

MARKETING STRATEGIES FOR THE REACTIVATION OF POSTCOVID 19 TOURISM IN BARRANQUILLA, COLOMBIA

ESTRATEGIAS DE MARKETING PARA LA REACTIVACIÓN DEL TURISMO POST COVID 19 EN BARRANQUILLA, COLOMBIA

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Abstract

The objective of this paper was to analyze the making strategies that can be applied for the economic reactivation in the post-pandemic tourism sector of Barranquilla. A description of the categories of the tourism which are developed in Barranquilla and the current situation of each of them was conducted, in order to identify the strategies that can reactive the tourism in this city. The description and analysis of the categories of tourism allowed to understand which are the ones that are developed in Barranquilla and which ones are best suited to the post-pandemic tourism context. As a result, it allows businessmen to understand that this new context implies a new kind of travelers and tourists, so being aware of the types of tourism and trends for their development will allow an effective economic reactivation.

Keywords: tourism, marketing strategies, post-pandemic, postcovid-19, reactivation, economy.

Resumen

El objetivo de este trabajo fue analizar las estrategias de elaboración que se pueden aplicar para la reactivación económica en el sector turístico pospandemia de Barranquilla. Se realizó una descripción de las categorías del turismo que se desarrollan en Barranquilla y la situación actual de cada una de ellas, con el fin de identificar las estrategias que pueden reactivar el turismo en esta ciudad. La descripción y análisis de las categorías de turismo permitió comprender cuáles son las que se desarrollan en Barranquilla y cuáles se adaptan mejor al contexto turístico pospandemia. En consecuencia, permite a los empresarios comprender que este nuevo contexto implica un nuevo tipo de viajeros y turistas, por lo que conocer los tipos de turismo y las tendencias para su desarrollo permitirá una efectiva reactivación económica.

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Palabras clave: turismo, estrategias de marketing, pospandemia, poscovid-19, reactivación, economía.

Introduction

By the end of 2019, the tourism sector in Colombia was consolidated among highly competitive, profitable destinations capable of offering a wide variety of attractions, for all types of visitors (Salazar-Araujo, Silva-Melchán & Rodríguez-Bermejo, 2020). The pandemic generated by COVID - 19 had a great social impact in the country, especially in the city of Barranquilla, it is necessary to mention that the virus that caused this pandemic and the effects it brought, had its origin in Wuhan, China and was expanding rapidly throughout the country. the world, it should be noted that throughout history all pandemics have had negative impacts on all sectors of society (Ramírez Elías & Pérez Paredes, 2021). LThe pandemic has brought with it many scourges, including the great economic recession that has affected all countries at a general level in one way or another; this situation affected many industries and tourism is no exception, the different sectors of the economy have been affected worldwide, it is important and urgent that they begin to reactivate in order to generate employment and help restore economies. (Meza Juarez, 2020)

It should be noted that on April 17, 2020, the first case of contagion was reported in the city, Barranquilla became the city in the Caribbean region with the most infections with a total of 36,272 infections and with a total in the department of 28,028 cases. which significantly affected the country's perception of the city's health security, also causing many businesses to close their doors due to the strict measures taken by the Mayor's Office and the Governor's Office to counteract the high rates of contagion (Tuesca Molina , Flóres García, Acosta Vergara, Guevara Romero, & AL, 2021)

The ferocity of the pandemic affected the economic reactivation of the department and the capital according to a survey carried out by the Barranquilla Chamber of Commerce, where the 432 registered businessmen resulted in 86% of affected businesses, 79% of the businessmen surveyed by the CCB stated that it had to partially close or operate and 7% if it ceased to function (Camara de Comercio de Barranquilla, 2021). According to those surveyed by the CCB for 38%, the main problem revolved around the lack of demand and the reduced economic dynamism due to the pandemic, resulting in 31% of the businessmen surveyed having a reduction in flow of cash, 12% said that the problem was rooted in the difficulty of accessing sources of financing to continue operating. (Barranquilla Chamber of Commerce,

It is mandatory that the economies begin to adapt to this new normality that the world is experiencing and from that understanding reactivation plans are formulated, tourism is no stranger to this problem, for a long time the different leaders that the city has had Barranquilla have entrusted this important sector with the responsibility of generating employment. The city of Barranquilla, with 1,120,103 inhabitants according to the 2018 DANE Census, is no stranger to these scenarios, and in recent decades the city has made large investments to encourage tourism, a large number of important works have been carried out to attract own and visitors in order to generate jobs and grow the economy, the reality and situation that the world is experiencing did not leave the city out and it also suffers from this problem today.

In the midst of the uncertainty that the world and the city are experiencing, economic reactivation is imperative to revitalize the economy and achieve its recovery, a situation that is very difficult if clear strategies are not proposed that allow it, since the availability of resources is a latent reality. Given the uncertainty, the lack of resources and all the scourges that the pandemic has brought with it, it is necessary to investigate marketing strategies that allow the sector to be

reactivated and strengthened again and to make it more dynamic in order to contribute to economic reactivation.

As references for the realization of this article, the research carried out by Macias and Feijoo in the year 2020 entitled "Marketing strategies in the economic reactivation of Crucita, post state of exception" can be cited. The objective of this research was to analyze the marketing strategies in the economic reactivation of Crucita after the state of Exception, in the investigation a series of studies were carried out on the actors of the tourist sector of the city, and in this way the different strategies applied by the different companies in the sector and thus it was possible to establish which were the most successful,

Ballesteros, Espinoza and Balladares in the year 2020 carry out a work entitled "Recruitment marketing during the COVID-19 pandemic in the tourism sector of Zone 3-Ecuador", the objective of this research was to define a recruitment marketing strategy during the COVID-19 pandemic in the tourism sector of zone 3-Ecuador, the justification for carrying out the research is based on the fact that the hotel sector does not have marketing strategies to recruit the personnel they need for their organization, which marketing strategies are only limited to attracting customers, as a result it was possible to establish a strategy with its due staff recruitment process. This study can contribute significantly to the research that will be carried out in the city of Barranquilla,

Sánchez Jiménez, Fernández Alles and Mier-Terán Franco in 2020 carried out a work entitled "The use of social networks in the hotel sector from the perspective of those responsible for its management". The objective of this research carried out in Spain is to know the use and importance of social networks in the hotel sector through qualitative research through interviews with people responsible for managing social networks in hotel establishments. The methodology used for this research was qualitative and was based on a content analysis of interviews. This study can contribute to the investigation of the importance of social networks and the use that is given to them in the process of creating stable and entrenched relationships between the site of tourist interest and the possible tourist.

