

DESIGN OF A GUIDE FOR ENGLISH-SPEAKING FOREIGNERS WHO VISIT BOGOTA

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LENGUAS MODERNAS

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Introduction

In Colombia, foreigners come to different places well known for its beauty, culture and the characteristic idiosyncrasy of local people. These destinations are presented in many world guides for tourist who visit Colombia and specifically Bogota, however it becomes tricky to find a place just for enjoying the night or meet people with similar likes after a visit to the city's iconic places. For those reasons it is necessary to locate diverse and sometimes hidden places to show variety to the visitors or even a totally new experience.

The goal is to identify those places and compile them in a guide for English speaking foreigners who visit Bogota, especially those who come for the first time.

In this research it is included information detailing the step by step of the process followed in the pursuit of this goal. The Statement of the Problem organizes the investigation idea and defines what to do, the Background to have a clearer picture on what is to be done and what to be achieve. The research is justified in its social relevance and it will show the usefulness of an alternative guide of Bogota for foreigners. The theoretical framework shows a retrospective on the concepts and theories that are relevant to the research to develop. The methodology exposes the target population, the sample, the technique and the instruments used. The general objective describes what the aim of this work is. The information of the research and the results can be found in the chapters Data Analysis and Conclusions, the scope that may have the guide and the goals to be achieved are exposed in the Projections. The appendixes expand the information and definitions found for the researchers and finally, all the references and data used to develop this research are referenced in the Bibliography.

Statement of the Problem

It is well known that tourism plays a big role within the economic activity of a Country. In the specific case of Bogota City, Business focused tourism is the main reason, this makes the guides for foreigners to have a formal, more business focused approach, leaving short spaces for entertainment, nightlife or outdoor activities different from the mostly mentioned.

It was found that the available guides for tourists visiting Bogota lack in unconventional content, and have a tendency to display traditional landmarks only, leaving new unknown and exciting experiences out, which ends up being unoriginal and the visit to the city could turn out unfulfilling. Therefore, this research aims to inquire about places and activities in Bogota for leisure, showing a new face of the city less known with the idea of attracting tourists looking for a more underground scene, and design an alternative guide.

With this in mind, the question to address would be:

How can we show a diverse city that leads foreigners to nontraditional places and activities?

Justification

According to *Ministerio de Comercio, Industria y Turismo* figures, in 2015 arrived to Colombia 4'447.004 travelers. So far this year, 21,3% of foreign visitors come from United States and 70,4% are here for vacations and entertainment. Alike in recent years, Bogota has become in the most important Colombian tourist and business destination and the most visited city in the country. Being Americans the population with the largest amount of international visitors in Bogota it was decided that English is the language that will be implemented initially to answer the question previously proposed. However, this does not mean that the subject of study will be the Americans visiting Bogota only, the main target is comprehended by every English speaker regardless nationality.

It is easy to find those kind of guides online or even printed, but alternative guides showing alternative destinations are limited to some websites that occasionally named those places. Rockin´ Bogota is a proposal for a guide in English for foreigners who want to experience the city beyond the typical sites and landmarks. The interest on this guide, is to provide information about places and activities to foreigners to come to Bogota and do not know how and where to hang out.

While composing this document the expectancy persists in the tourist to find new experiences, to take photos of freaky yet very cool things to show back home, to have their senses riding a roller coaster of flavors, colors and sounds that will resonate way too hard and there will be no other than talking crazy things about them and wait for the next opportunity to revisit the “South American Athens”.

The customs and activities that people try in their free time are constantly changing, every culture has different thoughts on what is considered to be fun but not everyone chose the same way to have a break of obligations. However, people are constantly looking for a place and time for leisure and if they know the city they live in, it will probably be easier to find it. But, if a person visits another city and even further, another country, it could be tough to find entertainment.

It will be proposed a guide of Bogotá for English-speaking foreigners with the elements to develop it (see appendix E). The multilingual and multicultural training are taken into account to provide a perspective on the need to implement this, and is based on the social relevance that has for foreign tourists and for traders. Moreover, it is a good way to practice and expose the knowledge and skills obtained in the career of modern languages at ECCL.

Objectives

General Objective

To propose an alternative guide for foreign tourists who visit Bogota, considering varied needs and likes and taking English as the main language.

Specific Objectives

- Inquire the tourists about their preferences to spend free time.
- To identify different locations in Bogota suitable to offer to the visitors, alternative activities besides of the usual tours and landmarks.
- To depict as a brochure an alternative tourists guide “Rockin’ Bogota”

Background

Based on the increase of foreign tourists in Bogotá and the variety of activities to be done in this city, an alternative tourism guide for English-Speaking foreigners is proposed. It is taken as a reference a bachelor degree project, due to its topic about tourism and specifically the design of a tourist guide.

