

## Digital platform for the events sector

---

Sindy I. Aguilera Bautista\*  
Adriana P. Moreno Suarez\*

---

### Abstract

The purpose of this research project is to identify the possible shortcomings of the events sector in the municipalities of Chia and Cajicá, in order to optimize the use of technological tools that we can currently find, which contribute significantly to the development of the same and in turn implement a collaborative economy where both customers and suppliers work for the common good; Likewise, the analysis of the problem will be carried out under the measurement of the variables used as the survey, observation and readings that provide knowledge and data of interest that will help us identify possible solutions for the implementation of modern options, with the results of the data obtained we will proceed to the creation and design of a digital platform specialized in the realization of events, where customers can supply all their needs and whims for the realization of the same, identifying the added value of the proposal from the comfort of your home, office or from where you can count on the internet service.

**Keyword:** Financing, microenterprises, entrepreneurship.

---

\* Research Professor at the Corporación Unificada de Educación Superior (CUN).  
sindy.aguilera@cun.edu.co, <https://orcid.org/0000-0002-3129-4350>

\* Research Professor at the Corporación Unificada de Educación Superior (CUN).  
Adriana.morenos@cun.edu.co <https://orcid.org/0000-0001-7553-8428>

---

---

## Plataforma digital sector de eventos

---

### Resumen

El proyecto de investigación que se realiza tiene como finalidad identificar las posibles falencias que tiene el sector de la realización de eventos en los municipios de Chía y Cajicá, para así optimizar el uso de las herramientas tecnológicas que podemos encontrar actualmente, que contribuyan significativamente en el desarrollo del mismo y a su vez implementar una economía colaborativa donde tanto clientes como proveedores trabajen en un bien común; asimismo el análisis del problema se realizará bajo la medición de las variables utilizadas como la encuesta, la observación y lecturas que aporten conocimiento y datos de interés que nos ayudarán a identificar las posibles soluciones para la implementación de opciones modernas, con los resultados del dato obtenido se procederá a la creación y diseño de una plataforma digital especializada en la realización de eventos, donde los clientes puedan suplir todas sus necesidades y caprichos para la realización del mismo, identificando el valor agregado de la propuesta desde la comodidad de su casa, oficina o desde donde pueda contar con el servicio de internet.

**Palabra clave:** Financiamiento, microempresas, emprendimiento.

**Received :** 12-09-2022

**Approved:** 10-12-2022

### INTRODUCTION

This research arose from the need that currently presents the events sector in terms of the use of Tics, a traditional market covers few spaces, the implementation of new trends significantly helps the sector and brings a decrease in unnecessary expenses such as

transportation in travel and appointments that prolong the processes. Digital platforms are a tool that presented a high increase in the time we had to face due to the pandemic that the world lived by the Covid 19; the use of these options generates an advance in the processes and procedures that are at the forefront of a world that is constantly changing.

Our research began with the study of the events sector where we wanted to inquire about relevant data that could provide us with knowledge and possible shortcomings presented in this; a market that represents a high consumption due to various celebrations already customary in our territory, such as: baptisms, birthdays, first communions, mother's day, day of love and friendship, marriages, degrees, among others.

The research problem was to analyze the aspects that contemplates the implementation of a type of innovation for a particular sector, based on the optimization of technological resources with which we have today, this analysis will help the events sector in the municipalities of Chía and Cajicá to design a market strategy with easy disclosure, easy access, simple to use; by creating a platform that integrates a collaborative economy where both users and suppliers develop better profits and a positive development for the organization, on the other hand, the concern arises to be at the forefront in the development of technological means and the different existing and very safe forms of payment.

In the scientific journal FUNDES we found an article on Revolution 4.0 Technologies Applied to Police Strategic Management Revolution 4.0, written by Amaya Wilmer, Sena Miguel and Cabezas Jorge, reflects that the use of new technologies provides significant knowledge for the progress of the population in terms of saving time and the implementation of Social Cybernetics, which begins by appropriating new systematic models of care in the police

system; in our research is of utmost importance the contributions described above because the use of technological tools today simplifies actions that previously required much time and had to be done in person, new technologies attract more customers in an easy and fast way.

According to Cruz Micán E.O. (2021), comparing the decentralization of Colombian education with phenomena in other Latin American countries is based on detecting the characteristics that coincide with the countries of the region and seeking a context on relevant aspects of the education system, which is not at all equitable or fair to the entire population and presents significant flaws in its processes and procedures, with an inadequate allocation of resources without considering the different variables that affect this sector, an aspect that reduces the level of improvement of each country.

According to Robayo Méndez, J. E., Poveda Aguja, F. A., & Cabezas Quintero, J. L. (2021). (2021) insecurity is identified in several cities and countries such as the United States, France, Germany or the United Kingdom, including Colombia where anyone can pull a firearm, causing nerves among people and chaos the police have had the need to provide a better way to counteract the threat to which they are exposed and thus ensure the tranquility of the community, and where they have been forced to have greater security for all generating security and including shooters to ensure public safety.

