This can be seen in the following link: <https://siturvalle.com/statistics>

Our Tourist Observatory plays a crucial role in information management and scientific analysis of tourism in the city of Cali and its region. After collecting exhaustive data, we crunch and turn the numbers into actionable knowledge. This knowledge is then used by public and private entities in the tourism sector to make informed decisions and act on a solid and scientific basis. To see examples of our work, visit our website at <https://siturvalle.com/observatorioturistico>.

In addition, we offer assistance and collaboration to public and private actors involved in the tourism industry in the form of consultancies, with the aim of improving their development, competitiveness and capacity for informed decision-making. The services offered can be consulted at the following link: <https://siturvalle.com/consultoria>.

For the coming years, it is intended to strengthen the use of advanced techniques of data analysis and artificial intelligence in the measurements of tourism sustainability in Cali and Valle del Cauca. However, one of the biggest challenges is to consolidate the measurement of the estimate of the number of tourists arriving in the region. The continuous improvement and modernization of this system will be key to ensure effective planning and management of tourism in the region. For this reason, for SITUR Valle del Cauca, being part of INSTO OMT (World Tourism Organization) is important because it allows you to be connected with a global network of tourism experts and have access to valuable information,

resources and tools to improve decision-making. in the planning and management of local tourism. Besides, belonging to a globally recognized organization provides greater visibility and credibility to the measurements and results obtained by the observatory. Therefore, being part of INSTO OMT can improve the effectiveness and efficiency of the Cali Tourism Observatory in its mission to improve the sustainability and success of tourism in the region.



CHAPTER 5

**RELATIONSHIP
BETWEEN INSTO
INDICATORS AND THE
CALI TOURISM
OBSERVATORY ON
SUSTAINABLE
TOURISM**

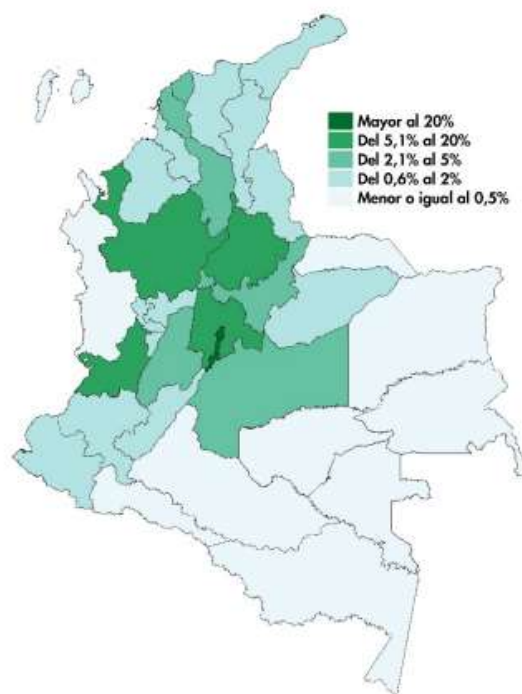
5. RELATIONSHIP BETWEEN INSTO INDICATORS AND THE TOURISM OBSERVATORY OF CALI IN SUSTAINABLE TOURISM

5.1. GROSS DOMESTIC PRODUCT IN COLOMBIA

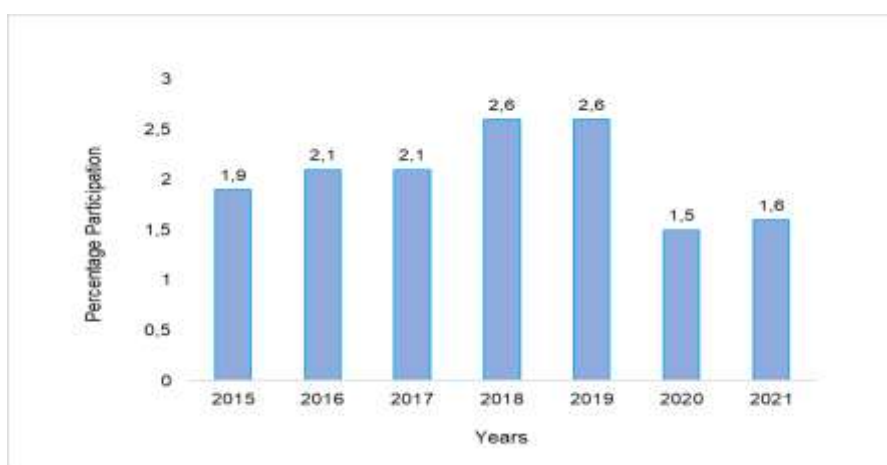
Tourism is one of the main economic sectors of Colombia and a significant participation of 4.6% of local GDP. Meanwhile, inbound tourism spending went from 13.8 trillion pesos in 2020 to 16.2 trillion pesos in 2021, which represented a 17.5% growth in the sector.

According to DANE, in the fourth quarter of 2021, the GDP for accommodation and meals reached 12.9 trillion pesos: that means 37% more than in the same quarter in 2019.

The percentage participation of tourism value added went from 1.5% in the provisional year 2020 to 1.6% in the preliminary year 2021.