Colcha Barragán Mariela Elizabeth, Solano Arboleda Patricia del Carmen. (2011). Diseño de una guía turística del Cantón San José de Chimbo, para promocionar sus atractivos naturales y culturales en el periodo 2009. (Tesis de grado). Universidad Estatal de Bolívar, Guaranda, Ecuador. In the referenced project, the main goal was to design a tourist guide to promote the tourist attractions in Canton, San Jose de Chimbo. As in the mentioned thesis, the goal of this research was to design a guide of Bogotá. The implemented methodology is descriptive research, to characterize what is the condition of the touristic attractions.

A conclusion in this project shows the relevance of promoting the cultural and natural attractions, and the variety of activities to develop in Canton San Jose de Chimbo, taking this into account, the guide proposed is a good way to provide to foreigners, a tourist service in Bogotá.

In other context, since the sample are: foreigners with English as a foreign language who visit Bogotá, it is included as a reference an associate degree project in which an objective is to identify the importance of languages skills in the tourism industry. Cubides Leyton Egly Andrea, Díaz Castaño Lady Johana, Díaz Peña Mabel Kimah. (2012). Aplicabilidad de las Lenguas Modernas en el Turismo. (Trabajo de Grado Técnico Profesional). Universidad ECCI, Bogotá, Colombia. Additionally, the methodology used was quantitative, expanding the

insight and providing additional information for this research. One of the conclusions was the perception of the foreigners related to the lack of tourism services, making necessary the implementation of new tools.

Torres Quesada Maritza Elizabeth, Macancela Jumbo Viviana Elizabeth. (2011). *Elaboración de una Guía Turística del Cantón Loja*. Universidad Nacional de Loja, Loja, Ecuador. In this work, it is mentioned as an objective to provide a guide that works as a source of information for tourists, which is a similar objective from the one proposed for the guide “Rockin’ Bogotá”. Once again, the methodology is descriptive research to portray, analyze and interpret a specific situation. Torres and Mancancela concluded “La guía turística facilitará a la ciudadanía mejorar sus conocimientos en cuanto a la existencia y ubicación de los distintos atractivos turísticos...” “La guía se constituye en uno de los documentos más usados y buscados por los turistas, por ser de fácil uso, accesible y cómodo a la hora de viajar”. Showing the importance of a tourist guide for visitors and locals.

These previous studies play an important role in the current project since they equip the researchers with the knowledge to make a more accurate and comprehensible document, as well as, the final product through the experience printed in their pages.

Theoretical Framework

The next chapter inquires some concepts that concerns to the focus of the investigation. For better understanding of the issue here discussed, it is important to conduct a search of the contextualization of those concepts or topics described or those that concern the research problem.

Starting with the general concepts, tourism has to be defined as a relevant topic for the research. Macintosh and Goeldner (1986) defined tourism as "the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors".

In accordance with Mathieson and Wall (1982) tourism is "the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs". As the goal of this project is to design a guide for English-speaking foreigners who visit Bogota, this definition fits with the purpose to show those facilities created to please their needs.

As taken from *Tourism Society*, <http://www.tourismsociety.org> "Tourism is defined as the activities of persons a year for any main purpose [including] holidays, leisure and recreation, business, health, education or other purposes..." "Visitor is the common denominator that covers all the forms of tourism defined above for the same range of purposes".

There are three different categories for visitor, that are described by *Tourism Society* as:

-Tourists who are visitors staying away from home for one or more nights for any of the purposes noted above (domestic, or from abroad).

-Same Day visitors, also known as tourist day visitors spending at least 3 hours away from home outside their usual environment for general leisure, recreational and social purposes. Many are local residents of an area.

-Leisure day visitors spending less than 3 hours away from home but outside their usual environment, for general leisure, recreational or social purposes...

As the main idea mentioned here is to design a guide, it becomes necessary to define what a guide is, since it was the format chosen. According to Julian Perez Porto and Maria Merino (Definicion.de, 2012) “Una guía puede ser el documento que incluye los principios o procedimientos para encauzar una cosa o el listado con informaciones que se refieren a un asunto específico.” Considering the context, it would be more appropriated to mention the definition for travel guide from Online Booking Software for Tour Operators (Rezdy, 2016), <https://www.rezdy.com>. “A guide that offers insight to the various things to do in a particular location. They often highlight tours, hotels, restaurants, activities and other local areas that should be visited.” This definition is close to what is to be achieved in this project.

Then, a suiting definition for a brochure comes, delivered in accordance to Hiipalla (2013) and his monograph *Modelling the structure of a multimodal artifact*, “Tourist brochures are a form of print media advertising”. But also, “Brochures remain one of the most commonly used tourism information sources. Even with advances in information search technology, many small destinations or tourism businesses do not have adequate finances for sophisticated and costly information dissemination.”. And as it was concluded by Anderek

(2005) in *Evaluation of a Tourist Brochure*, “The brochure can be considered effective in positively influencing visitation interest levels, affecting as well visitation decisions”. The ideas which were expressed by these authors allow a higher understanding of the context of this research, and the main concepts directly connected to the topic.