In April 2020, ECLAC produced a report in which it examines the contribution of the tourism sector to exports, gross domestic product (GDP) and employment, in addition to the decrease in this economic activity in the region due to COVID – 19. The importance of this study for research lies in the statistics offered by this detailed report on the decline in GDP growth in the region and how the countries have adopted different containment measures to mitigate the impact of the crisis on tourism. The report makes recommendations on how to promote the tourism sector for economic recovery, without neglecting environmental and social sustainability. (ECLAC, 2020).

Forteza and Méndez in 2021 propose a research entitled "A strategic agenda for the promotion of competitive and sustainable tourism", through an analysis of the international tourism sector to countries with great tourism potential and which is divided into two phases. Initially, the trends of the international tourism market were analyzed, after this an evaluation of the competitiveness of the countries of the region and of the policies adopted by the large tourist countries was carried out, as a result of carrying out said work, an agenda was obtained. which was developed in three phases, the first of which dealt with the protection of tourism ecosystems and thus minimize the impact generated by the current crisis.

Díaz in the year 2021 presents his work entitled "Analysis of the Strategies Generated for the Colombian Hotel Sector to Overcome the Crisis Due to Covid-19 During the Pandemic Phase", this research aimed to collect the different measures taken by international organizations, the Colombian Government and the hotel sector itself to face the crisis in the sector, in its development all the measures were analyzed, which allowed knowing which were successful, the investigation

also presents interesting data regarding the effects of the Colombian tourism sector, and it was possible to conclude which are the most appropriate measures for the tourism sector of the city.

In 2021 Barón Méndez, explores in his work "Behavior of tourism in Colombia and its perspectives of reinvention in the face of the Covid-19 pandemic." as social isolation measures have visibly affected the tourism sector in Colombia. This monograph aims to analyze the structure and behavior of the Colombian tourism sector and the prospects for its reinvention; The theoretical support of the research is based on the characteristics of the sector itself, such as approaches, demand, supply, factors of competitive advantage and innovation. The foregoing is made tangible through the study and interpretation of official figures and statistics given by experts in recent months in different virtual events.

In this line of action, the object of study of this article is the analysis of marketing strategies that are applicable for the economic reactivation of Barranquilla in the tourism sector. This research also has as its objective the contribution of contributions in terms of marketing strategies that can build a solid base for the reactivation of these sectors, more specifically tourism in the city of Barranquilla. Experiences in different places can be analyzed taking the best strategies, to apply them to the tourism sector at a general level in the city of Barranquilla, these strategies can be used by the different actors in the sector, in order to give greater promotion to the services that the city offers for national and international visitors.

The relevance of the study lies in the importance of knowing the types of tourism that take place in the city of Barranquilla, the current situation of this sector in the city and the marketing strategies that are being implemented within the country and in other countries. for the reactivation of this sector in the midst of a post-pandemic world by COVID - 19.

Materials and methods

This work is a descriptive paper, because the information contained in it is the result of research work in different databases, documents and reports, with the aim of creating a state of the art that contains figures, statistics and research on tourism, the categories of the sector in the city, its current situation and the strategies for its reactivation. A review article is a bibliographic study that compiles, analyzes and synthesizes the published information on a specific topic (Cué Brugueras, Díaz Alonso, Díaz Martínez & Valdés Abreu, 2008). The review article is used in order to facilitate access to current academic-scientific information, as part of a research process (Upegui Sánchez, 2016), which is why this paper.

The inclusion criteria for the article were mediated by the publication period from 2019 to 2022, reports, logs, statistics and documents made by the authorities such as the secretariat of culture, economy, mayor and government, as well as scientific articles, whose investigations were generated in Latin America and Colombia as a reference framework for the subject.

The information search was carried out in databases such as Dialnet, EBSCO, the Network of Scientific Journals of Latin America and the Caribbean, Spain and Portugal (Redalyc), Google Academic and for the search of reports, logs and official statistical documents on tourism, official pages of the mayor's office of Barranquilla and the government of the Atlantic were used, along with pages of Dane, Barranquilla Chamber of Commerce, Fundesarrollo, Fenalco, Cotelco, etc.

It is important to specify that, being a recent research topic, the available literature does not have a period of more than 3 years, so for this research the reports and logs of 2019 were taken into account (for a pre-pandemic analysis) until 2022 (for a comparison of the sector in post-pandemic terms).

The research work is located in the city of Barranquilla in the department of Atlántico, which in turn is located in the north of Colombia, in the Caribbean region and north of South America. It is located on the western shore of the Magdalena River, 15 kilometers from its mouth in the Caribbean Sea. Its geographical coordinates: latitude 10° 59' 16" N and longitude 074° 47' 20" W, it has an area of 154 km². It is located at an altitude of 4MSNM and with an average temperature of 29° to 31° daily, it has a population density of 6,703,506 inhabitants and is located at a distance of 948km north of the capital of the country, it is the cradle of important connotations of the country's Caribbean culture and tradition (Northern University).

Results

Categorization of the tourist sector of the city of barranquilla

Current trends have significantly changed the way tourism is perceived and carried out in the world and the city of Barranquilla is no stranger to this update of an activity as important as tourism itself. That is why it is considered that this dynamic, in addition to responding to a typification of tourism classes, is an interesting opportunity that can help restore the economy in the city through the attraction of different types of tourists, according to their interests and objectives. specific when choosing Barranquilla as a vacation destination.