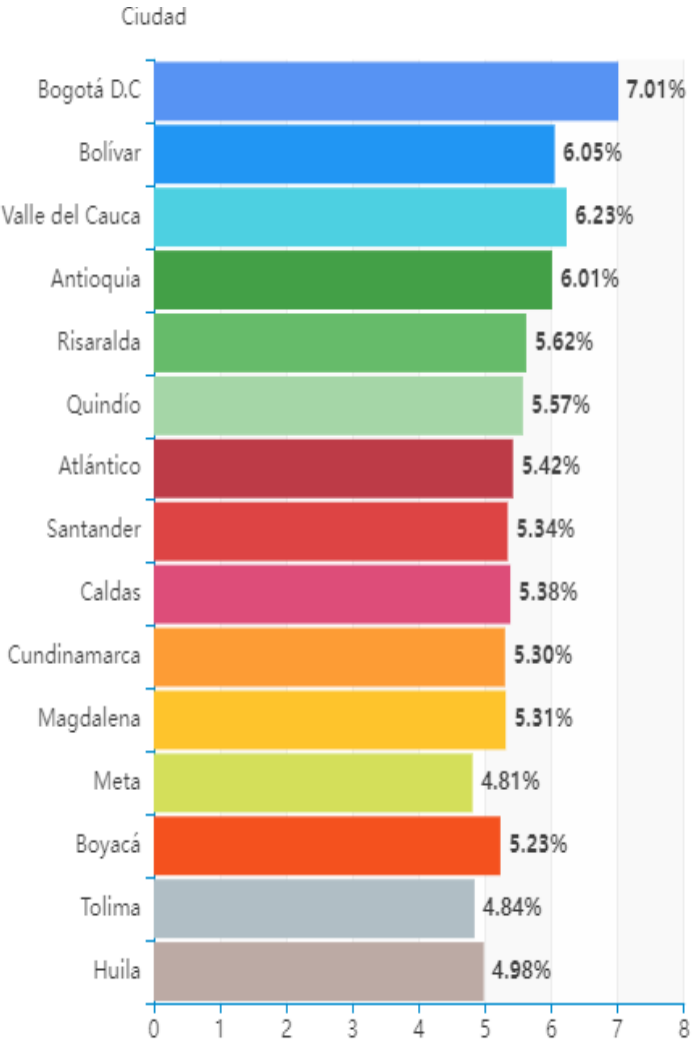
Graph 2. Percentage share of the added value of the tourism sector in the total added value of the economy 2015 -2021



Based on the study of the departmental GDP accounts, according to DANE, the ranking of the tourism sector in Colombia can be appreciated, where 7.01% represents the most dynamic and growing participation of the sector located in the city of Bogotá, the capital of the country, followed by 6.05% from the department of Bolívar and 6.23 from the department of Valle del Cauca.

The positioning of the tourist destination of the three main regions of the country is guaranteed thanks to the governance of the public, private, and community sectors and the contributions of universities, business associations, chambers of commerce, and statistical measurement through tourist information systems. SITUR.

Graph 3. Ranking of the tourism sector in Colombia, classified by departments 2020



5.2. SUSTAINABLE TOURISM

5.2.1. Sustainable Tourism Policy: "United for Nature"

"The sustainable tourism policy "United for Nature" aims to position sustainability as a fundamental pillar for the development of tourism in the country, as a factor of competitiveness of tourism businesses and local social and cultural development.

To this end, this policy adopts a long-term vision of the sector, which is materialized in a strategic plan for the year 2030, which seeks to harmonize the

objectives of economic and socio-cultural development of tourism, with the need to protect natural capital. that makes our country an attractive destination for a high volume of tourists and that is one of its main sources of wealth and generation of equity”.

5.2.2. The Sustainable Development Goals SDGs

The sustainable development goals show dynamism for Latin America and the Caribbean¹. According to the 2019 SDG Index, the region shows modest progress towards compliance with the SDGs, with an average score of 63.1 out of 100, where countries with best performance are:

- “Chile, Uruguay and Costa Rica and those that represent the greatest lags are Haiti, Trinidad and Tobago, Guatemala, Belize, Honduras and Venezuela. Although Colombia has a score higher than the average for the region, with 64.78 points, it still shows slow progress, ranking ninth in the ranking (CODS, 2020). The country presents considerable progress in the fulfillment of SDG 6 Clean water and basic sanitation, with a score of 94.25; SDG 13 Climate Action, with a score of 90.68; SDG 1 End of poverty, with a score of 87.36; and, SDG 11 Sustainable cities and communities with a score of 84.27 out of 100”²⁸.

Table 3. SDG Index Latin America and the Caribbean 2019

Ranking	Country	Score	Ranking	Country	Score
1	Chile	73.68	13	República Dominicana	63.93
2	Uruguay	71.50	14	Surinam	62.98
3	Costa Rica	69.98	15	El Salvador	62.72
4	Ecuador	67.88	16	Nicaragua	62.57
5	Argentina	66.94	17	Paraguay	62.54
6	Perú	66.81	18	Trinidad y Tobago	60.34
7	Brasil	66.35	19	Venezuela	60.10
8	México	65.55	20	Honduras	58.09
9	Colombia	64.78	21	Bélice	57.62
10	Bolivia	64.77	22	Guyana	57.42
11	Panamá	64.33	23	Guatemala	55.78
12	Jamaica	64.16	24	Haití	44.58

Source: Center for the Sustainable Development Goals for Latin America 2019.

²⁸Center for the Sustainable Development Goals for Latin America 2019.

5.2.3. Sustainability: current and projected measurement processes within the framework of applying to INSTO.



The Tourism Observatory, through the tourist information system of Valle del Cauca SITUR VALLE, carried out the sustainability indicators designed in 2018 with the objective of responding to the progress in terms of sustainability that the city and region has as a tourist destination and the implementation of the norm of the different providers of tourist services, such as hotels, restaurants, travel agencies, transport sector.

In the same way, through the sustainability investigation of companies in the tourism sector of Valle del Cauca, it can be seen that in the second semester of 2017 there was a strong expansion of the tourist activity in the department of Valle del Cauca, reflected in the growth of formal companies within the legal jurisdiction. This expansion is evident to a greater degree in the field of renewal of the National Tourism Registry (RNT) with 93% of companies active in the sector and the remaining 7% of companies continue to work on the updating process according to the rule.