Methodology

This section describes the type of investigation and method employed to achieve the proposed objectives by using different instruments and identifying the target population with the purpose of knowing the necessity to implement a guide of Bogota for foreigners. To establish the preferences of visitors, the survey type questionnaires with 10 questions altogether was selected, 8 on these questions are close-ended questions and 2 are ask open-ended question. To identify the locations that provide alternative activities, the exploratory interview was appointed in order to ask foreigners, about places that offer amusement.

Type of Investigation

Multiple works about types of investigation have been published and after defining the research approach/method it was determined that Denzin and Lincoln's publication as well as Bogdan and Taylor's, draw a starting line for the researchers to build and follow the path as it follows next.

Denzin and Lincoln (2005) describe **qualitative research** "... an interpretive naturalistic approach to the world. This means that qualitative researchers study things in their natural settings, attempting to make sense of or interpret phenomena in terms of the meanings people bring to them".

Bogdan and Taylor (1975) argued: "qualitative methodologies refer to research procedures which produce descriptive data: people's own written or spoken words and observable behavior".

According to those definitions, it was decided to use the qualitative research due to the objectives set in this research and the importance to an exploratory field research to know the needs and likes of population object and to define how to develop the guide.

Research Method

Finding attractive destinations and activities for a population with similar characteristics and interests is important for the accomplishment of the objectives listed before, and the **descriptive method** is the best option to get information about these characteristics and interests.

The descriptive method analyzed some characteristics of the phenomenon or situation with the purpose of interpret and describe them. According to Sánchez (1980):

The process of descriptive research going beyond mere gathering and tabulation of data. It involves an element of interpretation with the meaning or significance of what is described. Thus, description is often combined with comparison and contrast involving measurements, classifications, interpretation and evaluation.

Descriptive research: “Involves the description, recording analysis, and interpretation of the present nature, composition or process of phenomena. The focus is on the prevailing conditions, on how a person, group, or thing behaves or functions at the time of the study” (Manuel and Medel, 1976).

Research Instruments

The research tools allow the collection of the information about different beliefs, tastes and experiences of the subjects of study to obtain a more reliable answer to the problem described.

Considering that this investigation required a field research the investigators perceived and concluded that the **survey** was a great option for data gathering since limiting the options in the possible answers would allow a more effective, faster and manageable data.

Taken from Groves (2004): "The survey is a systematic method for gathering information from (a sample of) entities for the purpose of constructing quantitative descriptors of the attributes of the larger population of which the entities are members."

The qualitative research **interview** seeks to describe and the meanings of central themes in the life world of the subjects. The main task in interviewing is to understand the meaning of what the interviewees say. (Kvale, 1996).

Taylor and Bogdan, (1982) state that the interview is to observe "what is important in the mind of informants: their meanings, perspectives and definitions; how they view, categorize and experience the world". The interviews are appropriate to describe experiences and to present ideas in order to know the needs of participants. The interview as a data collection technique, allows a broad view and approach to interviewees, that way, optimal results can be determined from a social perspective.

Population and sample

"The population is the grouping of units that integrate the collective where the exposed phenomena will be studied. The exact delimitation of the population is a necessary condition for the accomplishment of the objectives of the investigation" (Briones, nd.). Based on the concept of population pointed out by Briones, the population object of study in the development of this document corresponds to the English as a foreign language.

About the group determined as sample, the researchers' criteria for defining the potential participants in the surveys corresponds to tourists with English as a foreign language who visit Bogotá.

Tamayo (1900) affirms: "La muestra descansa en el principio de que las partes representan el todo y por tanto refleja las características que definen la población de la cual fue extraída". The sample selected in this project was extracted from the population: English as a foreign language, therefore, reflect these characteristics.

Once the methodology was determined, the researchers will proceed with the gathering of the data needed, only to be organized, tabbed and analyzed, so the results of this study will lead to a conclusion that answers the questioning here exposed.

Data Analysis

This chapter presents the results obtained from the data collected through the development and execution of a survey (See Appendix A) and an interview (See Appendix B) in accordance to the research instruments considered in the previous chapter; 20 surveys and 5 interviews were applied to English-speaking foreigners visiting Bogota between July and October 2016 in order to make a clearer analysis, a table was fed with the data obtained out of the usage of these instruments, to later be analyzed and graphed (See Table 1).

After being applied the surveys and interviews to the selected population, statistics shows the preferences and experiences that respondents have had in the city. In order to understand the amount of time visitors will interact first hand with the city, the researchers asked: How long will you visit Bogota? The respondents had to choose from three options, being “less than a month” the most voted at 45% and “more than a month” the second one with 30% not so far from the 25% who spend “less than a week” (See Figure 1). A negative response when asked about the existence of a guide dedicated exclusively to Bogota was the most common at 70%, however it is important to highlight that 30% have seen a guide with such characteristic (See Figure 2). Only 10% of the polled agreed that the information available for tourists in Bogota is enough which compared to the vast 90% who perceived that this is not true (See Figure 3). The concept they had about the city before arrival was also examined, tying with 40% each, positive and negative mirror, while the lasting 20% of the inquired remained neutral (See Figure 4).

