Turismo sobre ruedas

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Analysis of the current situation

According to figures from the District Institute of Tourism (IDT), Bogotá received 12.462 million tourists in 2019. Of these, 10 million 558 thousand were national and 1 million 904 thousand international tourists. This, according to the city's statistics, meant a growth of 28.4% compared to 2017. The main reasons are visiting friends and family, vacation activities, recreation and leisure, business and work.

In Bogota there are 550 kilometers of bicycle routes, more than 12,400 parking spaces in the district and private network, bicycle lanes on Sundays and holidays, more than 56 routes of cycling routes, bicycle mountaineering and crossing in the surroundings of the city, bicycle registration system and routes with tourist and technical information, which serve as a guide to know the thematic routes by bicycle, which include literature, the bicycle lane, urban art and places of interest in the city.

This is how the bicycle has become a sustainable means of transport, by adopting its use on a daily basis, according to studies, it will help reduce air pollution and mitigate the effects of climate change by avoiding the emission of more than 300 thousand tons of CO_2 per year.

It increases people's quality of life in aspects such as time, economy, autonomy, physical health and mental health; it guarantees access to fast and safe mobility by reducing the risk of fatalities and accidents in traditional means of transport by avoiding their use.

In terms of tourism, one of the strengths of the city is that it has an important natural and cultural structure, a variety of well preserved natural, cultural and gastronomic tourist attractions and the opportunity to share with local communities that are traditionally linked to the development of physical and recreational activities in the open air.

With the purpose of giving a contribution to take advantage of this situation, we have had the idea of designing a mobile application that is free called TuristAndo to connect users with all the necessary information about the use of bicycles, which shows how easy it is to know and ride in Bogota in a sustainable way, allowing users to know who rents bicycles, how to get their bearings, schedule routes, access information about the location of technical service, medical assistance, tourist sites, CycleParks, geolocation through maps, explore the safest routes. Generation of QR code with the data in case of emergency of the bicycle user.

Goals

Overall goal

Implement a technological solution type Mobile Application (App), called TuristAndo, which by the ease of use and complete information that drives, encourage the use of bicycles, contribute to tourism, security and sustainable mobility, reduce the environmental footprint, improve the quality of life, health and welfare of residents and tourists who choose the bicycle as a means of mobility in the city of Bogota.

Specific goals

1. Encourage the use of the bicycle as a sustainable means of transport, to contribute to the environment and improve the quality of life and well-being of people.
2. Provide through the technological tool type App: TuristAndo, the sufficient and adequate information to have access to the use of the bicycle in the city of Bogotá.
3. To venture into tourism in an innovative way, and with the help of technology to exhibit all the opportunities and virtues that the city of Bogotá offers.

Specifications

TuristAndo is a free mobile application that connects bicycle users with all the necessary information about the use of bicycles, shows how easy it is to know and ride in Bogota in a sustainable way, allows users to know who rents bicycles, such as orientation, schedule routes, access information about the location of technical service, medical assistance, tourist sites, Bicycle Parking, geolocation through maps, explore the safest routes. Generation of QR code with the data in case of emergency of the bicycle user. Information on road safety where essential aspects are established to preserve the life of the bicycle user, among these aspects are the correct position to ride a bicycle, necessary elements and clothing, maintenance workshops, signaling, traffic on the road and traffic signs.
 The application will allow the users to be updated, to know the availability of the bicycles, in what state they are, schedules and dates of operation of the parking, rent of the bicycle by the time required by the user, benefits and technical requirements that the user must have for the use of the bicycle, elements of protection of the user.

Benefits

- Access to all timely and appropriate information regarding bicycle use
- Promotes cycling as the best sustainable transport alternative
- Generate demand in the tourist places that Bogotá offers, creating a culture of respect and appreciation for the city.
- Increases the safe use of the bicycle.
- Easy access to all necessary information in one place

Resource requirements

- Human talent.
- Platform for the development of the application.
- Project plan

Work team

- Gabriela Carrero, Alejandra Henao and Manuela Pacheco, as the main developers of the project.
- Luis Soto, as a technical development support advisor.