According to Correa Reyes, C. A., & Tavera Ardila, J. M. (2021). allows us to have clarity of the state of the roads of Tolima where its main characteristic is its narrow tertiary roads, due to poverty, rurality, geographic isolation and density, although by these roads is presented the flow and income of the productivity of the field of this area and where you can determine the critical roads that we

find in this sector, where there are roads not suitable for transport, allowing more difficult access to food and other things of trade.

According to Loaiza Loaiza Y., & Pino Perdomo M.F. (2021) allows us to know which are the factors that influence the psychological mistreatment of the female gender between the ages of 19 to 35 years, in the Association of Indigenous Councils of Tolima ACIT, where emotional, cultural, affective aspects are detected that aggravate the mistreatment not only physical but psychological and thus determine possible awareness campaigns that achieve a change of thinking and lead to the acceptance of the social dimensions that they need to live in harmony and provide an example for future generations.

According to Catro (2020), digital platforms provide an approach to the reality of the service or product a little more real to which they will access, also catalogs the platforms as an intermediation system, in this case we will talk about the Uber application who has revolutionized in the field of transportation, and its main function is to provide a service where the user feels more comfortable when traveling, here you have knowledge of who the driver is, data of the vehicle where it is mobilized, how much the transportation will cost, in how much estimated time they arrive at the starting point of collection among other more explicit functions, for our research this is one of the platforms that allows us to get even closer to the digital platform that we want to present for the creation of social events.

Iñiguez (2021) indicates that the digital platform is called collaborative work, it is very similar to the previous one but in this case we are talking about Airbnb, a platform dedicated to offering accommodation, where spaces are rented to stay for days, where it is much more comfortable both in the economic sector and in the use of spaces, this digital application has had a boom in the tourism sector but also more demand from users who require the service,

More and more they have to offer comfort and guarantees, this has allowed an economic development since it satisfies the need of the user, it can be rented for short periods according to the need, what we want to achieve with our innovative project is to offer a service that accompanies and gives solution to the requirement of the user, guaranteeing its comfort and facility in the event that requires. As indicated by Andrade Katherine, Bellido Geraldine, Charapaqui Jackeline, Rodriguez Ruben (2019), in Peru, make proposal for the creation of an APP, where you can have options to interact in the creation of social events, they determine that this type of activities allow people can communicate, and that users can visualize the different options offered in the realization of events, where they will offer a variety of products required for the creation of social events, They also propose a way in which businesses can use the APP as an advertising medium to offer all the items that are on the market, for our business idea allows us to have a clearer idea to make it feasible and thus be able to implement it in the municipalities of Cajicá and Chía in the department of Cundinamarca, taking this innovative idea as an opportunity and solution for the creation of social events.

## **METHODOLOGY**

A mixed quantitative and qualitative methodology is applied, from an exploratory approach, its population has to do with the existing platforms in Cundinamarca and Colombia for the development of spaces, where the sample of platforms that have to do with the events sector is studied, instruments such as: surveys to analyze the feasibility of the business and the proposal, field observation in existing businesses in the municipalities of Cajicá and Chía to detect possible problems of the sector; where different variables are analyzed as time required for the organization of the same, customer needs in terms of aspects required by the market and the

use of technological tools, as well as readings for strengthening research in the platform model to implement. The results obtained led us to the need to create a digital platform where you can integrate users and the best suppliers in the sector to get all the same place with higher quality standards in the service; the digital platform called Star Golden Event "you be the star" will take all the current technological resources for the development of the application and the most used forms of payment currently, where we will perform a personalized work to have the best suppliers in the market.

## **RESULTS**

As a result of the research it is evident that there is an opportunity to implement the platform according to the results of the survey, these results are favorable and allow us to continue with the innovation for this economic sector, the readings made of the Oslo and Peter Drucker manual, allow us to have a broader perspective to implement, as they give us guidelines and strategies to conclude with the research and thus the prototype of the platform to develop is presented, the name of the platform and the slogan are identified, the colors to consider as a digital company are raised.

In a changing market as we present around the world the creation of our platform Star Golden Event (be the star of your event), will be an excellent possibility to find everything you need in one place and from the comfort of your home or office; in Colombia there are already platforms that meet different needs, but none with all the necessary requirements for the sector that raises this research, we find platforms like Dafiti.com, Linio.com, Tienda Fucsia.co that offer commercial products and a variety of options to meet the needs of its customers in all aspects. The competition of consumer companies in the last 3 years are the digital platforms that day by

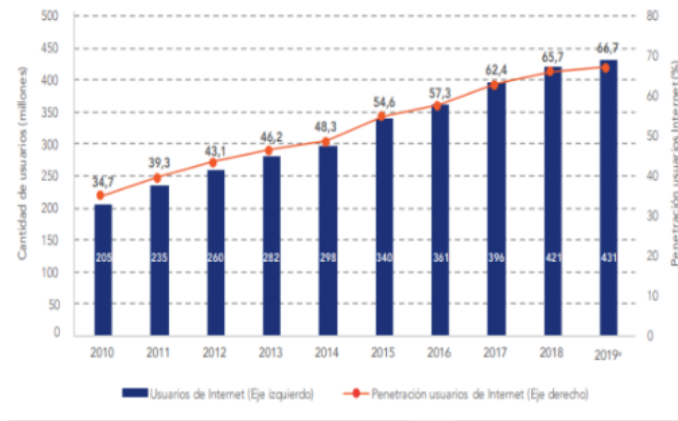
day are strongly positioned in the market, being an excellent option for the findings of our research and the final product of innovation.