According to Ledhesma (2020) in his book "Tourism Journalism" it establishes that although the categories or types of tourism are not a closed or definitive classification, if there are four major categories of tourism that are: body tourism, intellectual tourism, tourism material and environmental tourism; these categories in turn have subcategories that are described below, highlighting that the chosen ones are those that take place in the city of Barranquilla.

Body tourism: This type of tourism has as its central objective the body of the tourist and the satisfaction of their needs or specific interests, such as health tourism, active tourism that refers to sports and risky athletic activities that are practiced for enjoyment and not by sports discipline (Ledhesma, 2016).

Health tourism. According to the productive transformation plan (PTP), it is a process in which a person travels from a place other than their residence to receive health services (Triviño Orozco, Ovalle Álvarez, & Díaz Solano, 2018). A study by the academic director of the Uninorte Business School showed that since 2012 there is a trend of positioning Colombia as an attractive destination for those people who require special medical care such as ophthalmology, aesthetics, curative medicine and wellness (Castellano, 2019).

Active tourism. This type of tourist activity is mainly characterized by the search for adventure and arises as a consequence of alternative tourism, the main objective being the practice of some sport. (Foundling Peláez, 2009). Barranquilla has become the sports capital of Colombia in recent years, which is why it opens the door to major events such as the Barranquilla International Marathon 2022 by Colombia Sports and the District Mayor's Office together with the Secretariat of Economic Development. and the Tourist Office (Berdugo, 2021).

Intellectual tourism: this type of tourist activity is based on the intellectual/sensory processes of the tourist (Ledhesma, 2016).

Educational tourism. This type of tourism is based on trips with academic objectives, whether to learn languages, train or certify through congresses, seminars, conferences and/or symposiums, etc. (Aguirre, 2021), other subtypes that are exercised in the city are derived from this type of tourism:

Artistic/heritage tourism. It is also known as cultural tourism and this activity is known as a form of alternative tourism that makes the culture of a country, city or region a commercialization product, that is, cultural elements are converted into products that can be offered to generate demand. in the tourist market. (Santana Talavera, 2003). In Barranquilla there are several subtypes

of educational tourism since it is a city that not only bets on economic growth through industrialization, but also has in its most famous artistic and cultural figure a product of cultural marketing, which is the largest movement tourism in the Colombian Caribbean. This figure is nothing more and nothing less than its famous Barranquilla Carnival, the most important cultural and folk festival in Colombia and the Caribbean region,

Tourism of congresses and events. It is known as business tourism and covers all those activities related to the organization, promotion, sale and distribution of congresses, events, national and international government meetings, seminars, conferences, exhibitions, fairs and business conventions (Perlaza Lopera, Correa Cortes, & Tamayo Galenano, 2015). The Destination Team made up of ProBarranquilla, the Mayor's Office, the Government of Atlántico and the CCB, work so that at least 20 large events from different sectors are held in Barranquilla as part of a strategy that strengthens the city as a tourist destination of meetings (Mouthón, 2022). The agenda is intended to contribute to the reactivation of the city's tourism economy. The head of the District Tourism Office in an interview with El Heraldo established that there is a growth in this sector in the city that allows an occupancy of over 54%, highlighting that what they are looking for is that tourism be complemented by the agenda of other activities (López, They seek to attract 20 major events to Barranquilla in 2022, 2022)

Gastronomic tourism. This type of tourism responds to a broader need and/or desire than that of eating to satisfy a basic need, given that those who choose to vacation by choosing the destination according to the gastronomic offer it has, seek an experience beyond simply eating. , because they look for a whole offer and experience through the different options of places and cuisines. (Ledhesma, 2016)

A city like Barranquilla, whose gastronomic offer for tourists is so diverse thanks to its cultural and ethnic mix, easily becomes an interesting tourist attraction since it offers a high variety of restaurants ranging from gourmet cuisine to typical cuisine, from sectors to the north of the city, to places in the center of the city, that is, there are options for all kinds of budgets, tastes and groups. The purpose of this type of tourism is for tourists to get to know the gastronomic specialties of a specific region or area, which is why for a few years different gastronomic routes have been created in various countries and cities. (Vivanco, 2021)

The mayor's office and the government know this and that is why they bet on all kinds of fairs, festivals, exhibitions and contests that allow the city's gastronomy to be extolled and attract locals and visitors to a multicultural experience that offers the best of the international cuisines that have settled in the city and whose influence makes Barranquilla gastronomy a unique and varied offer for all types of tourists. Proof of this is the gastronomic route "Sazón Atlántico" organized by the Government, and which took place in the Plaza de la Paz for the month of June 2021, this strategy had the objective of reactivating the economy and for this the government made use of digital platforms so that those who did not want to participate in person could make purchases through these platforms.

Barranquilla, located in the department of Atlántico in the north of Colombia, commonly called "Colombia's Golden Gate", is considered a tourist attraction not only for people from the rest of the country but also for many foreigners. It is also known as "Currambha La Bella", a name that designates the festive atmosphere and the warm welcome of its inhabitants. It is also known as "La Arenosa", a name initially given due to its multiple spaces of clayey sand.

Among its main tourist sites are: Bocas de Ashes (where the Magdalena River and the Caribbean Sea meet), the Zoo (the first zoo to be opened in Latin America), the Pumarejo Bridge (the longest in Colombia and recently reopened), the Roberto Meléndez Metropolitan Stadium (the largest in Colombia), the Amira de la Rosa Theater, the Romantic Museum, La Casa del

Carnaval, the Museo del Torito, the Museo de Carnaval and the Gran Malecón del Río recently inaugurated and still they are under construction. (Colombian Agenda, 2022)



IllustrationtwoThe Great Malecon of the River. Source: Mayor of Barranquilla (2019)

The Gran Malecón runs along five kilometers of the western bank of the Magdalena River and will have a boardwalk and a dual carriageway parallel to it and with connection to route 40 at streets 79, 72 and 58, it will be linked on the island of La Loma and with the Puerta de Oro Events and Conventions Center. With 4 functional units: gastronomic, recreational, sports and cultural. (Municipality of Barranquilla, 2019)

In Barranquilla, carnival is the most important folkloric and cultural festival in Colombia, because it is "Masterpiece of the Oral and Intangible Heritage of Humanity" according to UNESCO in 2003 and Cultural Heritage of the Nation according to the Congress of the Republic in 2001. (Signal Colombia, 2020). Every year the capital of the Atlantic becomes the meeting place for different folk, dance and musical expressions that give free rein to the joy of locals and visitors. The programming of this party begins with the reading of the edict where the queen transmits the message with the guiding and narrative thread of the event, likewise, it shows her abilities for dance. Other pre-carnival activities follow to finally arrive at the 4 days of the great party that precede Lent.

