

**Ministry of  
Trade, Industry  
and Tourism**



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Ministerio de Comercio,  
Industria y Turismo

 **PROSPERIDAD  
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**PROSPERITY  
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# PROVISION OF TECHNICAL ASSISTANCE TO THE CARIBBEAN IN THE AREA OF TOURISM SECURITY

Ministry of Trade, Industry and Tourism

Government of Colombia

Association of Caribbean States (ACS)

Antigua Guatemala, Guatemala

May 2014

## WHY A TOURISM SECURITY PLAN?

Security is one of the key conditions for strengthening the competitiveness of Colombian tourism

Conditions of insecurity affect the tranquillity of tourists and the country's image

A clear recovery in the tourism sector must be accompanied by actions to improve the security of tourists

# THE IMPLEMENTATION OF THE PLAN AIMS TO:



1

Increase security for users of tourism services.

2

Promote the application and use of control and prevention measures geared toward tourism service providers.

3

More and improved monitoring and protection of tourist attractions.

4

Quality and efficiency of tourist information and guidelines.

5

Improvement in areas of health, wellbeing, road safety and institutional strengthening, to foster competitiveness in Colombian tourism.

# 7 Basic Strategic Lines



**1. Control and prevention  
geared toward tourism  
service providers**



**2. Monitoring of  
attractions and tourist  
activities**



**3. Strengthening tourist  
information and guidance  
in tourist areas**

## 7 Basic Strategic Lines



**4. Strengthening Tourist  
Police**



**5. Consolidation of tourist  
safety advisory**



**6. Increase and  
improvement in road  
security**



**7. Mechanisms for coordination  
and joint accountability with  
territorial entities**

# Complementary Strategic Line

## REGULATIONS GOVERNING TOURISM SECURITY

National Legislation

Legal and Regulatory Framework

International Charters

Corporate Social Responsibility

Programmes: formalisation, quality, education  
and training



# Offer of Co-operation



Colombia, offering country





## How will we do it?

The technical assistance and co-operation in the area of comprehensive tourism security offered by the Government of Colombia, consists of three phases:

✓ Phase 1:

Presentation of the offer at the meeting of the Sustainable Tourism Group in La Antigua Guatemala.



## How will we do it?

### ✓ Phase 2:

Receipt of requests by ACS Member Countries interested in receiving technical assistance in the area of comprehensive tourism security.



\*A minimum of three countries. \*Work together with the ACS to receive requests.

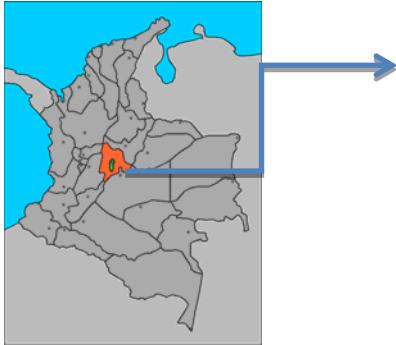


Second half of 2014.

## How will we do it?

### ✓ Phase 3:

Development of the activity. \*It is scheduled for completion in the first half of the year 2015. \*The main site will be the city of Bogotá (there may be an alternate site).



## General Activities:

- ✓ Seminar-workshop with the participation of stakeholders from each of the public and private entities that are part of the Colombian Strategic Plan for Tourism Security.
- ✓ Technical visits in the form of an *internship*, to the selected entities, to observe “on the ground” their operations and role in the tourism security plan.
- ✓ The expected duration of the complete activity is one week.

\*Under the parameters of international South-South co-operation, a cost-sharing agreement applies.

## ENTITIES INVOLVED

- ✓ Ministry of Trade, Industry and Tourism.
- ✓ National Police
- ✓ Tourist Police
- ✓ Traffic Police
- ✓ National Army
- ✓ National Navy
- ✓ Office of the Mayor of Bogotá
- ✓ Civil Defence
- ✓ Civil Aviation
- ✓ Colombian Red Cross
- ✓ Tourism Associations
- ✓ Others, as identified by the alternate site

## RELEVANT INFORMATION FOR THE DEVELOPMENT OF TECHNICAL ASSISTANCE

- ✓ A maximum of two (2) persons per country.
- ✓ Spanish will be the official language.
- ✓ A cost-sharing agreement will apply.
- ✓ Request must be jointly presented by a minimum of three countries.





THANK YOU

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