



IDENTITY, CULTURE AND HERITAGE AS TOURISM TOOLS IN THEIR DIGITAL MARKETING STRATEGIES

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Abstract:

Being the tourist activity transversal to the different socio-economic sectors of the communities that frame the integration of elements such as cultural identity, natural and architectural heritage considered as a fundamental part of the tourist inventory of any society, it is imperative to investigate the relationship that exists between them to formulate effective digital marketing strategies that promote not only the sale of services and/or tourist packages, but also allow the management carried out in the tourist activity to focus on highlighting and transferring the cultural idiosyncrasy and the preservation of heritage as a promoter axis of civilization and the evolution towards sustainable and sustainable tourism. It is in the execution of the tourist activity where the deep relationship that exists between these elements is evidenced and manifested, precisely at the moment of truth after the encounter between the inhabitants of a region and/or community and the tourists and visitors who arrive with realities multidiverse cultures. This interaction and knowledge of new cultures can directly impact and influence the dynamics of the cultures of the receiving communities as well as the visitors within the context of the tourist activity. The symbiotic relationship between these elements and tourism is a source of knowledge and information for the design of digital marketing strategies that can be optimally used as tools for management and assertive communication that promote tourism with corporate social responsibility.

Keywords: Heritage, identity, culture, Tourism, Digital Marketing

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LA IDENTIDAD, LA CULTURA Y EL PATRIMONIO COMO HERRAMIENTAS DEL TURISMO EN SUS ESTRATEGIAS DE MARKETING DIGITAL

Al ser la actividad turística transversal a los diferentes sectores socio-económicos de las comunidades que enmarcan la integración de elementos como la identidad cultural, el patrimonio natural y arquitectónico considerados como parte fundamental del inventario turístico de cualquier sociedad, se hace imperante indagar en la relación que existe entre ellos para formular las estrategias de marketing digital efectivas que promuevan no solo la venta de servicios y/o paquetes turísticos, sino que además, permita que la gestión que se realiza en la actividad turística se enfoque en resaltar y transferir la idiosincrasia cultural y la preservación del patrimonio como un eje promotor de la civilización y la evolución hacia un turismo sustentable y sostenible. Es en la ejecución de la actividad turística donde se evidencia y manifiesta la relación profunda que existe entre estos elementos, justamente en el momento de verdad tras el encuentro entre los habitantes de una región y/o comunidad y los turistas y visitantes que llegan con realidades culturales multidiversas. Esta interacción y conocimiento de nuevas culturas puede repercutir e influir directamente en la dinámica de las culturas de las comunidades receptoras como de las visitantes dentro del contexto de la actividad turística. La relación simbiótica ejercida entre estos elementos y el turismo es fuente de conocimiento e información para el diseño de estrategias de marketing digital que pueden ser óptimamente utilizadas como herramientas para la gestión y comunicación asertiva que promuevan un turismo con responsabilidad social empresarial.

Palabras clave: Patrimonio, identidad, cultura, Turismo, Marketing Digital

IDENTIDADE, CULTURA E PATRIMÓNIO COMO FERRAMENTAS TURÍSTICAS NAS ESTRATÉGIAS DE MARKETING DIGITAL

Resumo:

Sendo a atividade turística transversal aos diferentes sectores socioeconómicos das comunidades que enquadram a integração de elementos como a identidade cultural, o património natural e arquitetónico considerados como parte fundamental do inventário turístico de qualquer sociedade, é imperativo investigar a relação que existe entre eles para formular estratégias eficazes de marketing digital que promovam não só a venda de serviços e/ou pacotes turísticos, mas que também permitam que a gestão que é realizada na gestão do turismo, é imperativo investigar a relação que existe entre eles para formular estratégias eficazes de marketing digital que promovam não só a venda de serviços e/ou pacotes turísticos, mas também permitam que a gestão da atividade turística se centre na valorização e transmissão das idiosincrasias culturais e na preservação do património como eixo promotor da civilização e da evolução para um turismo sustentável e duradouro. É na execução das actividades turísticas que a relação profunda entre estes elementos se torna evidente e se manifesta, precisamente no momento da verdade após o encontro entre os habitantes de uma região e/ou comunidade e os turistas e visitantes que chegam com realidades culturais multidiversas. Esta interação e conhecimento de novas culturas pode ter um impacto direto e influenciar a dinâmica das culturas das comunidades de acolhimento e de visita no contexto da atividade turística. A relação simbiótica entre estes elementos e o turismo é uma fonte de conhecimento e informação para a conceção de estratégias de marketing digital que podem ser utilizadas de forma otimizada como ferramentas de gestão e comunicação assertiva que promovam o turismo com responsabilidade social corporativa.

Palavras-chave: Património, identidade, cultura, Turismo, Marketing Digital

1. INTRODUCTION:

It is particularly clear that the tourist attractions offered by the operators give rise to the types of tourism, many of them have the beach as an inventory, others, great mountains, beautiful lagoons and imposing volcanoes that allow designing both the tourist experiences and the services that go to lend, which would be aligned to ecotourism, recreational, adventure, and cultural tourism, among other types. Undoubtedly, getting to know these wonderful attractions also inevitably means getting involved with the type of intercultural and heritage tourism in the regions you visit. Each tourist destination has a cultural suggestion that integrates elements such as its idiosyncrasies, its values, principles, beliefs and traditions that define not only its context, but also its identity. It is for this reason that it is essential to know the integration and the two-way relationship that exists between them in order to truly appreciate their historical and cultural heritage to the full, since one leads to the other. So, to complement the tourist offer and design marketing strategies, it is necessary to study the characteristics and attributes that make up the cultural and ancestral wealth of the communities that revolve around the tourist inventory that is to be offered and towards which tourists converge. For example, gastronomy constitutes an integrating element within the tourist offer.