According to different information documents, hotel occupancy on Carnival Saturday is 95% and on Sunday and Monday up to 65%, being days with fewer important activities, in years such as 2018, a report by El Boletín Informativo No. 3 de Barranquilla made by the mayor's office, the city that has a total of 130 hotels (representing 12 thousand beds) shows that there was an occupation of 95% on the first day of the four that make up this important party. This is in direct contrast to the figures presented in another balance sheet. Likewise, the increase in sales by sector during the festivity shows very favorable figures for trade.

Comercialización de licores	En promedio incrementos del 90%
Comercialización prendas de vestir	En promedio incrementos del 60%
Comercialización de combustible	En promedio incrementos del 70%
Comercialización alimentos, carne y sus derivados	En promedio incrementos del 60%
Servicios de publicidad y mercadeo	En promedio incrementos del 70%
Servicios de turismo y alojamiento	En promedio incrementos del 80%

Illustration: Increase in sales by Carnival sectors in 2017 (2018). Source: FENALCO ATLÁNITCO

The greater influx of foreign tourists and the different tourist packages that promote the activities on Monday and Tuesday of Carnival pick up the income of the hotel sector.

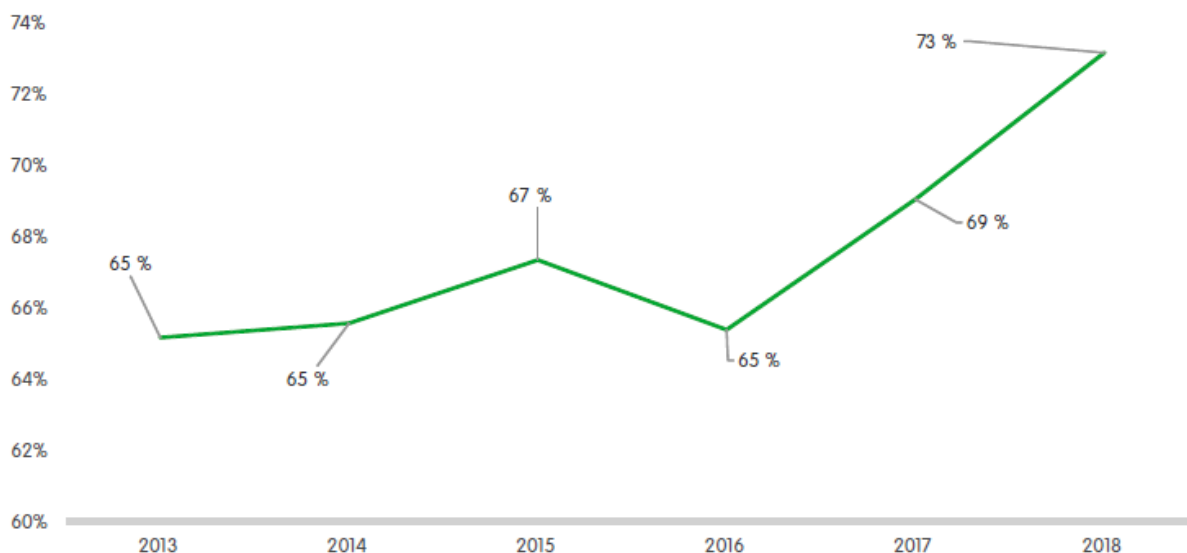


Illustration: Average hotel occupancy rate for carnivals 2013-2018. Source: COTELCO

The Carnival of "Currumbha La Bella" generates remembrance and positioning of the city at a national and international level.

