

Analysis and proposal on TM information available for foreigners in Bogotá

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Chapter 1

Introduction

The present project contains the analysis of the information published into the stations about the mass transport system in Bogota named Transmilenio, in order to identify an option which make easy for foreign visitors move in the city through it, and to propose an English informative media about how TM works. The importance of information in this second language, due to the continuous growth of international arrivals to El Dorado, which has as a consequence many foreign tourists who do not speak Spanish and are interested in know the local culture and representatives places.

Getting into the subject, the principal subjects which support this research are: in first instance communication and signs, because is quite important to hand over a trusted source through an assertive message, using in the right way the signals; as the second one is the tourism, to identify the update situation of this field in the city; it is followed by strategies taken by Colombian government based on C.E.F. (Common European Framework), all of them focused in improve the level of English in Colombian people; and as the last are the precedents about how handle the information in different transport system around the world.

Then, with the intention of obtain an info's source in field, it was taken the qualitative research with descriptive method and it were used two analytic instruments: the survey, that helped to recognize which was the appropriate information about TM for tourists and their opinion about the system; the second was the observation to recognize the published into the stations and to categorize the recollected data.

The principal objective of this thesis is to propose a media in English about the use of system by the analyse of the information got from the mentioned tools, where the survey respondents expressed why they think about TM and which is the most important to move

into it; also it is important to gather in visited stations about the media use by TM to inform users about its use.

Moreover, this research seeks to show the system is designed to be understood only for resident people, because it does not provide the necessary announcements to make its use easy and practical for tourists; also, there is not evidence about projects to be implemented in the city thinking in foreign people, just some private companies which are focused in this market try to implement informative media in English.

Statement of the problem

Bogota, as the capital of Colombia is the place of most tourist arrive. (Migracion Colombia, 2014) just in the last year it received the 53 % of the foreign visitors of the country, which means a big number, because the amount of people from different nations was 1'832.098.

The first nationality of the tourist who visited Colombia was American, followed by Latinamerican and European, then, with this stadistics it is possible to infer during the year the city has many visitors who does not speak Spanish.

Taking all this information into account, it would be important to have information in both languagues in public places, including the transport system. However, Transmilenio, as the most important massive media of transportation in Bogota, does not cover this necessity, and a lot of nonresidents get lost into it because its information is not in English. Then the question of this investigation is: Which informative media will be necessary to implement about Transmilenio use ?

Justification

Bogotá is distinguished by its business, tourism, trade and industry development and this situation capture tourist and foreigners attention. Due to this visits, it should be considerable have spaces such as hotels, restaurants, touristic places and transport with bilingual information.

This idea was born due to the experience lived by an English friend from one member of this investigation, who visited the city in 2014 and when he used the transport had a lot of doubts about the way it worked, questions which could not have a proper answer immediately due to the lack of information within TM itself.

It is confused how TM works for visitors, even for residents, because it does not have the information which allows them to understand and to guide themselves in an easier form within the system. Then, the present project has an appreciable significance in cultural tourism and communication, owing to its proposal, because of the interaction between visitor and the city, followed by language, like written signs that can be understood for all viewers.

Objectives

General

To propose an informative English media about how the mass transportation system Transmilenio works.

Specifics

- To identify which is the appropriate information about Transmilenio system for tourists.
- To make an analysis of the information published in TM stations.
- To design an informative way with the relevant information in English about the system use.

Chapter 2

Theoretical Framework

This section talks about relevant information that provided a context to this research, starting with human communication and signs, next tourism, following with the strategy applied by Colombian Government for English education, adjoining how this is associated with the C.E.F. (Common European Framework), ending with how transportation works around the world.

To begin, human communication is defined as “the process whereby one individual (or group of individuals) attempts to stimulate meaning in the mind of another individual (or group of individuals) through intentional use of verbal, nonverbal, or mediated messages. (Wrench, McCroskey and Richmond, 2008. p. 27).”

In reference with the previous quote, support the intention of this research that is propose a writing informative English media about how Transmilenio works, that will allow visitors to get identify with the service and it will promote its good usage through written communication.

Writing communication seems to be something without more relevance than typing letters or numbers that writer wants to include on the paper. However, it is not as easy as it apparently is, as Christopher Turk and John Kirkman said:

The whole process, including the labour of obtaining the information, might just as well never have taken place if the ideas and information do not in the end get into the head of the person who needs them. If they are merely written down in such a verbose and disorganized manner that nobody wants to read them, the work is wasted (Turk, C. and Kirkman, J, 1989, p. 7)

That is why to achieve the main goal of this work, it was necessary to start with the gather of information that visitors would consider necessary have close to their hands, making its experience of taking this transport easier and agreeable for them.

Then, it is important to be clear with written data, in this way the signs published will be read in the right form, without have options to different versions of them. As the expressed by Saussure (1916) in its Course in General Linguistics, where he clarified how each image or sound has an only significant, for example: “these three black marks c-a-t, are the significant which remember to the reader the image of a cat” (Eagleton, 1983, p.121).

This is where assertive communication takes place, because it is imperative to include verified information, respecting user's rights, having reliable information and fulfilling its purpose that according with the Royal Melbourne Institute of Technology is “used to describe a communication style that is respectful of others but clear and firm in intent.” (RMIT University. s.f)

At this point, an effective communication is when the message given is understood in the same direction how it was thought, it must not have place for other different interpretations than the original one. Considering this information, communication and tourism are compatible, because the first one comply with his duty when it turns into an useful tool to inform, to promote, and to increase the knowledge that tourists have about the places included within their trips.