In order to understand a potential interaction of the polled with a hypothetical guide, 70% of the questioned agreed that the most appropriate presentation for a guide would be

as an application (App), placing website second (20%) and closing with “book” at 10% (See Figure 5).

Out of the 20 people polled, only one is under 20 years old, 11 are in their twenties, 5 in their Thirties and three in their forties (See Figure 6). 45% of the participants are from United States being majority when classified by nationality, followed by Canadians at 20%, placing third the group from England represented by a 15%, next, visitors from France, Norway, Sint Maarten and Trinidad occupy 5% each (See Figure 7). When asked about their educational level, 85% described themselves as “University Graduates”, separating them from the remaining 15% who responded “High School” (See Figure 8).

The preferences for free time spending among the foreigners interviewed and the ones who participated in the poll have some answers in common, these answers go from activities that are performed mostly during the day like going to the movies, shopping, having family time, reading and doing sports like activities, as well as some that are more nightlife related such as partying, clubbing, hanging out with friends to bars and pubs.

Shopping plays a big role for some visitors as some of them explained that going to a flea market, as well as going to malls are some of the preferred places to visit and activities to do on a Sunday afternoon, Zona T stands higher among the places for shopping but also for hanging out according to the interviewed who, when asked about places related to these activities, placed their attention to the mentioned sector of the city.

Even though cultural activities were not the most selected among the participants, museums represent the preferred places for a cultural experience highlighting Museo Nacional and Museo del Oro followed by MAMBO, Museo Botero and Museo de la Policía, this could be supported by the fact that the majority of them are in their twenties and look for more night

related hangouts, matching the studies published in Carla Seddon's "Lifestyles and social participation" from The Office for National Statistics of the UK (2011) where "Comparing the 16 to 24 age group with those aged 65 and over, the activities which were reported less frequently as age increased were listening to music (90 per cent and 69 per cent respectively); Internet and emailing (79 per cent and 24 per cent); sport and exercise (63 per cent and 35 per cent); going out to pubs, clubs or bars (59 per cent and 33 per cent); and going out to the cinema (72 per cent and 21 per cent)", which at the same time contrasts with the perception of insecurity within the city at night, expressed by the participants when interviewed about something they would not recommend.

Table 1.

CATEGORIES					
Research method	Free time activities	Places for shopping	Cultural experience and entertainment	Restaurants - pubs	Would not recommend
Interview	Going out - beer drinking - listening rock music - Staying at home - Reading - Listening Music - Spending time with friends - Going to a restaurant - going to the movies - sport activities - going out with friends to a bar or pub – partying - going to the movies - shopping - Having family time	San Andresito – malls - Outlets - Flea market - Zona T - 12 de octubre	Museo del oro - Teatro Colón - Mambo - Universidad Nacional – Usaquéen - Zona T - Chapinero - Club Colombia - Museo Nacional - Quinta de Bolívar - Jardín Botánico - Planetario - Usaquéen - Downtown Bogotá - El Chorro de Quevedo - Eje Ambiental. - La Candelaria - Monserrate - Salitre Mágico - Mundo Aventura - Parque Jaime Duque - Chingaza National Park - National museum – La Calera – Museo Botero - National University- Museo del oro – Police Museum	Criterion- Estatua Rota in Chapinero- Andrés Carne de Res- Calle 85 - Calle 93 bars and pubs - Roxanne - Hotel V bar - La Hamburguesería - Crepes and Waffles – Wok - Andrés D.C.	El techo mexicano (Food)- San Victorino - 7 de agosto - Centre of the city at night - Walking alone at night
Survey	- Listening Music - visit art galleries - Going to the movies – trying local food – Parting/clubbing – shopping – bicycle riding/– Exercising – skating/running/hiking – having dinner outside – ecotourism - visit city parks – indoor activities – outdoor activities Reading.	Flea market	Art display - Monserrate – city parks – La Candelaria – The historic center – Graffitis – ciclovia -		

Conclusions

With this research about a guide for foreigners who visit Bogotá, it was explored the variety of opinions and outlooks of those tourists that visit Bogota for business or leisure, all this for the purpose of determining if it is necessary to design a tool that makes easier to find options for cultural plans, places for shopping or hanging out, restaurants, etc.

As a general conclusion, the information about Bogota for tourists available is perceived not to be enough, unveiling the need for a way in which such data is shared, the activities and places within the city to do or visit. For this reason, the design and development of the proposed guide “Rockin’ Bogota” is viable.

Tourists prefer to go out with friends at night or to do activities during the day such as going to the movies, shopping, among others. Cultural activities like visiting museums have a lower percentage of preferences among respondents but there are some interesting places mentioned.