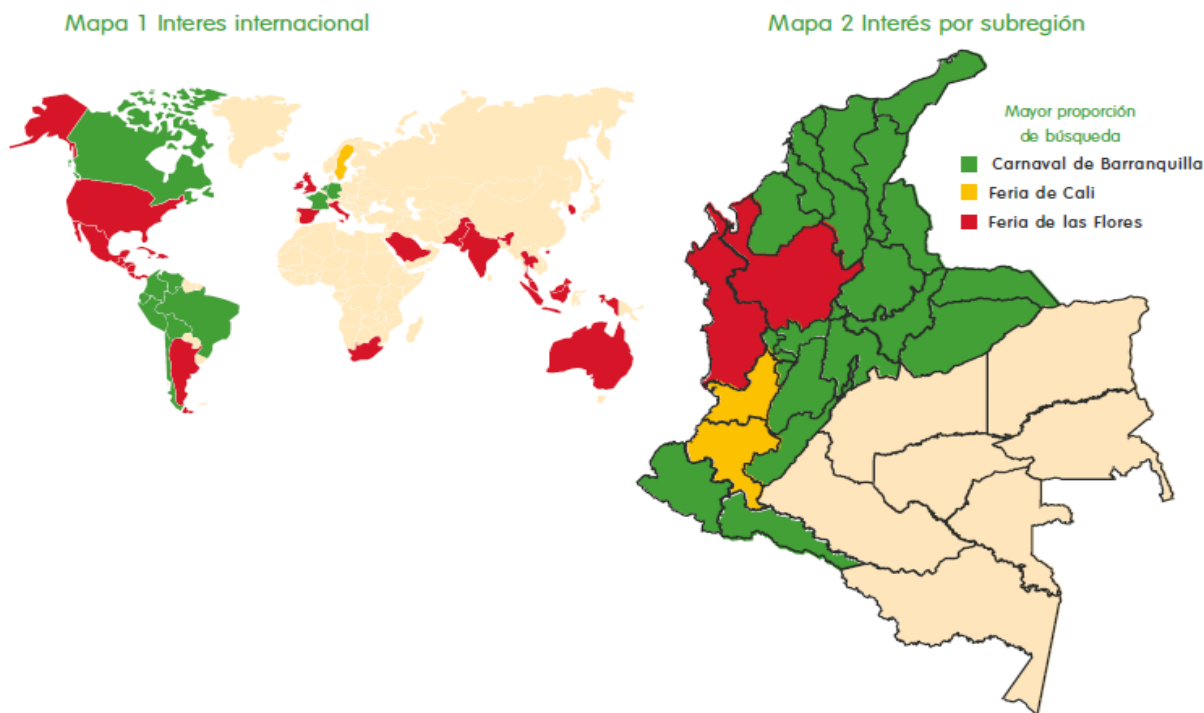


Illustration 5 Events of tourist interest according to Google searches. Source: Google Trends (02/27/2018)

According to the Barranquilla Chamber of Commerce, by sector, industry and commerce, together, represented 63.2% of the total new registrations of economic activities in 2020. By municipalities, Barranquilla reached the highest share of new registrations of enrollment with 39.8%, followed by Soledad with 11.8%.

Tabla 1. Nuevos establecimientos en comercio e industria en la Jurisdicción de la Cámara de Comercio de Barranquilla en 2020

MUNICIPIO	COMERCIO	INDUSTRIA	SERVICIOS	TOTAL	TOTAL SIN SERVICIOS
Barranquilla	3.300	690	2.461	6.451	3.990
Soledad	1.013	172	573	1.758	1.185
Malambo	189	29	98	316	218
Puerto Colombia	106	17	118	241	123
Baranoa	118	41	76	235	159

Illustration 6 Source: Economic and Social Document of the Department of Atlántico 2020

With regard to tourism establishments, in 2020, 265 new records of tourism establishments were created in the jurisdiction of the Barranquilla Chamber of Commerce, of which 75.5% belonged to Barranquilla, and 539 tourism establishments were renewed. tourism in the jurisdiction of the Barranquilla Chamber of Commerce in 2020. There, 81.6% of renewals belonged to Barranquilla.

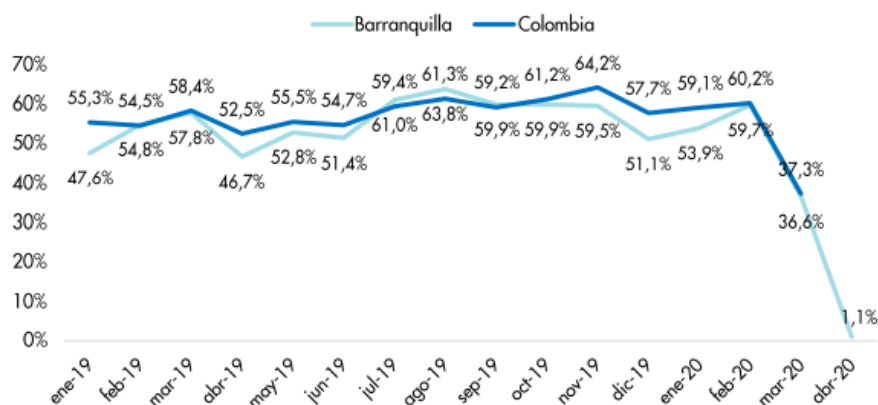
Tabla 2. Establecimientos de turismo (RNT) en la Jurisdicción de la Cámara de Comercio de Barranquilla en 2020

MUNICIPIO	CANCELADOS	NUEVOS	RENOVADOS
Barranquilla	86	200	440
Soledad	8	15	25
Malambo	5	3	13
Puerto Colombia	2	2	16
Baranoa	1	10	4
Juan de acosta	2	9	4
Sabanalarga	4	4	5
Bogotá	1	4	7
Luruaco	2	2	3
Sitio nuevo	0	4	2
Tubara	0	2	3
Sabanagrande	2	2	1
Piojo	1	2	2
Galapa	0	1	3
Suan	0	2	2
Santo tomas	1	1	2
Villavicencio	1	1	2
Cúcuta	2	0	1
Ponedera	0	0	2
Palmar de Varela	0	0	1
San Juan Nepomuceno	0	1	0
Usiacuri	0	0	1
TOTAL	118	265	539

Illustration7Source: Economic and Social Document

It is imperative to highlight that before the mandatory quarantine for COVID-19 issues throughout the country, Barranquilla had space to carry out its emblematic carnival, this being the last massive event that the region registered before the closure of borders and economic sectors. due to pandemic issues, which is reflected in the following table prepared by Fundesarrollo, where the sudden drop between the months of March and April is clearly evident, the latter being where the consequences of the start of the pandemic.