In the same way, it is possible to design communicative proposals, focused on the compliance of the traveler's needs, and at the same time it promotes the development and strengthening of the same. To complement, this is a definition of tourism according with World Tourism Organization (WTO):

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal

or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure. (World Tourism Organization, 2007).

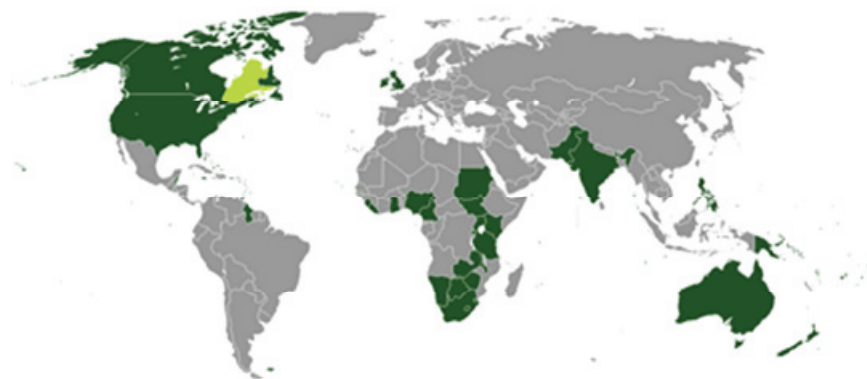
Annually the Foreign Affairs Ministry (Mincomercio Industria y Turismo, 2015). collects data which presents the number of non resident foreigners that visit Colombia. Within this report, it is possible to find this: “At the end of 2014, the most important departments regarding the arrivals of non resident foreigner was Bogotá with 51,5%, then Bolivar with 13,1% and Antioquia with 10,8%; It is important to highlight annual growth of arrivals for this kind of passengers to departments like San Andrés y providencia (51,9%), Norte de Santander (37,3%) and Bogotá (13,9%) in relation to 2013”

Also, it shows the principal border of entrance, where “On January 2015, the most important migratory point of non residents foreign traveler was Bogota (International Airport El Dorado) with 63,2%, followed by Cartagena and Medellin airports with 8,4% y 6,5%, respectively”.

To be in agreement with the prior statistics, Bogotá city has a considerable increase in tourism, making essential the improvement in the bilingual communication to take into account those visitors who come from countries where their mother tongue or its second language is English.

In fact, It is well known that English is spoken around the world, because first, it is the official language in more than 50 countries, and second it is used in other countries (which do not have this language as official) in many contexts, like business, tourism, education, etc.

Figure 1. English-as-Official-Language



In addition, (Crystal, 1997). it is the official language of important organisms like United Nations, The European Union, International Monetary Fund, International Civil Aviation Organization, International Olympic Committee, in fact the 85 % of international nations recognised it as one of their work official language.

Now, talking about English and business, it is not used only in big and recognized organisms, but also in little companies to agree sales and purchase, to coordinate international logistic, to promote tourism, and what is more, not only the companies practice this language to this kind of negotiations, it could be useful to other people to do simple transactions like buy an article by internet taking into account the increasing of networking or make a booking in a hotel, because of the facilities to travel nowadays allow it.

To complement, Crystal (2003) estimated like a third part of world population was exposed to English in many aspects: international relations, media, the press, advertising, cinema, popular music, education, international travel, communication, etc, and he analyzed what people normally think about how English have become so popular:

You hear it on television spoken by politicians from all over the world.

Wherever you travel, you see English signs and advertisements. Whenever you enter a hotel or restaurant in a foreign city, they will understand English, and there will be an English menu. (Crystal, 2003, p. 2).

Those are just some statistics and examples that prove the importance of speaking English in this globalized world, where it has become a necessary skill to avoid fall behind, to follow the new challenges and to be competitive in labor and educational field.

So, to face this situation, Colombian government has created a National Program called: “Colombia Very Well” to be developed from 2015 to 2025. It is a strategy focuses to make English a tool to improve the communication with Non -Spanish speakers and labor opportunities of the students. The proposal is divided in three components: first teacher’s training and pedagogic material to basic and media’s education, the second one, quality, accompaniment and financing to superior education and the last, the articulation with the productive sector.

About the first, (Programa Nacional de Inglés 2015 – 2025 ‘Colombia, very well’, pondrá a hablar inglés a los colombianos, 2014) the education minister revealed important advances in the professional progress of teachers, currently more than 40% of the 15300 English teachers have already got the level required (intermediate-high B2) and the idea is to increase this number, that each official teacher gets it.

Following with teacher’s training, the Education Ministry designed 6 million of books with high standards of quality that will be deliver to teachers and students, and the objective of this strategy is rise from 9000 to 186000 of students with intermediate English level.

Talking about the second component, the government will implement models of accompaniment and financing to strengthen the schools and programs to person who will be specialized in teach English, the target with this is increase from 55000 to 14000 the numbers of students that get a degree with an intermediate-high level of this language.

And to finish with the elements of this program, the last one search to motivate and to support the human talent in the productive sector, this motivation consists in subsidize the

training of 40 mil people of private field and to make easier loans through financing companies to study English.

The progress in teachers is a significant improvement, because they are responsible of pupils' education (talking about knowledge), so if they are prepared in the same way students could enhance their English skills.

All those strategies will help to young people, some of them who are near to begin a work life, whom are studying and could increase their opportunities to confront the competence that is increasing, on the other hand could be useful to those ones that currently are into the system, because it will give them an important tool to improve their life quality.

Nevertheless, this kind of plans are not developed only in Colombia, in fact the National Program *Colombia Very Well*, has had an historical development wide enough, adopting from the Common European Framework of References for Languages (CEFR or CEF).