There is also the measurement of sustainability studies of resident perception, with the aim of evaluating the impact of tourism in the local community:

- Sustainable tourism for tourists
- Sustainability of companies for the formalization RNT sector
- Tourism Sustainability for Households

The Tourism Observatory carried out a qualitative exploration of the progress of the city of Cali in terms of tourism sustainability through the different SDGs and is detailed in the 2019 sustainability report for Cali and Valle del Cauca.



End poverty in all its forms and everywhere: The contribution of tourism to poverty reduction is generated in tourism development from the point of view of increasing tourist arrivals, tourism spending, investment, job creation and positioning of events, fairs and festivals in the city. In addition to the implementation of social and human integrity programs led by the public, private, and community sectors.



End hunger, increase safety food and improving nutrition and promoting sustainable agriculture: Rural community tourism diversifies the rural economy, creates jobs and income, contributing to the improvement in the quality of life in particular of the rural population located in the corregimientos of Pance, La Leonera, El Saladito, La Buitrera. In these places there are different projects of community rural tourism and nature in charge of peasant women, inhabitants of the area, cultural leaders with the offer of services related to coffee tours, ecological walks, bird watching and the peasant market.



Guarantee a healthy life and promote well-being for all at all ages: The city of Cali has a cluster of clinical excellence, with an infrastructure of clinics and medical centers that guarantee the healthy coexistence and comprehensive health of its inhabitants. In addition, it has international quality certification from 5 clinics, such as the Valle del Lili and Imbanaco clinic, which provides scientific research in various branches such as cancer treatment, organ transplantation and cosmetic surgery. In the tourism sector there are 25 companies that offer wellness services in their portfolios, framed in holistic treatments, massages, temascal and ancestral spa. According to the Procolombia export route, in Cali during 2021, 2,927 tourists arrived for medical and health

treatments.²⁹



Ensure inclusive, equitable and quality education and promote lifelong learning opportunities for all: Cali has the largest number of universities certified in high quality by the Ministry of Education³⁰, has the number one University in Green Metric sustainability in the Country as is the Autonomous University of the West³¹ which currently has 13 years of experience in the tourism sector thanks to the dual tourism administration academic program and the School of Tourism.

From the public and private sectors, the Mayor's Office of Cali and the universities have strengthened an alliance for education, through its *Todos y todas a estudiar* program, with the aim of expanding coverage and access to higher education for young people with scholarships. and enrollment zero. On the other hand, EL SENA also offers free training and certification in technical and technological programs in the areas of gastronomy, electrical engineering, rural tourism, guidance, cosmetics and beauty, finance. On the other hand, the Friends of Tourism Schools' program of the vice-ministry have strengthened knowledge and research hotbeds in the area of sustainability.



Achieve gender equality and empower all women and girls: From the government development plan of the city of Cali and the Department of Valle del Cauca, the participation of public officials in the cabinet of 50% of women has been prioritized. In addition, they have promoted campaigns to protect the lives of girls and campaigns to prevent mistreatment of women, a campaign against sexual exploitation in establishments in the tourism sector. The Valle del Cauca region for the government period 2020-2023 has created the department of secretary for women, equity and gender and has a business support house, educational training and comprehensive health care for empowered women in the region. In addition to the creation of public policy for women in the city of Cali³² which, allows to recognize the rights in their work

²⁹<https://www.ccc.org.co/landing/plataforma-cluster/>

³⁰<https://www.cali.gov.co/educacion/publicaciones/162101/universidades-privadas-con-acreditacion-de-alta-calidad-seran-aliadas-de-la-estrategia-todas-y-todos-a-study/>

³¹<https://greenmetric.ui.ac.id/rankings/ranking-by-country-2021/Colombia>

³²<https://www.cali.gov.co/bienestar/publicaciones/170695/concejo-de-santiago-de-cali-apprueba-politica-publica-para-las-mujeres/>

environment, at home, in the environment, mobility, dignified life and free of sexual violence, forced displacement³³



Guarantee the availability of water and its sustainable management and sanitation for all: The city of Cali has four wastewater and potable water treatment plants. Treatment indicators, which currently remove 60% of solids and 35% of biochemicals, allow comprehensive sanitation for the urban and rural population.



Guarantee access to affordable, safe, sustainable and modern energy for all: Cali has a renewable energy system, solar power plants and solar panels in universities, schools, companies and medical centers. In addition, homes and companies have implemented energy efficiency programs: with the installation of 263,000 smart meters that help to have a more accurate measurement of energy consumption and make decisions regarding the use of electrical appliances, both in homes as well as in industries and commercial premises. In addition, it optimized operations with preventive maintenance in its networks to avoid losses and acquired technology that is more friendly to the planet.



Build sustainable and innovative infrastructures: Cali has an electric mobility system in transport, thanks to the electronic buses of the Celsia company that avoid contamination. It also has a monitoring system for construction of buildings, houses, land use management, free zones and the construction of technology parks that contribute to artificial intelligence research.



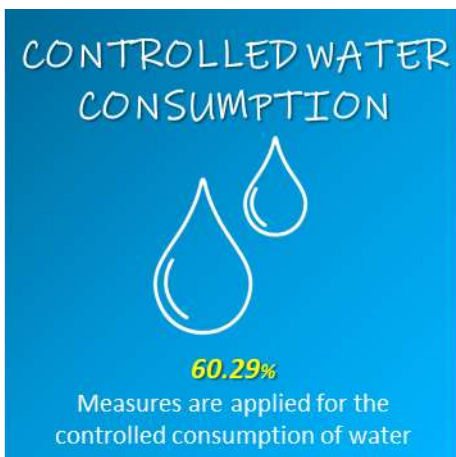
Take urgent action to combat change: Cali has an Environmental Management Plan that allows control of heat islands, reduces the impacts caused by global warming, through harmonization processes of plant cover and clean production to reduce greenhouse gas emissions. It will also enable interactive journeys with more ecological trails, more urban forests, more possibilities for people to walk the territory and reduce the

³³https://www.cali.gov.co/publico2/documentos/general/CARTILLA_mujer.pdf

carbon footprint”. It also has a tree and garden planting program around the Cali River, green areas in neighborhoods and communes.

