

**SUPPLY AND INSTALLATION OF THE
NAUTICAL SIGNALING SYSTEM IN THE
TOURIST AREA OF 52 BEACHES
NATIONWIDE**

Sector	Ministry of Commerce, Industry and Tourism.	
Thematic area/sub-sector	Tourism, hotel and tourism infrastructure.	
Entities/Areas	Vice Ministry of Tourism - MINCIT.	
Strategy of the National Development Plan to which it is aimed at	Regional convergence: Restructuring and development of national and regional productivity, competitiveness and innovation systems.	
Target SDGs	9. Industry, Innovation and Infrastructure 13. Climate Action 14. Underwater life	
Description of the Project	Purpose of the project	Strengthen beach tourism management as a strategy to promote sustainable tourism development, recovery and management of the destination.
	Objectives	<ol style="list-style-type: none"> 1. To make responsible use of the tourist activity on the beaches through the improvement of the infrastructure and nautical signaling. 2. To guarantee quality and safety to tourists in the provision of tourist services on the beaches, generating satisfaction in the experience.
	Geographic Area of Influence	<ul style="list-style-type: none"> • Caribbean Coast: La Guajira: Manaure (1 beach), Uribia (2 beaches) • Pacific Coast: Choco: Bahía Solano (1 beach), Nuquí (1 beach) Valle del Cauca: Buenaventura (3 beaches) Nariño: Tumaco (1beach)
	It is included in the NDP goals:	Yes ___ No_x_ Yes ___ No_x_ Yes ___ No_x_ Yes ___ No_x_ Yes ___ No
	Structuring Phase	In formulation.
	Goal: (km), (panels etc)	Intervention on 9 tourist beaches in 6 municipalities 5.17Km of nautical signage

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Duration by Phases	Located in a protected area or with indigenous/ Afro-descendant communities:	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Which <input type="checkbox"/> Afro-descendant communities Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Which <input type="checkbox"/> Afro-descendant communities Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> No <input type="checkbox"/>
	<ul style="list-style-type: none"> Phase 1: Bathymetry studies Duration phase 1: 2 months. Phase 2: Supply and installation of maritime signaling system Duration phase 2: 8 months. Total duration: 10 months for 4 municipalities 	
Contributions	Total Value	\$ 7.755.000.000
	National Contribution	\$ 7.755.000.000
	Contribution from Territorial Entities	\$ 0
	Private Contribution	\$ 0
Opportunity to Investment	<p>The implementation of a nautical signage system in the 52 tourist beaches nationwide represents an opportunity to strengthen tourism management, which will contribute to promote sustainable tourism development and improve the safety of visitors, residents of the area and boaters.</p> <p>First, the installation of nautical signaling systems will make it possible to delimit bathing areas, establish safe navigation routes, and warn of potential hazards, such as reefs, sea currents, or fishing areas. This, in turn, will help prevent accidents and improve tourist safety.</p> <p>From an economic perspective, investment in nautical signage can generate significant returns. An efficient signage system contributes to improving the image of a tourist destination, attracting a greater number of visitors, increasing tourist confidence which translates into a longer average stay and higher tourist spending. In the long term, this investment can generate a significant increase in revenue for the region.</p> <p>Nautical signage stimulates:</p>	

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	<ul style="list-style-type: none"> Creation of new tourism business units, taking advantage of the greater safety and attractiveness of the beaches, including adventure tourism, which can be implemented in the practice of activities such as diving, jet skiing, paddle surfing, among others. A greater influx of tourists to the marked beaches generates a greater demand for services, which represents an opportunity to: I) organize fairs and gastronomic routes to promote culinary diversity in order to increase the popular economy; II) organization of fairs and gastronomic routes to promote culinary diversity in order to increase the popular economy; II) creation of commercial establishments fostering the development and growth of the region. Development of lodging options to cater to different types of tourists.
Market Analysis	<p>The implementation of a tourism management project in the Pacific region through the installation of signage on 9 beaches in 4 departments has multiple benefits for both the tourism sector and local communities.</p> <p>The installation of signage on these beaches not only strengthens the region's tourism offerings and improves tourist safety, but also generates new employment opportunities directly for coastal communities. These benefits include an increase in the number of tourism service providers and an improvement in the tourist attractions available in the region.</p> <p>Data provided by Portucolumbia as of 2022 and Datos Abiertos updated to 2024, indicate that:</p> <p>Manaure and Uribia have a total of 113 tourism service providers with active RNT and 5,041 visitors as of 2022.</p> <p>Bahía Solano and Nuquí have a total of 208 tourism service providers with active RNT and 25,059 visitors as of 2022.</p> <p>Buenaventura has 243 tourism service providers with active RNT and 3,958 visitors as of 2022.</p> <p>Tumaco registers 113 tourism service providers with active RNT and 33,021 visitors as of 2022.</p>
Financial Projections	<p>The project "supply and installation of nautical signaling system in the tourist area" on the beaches of the Pacific region, has an investment of COP \$7,755,000,000 from the National Government and an estimated duration of 10 months for 4 departments.</p> <p>The implementation of the project provides an opportunity to boost tourism and improve the quality of life in coastal communities. This will have a positive impact on the local economy by attracting a greater number of national and international visitors.</p>

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	The increased tourist flow translates into greater demand for tourism services such as lodging, gastronomy, and recreational activities, which in turn will drive the creation of new jobs and the development of small and medium-size enterprises, thus increasing income in the region.
Sustainability and ESG considerations	The installed infrastructure will serve to make proper and responsible use of the beaches with a tourist vocation, generating confidence and security for visitors, which improves opportunities for greater income for tourism service providers and, in turn, protects marine systems.
Risk Assessment and Mitigation	N/A
Project Team and Experience	Vice-Ministry of Commerce, Industry and Tourism - MCIT.
Contact information	Tourism Infrastructure Area - Vice-Ministry of Tourism. wmartinez@mincit.gov.co
Additional Information	<p>In accordance with the guidelines of the National Development Plan 2022 - 2026 "Colombia, world power of life" and the Tourism Sector Plan 2022-2026 "Tourism in harmony with life" in its strategic axis 2. Tourism territories for equity and well-being, tourism infrastructure program, indicates: "The MinCIT will identify prioritized investment initiatives in the different sectors that develop support infrastructure for tourism nationwide. With special attention to projects of circular economies, development of tourist infrastructures for the Productive Ordering of Tourist Beaches and projects harmonized with the National Nautical Tourism Plan", the Ministry of Commerce, Industry and Tourism sees the need to propose a project to strengthen the tourist ordering of beaches, as a strategy to promote sustainable tourism development, the recovery and ordering of the destination, through the supply and installation of a nautical signaling system in the tourist area of 52 beaches nationwide.</p> <p>The strengthening of infrastructure for the management of the country's beaches will improve the experience of visitors, which can generate an increase in visitors, contributing to the fulfillment of the NDP 2022-226 goal of reaching 7,500,000 non-</p>

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resident visitors.