The program includes (Ministerio de Educacion Nacional, 2014) the international linguistic standards in the pedagogical model for students and teachers. It is composed by the following levels: A1 – A2 basic, B1- B2 intermediate and C1 – C 2 advance. The initiative looks for an education until A2 with bases on B1 for students in grades 9, 10 and 11 and teacher's requirements includes a B2.

If those standards from the CEFR were reached in all schools, it will mean a better future for learners, they will have an appropriate base in English to start college, also they will be competitive professionals capable to create more business opportunities and social connections.

In addition CEFR standards have a cultural context due to its linguistic policy based on the Recommendation No. R (98) 6 of the Committee of Ministers to Member States concerning Modern Languages, making itself inclusive and integral. Thus:

- Aware of the growing need to equip all Europeans for the challenges of intensified international mobility and closer co-operation not only in education, culture and science but also in trade and industry;
- Anxious to promote mutual understanding and tolerance and to respect identities and cultural diversity through more effective international communication;
- Wishing to maintain and further develop the richness and diversity of European cultural life through greater mutual knowledge of national and regional languages, including those less widely used;
- Considering that the needs of a multilingual and multicultural Europe can be met only by appreciably developing Europeans' ability to communicate with one other across linguistic and cultural boundaries and that this requires a sustained, lifelong effort which must be encouraged, put on an organized footing and financed at all levels of education by the competent bodies;
- Aware of the dangers that might result from marginalization of those who lack the skills necessary to communicate in an interactive Europe; (...). (Council Of Europe Committee Of Ministers, 1998, p.33).

Regarding to previous recommendations of the Committee of Ministers to Member States concerning Modern Languages, they are not just based on educational field, also they take into account the current globalization to emphasize the importance of communication between different cultures that allows the improvement of trade and industry opportunities and to minimize the sociable weakness.

Then, it is clear that around the world the entities and government are worried about the level improvement of this foreign language, it is a necessity that everyone will be able to communicate in English with other people. But it is not enough, it is necessary that some public places show basic information not just in the native language but also in English, some

places that can be frequented by nonnative who does not understand the native language of the country they visit, for example: museums, libraries, hospitals, public transport, etc.

Moreover, for this research is necessary to have an idea about how transportation around the world works, therefore three cities are used as a reference: Tokyo, Paris and Medellín. Considering there are cities with a millions of residents and its transport moves around billions of passengers per year.

Each city has in its massive media of transportation an application where inform in different languages how it works, for instance, the public transit authority of Paris (RATP) offers a free of charge, the Visit Paris by Metro (Visiter Paris en Métro) application, fully translated into English, German, Italian, Spanish, Japanese, Chinese, Brazilian Portuguese and Russian, which:

Provides access to a wide range of services for carefree travel around Paris and for discovering the most attractive locations in the capital: the Eiffel Tower, the Musée du Louvre, the Sacré-Cœur, the Château de Versailles or even Disneyland® Paris. Most of the functionalities are accessible even when you are offline, so that you can enjoy exploring the city without using up your mobile Internet allowance! (Visit Paris by Metro, s.f.)

Despite Tokyo's subway network (Tokyo Metro Network, s.f.) is in its mother tongue (Japanese) they have a subway map application that is available for download in seven languages: Spanish, English, German, Simplified Chinese, Traditional Chinese, Korean and Russian. Moreover, it includes how to read the subway signs on the map.

On the other hand, Metro in Medellín (Metro de Medellin, 2015).has an application in English and Spanish that depends on the language of the device. As well, it has in each station bilingual written and oral announcements, that notify the name of the following stop and important near places.

As it was showed in previous paragraphs, some of the most popular massive media of transport have bilingual or multilingual information for those tourists who need to move themselves into the city. In this way, it is easier for the person who visits a new place, where his language is not spoken, to orient himself thanks to those informative methods. Therefore applications were designed with the purpose of inform all system users.

In Bogotá city, all signposting are in Spanish; nevertheless Bogotá city council is working in an agreement project 038 2012 “PROYECTO DE ACUERDO 038 DE 2012” which is implement a signposting bilingual system in traffic and pedestrian space “Whereby the bilingual system can be implemented in road and pedestrian signage in the Capital District " (Tamayo Tamayo, 2012).

Nowadays, Bogotá city welcomes a lot of tourist who comes for business, job or tourism. This fact creates the need of make signposting for those visitors who do not know the signs. Probably there are universal symbols but also there is information that is only understandable for native people. Therefore, to include signals in English and Spanish in massive media of transport could enrich the communicative mode between the city and the visitor.

As Soledad Tamayo, pioneer of the project, said in a statement for El Espectador newspaper: “It is necessary to provide a service for those people that visit the city and do not speak Spanish, so it can help to them in the direction, services accessibility and safety trip”. (Tamayo Tamayo, 2011). Thus, this plan supports the requirement of an English informative media about TM for those visitors who do not understand Spanish.

Legal Framework

This chapter shows the decrees, laws, regulations, and all these legal requirements related to the main subjects of this research, like the items asked by Transmilenio to hire employees, the last bilingualism law established by Colombian government and laws that support the project of city councilwoman Soledad Tamayo.

To begin, talking about education's laws in Colombia, there is one quite important, it is the 115 remitted on 14th February 1994 which regulates this public service. It has a social function according to the needs and interests of family and society as well as it is based on the right to education that each person has, which was declared as such by Political colombian constitution.