5.2.4. Sustainability Indicators Tourism Observatory CALI – SITUR Valle del Cauca

Taking into account the 11 mandatory thematic areas to represent an INSTO smart tourist destination, compliance with them in the city of Cali is listed below.



Water administration.

Likewise, water is a resource that tourism service providers are taking care of, for this reason 60.29% of them are making a controlled consumption and are applying measures to reduce the consumption and waste of water, that is, installing low-pressure systems, consumption, periodically reviewing all systems and mechanisms to prevent leaks and breakdowns, raising awareness among customers and employees and making use of

recyclable water (20.40%) in activities such as cleaning common areas and watering plants and gardens



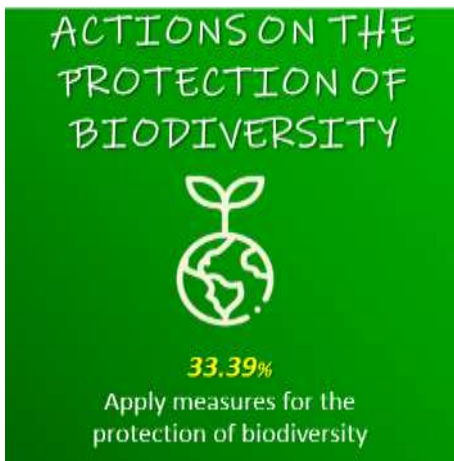
Energy management.

Indeed, 1.60% of tourist service providers are using renewable energy in their facilities, of which 93.51% of tourist service providers are using solar energy, on the other hand, 88.09% make controlled consumption. of electrical energy, making its consumption more efficient, through light bulb changes, periodic reviews of facilities and awareness of energy savings to customers and employees.



Solid waste management.

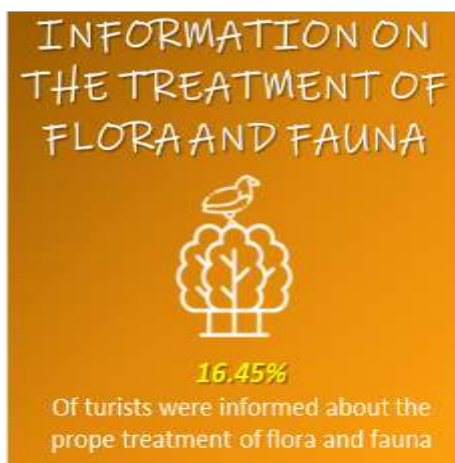
Tourist service providers in Valle del Cauca are also doing a controlled management of solid waste, 84.03% of them carry out activities such as source separation and recycling (63.07%), in addition, they measure waste (46.92%), in this way a better treatment and use of solid waste produced by customers and employees is guaranteed, as well as a permanent evaluation of waste production to make its management more effective.



climate action

Tourist service providers are being consistent in the application of technical sustainability standards, likewise 33.39% are carrying out activities in favor of the conservation of biodiversity and the environment. With these actions, the tourist service providers are contributing to the mitigation of climate change, 87.66% are applying measures and plans for that purpose.

Likewise, 38.24% of tourism service providers are making environmental management reports for their businesses, the following graph shows the timing with which they are making such reports.



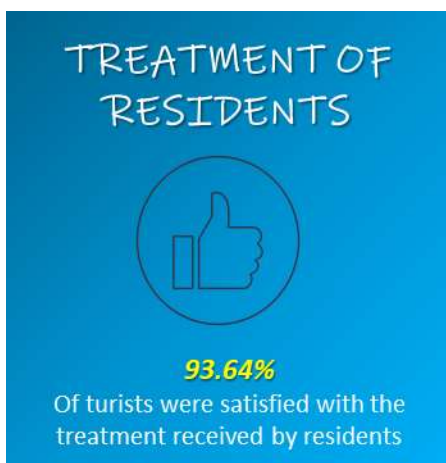
climate action.

16.45% of tourists consider that it is important to be able to receive more information not only about places to visit, but also about the natural resources that the department has, since there are those who are interested in being able to go and learn, for this reason they think it is important to be able to receive more information about the fauna and flora of the destination, as well as its treatment in protected areas such as national natural parks and forest reserves.



Accessibility.

97.38% have the ease of interacting from the technological platforms with the product / service and the arrival to it, they consider that access is easy, because there is good information on the destination and transport connectivity to arrive from the air, land, river.



Tourist seasonality

It is important to mention that the tourists surveyed stated that they were satisfied not only with the destination, but also with the treatment received by the residents, 93.64% consider that they received cordial, warm treatment and always with a smile. It is worth noting that this measurement is carried out during the holiday seasons of the end of the year, Easter, summer, school recess, fairs and events such as the Cali fair, the Petronio Álvarez Pacific Music Festival, the World Salsa Festival and sports games such

as the Pan American Games, the World Athletics Championships and the Pacific Alliance Summit.