Several places mentioned by foreigners are Located in Chapinero, Usaquen and Bogota’s Downtown, making necessary to disclose various information from different areas and activities throughout the City.

Most of the respondents expressed that it is better to have a virtual tool (app) to access the topics in a tourist guide. Which shows the most viable format to develop this project.

The information provided by respondents and interviewees, plus places discovered by researchers, are the basis for the design of the guide “Rockin’ Bogotá” and the further development of this project.

Recommendations

When time and effort are spent in a Project, it is natural to expect a continuous improvement, for this research there are some aspects to revise:

As the main idea in this project was to propose an alternative guide, the first recommendation is to develop it, here it was concluded that it is necessary and viable, reason why it is practical to start with the design and content of this guide.

It is important to advertise the guide to ensure its success, having into account the format in which it will be presented (printed, website, blog, app, etc.), the authors recommend an application as it was pointed out to be the best option by the participants of the survey, promotion is important to make it known.

Constant updating of information and content must be done in order to guarantee freshness and veracity of the data presented in this hypothetical guide as well as the continuous growth based on reviews made by the users.

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Figures

Figure 1. Survey question 1

How long will you visit Bogota?

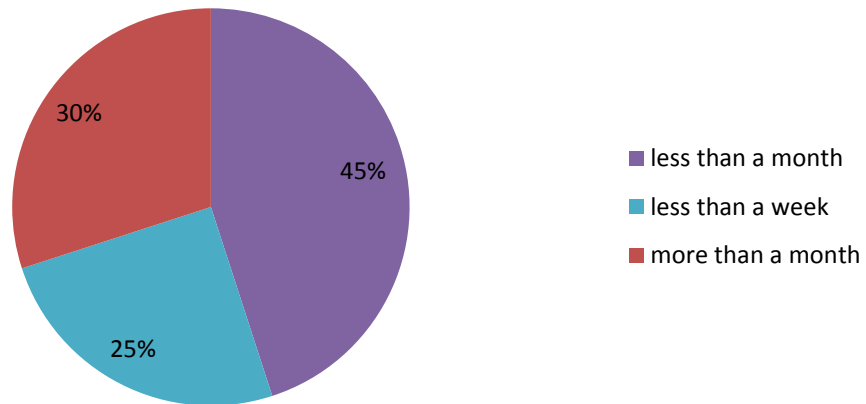


Figure 2. Survey question 2

Have you seen a tour guide dedicated only to Bogota?

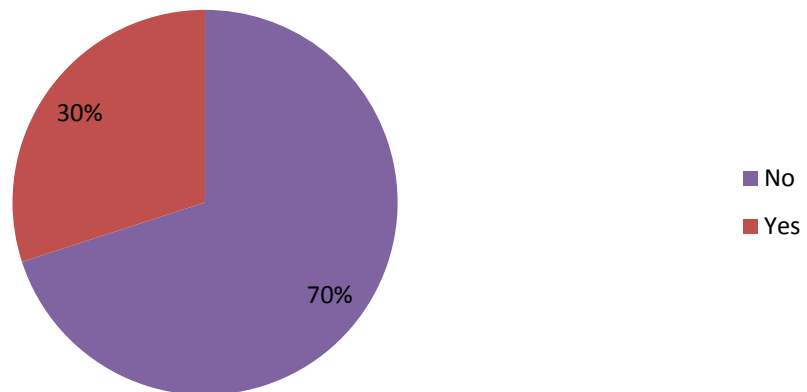


Figure 3. Survey question 3

Do you consider that the information available for tourists in Bogota is enough?

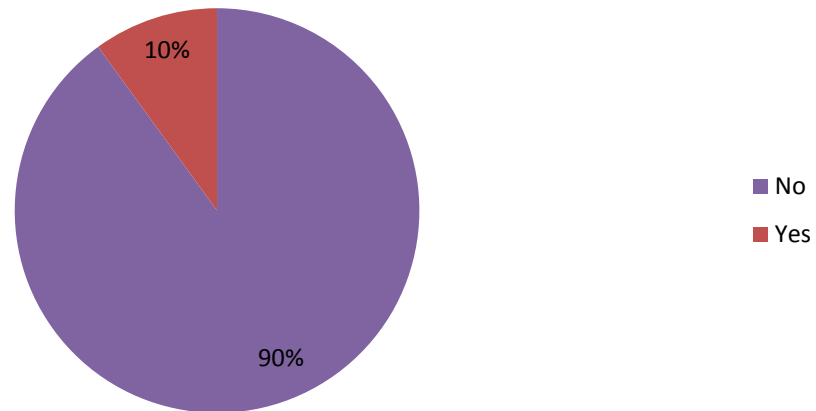


Figure 4. Survey question 5

The concept you had about Bogota before arriving was...