According to surveys currently conducted where we could detect that 75% of the people surveyed would like the creation of the specialized platform in the events sector and more than 65% have a computer or technological tool with internet service, these results are extremely important because they contribute highly in the sector and provide quality in the service provided, in order to achieve a great recognition and excellent performance for their customers; this activity is widely used in our country because for different factors are performed.

constant events. As support for the readings made in the research we can find in the ECLAC report Data and Facts on digital transformation, 67% of the population in Latin America and the Caribbean is an Internet user, this indicates that the use of this tool represents a significant growth, data of great relevance for the development of our innovative idea regarding the implementation of a digital platform for the creation of events and helps us to have a point in favor regarding the use of the Internet.



**Figure 1.** Latin America and the Caribbean, Internet penetration and users, 2010 - 2019



Fuente: CEPAL con base en Unión Internacional de Telecomunicaciones (UIT), ITU World Telecommunication/ ICT Indicators database, octubre 2019.

According to the exponential growth posed by the use of ICT in marketing allows different sectors such as tourism, hospitality and logistics realization of events, give new opportunities for growth and development for the different regions and the country; this leads the sector to implement technological tools easy to use, through which you can save time and money.

This research generates a positive impact within the population under study such as the inhabitants of the municipalities of Cajicá and Chía of the department of Cundinamarca of legal age interested in holding an event, since it seeks to generate a digital platform that integrates suppliers of the sector chosen under the best quality standards, where its recognition in the market is certified and always seeks excellence, perfection and innovation in the commitments made, as well as implementing means of payment easily accessible and above all reliable and safe; our customers will find all the necessary aspects for the realization of an

event in the same place. In our country the platform market represents 0.2 percent of the country's GDP (Gross Domestic Product), indicating that the use of these technological resources increased radically as indicated by the newspaper El Portafolio according to a report by Fedesarrollo, becoming an option widely used by different people to maintain constant contact with the outside world.

## CONCLUSIONS

According to the favorable results of the research, a prototype of a digital platform specialized in the events sector is designed for the municipalities of Cajicá and Chía Cundinamarca, it was evidenced that the scope of digital platforms for the sector under study are very scarce and do not provide what is necessary, this allows us to achieve exponential growth with the innovative idea to efficiently implement the use of ICTs.

Within the municipalities under study we were able to satisfactorily determine that the factors that influence the use of the digital platform are not an obstacle for its implementation, currently the uses of technological tools are booming due to the different changes in today's world where everything is done efficiently and quickly.

## REFERENCES

- Amaya Ávila, W. E., Serna, M. Ángel, & Cabezas Quintero, J. L. (2021). Revolution 4.0 technologies applied to Revolution 4.0 strategic policing. *ID EST - Revista Investigación, Desarrollo, Educación, Servicio Y Trabajo*, 1(1), 47-61. Retrieved from <http://revista.fundes.edu.co/index.php/revista/article/view/4>

- Cruz Micán, E. O. (2021). Comparative analysis: structural aspects of decentralization in Colombian educational reforms that coincide with certain characteristics of other Latin American reforms. *ID EST - Revista Investigación, Desarrollo, Educación, Servicio Y Trabajo*, 1(1), 1-15. <https://doi.org/10.31876/idest.v1i1.1>
- Robayo Méndez, J. E., Poveda Aguja, F. A., & Cabezas Quintero, J. L. (2021). Police education as a mechanism of effectiveness in active shooter training as a guarantee of citizen assurance in a South American country . *ID EST - Revista Investigación, Desarrollo, Educación, Servicio Y Trabajo*, 1(1), 16-33. Retrieved from <http://revista.fundes.edu.co/index.php/revista/article/view/2>
- Correa Reyes, C. A., & Tavera Ardila, J. M. (2021). Critical horizontal curves of the tertiary road comprising the Alto Guayabo and Samaria roads in the municipality of Ortega, Department of Tolima. *ID EST - Revista Investigación, Desarrollo, Educación, Servicio Y Trabajo*, 1(1), 34-46. Retrieved from <http://revista.fundes.edu.co/index.php/revista/article/view/3>
- Loaiza Loaiza, Y., & Pino Perdomo, M. F. (2021). Patterns of gender violence in the resguardos of the ACIT . *ID EST - Revista Investigación, Desarrollo, Educación, Servicio Y Trabajo*, 1(1), 93-121. Retrieved from <http://revista.fundes.edu.co/index.php/revista/article/view/7>