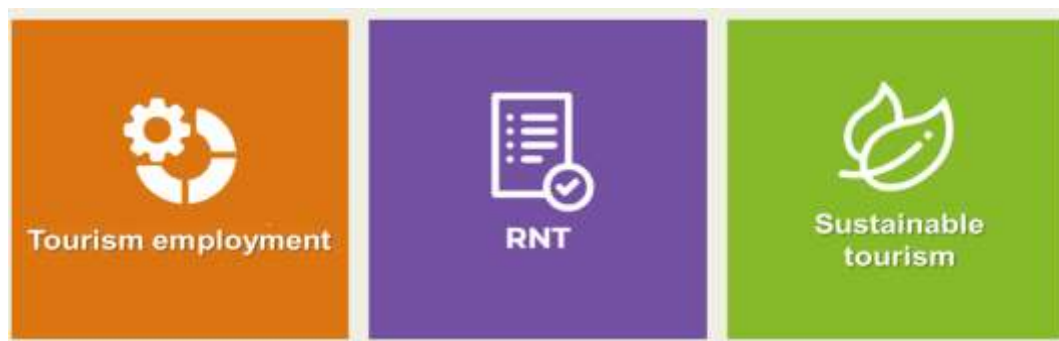
Accessibility

16.98% apply accessible information schemes. The hotels state that they have rooms classified according to the type of disability of their clients, the following graph shows the percentage of them at a general level depending on the type of disability. The Cotelco hotel guild and Anato travel agencies have promoted inclusive tourism in their service portfolios, with the aim of providing a comfortable, safe and human-satisfying experience, as happened in the Pan

American Games and the World Cup Championship. athletics, which assisted athletes with reduced mobility and adapted transportation systems, airports, hotels, and sports venues.

5.2.5. Employment, economic benefits of the destination, local satisfaction and governance.

Thanks to the articulated work between the public, private, community sectors, the tourism observatory and the SITUR tourism information system, with the support of the academic and tourism sector researchers, in 2018 a valuable contribution was made from the Sustainability index methodology.



For the calculation of the Tourist Sustainability Index proposed by Morales Germán, he has contemplated, among other views, those of the global criteria of Sustainable tourism, the postulates of the world charter of sustainable tourism of Lanzarote (1995)³⁴Likewise, the indicators proposed by the technical standard for environmental management ISO 14001, the base and backbone of sustainability standards. The proposals of the Rainforest Alliance's Guide to Good Practices in Sustainable Tourism (2003) and the Sectoral Technical Standards for Sustainable Tourism of Colombia (NTS.TS) are also considered. Based on the above and the crossing of variables and indicators, this methodology proposes working on a Sustainability scheme of Five basic Factors and 29 fundamental Variables for a company or a Destination to work under sustainability precepts.

³⁴SUSTAINABLE TOURISM CHARTER. WORLD CONFERENCE ON SUSTAINABLE TOURISM. Made in Lanzarote, Canary Islands, Spain, in April 1995

Factor 1. Institutional

1. The company has a leader for the sustainability process.
2. The company has a tourism sustainability policy.
3. The company has a monitoring and follow-up plan for sustainability.
4. The company buys products and supplies with low environmental impact.
5. The company has sustainable suppliers.
6. The company has a training program on sustainability issues.
7. The company has a document base and evidence supports for sustainability.
8. The company has a contingency plan to address possible business risks and dangers.
9. The company has some of the technical quality standards for continuous improvement.

Factor 2. Environmental

1. The company recognizes, has contact with, and supports some natural areas in the city of Cali or Valle del Cauca.
2. The company recognizes the fauna or flora present in its facilities or in its surroundings.
3. The company participates in programs for the conservation of regional or local fauna and flora.
4. The company has a program for the efficient use of energy and water.
5. The company implements the integrated solid waste management program.
6. The company offers its clients information on the fauna and flora of the city or department.

Factor 3. Culture

1. The company gives its clients information about the cultural attractions of the city.
2. The company knows and applies the legislation on traffic of cultural and natural heritage.
3. The company provides information to its customers on the typical gastronomy of the city or department.

Factor 4. Socioeconomic

1. The company supports the national campaign against sexual tourism and the exploitation of minors.

2. The company is concerned about the non-discrimination of its employees and customers.
3. The company supports local community processes to generate employment. For example: purchase of inputs, coffee, organic food and services.
4. The company has clear signage in its facilities in Spanish and English.
5. The company generates business opportunities with other companies
6. The company works to promote and participate in Business Roundtables to generate Fair Trade in its environment or destination.
7. The company supports the training of staff and the local community on tourism issues

Factor 5. Other Business Activities

1. The company works closely with the tourism police and security forces for the well-being of its clients.
2. The company has adequate infrastructure for people with disabilities.
3. The company is currently working on achieving the certification of the Colombian environmental seal.
4. The company has agreements and alliances with other public or private companies to achieve its sustainability goals.
5. Each of the variables must be weighted taking into account the following.

Table 4.Weighting for the questions of the variables

Value	Meaning
0	Nothing is done
1	Only subject is known
2	It is known about the subject and people have taken action on it
3	It is known about the subject and people do intermittent actions
4	It is known about the subject and people carry out activities constantly but there is no action plan in this regard
5	It is known about the subject; actions are taken and it has an action plan or a company program

Once the variables of each of the companies are weighted, of a link in the tourism chain in a territory, or it is done participatively for a Destination, the respective calculation of the Tourism Sustainability Index is made for the companies or for the Destination. , for which the Level of Development Achieved by each Variable

must be taken into account (it is the sum of the total companies evaluated from the weighting achieved by each variable), As well as the Total Level that the Variable Reaches (This is Multiplying the number of companies evaluated or people surveyed Multiplied by Five since it is the maximum weighting value that a variable can reach).