In addition, there is a decree which modifies this law, it is focuses in bilingualism and was published with number 1651 on 12th july 2013 which declared:

Article 2º

g) Developing communicative skills to read, understand, write, listen, speak and express ideas correctly in a foreign language.

m) Developing skills of conversation, reading and writing skills unless of one foreign language.

h) The compliance of objectives about basic education contents in paragraphs b) from article 20, c) from article 21 and c), e), h), i), k), l), ñ) from article 22 of the current law.

Article 6º Adding to article 38 of law 155 /94 the following text: " These education's institutions to work and human development which decide to offer idioms programs, they must get the quality gestion certificate.... Each state's entity, only could hire organisms that have this certification..”

Article 7º. National government will take the steps necessary to finance the costs that demand the law implementation, within it must specify the transition and graduality periods that requires to achieve them. (LEY 1651, 2013)

So, to give continuity to these strategies, and complementing this decree, the Ministry created the program Colombia Very Well to catch a better articulation between educative, social, work and corporate, the main points of it were divulged on 11th July/2014 by Colombian president Juan Manuel Santos.

Subsequent of this legal framework it is found requirements to get a job at TM for drivers, supervisors of operations and citizen guides, employees who are in contact with visitors indirectly and directly.

First, the present are the preliminary conditions for drivers:

- Driving license : C2
- Education: Minimum fifth grade .
- Experience : Minimum of two years certified in urban transport or heavy vehicle .
- No subpoenas. If present , they must be in agreement valid payment. (¡Empleo sí hay!, 2013).

Second, these are the requirements for supervisors of the operation:

- Academic bachelor
- One year of general experience and 6 months in this year under specific surveys, collection and / or gathering information , or interviews , or supervision or transportation. (Convocatoria Transmilenio-Supervisores De La Operación en Bogotá D. C. para Interdiseños S. A.,2015).

Third the qualification for citizen guides:

- Men and women of 18-26 years.

- Not having any previous contract as guide for Mission Bogotá.
- Education: Minimum fifth grade . Not currently studying.
- Availability for full-time
- Sisbén Level 1 and 2.
- Living in areas social strata 1 and 2 (in some motivated circumstances , residents from social strata 3 registered in the Beneficiary Information System - Sisbén and belonging to these territories , they may be included in the program) .
- For men have military card or have initiated the process for the same.
- Residing mainly in the areas of integral attention in security and coexistence : Libertadores (L. San Cristobal) ; Danubio areas and Parque Entrenubes (L. Usme) ; Bosa Occidental (L. Bosa) ; Corabastos (L. Kennedy) ; Zona de Tolerancia and surrounding area (L. Martires) ; Jerusalén , Vista Hermosa and upper El Lucero (L. Ciudad Bolivar) (Jóvenes bogotanos se forman para el futuro haciendo parte de 'Misión Bogotá humana'. 2013)

Related to the project developed by the Bogotá Council where is looking an implementation of a signposting bilingual system in traffic and pedestrian space in Bogotá, there are laws, decrees and legal ruling following mention:

Law 769 of 2002. “Which is dispatched the National Code of ground transportation and it is dictated other rulings” Chapter XII Traffic Sign

Law 300 of 1996. “ Which is dispatched general law of tourism and it is dictated other rulings”

Article 1º: Importance of the tourism industry. Tourism is an essential industry for the development of the country, especially in the different entities territorial, regions, provinces that accomplish a social function. The nation will protect them because of the importance for the national development”

Artículo. 2°: “General principle of the tourism industry”

National Decree 1504 of 1.998 To lay down the elements by which is made up the public space, including street furniture and signposting.

National Decree 959 of 2000 That defined street furniture including the signposting as an element of information itself.

Distrital Decree 190 of 2004, article 163, numeral 14 which establish one of the Transportation General System goals, it consists on increasing safety traffic and decrease accident rate by means of correct signposting.

Distrital Decree N° 215 of 2005, By means of is adopted the Public Space Master Plan. Article 20, note than is Distrital Planning Administrative Department competence, nowadays Secretary of Distrital Planning, determining the street furniture of Capital District, as well as their features and urban conditions for its location.

Distrital Decree 550 of 2006, To determine the competence of the Territorial Planning Subsecretary (Literals m) and n) Article 8) and the consequences of the Public Space Workshop Direction of Subsecretary already said (Literals d), g) and m) Article 13)

Legal Ruling 1622 of 2005. “Which it is adopted Signposting Pedestrian Tourism Manual” Commerce, Industry and Tourism Minister.”

Article 1°. To adopt the Signposting Tourism Manual called "Señalizar es Culturizar" established by the Industry and Tourism Minister as official rules in terms of signposting pedestrian tourism.

Legal Ruling 1050 of 2004 “Which adopt Signposting Traffic Manual * Devices for the Traffic in streets, highways, and bicycle routes Colombian Regulations according to with Articles 5°, 113°, 115° and the paragraph of the article 101 law 769 of 2002” Transport Minister.“

Legal Ruling 0348 of 2007. “By Which are established the places of tourist interest in the country” Article 1 and 2 (Tamayo, 2011)

Chapter 3

Delimitation

This part deal with the limitations of the study such as: geographic delimitation as area of study, time delimitation refers to the time when the data are collected and study conclusions are acceptable, finally population that means target people of the investigation.

Beginning with geographic delimitation, the present research is centered on Bogotá, the capital of Colombia and the city with the biggest population in the country. In addition, due to the location international airport “El Dorado” that according to the Instituto Distrital de Turismo (datos de Bogota, s.f.) has the 65% of air operations in this nation

To continue, this research is focused in the massive public service of transportation Transmilenio, because is the principal way of conveying in Bogota (Invest in Bogota, 2015), mobilizing daily more than 1,40 millions of people and it is one of the biggest Bus Rapid Transit (BRT) around the world (87 kilometers,1392 buses and 155 stations).