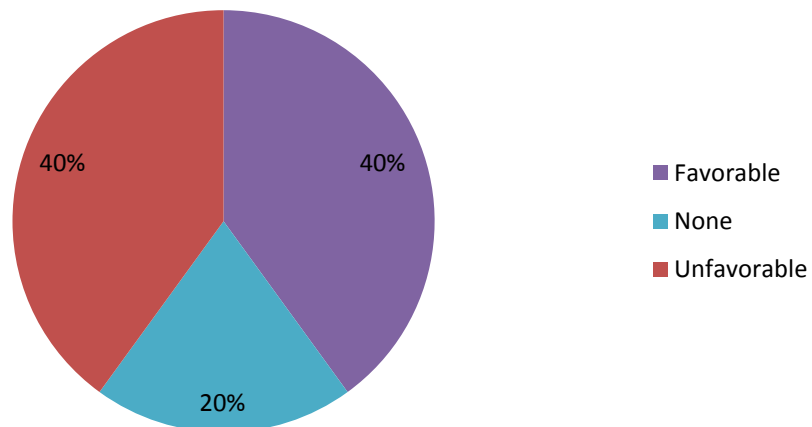


Figure 5. Survey question 7

According to you, what is the most appropriate presentation for a tour guide?

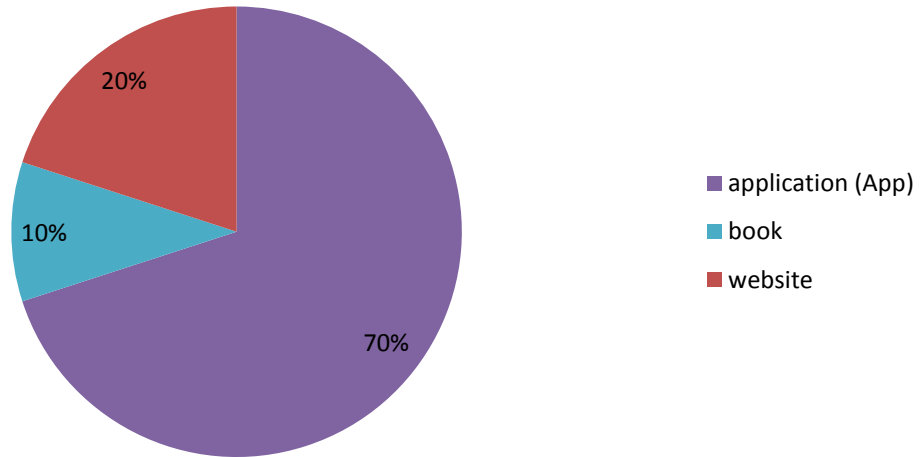


Figure 6. Age of the polled

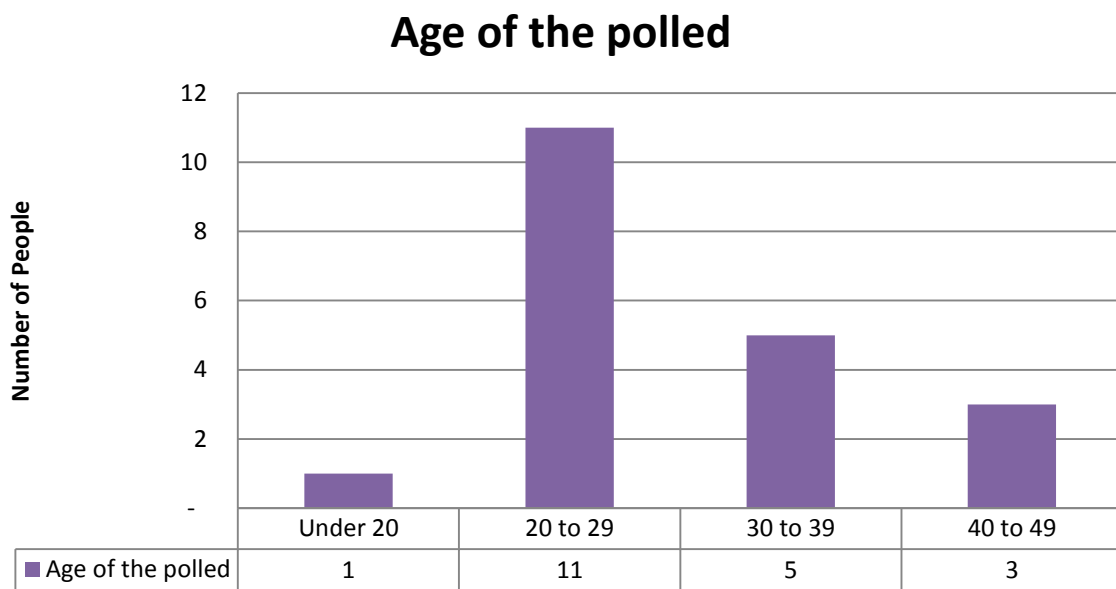
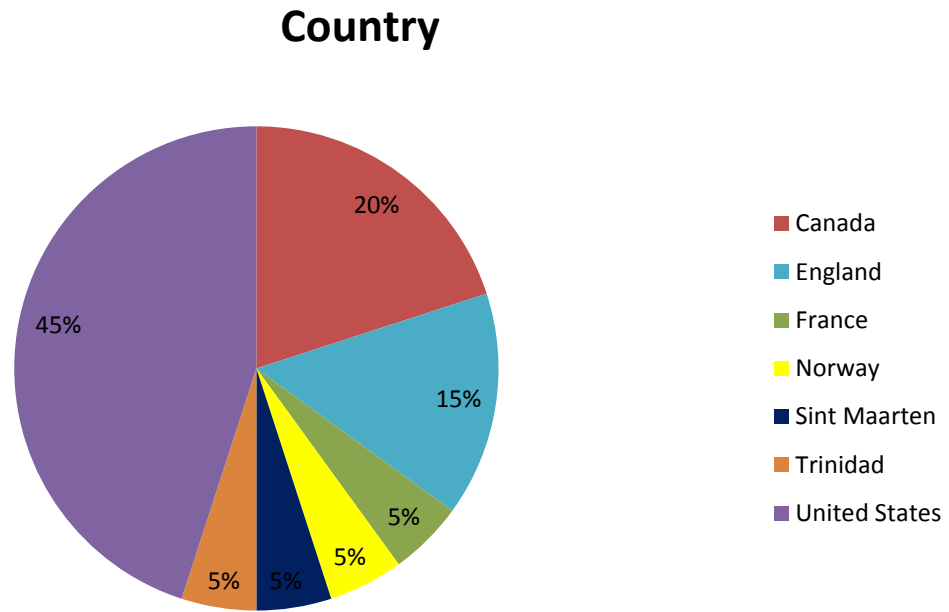
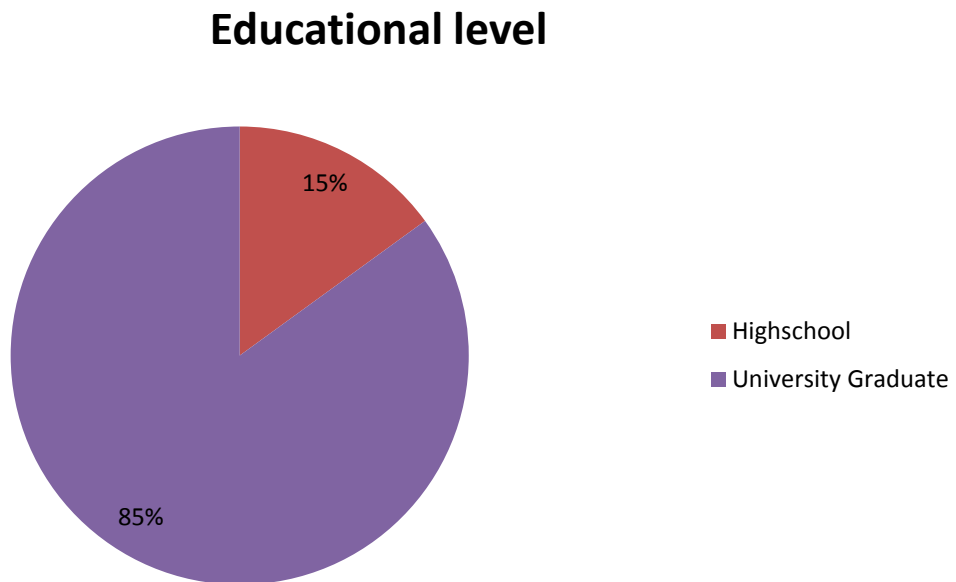


Figure 7. Country of nationality of the polled**Figure 8. Educational level of the polled**

Appendices

Appendix A. Survey sample

Name:

Age:

Country:

Educational level:

(Please underline your answer)

1. How long will you visit Bogota?
 - a. Less than a week
 - b. Less than a month
 - c. More than a month
2. Have you seen a tour guide dedicated only to Bogota?
 - a. Yes
 - b. No
3. Do you consider that the information available for tourists in Bogota is enough?
 - a. Yes
 - b. No
4. What do you prefer to do in your free time?
5. The concept you had about Bogota before arriving was...
 - a. Favorable
 - b. Unfavorable
 - c. None
6. What is the most surprising thing you had seen in Bogota?
7. According to you, what is the most appropriate presentation for a tour guide?
 - a. App
 - b. Website
 - c. Book
 - d. e-Book
8. Which of these would you like to do in Bogota on a Sunday morning/afternoon?
 - a. Bicycle riding - Skating - Running - hiking
 - b. Shopping

- c. Visiting a Museum - Art Gallery
 - d. Trying local food
 - e. Going to the flea market
9. What would you prefer to do in Bogota on a Saturday Evening?
- a. Partying
 - b. Going to the movies
 - c. Going to a play – Art Display
 - d. Having dinner outside
 - e. Staying at home
 - f. Bowling or any other sports related activity
 - g. Going to a Casino
10. Which of the below listed would you like to have more information about in a guide?
- a. Places
 - b. Nightlife
 - c. Indoor Activities
 - d. Outdoor Activities
 - e. Traditional Landmarks
 - f. Entertainment
 - g. Eco-tourism