Where:

Sustainability Variable	Company 1	Company n	No. reached	Total No	IST	Qualification
Factor 1						
Variable 1						
Variable n						
Factor 2						
Variable 1						
Variable n						
Factor 3						
Variable 1						
Variable n						
Factor 4						
Variable 1						
Variable n						
Factor 5						
Variable 1						
Variable n						
No. Reached						
Total No						
IST						

Factor

- Sustainability Variables: These are the five factors and the 29 Sustainability Variables that must be measured according to the variables form.
- Companies: Each Column must present the results of the companies according to the assigned weighting.
- Level Achieved: It is the sum of all the companies according to the weighting
- Total Level: It is the number of companies that were evaluated or surveyed multiplied by five, which is the maximum weighting value Sustainability Index:

$$IST = (NA / NT) * 100$$

When applying the methodology to measure the Tourism Sustainability Index, it is necessary that both the variables and their numerical value are tabulated in a matrix that allows the development of the classification exercise, as well as graphing the factors for their level of development, in this way the results allow us to generate the following classification:

1. < 30% Tourist Destination with Incipient Sustainability (YES):

This destination is characterized by having low capacity in knowledge and implementation of actions in sustainability for the development of tourism, that is, a territory that has almost no development in the sector and that has great limitations to be able to assume a planning, ordering or Sustainable operation. In these Destinations or companies, it is necessary to strengthen the environmental, cultural, social, economic, associative, business, product, service provision, political, governance, superstructure processes and promote sustainable production models.

2. 31 - 50% Intermediate Sustainability Tourism Destination (SM):

This destination is characterized by being a territory that is beginning to understand and value the tourism sector as an important element in the dynamics of Local Economic Development from a Sustainability perspective, but which does not have an effective program for its consolidation. Therefore, it is a territory or a company with which it is easy to work and in which there is a good possibility of planning very well the processes to be followed to promote sustainability issues, but it is not yet a territory with great capacities to lead. the process, but in the short term you can achieve it.

3. 51 - 70% Tourist Destination with Projection Towards Sustainability (DP):

This destination or company is characterized by being clear about the issue of tourism sustainability, and there is already a level of public-private organization that allows achieving the issue of local, regional and even national sustainable tourism operation, but the destination lacks management standards Sustainable quality that allow it to be a world-class destination, or even reach certification.

4. >71% Highly Sustainable Tourist Destination (DAS):

This destination is characterized by a good capacity for collective work towards Sustainability, that is, a community with clear concepts and actions regarding the value of Sustainability, very good levels of associativity, collective work in the operation and action in conservation of attractive natural assets. and cultural. It is also a destination or company where the actors in the sector have a good level of

training and even some of the members of the destination have professional training in sustainable tourism issues, for this reason, they clearly understand and internalize their tourism development plan and their management systems, understands concepts, legislation, superstructure, ordering, product, marketing and sees the need to work on models that promote a sustainable tourist destination.

The previous proposal has been used by Morales (2016)³⁵to determine the levels of Sustainability in companies in the tourism sector in the city of Cali for three subsectors of interest such as Hotels, Restaurants and Travel Agencies, likewise by López (2017)³⁶to determine the level of Tourism Sustainability in the Aqua Hotel in the city of Cali, by Cruz and Álvarez (2015)³⁷for the determination of the Sustainability of the Leonera Destination in the rural area of Santiago de Cali and by Morales et al (2022)³⁸at the Pance Tourist Destination in Santiago de Cali.

5.2.6. The Sustainability Indicators Related to the Key Monitoring Areas in the INSTO Framework are Presented Below:

The Cali tourist observatory, through the Cali SITUR Valle Tourist Information System, has been developing measurements of tourism sustainability indicators since 2017, both for the city of Cali and for the department of Valle del Cauca. In general, the indicators that have been measured are directly related to the indicators proposed by the UNWTO through INSTO for sustainable tourism.

The following links present the evidence of the indicators and measurements of sustainable tourism that are currently made by both the tourism observatory and the SITUR:

³⁵Morales. German. 2016. State of the Sustainability of Hotels, Restaurants and Travel Agencies in the city of Santiago de Cali. Final Report – DUAL Tourism Administration Program. Western Autonomous University

³⁶LOPEZ R., Andrea. 2017. Proposal for the implementation of the sustainability management system under the NTS-TS 002 standard at the Aqua Granada hotel. Thesis. Autonomous university of Occident. In:<https://red.uao.edu.co/handle/10614/10065>

³⁷CRUZ M. , Tania and VÁSQUEZ S., Lina María. 2015. Evaluation of the current state of the nature tourism product in the corregimiento La Leonera, municipality of Santiago de Cali-Valle del Cauca. Thesis. Autonomous university of Occident. In:<https://red.uao.edu.co/handle/10614/8251>

³⁸MORALES, Germán, DÍAZ, Israel, LENIS, Natalia, HENAO, Stephany and HERRERA, Carmen. 2022. Chapter 3: Evaluation of Sustainability in the Pance Tourist Destination, rural area of Santiago de Cali. In: Final Report: Analysis of the Tourism Development Potential of the Township of Pance with a Focus on Tourism Planning and Nature Tourism. District Secretary of Tourism of Cali, School of Tourism - Autonomous University of the West and Universidad del Valle Foundation.

- ▶ <https://siturvalle.com/turismosostenible>
- ▶ <https://situr.valledelcauca.gov.co/estadisticas/turismo-sostenible>
- ▶ <https://situr.valledelcauca.gov.co/reportes-estadisticos/turismo-sostenible>
- ▶ <https://siturvalle.com/turismosostenible>

Table 5. Sustainability Indicators Related to the Key Monitoring Areas in the INSTO Framework








LOCAL SATISFACTION				
Indicator	Description	Axis	SDGs	Is this indicator being measured at the Cali observatory?
Destination Experience	It indicates the level of satisfaction of the traveler in their travel experience in the city through the evaluation of 12 different areas that involve culture, value for money, infrastructure, accessibility, security, biosafety protocols.	Management to sustainability	 	YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Satisfaction Return	Percentage of tourists who indicated that they would return to the city	Management to sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Resident Satisfaction	Percentage of residents who are satisfied with the arrival of tourists to the city.	Management to sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Resident Claims	Number of claims filed by residents with local authorities due to the presence of tourists.	Management to sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Services and infrastructure	Percentage of people who believe that tourism has helped create new services and infrastructure	management to The sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Resident Visitors	Percentage of local residents who visit the city's tourist attractions	management to The sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.