Next in order time, this research and its conclusions will carry out in the second semester 2015, cover since August to November. At the final point, people non born in Colombia who comes to Bogotá for tourism and they have used TM will be the population. In this way the research will start in a clear and organized direction in order to get the goals proposed.

Methodology

This section is about the methodology used during the searching, beginning with the type of research, then the investigation method and to finish which are the tools that allowed recollect the information.

Type of research

The nature of this research was qualitative, because (Sandoval, 1996) it did not take previous studies about the predicament, but it emerged from a specific analysis of a group's reality.

Then, according with Guillermo Briones there are some points to take in account to develop a qualitative research, like:

- This kind of investigation permits direct and deep examination of the specific social group of study.
- It pretends to create theories from the results got, so it does not depart from one hypothesis.
- It does not use variables and neither quantifications, on the contrary of quantitative, its study target is considered as a whole.
- Their principal techniques to get information are: the not structured and participant observation, documents, video records, etc.
- In its analysis, it classifies in categories the information, to do it, it is usually the research ask himself about a particular details which category does it belong? (Briones, 1988, pp. 63-64)

This research was focused in the observation and study of two parts: first physical places (TM stations) and second the opinion of a determinate group of people (tourists). After, the gotten information through surveys and qualitative observation was classified in some categories to characterize it.

Investigation Method

Being this investigation a social work due to the project's aim, is deemed descriptive method as the most suitable technique in order to find the appropriate information about TM for tourists by means of a social analysis, because it “ is looking for specify important properties and characteristics of any phenomenon that is being analyzed” (Hernandez, Fernandez & Baptista, 2003 P. 119)

Additionally, in this kind of procedures the subject is being observed in a natural environment, proffering a correct data gathering. “A descriptive approach in data collection in qualitative research gives the ability to collect accurate data on and provide a clear picture of the phenomenon under study” (Mouton & Marais, 1996 p. 43-44).

In the present investigation, the descriptive method was particularly appropriate because it is necessary an authentic description of the information published in some TM stations and collect experiences of non-Spanish speaker visitors who have used TM.

Research Instruments

The investigation was based on the information obtained from the following instruments: survey and observation. Those tools were chosen because they provided useful information in order to analyze qualitative results.

To begin, the survey was defined by Groves, as: “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.” (Groves Fowler, Couper, Lepkowski, Singer E., & Tourangeau R, 200p, p.2).

Then, the questionnaire was designed with the purpose of exploring the foreigner's experience in regards to massive media of transportation in Bogota, reaching one of the objectives that was to determine which was for tourists the suitable information about TM.

In the second instance was the qualitative observation, explained as “Technique to recollect information in order to explore and describe environments” (Hernández 2003, p.459).

In this order, this field research was made to confirm or rule out if the information located in TM stations was appropriate, clear and enough for those tourists who do not know how to use it.

Chapter 4

Data Analysis

Survey and observation Analysis

Investigation tools were applied in different context, for instance; the survey was applied to thirty (30) people from different countries, like: USA, United Kingdom, India, France, Germany, Ireland, among others. Some of them were found in a known place from Bogotá called “Chorro de Quevedo” and others answered it by internet. The Observation, as the second tool, was made in six Transmilenio’s stations: Portal Norte, Portal 80, Calle 85, Portal El Dorado, Las Aguas and Museo del Oro. Those were chosen considering the location of the most common touristic places in the city, like: museums, historical zone, hostels, little towns, restaurants, bars, etc.

In order to achieve the objectives of this research, it was looking for specific information that helps to understand what kind of signs are published and which are needed for visitors inside the stations. Due to this, were asked and searching for the existence of English announcements, if visitors found information in this language and identify where it was published, also where they prefer find it, and what kind of signs are suitable for them.

Afterward, it was asking for English signs and most of people said that there is not information; also it was analyzed the signs into the stations and it was found there are different kind of sign marks into the system in order to orient users about important recommendations inside TM like announce arrivals and departures, evacuation routes fire extinguisher and exit indication mark, bulletin board and warning signs like do not smoke, do not run and walk with caution.

Some of those marks are universal and could be understood by the image, but other such as system itself are not obvious and they are important to fulfill the rules, move in an easy way and even care the human life in an emergency case. The system was thinking in

recover mobilization for citizen who live in Bogotá and native people who speak Spanish, but Transmilenio have not been designed for people who comes from other places where speak another tongue. Due to this, TM should consider make information clearer for any user, including foreign visitors, in this way it will be easier for them get around Bogotá.

Subsequently, the information collected showed that not all foreigners have previous information at the first time they use TM, but some of them found how to use it. Then was asking for where people find how TM works and the majority answered that information was given by a friend. Frequent users that already know by experience an overview about the system and convey that knowledge with lost visitors. It could be easier for tourists who do not know resident people find that information on the station at the moment they arrived.

To continue with the analysis of information that visitors consider useful and important to see at each TM station, it was detected; Schedules of the service, TM rules, Complementary services, Cards (point of sale, refill, and price), Trunks and touristic places to visit nearby the station. However none of the respondent provide or consider any additional information as important, to be included or taken into account.

Regarding the schedule, it was detected that appeared on cash register's windows, maps' system and in buses stop. Although the signs are published, they are letters like L-V and S-D that means days of the week in Spanish. On stations there is not information about services on holidays and it was discovered that some of the stations do not work on Sundays but there is not published. This present situation makes a difficult experience in the first visit around the city, for people who do not speak Spanish, do not know how the system works and if he or she does not know somebody in Bogotá who can guide him/her. TM should be friendly if information were also in English.