Appendix B. Survey 1

Name: Jeff Bates

Age: 48

Country: United States

Educational level: University Graduate

(Please underline your answer)

1. How long will you visit Bogota?
 - a. Less than a week
 - b. Less than a month
 - c. More than a month

2. Have you seen a tour guide dedicated only to Bogota?
 - a. Yes
 - b. No

3. Do you consider that the information available for tourists in Bogota is enough?
 - a. Yes
 - b. No

4. What do you prefer to do in your free time?
Trying local flavors

5. The concept you had about Bogota before arriving was...
 - a. Favorable
 - b. Unfavorable
 - c. None

6. What is the most surprising thing you had seen in Bogota?
The Traffic

7. According to you, what is the most appropriate presentation for a tour guide?
 - a. App
 - b. Website
 - c. Book
 - d. e-Book

8. Which of these would you like to do in Bogota on a Sunday morning/afternoon?
 - a. Bicycle riding - Skating - Running - hiking
 - b. Shopping
 - c. Visiting a Museum - Art Gallery
 - d. Trying local food
 - e. Going to the flea market

9. What would you prefer to do in Bogota on a Saturday Evening?
- a. Partying
 - b. Going to the movies
 - c. Going to a play - Art Display
 - d. Having dinner outside
 - e. Staying at home
 - f. Bowling or any other sports related activity
 - g. Going to a Casino
10. Which of the below listed would you like to have more information about in a guide?
- a. Places
 - b. Nightlife
 - c. Indoor Activities
 - d. Outdoor Activities
 - e. Traditional Landmarks
 - f. Entertainment
 - g. Eco-tourism

Appendix C. Interview sample

Name:

Age:

Nationality:

Educational level (career):

1. What are your preferences to spend your free time?
2. Do you believe that Bogotá can offer variety of entertainment?
3. In your opinion, are there any good places for shopping in Bogota?
4. Can you recommend a place to hang out?
5. Which restaurant do you like the most? (Why)
6. According to you, are there interesting places for a cultural plan? (name them)
7. Do you know extreme activities in Bogota or around it?
8. Would you recommend another activity or place?
9. What is the most exciting thing you have done here?
10. Is there a place or plan you would not recommend at all?

Appendix D. Interview 1

Name: Frans Hjort

Age: 40

Nationality: Danish

Educational level (career): Master of Public Administration degree

1. What are your preferences to spend your free time?

Go out with nice people, drink beer and listen to rock music.

2. Do you believe that Bogotá can offer variety of entertainment?

Sure, I have known a few interesting places.

3. In your opinion, are there any good places for shopping in Bogota?

I'm here 2 months ago so I'm not an expert. I bought some furniture at 12 de Octubre.

4. Can you recommend a place to hang out?

I liked Statua Rota in Chapinero.

5. Which restaurant do you like the most? (why)

Criterion, excellent service, the menu is exquisite.

6. According to you, are there interesting places for a cultural plan? (name them)

Definitely, Museo del oro, teatro Colón, Mambo, Universidad Nacional...

7. Do you know extreme activities in Bogota or around it?

Paragliding in La Calera

8. Would you recommend another activity or place?

Usaquén has good places.

9. What is the most exciting thing you have done here?

Paragliding in La Calera, I flew the site and it was really colorful and exiting.

10. Is there a place or plan you would not recommend at all?

Not really,

Appendix E. Guide sample

Rockin' Bogotá

Rockin' Bogotá is a guide made for English Speakers who are looking for fun, yet unique, adventures in a city with over 8 million inhabitants, great landscapes and thousands of colors.



Bogota, being Colombia's biggest City, is the meeting spot for different cultures that interact and coexist sharing the spotlight, saving always a new place to visit or plan to follow for locals and visitors alike.

Friday Bogotá

What: Food Truck,
I Love
Choripan
Where: Calle 81 #
13-69
Why: Argentinian
Grill



What: ASILO Bar
Where: Av. Caracas
40-43
Why: Themed
Party



Saturday Bogotá

What: Gorilla
Burger
Where: Carrera 19 #
34-19
Why: 200 gr.
Burgers -
Natural Fruit
Sodas



What: Bolera
Escape
Where: Carrera 19 #
34-19
Why: Rock n' Roll
Bowling



Sunday Bogotá

What: Jardín
Botánico
(Sunday
Mornings)
Where: Calle 63 #
68-95
Why: Yoga



What: San Alejo
Flea Market
Where: Carrera 7
24-70
Why: Trinkets and
Antiques



What: Cine Tonalá
Where: Carrera 6
35-37
Why: Independent
Cinema and
Brunch

Rockin' Bogotá

Rockin' Bogotá
xxxxx@rockinbta.com
Bogotá - Colombia
2017