Table 6. Continuation



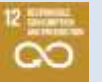










Indicator	Description	Axis	SDGs	Is this indicator being measured at the Cali observatory?
Conservation	Percentage of residents in the locality who consider that tourism contributes to the conservation of cultural heritage type attractions	Cultural Sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Social impact	Percentage of residents who are satisfied with the social impact of tourism on destination identity	Socioeconomic Sustainability	 	YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Economic impact	Percentage of residents who are satisfied with the economic impact of tourism on destination identity	Socioeconomic Sustainability	 	YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Social services	Number of social services available to the community	Socioeconomic Sustainability	  	YES, SITUR VALLE DEL CAUCA and Cali Observatory.
ECONOMIC BENEFITS OF THE DESTINATION				
Indicator	Description	Axis	SDGs	Is this indicator being measured at the Cali observatory?
Tourist Contribution	Average value for access to tourist attractions according to type of attraction	Socioeconomic Sustainability	 	Ministry of Commerce, Industry and Tourism YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Tourist spending	Tourism expenditure made by the visitor in a certain subsector	Socioeconomic Sustainability	  	YES, SITUR VALLE DEL CAUCA and Cali Observatory.

Table 6. Continuation






Indicator	Description	Axis	SDGs	Is this indicator being measured at the Cali observatory?
Overnight nights	Number of nights that the tourist spends the night in the city.	Socioeconomic Sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
GDP Tourism Valle del Cauca.	GDP associated with tourism activities (accommodation, food services)	Socioeconomic Sustainability		National Administrative Department of Statistics DANE
Buy Local	Proportion of actors within a subsector that purchases products and services from local suppliers.	Socioeconomic Sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Training	Proportion of actors within a subsector that offer or provide education and training processes to employees and/or local community to improve their employment and growth opportunities.	Socioeconomic Sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Entrepreneurship	Proportion of actors within a subsector that support and/or do business with local enterprises for the development of sustainable products and services	Socioeconomic Sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.

Table 6. Continuation






EMPLOYMENT				
Indicator	Description	Axis	SDGs	Is this indicator being measured at the Cali observatory?
Employment by subsector	Number of jobs created in the subsectors associated with the tourism sector	Socioeconomic Sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Equality	Percentage of jobs generated by population group: yYoung people, the elderly, ethnic groups, LGBTI, Conflict Victims, reinserted, foreigner, disability, women.	Socioeconomic Sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Employment by type of relationship	Proportion of jobs created in the subsectors associated with the tourism sector, according to type of relationship.	Socioeconomic Sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Indirect local employment MICE industry	Number of indirect jobs generated by events in the MICE events sector	Socioeconomic Sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Price per person day MICE event	Average entrance fee to MICE industry events per person	Socioeconomic Sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.

Table 6. Continuation






<i>Indicator</i>	<i>Description</i>	<i>Axis</i>	<i>SDGs</i>	<i>Is this indicator being measured at the Cali observatory?</i>
Hotel occupancy	Hotel occupancy rate	Socioeconomic Sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Beds according to sub-provider	Number of beds by type of sub-provider	Socioeconomic Sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
TOURISM SEASONALITY				
<i>Indicator</i>	<i>Description</i>	<i>Axis</i>	<i>SDGs</i>	<i>Is this indicator being measured at the Cali observatory?</i>
Economic Season	Number of guests staying in accommodation establishments per period of time	Sustainability management		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Seasonality	Proportion of tourists entering the city according to the reason for the trip and festivities.	Sustainability management		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
ENERGY MANAGEMENT				
<i>Indicator</i>	<i>Description</i>	<i>Axis</i>	<i>SDGs</i>	<i>Is this indicator being measured at the Cali observatory?</i>
Energy management	Percentage of actors that carry out monitoring and management to the total energy used in the operations over which it has control and influence.	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.

Table 6. Continuation






Indicator	Description	Axis	SDGs	Is this indicator being measured at the Cali observatory?
Renewable energy	Percentage of establishments that use renewable energy sources	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Energy conservation	Percentage of establishments that participate in energy conservation programs.	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Energy use	Percentage of establishments that have equipment and practices to minimize energy consumption	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Energy consumption	Per capita energy consumption	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
ENERGY MANAGEMENT				
Indicator	Description	Axis	SDGs	Is this indicator being measured at the Cali Tourism Observatory?
Water treatment	Percentage of water from the destination network that receives treatment	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.

Table 6. Continuation






Indicator	Description	Axis	SDGs	Is this indicator being measured at the Cali Tourism Observatory?
Water monitoring	Proportion of stakeholders that monitor and control the sources and consumption of water used	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Water use	Proportion of actors that have equipment and practices to minimize general consumption.	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Water quality	Proportion of stakeholders that monitor water quality.	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Water conservation	Percentage of establishments participating in water conservation programs	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Water consumption	Per capita water consumption	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.

Table 6. Continuation






WASTEWATER MANAGEMENT				
Indicator	Description	Axis	SDGs	Is this indicator being measured at the Cali Tourism Observatory?
Sewage water	Proportion of stakeholders that have a wastewater treatment system.	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Wastewater recycling	Proportion of actors that reuse treated wastewater.	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
SOLID WASTE MANAGEMENT				
Indicator	Description	Axis	SDGs	Is this indicator being measured at the Cali tourism observatory?
Solid waste volume	Amount of solid waste produced at the destination.	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Solid waste management	Percentage of stakeholders that have a solid waste management plan	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Solid waste recycling	Percentage of actors that perform solid waste recycling.	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.