Another aspect that visitors consider appropriate was the touristic places near to the stations. It is necessary stand out two places located in the center of the city: Las Aguas and

Museo del Oro, they are quite important because around them are representative places of Bogota like the historical center with many museums like; Museo del oro, museo de arte moderno, casa de la moneda, among others.

In addition it is located one of the biggest and oldest library of the city: Luis Angel Arango, as well as different cultural places like: Chorro de Quevedo, Media Torta and Avenida Septima, also there is space to catholics with Monserrate and Iglesia de las Nieves, moreover the zone has diverse hostels, restaurants and pubs, where tourists could enjoy and come back to rest. Also, Bogota has a recognized and exclusive zone that offers places to dance, take some drinks or to prove delicious food; with the opportunity of stay there because there are hotels near and transmilenio has a service to this part of the city with station Calle 85.

Finally, there are three principal stations in this research; Portal El Dorado, Portal 80 and Portal Norte. The first is near to the international airport with the same name and receive several tourists from different countries per day. Second and third those principal stations are entrances to the city and around them are small towns where adventures and curious will enjoy different environments and weathers.

Furthermore, a significant theme are cards, it was find that currently there are two methods to reload them, one is in an automatic machine and the other is in the cash register; inside of some stations were found both of them and other just have the option to do it in the window ticket, in the first option appears the instructions in Spanish and just in Portal El Dorado there are some of them in English and the second one only appears the price for trip.

Then, it is not clear how works the cards that could be quite confuse, because at this moment there are three in use and there is not information inside the system about their purpose, so it is not easy for visitors to identify which one they must buy according with the stations they are located, how many cost and how reload them.

Transmilenio, as mass transportation system is the vehicle that tourist take to get those wonderful places, however information published on system are only in Spanish, so they cannot move with ease and unless they have previous knowledge about touristic places around the city, they have no way to know what is near to those stations.

In the case of where the information could be post, this investigation proposed two possible places, the result brought up walls and flyers as the best place to make public the signs needed. The media of communication chosen in the study were because it is easy to catch the attention of the public; also it is simple to consult in any moment. The tourist can take and keep the flyer or just take a look around him on the station.

To conclude, all stations visited have a deficiency inside service information in Spanish and it was found just a few words in English which are not enough to understand how operates the system; As a result cause a troublesome situation in a complex transport and it is possible that the tourist will have a disagreeable experience in his stay.

As an observation, it is important for a capital city growing in trade, industry and tourism; make easier means of transport toward tourists in the midst of clear and bilingual signs. Not all people who visit Bogotá use private service and prefer travel in buses going across the city. A sample of modern city is having signposting on a system like TM in English, bear travelers in mind.

Chapter 5

Conclusions

Cities should have information for those tourists who are visiting it, and the idea is to make their stay easier in every sense during their travel. A lot of them enjoy their holidays trying to know the greatest number possible of places considered as touristic.

They can feel themselves as strangers while they are visiting a different country because they might not get used to the local habits if it is the first time they meet that place. Although it is not enough one short visit, it might take more time to become familiar with it. Possibly if they made a previous research about it or they have friends it could present a small number of difficulties.

Little things like the way to ask for something, the kind of food and reliable places to buy it, the route that should be taken to get the place is wanted, and how to get a cab or take the local media of transportation can be difficult to understand if there is not the proper information.

Transmilenio, as an urban media of transportation, allows not only the local resident, but the tourist to get around from one place to the other. This kind of services should have the minimum information required for anyone, who wants to use it, is able to understand in an clear way their working.

That is why this study was made with the main goal to propose an informative English media about how the mass transportation system Transmilenio (TM) works, therefore it were applied two investigation instruments which allowed to conclude the following:

After the analysis of the collected data through the survey were found that the appropriate information about Transmilenio system for tourist were the schedules, touristics places near to the station and service cards. Simple things at first sight. However they end up being a big deal when they are not really well explained or understood.

As it was founded after the whole research process, the written communication in the system does not fulfill the purpose of writing communication according to Christopher Turk and John Kirkman, which is to provide information for those people who really need it, in this case it would not be just for residents but for visitors who speak another language.

To continue with the second objective, the assertive communication has inherent in this approach the respect for others to the extent that it gives a clear and reliable information. Along this lines, the observation process was applied to verify the signs published in TM stations. The results of the previous tool allowed to conclude that all stations visited are not sufficiently adapted with the relevant information needed for movement around the city in the system.

During the investigation it was found some inconvenients for obtain all inquiries, for instance in station located in city town were closed, in Portal el Dorado transmilenio employee did not allow collect the information, also some of the signs inside stations were not clear enough to move in the system. It is a complicate media of transport and it is need not just get better for visitors, also for residents.

Projections

This project was focused on two university investigative lines called: language and cultural tourism together with communication, mediation and means. This research not only will help the tourists to understand the massive transport through the right communicative media, but it will gather more information for those fields the university is working on.

The publication of the informative banner in English about TM, previously proposed, will provide confidence to foreign user that make it reliable and complied with the purpose which it was made for. This tentative design could represent a valuable resource of communication and information in fields like language, tourism and culture.

The implementation of the proposal will generate a significative and positive impact in the sense the tourist user could get updated and clear information about the important aspects making the experience of using the system pleasant.

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Annexes

Survey form

Name:

Age:

Nationality:

Occupation:

We are college students from ECCI University and we are doing a research among visitors from different countries that are TM (Transmilenio) users, with the purpose of knowing the necessary information inside TM stations. Beforehand we appreciate your help.