Gráfico 1. Tasa de ocupación hotelera

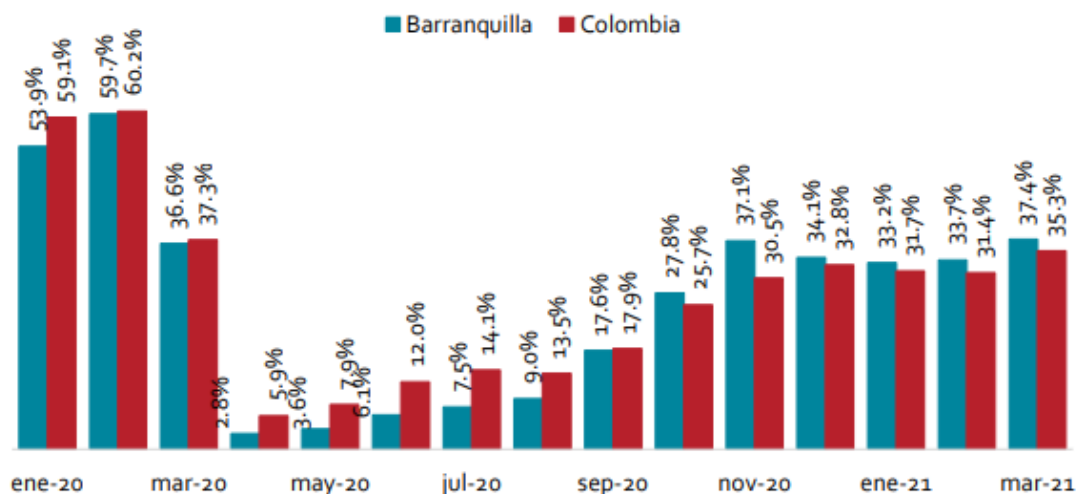


Fuente: COTELCO. Elaboración Fundesarrollo

Illustration8Atlantic Economic Situation Bulletin (January – March 2020) Source: Fundesarrollo

The foregoing, compared to the figures offered by the Barranquilla Chamber of Commerce and Fundesarrollo in their analysis and economic outlook for the Atlantic, shows that hotel occupancy has increased steadily since its strongest fall in April 2020, due to the fact that Occupancy in the first three months of 2021 was an average of 34.8%, which exceeded the national percentage of 32.8%, as shown in the image below. Compared to the 2020 figures, it is still a significant drop, but compared to the last months of 2020, the increase is sustained and significant.

Gráfico 2. Tasa de ocupación hotelera



Fuente: COTELCO, DANE-MMH & DANE-EMA. Elaboración Fundesarrollo.

Illustration9Comparative hotel occupancy rate at the national and local levels 2020 – 2021.

Source: Fundesarrollo

It should be noted that for the year 2021, the main event of the region and the capital of the department of Atlántico, was canceled in person by Mayor Jaime Pumarejo, due to the containment measures of COVID - 19 and to be able to control the peak of the third wave of said virus, in addition to other triggering events such as marches and protests at the national level, but it is important to highlight that despite the fact that compared to years prior to the pandemic, the figures obtained are still low, compared to In 2020, hotel occupancy showed an increase compared to the prior year quarter.(Fundevdevelopment, 2021)

Current situation of the tourism sector in Barranquilla.

The confinement in Colombia has caused a radical fall in the Colombian economy, many sectors of the economy have been paralyzed and others have declared bankruptcy; tourism according to Dane records for 2019, was 4,515,932 foreign tourists (Amaya - Palencia, Sepúlveda - Flórez & Rolón - Rodríguez, 2021). The pandemic wreaked havoc and left many losses in all sectors of the economy, but the current situation of the city in the face of the measures and strategies of the mayor's office and the government of the department of Atlántico to reactivate the economy, show that despite the fact that There are still many challenges to overcome, the economy is on the right track compared to the last two years, as seen in the following graph courtesy of the district tourism office & DANE:

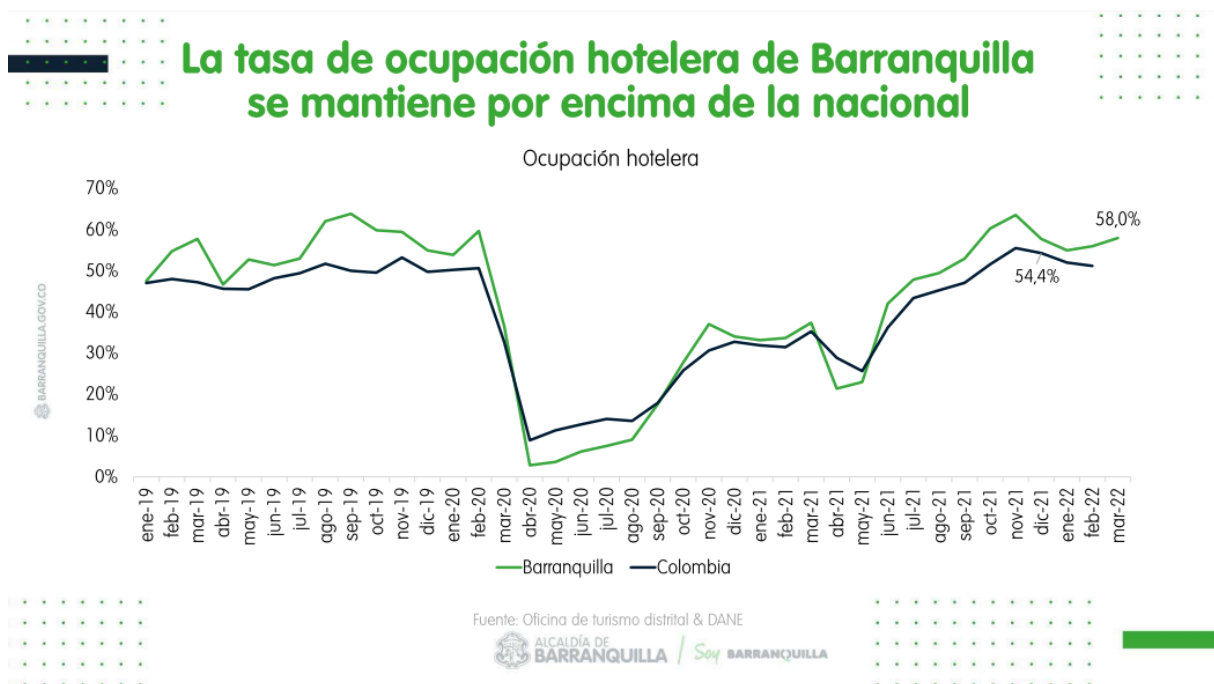


Illustration: Hotel occupancy rate 2019 – 2022. Source: City Figures Team – planning secretary (April 2022)

Likewise, the comparison of figures, despite not yet exceeding those of the year 2020 in hotel occupancy, show an increase with reference to 2021 where, in addition to not having the most important party in the Colombian Caribbean, there was still a fight for control the third peak of the pandemic.

