

## Press release

Geneva, November 23 2009

### **Cotecna certifies tourist guides in Colombia**

---

Cotecna Colombia has signed an agreement with the Tourism Alliance Consortium of Colombia to certify the competence of 50 tourist guides in the cities of Bogota, Cartagena and Santa Marta.

The agreement is supervised by the Vice Ministry of Tourism and as part of the Tourism Guide certification process, Cotecna will review the documentation for each of the guides as well as evaluating them in the field as they are carrying out their work in the various museums, historical and tourist sites of the cities.

20 guides have been certified in Bogota, 20 will be certified in Cartagena and 10 in Santa Marta. The Tourism Alliance Consortium will finance 70% of the cost of the certification and the guide will assume the remaining 30%.

Cotecna developed the certification procedure based on the guidance rules issued by the Sector Unit for Standardization for the Subsector of the Tourist Guides – USNGT. The standards are: NTS GT 001 - Service delivery; NTS GT 002 – Program development control; NTS GT 003 – Preparation of activities; and NTS GT 004 – Realization of basic process. Once the procedures were established, Cotecna contacted the guides who are registered with the National Register of Tourism - RNT.

**-ends-**

#### **Cotecna Press**

Alison Bourgeois  
Vice President Corporate Communications  
Geneva  
+41 22 849 78 23  
press@cotecna.ch

#### **About Cotecna**

Founded in Switzerland in 1974, the **COTECNA** Group offers a wide range of trade facilitation services, trade security services and quality certification standards. Cotecna is a pioneer in areas such as risk management, destination inspection and scanner integration projects and also offers Customs modernization programmes, Customs valuation assistance, trade security solutions and commercial inspections. For a full description of our services, please visit [www.cotecna.com](http://www.cotecna.com). The Cotecna Group has a combined workforce of about 4,000 employees and agents in close to 100 offices.