1. Did you have information about TM before using the system?

Yes

No

2. Where did you find information about TM?

a. From a friend.

b. All the system information is in the web.

c. All the system information is in the station.

- d. Other _____
3. How do you evaluate the information inside TM stations?
- a. Hard to understand
 - b. Easy to understand
 - c. There is no information in the system
 - d. You did not have to look for the information.
4. Did you find information in English about TM?
- Yes
- No
5. Where did you find it?
- a. Internet
 - b. In the same system
 - c. In a flyer
 - d. You did not find information about the system in this language
6. Choose among the following options which information would you like to find on the stations:
- a. Schedule of the service
 - b. Touristic places to visit nearby the station.

- c. TM rules
- d. Complementary services (Rutas alimentadoras)
- e. Cards (point of sale, refill, price)
- f. Trunks
- g. Other: _____

7. Do you think information given in TM station should be located on:

- a. Station walls
- b. Flyers
- c. Both
- d. Other: _____

Completed Survey

5

Survey form

Name: JACQUELINE FAGNOLI
 Age: 23
 Nationality: ITALIAN
 Occupation: STUDENT

We are college students from ECCI University and we are doing a research among visitors from different countries that are TM (Transmilenio) users, with the purpose of knowing the necessary information inside TM stations. Beforehand we appreciate your help.

1. Did you have information about TM before using the system?

Yes
 No

2. Where did you find information about TM?

a. From a friend.
 All the system information is in the web.
 c. All the system information is in the station.
 d. Other _____

3. How do you evaluate the information inside TM stations?


a. Hard to understand
 b. Easy to understand
 c. There is no information in the system
 d. You did not have to look for the information.

4. Did you find information in English about TM?

Yes
 No

5. Where did you find it?

a. Internet
 b. In the same system
 c. In a flyer
 d. You did not find information about the system in this language

Continuo... 

6. Choose among the following options which information would you like to find on the stations:

- a. Schedule of the service
- b. Touristic places to visit nearby the station.
- c. TM rules
- d. Complementary services (Rutas alimentadoras)
- e. Cards (point of sale, refill, price)
- f. Trunks
- g. Other: _____

7. Do you think information given in TM station should be located on:

- a. Station walls
- b. Flyers
- c. Both
- d. Other: _____

Thanks.

Completed observation forms

PARTICIPANT OBSERVATION SEARCH		
VIEWER NAME: Nataly Murillo Barrera		
STATION: Portal El Dorado		
TIME: 11:30 a. m.		
DATE: 20-sep-15		
CITY: Bogota		
DESCRIPTION	INTERPRETATION	GENERAL OBSERVATIONS
<p>At the moment that people arrive at the platform can see ticket window, complementary service arrival, service hours and names of the complementary service and all those information is not bilingual (Spanish – English). Nevertheless, there is a machine where the passenger can recharge the card and some of its instructions are bilingual.</p> <p>Later there is a map called “plan de viaje” where the passenger can orient himself in the system.</p> <p>There people can find information such as: service hours, zones, rounds index, direction traffic and symbols meaning. Like in previous information is just in Spanish.</p> <p>Inside the station the user can find ATMs and outside he can find bike parking.</p> <p>Walking outside the system there is the exit sign is in both languages but the farewell is in just in the mother langue.</p>	<p>This trunk is near to the international airport El Dorado so this place welcome many people from different cities and countries. It could be difficult for people who do not speak Spanish understand all information published.</p> <p>Visitors can take services asking someone or by inference.</p>	<p>There is not clear information about system use, for instance there are no signs or marks that tell the passenger that first he must buy a card, reload the card and cross the tourniquet or which station is close to some important part of the city. It is easy getting lost in the trunk.</p>
PARTICIPANT OBSERVATION SEARCH		
VIEWER NAME: Deisy Sierra		
PLACE: Aguas Transmilenio's Station		
TIME: 12:00 p. m.		
DATE: 20-sep-15		
CITY: Bogota		
DESCRIPTION	INTERPRETATION	GENERAL OBSERVATIONS
<p>It is a small station with many interesting places to tourists like: Monserrate, septima avenue, Chorro de quevedo, Museo del Mar, Media Torta, Luis Angel Arango Library, Quinta de Bolivar, Museo artes moderno and many hostels where they can stay.</p> <p>In the glass of the cash register is written in Spanish the price of the passage and the new schedule to this.</p> <p>The station has a tunnel that connect with Universidades terminal, through it there is just publicitary information and in the top the letters that identify the trunk's busses stoping in Universidades.</p> <p>In addition, there is a map about routes and it is located after cross the turnstile, in the top there are the letters of each trunk and indicates where stop each bus, the rest is publicity material.</p> <p>Just in front of it, there is an area with information in spanish and in English about the Aguas' neighborhood, however this information is ilegible, because there is a graffiti over it.</p> <p>The station does not have busses arriving on sunday.</p>	<p>In this reasearch it is a very important station because it is located in the center of the town and there are many touristic places close and many tourists arrive there because of the quantity of hostels close to it.</p> <p>Although, it is so small and there is not many valuable information into it about how works the system.</p> <p>If this is the final station of the user, the missing information would not be a problem, but if the person begins its rout there it is necessary to get previous knowlege about which bus take, the schedule, etc, because this place does not offer enough data to understand it.</p>	<p>° In general there is a little information about the system's used</p> <p>° There is not information in English in the station (only the information about neighborhood, but it is outside and it does not belong to Transmilenio)</p> <p>° Talking in mind the location of this station would be useful to visitors find details of touristic places near of it.</p>