This strategy of promoting economic reactivation in the city from the realization of the most important festival in the country and the Caribbean region, but especially in Barranquilla, was supported by the vaccination indicators that were what allowed the private sector, the District and Carnaval SAS make the decision to create a great Carnival agenda where the party was held throughout the month prior to the four main days in which the great event takes place. According to the information available on the official website of the Mayor's Office of Barranquilla, the realization of this event of such magnitude as the Barranquilla Carnival allowed the entry to the city through its air terminal of 13,568 foreigners, which registers a 75 % more than in 2021, the flow of passengers that the Ernesto Cortissoz International Airport had was double what it had during the pandemic and the first months of 2020. Hotel occupancy for the month of March, which was the month in which the parties were held, was 58% compared to a national occupation of 54.4%. (Planning Secretariat, 2022)

Con la realización del carnaval en el primer trimestre de 2020 ingresaron 13.568 extranjeros más que en 2021, un crecimiento del 175%



*Illustration: Comparative rate of hotel occupancy due to the Barranquilla Carnival 2019 - 2022.
Source: City Figures Team - Planning Secretary (April 2022)*

The balance of December 2021 shows that Barranquilla is easily positioned as an ideal tourist destination for local, national and international tourists, proof of this is that the Secretary of Economic Development in charge of Ricardo Plata Sarabia, reported that there was a growth of 60% with reference to 2019, which was the year in which the coronavirus began (Alcaldía de Barranquilla, 2022).

The tourist office also reported that, compared to the last five years, by December 2021 the city received a total of 145,756 international visitors, a total of 966,890 national tourists, figures that are close to pre-pandemic indicators for a total of 1,112. 646 visitors received in the capital of the Atlantic (López, Barranquilla is confirmed as a tourist destination for international visitors, 2022)

Hotel occupancy remained above 50% since June and rose to 59% in December, showing the highest occupancy percentage, according to the Secretary of District Economic Development, activities and programs such as the Colombian National Team qualifiers, Carnival 2022 and other world-class events (Silver, 2022)

According to Cotelco Atlantic chapter, the report of its partners in the city (which corresponds to some 35 hotels in Barranquilla) express that by December 2021 57% occupancy was maintained compared to 33% occupancy in 2020 and 51% of occupancy in 2019. In the first week of January 2022, occupancy was 65% and on the holiday weekend (the first of the year) the occupancy indicator closed at 63% hotel occupancy. (Colmenares, 2022)

Post-pandemic covid-19 marketing strategies for the reactivation of tourism

One of the great strategies implemented worldwide is the strengthening of digital capabilities, today it is essential for any company to enter this era, through these digital tools companies can easily contact customers, promote their products and reactivate their sales, but it is necessary for micro, small and medium-sized companies to receive this training if they really want to be competitive and get their businesses off the ground, Forteza and Méndez affirm “the effects of COVID-19 have accelerated the needs for digital transformation”. Faced with a perception of a more demanding consumer in the future and greater competition to attract consumers, it is necessary to have digital processes" (Forteza and Méndez, 2021), In order to reactivate tourism in all its scenarios, it is necessary to guarantee the protection and health of tourists, so in addition to providing these digital trainings, they are accompanied by health certifications and support from local entities in order to give the sector more credibility. managing to generate greater confidence and tranquility to tourists and users of these services. Within some of the cases cited by Forteza and Méndez are:

- A service developed in Korea called Digital Storytelling Service, its function is to help tourists who for some fear do not want to use the guide service, this service provides security, confidence and does not deprive tourists and visitors of the enjoyment of the outdoors.
- In Portugal, the tourism schools made their contribution, they were transformed to offer online courses in order to train entrepreneurs in the sector and thus train them, these courses are free, which allows the country to prepare and adapt to this new normal as tourism picks up.
- -Israel started a strong program to develop digital marketing strategies in the sector.

The UNWTO (World Tourism Organization), estimating the global drop in tourism between 20% and 30% (Díaz - Soto, 2021), has within its strategies to promote tourism recovery with investment networks that drive growth economy, job creation and the sustainability of sources of public and private capital (UNWTO, 2020). Likewise, take advantage of innovation and advances in digital matters to offer tourism improvements in inclusion, empowerment of communities and efficient management of resources, as well as constant updating of the world situation with reference to COVID - 19 given that travel restrictions to specific tourist destinations have been and continue to be established.

One of the strategies to promote tourism and economic reactivation in Colombia that will have an impact in Barranquilla, goes hand in hand with the national government and ProColombia, whose roadmap prioritizes adaptation to change, facilitation of air connection and recovery of the confidence of the international traveler towards the tourist destinations of the country (Ministry of Commerce, Industry and Tourism, 2021). These strategies will be based on training by the government for entrepreneurs in technological tools for the development of sustainable tourism that responds to the needs and demands of travelers. Given that in a pandemic, social networks took on a new and more important meaning for industries such as tourism, The intention is to properly use these platforms for the promotion of sustainable tourism based on activities around nature, such as ecotourism, flora and fauna sighting and tourist experiences that offer the traveler a connection with the environment, thus taking advantage of all the biodiversity that Colombia possesses, the Colombian Caribbean and Barranquilla itself with its great boardwalk, the beaches of the department and all the tourist activities on the banks of the imposing Magdalena River. (PROCOLOMBIA, 2021) the Colombian Caribbean and Barranquilla itself with its great boardwalk, the beaches of the department and all the tourist activities on the banks of the imposing

Magdalena River. (PROCOLOMBIA, 2021) the Colombian Caribbean and Barranquilla itself with its great boardwalk, the beaches of the department and all the tourist activities on the banks of the imposing Magdalena River. (PROCOLOMBIA, 2021)

One of the digital strategies that the government proposed and is giving interesting results in other departments and cities, is the so-called Export Route in Tourism (PROCOLOMBIA, 2020) that, through tourism capsules, seeks to generate virtual content with a series of videos that First, promote the training of entrepreneurs in the tourism industry in the face of the new challenges of the changing dynamics of tourism, free of charge through a web portal known as Colombia.travel. In addition to this, the campaigns in favor of massive vaccination throughout the national territory against the virus seek that national and international tourists can enjoy all the activities that are being promoted, with the certainty that the virus is controlled through complete vaccination schedules.