Table 6. Continuation










GOVERNANCE				
<i>Indicator</i>	<i>Description</i>	<i>Axis</i>	<i>SDGs</i>	<i>Is this indicator being measured at the Cali Tourism observatory?</i>
PIT	Number of tourist information points	Governance	 	YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Attention in PIT	Percentage of care provided in PITs	Governance		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Age tourists	Average age of tourists attending PITs	Governance		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Publications	Number of annual publications produced by the Observatory of Tourism and Situr Valle	Governance		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Public intervention	Number of tourist attractions that have had intervention from the Cali district.	Governance	 	YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Awareness campaigns	Number of campaigns to raise awareness of the destination by the Cali district entity.	Governance	 	YES, SITUR VALLE DEL CAUCA and Cali Observatory.

Table 6. Continuation








Indicator	Description	Axis	SDGs	Is this indicator being measured at the Cali Tourism observatory?
Wi-Fi Points	Number of Wi-Fi internet access points available to tourists	Governance	 	YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Investigation	Number of research projects in tourism in which the locality takes part.	Governance		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Information system	Percentage of PITs that have an information system	Governance		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Total fans variation rate	Variation rate of followers on social networks	Governance		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Social network reach	Reach of users of the social network	Governance		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Engagement	Number of interactions and shares that a post receives on social media	Governance		YES, SITUR VALLE DEL CAUCA and Cali Observatory.

Table 6. Continuation







Indicator	Description	Axis	SDGs	Is this indicator being measured at the Cali Tourism observatory?
Workshops / Trainings carried out	Annual number of workshops and trainings carried out	Governance		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Trained people	Number of people who participated in the workshops and trainings	Governance		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Participating items	Number of items that participate in the training processes organized by the Cali Tourism Secretariat	Governance		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Number of events captured Alcaidia y cali Valle BUREAU	Total number of events captured	Governance		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Expected economic flow	Expected monetary value for events and conventions captured by Cali Valle BUREAU	Governance		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Economic flow generated	Monetary value generated by events and conventions captured Cali Valle BUREU, tourism secretary	Governance		YES, SITUR VALLE DEL CAUCA and Cali Observatory.

Table 6. Continuation













Indicator	Description	Axis	SDGs	Is this indicator being measured at the Cali Tourism observatory?
Tourists attending events	Number of tourists who attend the events captured by the Ministry of Tourism, Sports and the Mayor's Office	Governance	 	YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Events in the city	Number of professional events held in the city	Governance	  	YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Events by type	Proportion of events carried out by type	Ggovernance	  	YES, SITUR VALLE DEL CAUCA and Cali Observatory.
ACCESSIBILITY				
Indicator	Description	Axis	SDGs	Is this indicator being measured at the tourism observatory in Cali?
Services with a differential approach	Percentage of travel agencies that include within their portfolio products with a differential approach according to type of population	Management to sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Accessibility Accommodation establishments	Proportion of actors that have sites, buildings and activities that guarantee access for people with special needs.	Management to sustainability	  	YES, SITUR VALLE DEL CAUCA and Cali Observatory.

Table 6. Continuation






<i>Indicator</i>	<i>Description</i>	<i>Axis</i>	<i>SDGs</i>	<i>Is this indicator being measured at the Cali Tourism observatory?</i>
Accessibility Tourist attractions	Proportion of tourist attractions that have access for people with special needs	Management to sustainability		MINCIT SI Vice Ministry, SITUR VALLE DEL CAUCA and Cali Observatory.
Special needs staff	Percentage of actors that have qualified personnel to work with people with special needs	Management to sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Rooms Special Needs	Number of rooms for people with disabilities, reduced mobility and/or special needs	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
CLIMATE ACTION				
<i>Indicator</i>	<i>Description</i>	<i>Axis</i>	<i>SDGs</i>	<i>Is this indicator being measured at the Cali observatory?</i>
use of the bicycle	Number of tourists who use bicycles to visit tourist sites	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Demand for sustainable tourism	Number of national/international tourists who carry out nature tourism activities.	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.

Table 6. Continuation
















Indicator	Description	Axis	SDGs	Is this indicator being measured at the Cali observatory?
Tourist attractions	Number of nature tourist attractions	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Purchase of RRR goods	Percentage of establishments that purchase reusable, returnable, and recycled goods.	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Distance Accommodation Airport	Average distance from the accommodation establishment to the airport	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Distance Accommodation Convention Center	Average distance from the accommodation establishment to the convention center.	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Distance PST Transportation	Average distance from the tourist service provider to the nearest public transport service,	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Beds 30 minutes	Number of beds at the destination 30 minutes from the main convention center.	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Interpretation	Proportion of stakeholders offering interpretation on sustainable tourism practice	Environmental sustainability		YES, SITUR VALLE DEL CAUCA and Cali Observatory.

Table 6. Continuation

Indicator	Description	Axis	SDGs	Is this indicator being measured at the Cali observatory?
Guidance	Proportion of actors that have guides trained in the practice of sustainable tourism.	Environmental sustainability	  	YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Greenhouse Gas Monitoring	Percentage of stakeholders that monitor the emission of greenhouse gases.	Environmental sustainability	 	YES, SITUR VALLE DEL CAUCA and Cali Observatory.
Alternative Transportation	Proportion of actors that provide alternative transportation for visitors, staff and for their operation	Environmental sustainability	  	YES, SITUR VALLE DEL CAUCA and Cali Observatory.