PARTICIPANT OBSERVATION SEARCH		
VIEWER NAME	CATALINA DIAZ CHIQUIZA	
PLACE	Calle 85 station	
TIME	4:00 p. m.	
DATE	09/20/2015	
CITY	Bogota	
DESCRIPTION	INTERPRETATION	GENERAL OBSERVATIONS
<p>4 wagons. On either side there are little signals with the name of the route and each stop little screens with red letters which announces the arrival of the next bus, everything in Spanish each wagon has its on number.</p> <p>It has exit sign markers. Each wagon has doors, and on the top of each door are located the letters that identify each route.</p> <p>On the doors there are some signals which invite to use in the proper way without risking the user's lives: "Tu vida vale más" sprinklers. Electrical control panel with its own sign mark: "precaución-riesgo eléctrico", first-aid kit, stretcher entries and turnstiles without information in English.</p> <p>In the refill cabins there is no sign mark in english. It contains only information about prices and schedules. "No smoking" sign marks</p>	<p>The system is designed for Spanish speaker only.</p> <p>In spite of being Bogotá the capital city and one of the most important business centers in the country, there is no information in English.</p>	<p>There are so many advertisements of a lot of companies like: NOSOTRAS, GRUPO AVAL, TIGO</p> <p>There is no information in English</p>

Observation Matrix

	TURISM	SIGN MARKS	CARDS	SCHEDULE	INFORMATION IN ENGLISH
ASSERTIVE COMMUNICATION					<p>There is not many valuable information into it about how the system works.</p> <p>the exit sign is in both languages but the farewell is in just in Spanish.</p> <p>All the information is not bilingual (Spanish – English). There is the exit sign is in both languages but the farewell is in just in Spanish.</p>
WRITTEN COMMUNICATION		<p>On ether side there are little signals with the name of the route and each stop little screens with red letters which announces the arrival of the next bus, everything in Spanish each wagon has its own number. It has exit sign markers.</p> <p>On the doors there are some signals which invite to use in the proper way without risking the user's lives: "Tu vida vale más" sprinklers. Electrical control panel with its own sign mark: "precaución- riesgo eléctrico", first-aid kit</p> <p>there are sign marks about buses departure, evacuation route sign marks, little screens with red letters which announces the arrival of the next bus everything in Spanish.</p> <p>Dustbins, bathrooms and their own sign marks, each platform has on the top of them the letters of each route that has one stop there stretcher, Firefighter hose, entries and turnstiles without information in English.</p> <p>bulletin board, evacuation route and warnings signs like: do not run and walk with caution are in Spanish. Information about complementary services, trunk buses</p>	<p>There is an small machine where users can reload their green card. Instructions are in Spanish.</p> <p>There are not machines to reload the cards, this action is still manual.</p> <p>There is not clear information about system use, for instance there are no signs or marks that tell the passenger that first he must buy a card, reload the card and cross the tourniquet or which station is close to some important part of the city</p> <p>There is not clear information about system use, for instance there are no signs or marks that tell the passenger that first he must buy a card, reload the card and cross the tourniquet or which station is close to some important part of the city.</p> <p>Nevertheless, there is a machine where the passenger can reload the card and some of its instructions are bilingual.</p>	<p>In the glass of the cash register is written in spanish the price of the ticket and its new schedule</p> <p>In the cash register there is no sign mark in english. It contains only information about prices and schedules.</p> <p>At the moment that people arrive at the platform can see ticket window, complementary service arrival, service hours and names of the complementary service</p>	
TOURISM	<p>Musico del oro is a small station with many touristic and cultural places close it.</p> <p>Las Agas is a small station with many interesting places for tourists like monserate, septima avenue, among others and many hostels where they can stay</p> <p>Portal Norte has many arrivals and departures internal regional bus services platform.</p> <p>Calle 85 is near to "zona T" that is a entertainment zone where is found pubs, restaurants, cafe, casinos and night clubs.</p> <p>Portal El Dorado is near to the international airport with the same name.</p>				

Informative banner



SCHEDULE



**Monday to Saturday
from 5:30 am to 11:00 pm
Sunday and holidays
from 6:00 am to 11:00 pm
Museo del Oro station is closed on Sunday**

CARDS

1. Acquire the card in the window ticket (with one passage)
2. Pass it over the screen of the turnstile, the system will discount the cost of the ticket
3. To reload it: in the machine or in the window ticket

Kind of Cards:



**Frequent customer
Cost: 2.000COP
Plus 1.800COP (Passage)**



**TuLlave Card
Cost: 3.000COP
Plus 1.800COP (Passage)**

TM RULES



- (*) It is not allowed to smoke, to eat, to drink or to enter to system in drunkenness condition or intoxicated by drugs.
- (*) Cooperate doing the line in an organized way and waiting the turn of arrive
- (*) Avoid to enter with big packages, the measures can not exceed 60 cm for any of its sides
- (*) It is necessary to request a permission to take photos or videos into the stations
- (*) All chairs have priority to: people with some disability, old people, pregnant women, people with children being carried, children younger than age 7. Blue chairs only could be use of those users.
- (*) Place always behind the yellow line, in stations and into the buses.
- (*) Do not enter or get out of the system by the doors station, using always the accesses or the bridges.



Touristic Banner



Near to this station you will find the following places: Candelaria, Chorro de Quevedo, Historic center, Monserrate, Luis Angel Arango Library, Museums like Militar, Quinta de Bolivar and Botero, Casa de poesía Silva and theatres, among others.