Strategic Allies for the promotion and marketing of the app

1. https://www.google.com/maps/place/Bogot%C3%A1/@4.6482419
2. http://www.bogotaturismo.gov.co
3. https://bogotowntours.storefront.travel/
4. https://turismoi.co/tours/tour-de-bicicleta-por-bogota?gclid=Cj0KCQiA4sjyBRC5ARIsAEHsELH4lVOgFluVbWpeQY409xIGAkX8Fw5mS-8O-narjg7v_bObU7RLbSQaApSuEALw_wcBhttp://
5. www.bogotabiketours.com/faq/
1. https://www.bogotraveltours.com/es/ciclopaseos-por-bogota/

What is your strategy to make them aware of its application?

Digital communications Plan

The way in which TuristAndo would be known would be:

1. To show the benefits of using the bicycle and the most emblematic places in Bogotá, seeking to generate sponsors who have products related to the use of the bicycle and tourism in Bogotá such as: public and private tourism agents (hotels, District Institute of Tourism, Ministry of the Environment, Ministry of Industry and Tourism, Decathlon, etc,), cycling communities in social networks.

2. Participate in specialized tourism and bicycle events in Bogotá, where the opportunity for networking is generated.

3. Making it known with content through the website and the various social networks such as instagram, Facebook and twitter in these social networks we will give information about the application through videos and advertisements, which will make known the purpose of the application, which population is guided and how to use it.

4. Making agreements with different entities that promote tourism in Bogota so that they make the application known to tourists who wish to visit the most touristic sites in Bogota from a sustainable means of transport, such as the bicycle.

Is it functional?

To be fully functional it will need to be downloaded and used from a mobile device with internet access, the operating system may be Android or iOS and the user must identify and register to access the application platform. In the case of generating a security or information alert, the data entered must be true to maintain the reliability of other users in addition to generating responsibility in the use of the application. Afterwards, the bicycle owner will be contacted, will pick up his bike and the necessary security equipment, and will instantly generate the QR code with the data of name, identity card, blood group, special medical conditions and emergency contact. At this point, the bicycle user is ready to make his or her journey and, as agreed, will return it when it has been completed.

What population is the target?

To local, national and foreign bicycle users in the city of Bogotá, who wish to opt for a sustainable and fun means of transport such as the bicycle, to visit the most emblematic places in the city of Bogotá.

Why is it innovate?

TuristAndo is a technological solution for people who are interested in making routes in a sustainable way (using the bicycle) and that has the capacity to provide the user with complete and adequate information about bicycle rental, route programming, technical service location, medical assistance, tourist sites, Cycle Parks, geolocation through maps, explore the safest routes, generate QR codes with the data in case of an emergency of the bicycle user and provide relevant information in terms of road safety where essential aspects are established that preserve the life of the bicycle user, among these aspects are correct position of the bicycle, necessary elements and clothing, maintenance workshops, signaling, traffic on the road and traffic signs. In addition, it contributes to improving the city's mobility by promoting not only the use of environmentally friendly transport (reducing the ecological footprint and carbon dioxide emissions) but also by encouraging tourism in the city through safe and responsible mobility. And at the same time, it offers the routes through which you will be able to circulate without problem making use of this means of transport, where they are the safe places in which you can leave your bicycle. And, in case of any accident or theft, all the important information about the user bicycle

and the bicycle can be located more easily because it will have a QR code which will identify the owner and his most important personal data.

What are we looking for?

Make our brand visible and generate an alliance with different entities that promote tourism in Bogotá, public and private tourism agents (hotels, District Institute of Tourism, Ministry of Environment, Ministry of Industry and Tourism, Decathlon, etc.), cycling communities in social networks, entities that rent bicycles (Biking Bogotá), etc. In this way, they will make the application known to tourists who wish to visit the most touristic sites in Bogotá from a sustainable means of transport, such as the bicycle.