Discussion

This research aimed to "analyze marketing strategies that are applicable to the economic reactivation of Barranquilla in the tourism sector in the post-pandemic" through the investigation of the types of tourism that are developed in the city, the current situation of the sector tourism and post-pandemic marketing strategies that can contribute to the reactivation of tourism in the city of Barranquilla. For this reason, the results of this research will be discussed below.

From the results of this research, it is necessary to mention that despite there being more than four major categories of tourism according to Ledhesma (2016), not all of them are carried out in the city of Barranquilla and that not all the subcategories of each of them are developed. these; For the specific case of the city of Barranquilla, there are three types of tourism categories that are carried out as important tourist activities, these are listed below:

Corporate tourism according to Ledhesma (2016) has as its main objective the body of the tourist and the satisfaction of their needs or interests; this type of tourism in turn is made up of some subcategories, but only two are carried out in the city and they are health tourism and active tourism. Among the strategies described, the one that could best contribute to the development of the reactivation of this tourism sector is the one implemented by the government and ProColombia that seeks air facilitation to enter the country and improve the perception that the international traveler has about the country and control with reference to the pandemic, given that having a good image for international tourists,

Another type of tourism that takes place in the city is what is known as intellectual tourism, which is comprised of subcategories such as: educational tourism, artistic and heritage tourism, and conference and event tourism. The first subcategory is educational tourism, which consists of trips with academic intentions, whether to learn languages, attend congresses, carry out exchanges, train and/or certify through congresses, seminars, conferences, etc. (Aguirre, 2021), can be enhanced with the strategy developed by Israel with its digital marketing program, which aims to develop strategies that allow the reactivation of the sector through digital platforms,

The second subcategory corresponds to artistic and heritage tourism that is carried out in the city through the most important festival in the Caribbean region, which is the Barranquilla Carnival, and can be enhanced with the Tourism Export Route strategy developed by the national government, which consists of training entrepreneurs from the tourism industry through tourism capsules with the intention of responding to the new dynamics and changing trends of a digital age that allows culture to be exported as a product that can be marketed.

The third subcategory of intellectual tourism is business tourism and covers all those activities related to the organization, promotion, sale and distribution of congresses, events, national and international government meetings, seminars, conferences, exhibitions, fairs and business conventions (Perlaza Lopera, Correa Cortes, & Tamayo Galenano, 2015). This type of tourist activity can be enhanced with the strategies developed in Portugal, where it is the same schools and tourism agencies that have created courses available for free on the internet, to attract businessmen interested in adapting to new tourism trends and learning the right way to attract customers in this new normal in which the world currently lives.

The last type of tourism that is described in this work and that is the result of an investigation in the different entities such as the secretariat of economic development and the office of culture, is gastronomic tourism. Barranquilla has been positioned for many years as a tourism whose gastronomic routes are one of its greatest attractions for locals and visitors. It should be noted that this type of tourism can be developed in a city like Barranquilla, due to the numerous and varied offer that there is in meals and cuisines for tourists; Due to the ethnic and cultural diversity, this means that there are offers for all kinds of budgets, tastes and interests. The purpose of this type of tourism is for tourists to discover the gastronomic specialties of a specific region or area, That is why for a few years different gastronomic routes have been created in various countries and cities. (Vivanco, 2021). The strategy that would allow this type of tourism to be promoted would be the one developed and implemented in Korea that responds to the name of Digital Storytelling Service, this strategy would allow its own and visitors to serve as gastronomic guides for people who come to the city and want to live experiences based on local and international cuisines, but who do not know where to go, so the implementation of this gastronomic guide service based on the stories of national and international tourists where they tell their experiences and where the restaurants themselves can offer information about their local,

The strategies implemented by the national government on training entrepreneurs for the development of tools that allow resizing and refocusing a redesign of products and experiences that respond to the dynamics of current consumers, which fits perfectly with the Export Route in Tourism that seeks through the Tourism Capsules to generate virtual content that trains entrepreneurs in the new tourism marketing trends, taking into account that social networks today are the ones that dictate the challenges to be overcome in this new post-pandemic way of life .

The strategies used in countries such as Korea, Portugal and Israel, respond to the need for businessmen to understand that this new class of travelers and tourists that originated during the pandemic, make decisions based on visual content that favors access to information about the place of destination related to lodging, plans to do, gastronomy, landscapes, tours and vital spaces for activities such as hiking, extreme sports, water sports, ecotourism, hiking and all those activities where exposure to nature makes tourism sustainable for the local communities. technological tools,

Conclusions

The constant analysis of tourism supply and demand trends in a post-pandemic scenario like the one the world is currently facing poses challenges for those actors involved in the hotel, gastronomy and tourism industry in general; This is due to the fact that the dynamics of the current consumer has definitely changed and is influenced by more than 50% by all the digital content available on digital platforms, which represents a tremendous challenge for entrepreneurs when it comes to rethinking the way in which they offer their products. tourist destinations and businesses to travelers and locals, because today people are not only looking for a place to vacation, but they want this place and/or destination, in addition to meeting their expectations, to respect sustainable and friendly tourism practices with the environment, Therefore, digital training becomes the new

need to keep current those sites of tourist interest that are known today, but have the need to continue reinventing and innovating in order to keep their supply and demand up to date. Economic reactivation does not depend only on the strategies and economic aid of local and national governments, it also depends on all those unions related to the tourism industry and commerce, and the way in which they interact through the digital world with those consumers. that give so much importance to the ease of obtaining information with just a click of effort. It is there where the true key to success of all those tools and mechanisms for the reactivation of the sectors is found,

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