Cultural tourism emerges as a consequence of the very development of the tourism market, its need for diversification and the growing importance of the new urban middle class, with a high level of studies, interested in knowing and experiencing something special, different from what is offered massive tourism, with cultural, symbolic, spiritual or historical content (Bonet, 2022). The relationship of these elements that are integrated into the execution of the tourist activity usually generates a quite reciprocal and intimate link at the same time, although on other occasions it can become tense and unpredictable due to the different interests and influence exerted between heritage and tourism or vice versa. Over the years, the perspective has changed that visitors and tourists "represented a constant threat to the integrity of heritage assets, whether tangible or intangible" (Palavecino and Chaparro, 2012, p. 1), causing damage to the environment and, on the other hand, making room for acculturation. This change has been possible thanks to the understanding that these two concepts maintain a

close relationship and that they cannot be separated from the tourism context. From there, the operators have designed marketing strategies that benefit both tourism and heritage in a positive way. Likewise, today it is intended that cultural tourism generate economic resources that allow not only the conservation of the environment, but also of the heritage for a sustainable development of the communities and their traditions.

On the other hand, it is desired that culture become the means to educate the community who interpret and execute a sustainability policy that promotes responsible tourism with its heritage and with the preservation of its identity as a good donated to generations to come. perpetuity. This is how heritage and tourism have become strategic allies that generate income for the national and regional economy when properly managed, becoming a factor of self-development.

2. THEORETICAL BACKGROUND:

Since its existence, tourism has been a dynamic activity that promotes the economic growth of countries, helping them to progress and expand locally and internationally, since, in addition to generating employment, it is involved in other areas such as construction, agriculture, handicrafts, among others. (Guizado-Toscano, et al., 2023).

The Sustainable Tourism Charter of Spain mentions that it is important to recognize that tourism is an ambivalent activity, since it can bring great benefits in the socio-economic and cultural sphere, while at the same time contributing to environmental degradation and the loss of local identity. Therefore, it must be approached from a global perspective (Entornoturístico, 2022). In relatively few years, tourism has become the emerging phenomenon that permeates the political, economic, social, cultural and environmental dimensions of different nations. This socio-economic activity brings together links or clusters linked to the tourist offer that envision various opportunities and great possibilities in a potentially discovered market as long as the operators identify the interaction between the desires and expectations of tourists and are also aware of the aspirations and

wishes of the host communities, since the practice of tourism inevitably generates in the host community different types of reaction to positive and negative impacts inherited by the host society.

Therefore, it is essential that a tourism venture have as a business policy respect for cultural, social, environmental and heritage characteristics that identify a community and tourist destination to design their marketing strategies based on sustainability criteria, that is, it must be bearable. ecologically in the long term, economically viable and equitable from an ethical and social perspective for local communities (Palavecino and Chaparro, 2012). In addition, it must pursue sustainable development as its objective, that is, it must seek a global management of resources, in order to ensure their durability, allowing the conservation of natural and cultural capital, including protected areas. Since tourism is a powerful development instrument, it can and should actively participate in the sustainable development strategy. Good tourism management requires guaranteeing the sustainability of the resources on which it depends (Entornoturístico, 2022). The concepts of heritage, territory, identity, culture and marketing seem to be independently detached from the tourist activity, which is why they have been investigated and studied independently. On some occasions, two or three of these concepts are usually joined in order to define and differentiate them from each other, without delving into the relationship and influence they have on the subject of tourism. On other occasions, the same State, experts, institutions, advisors and some operators that have to do with tourism combine them to formulate their awareness strategies with the aim of transforming it into sustainable tourism, anchoring them all under a universal definition that promotes the development of the territories without losing their identity represented in the social and cultural manifestations included in the tourist offers. The academy has also been dialoguing, researching, and discussing the way to address, enter, and deal with this relationship within the concept of territory as a kind of container for a whole, in which these elements interact systematically within the dynamics. of tourism.

Due to the above, when the concept of territory is spoken today, the other concepts that make it up are already being articulated, such as Heritage, culture and identity. However, in various investigations, many authors, when defining these concepts, involuntarily forget to highlight the close relationship between them, and end up defining them globally and separately. Then arises the need to inquire about the relationship between these elements by formulating the following questions to which this article intends to answer.

1. Why are the Municipal and Departmental POTs, when defining territory, only pigeonholed in the geographical space that limits it?
2. How is it possible to speak of Heritage, regardless of the vision of society that conceives it as its own good?
3. Is it possible that the concept of Heritage be interpreted in the same way as the territory?
4. When talking about Tourism Marketing, are you not talking about Territorial Marketing?
5. What is the necessary dynamization that these concepts require to be inclusive and at the same time sustainable in tourism?

3. RESULTS:

This present paper by showing the most representative connotations of each term in order to interpret and understand it within the tourism field, since the common thing is that they occur from the perspective of those who study them. On the other hand, the theoretical challenges that these terms imply in today's world will be analyzed, as well as the new generational visions of the concept of territory. The challenges and opportunities for research in this field are evident, partly due to the perceptions that the new generations have about this term, the current reality of the Territory and the evident changes in the evaluation criteria of today's society. In addition to the above, climate change, pollution and migration mean that this concept must be permanently reassessed, reviewed and updated, being studied with a view to being more inclusive. However, despite the fact that cultural tourism brings different cultures into contact with each other through tourist

trips, there are some dissatisfactions in its management. (Díaz-Pompa, et al., 2022). For the R.A.E (2022), the territory is the portion of land surface belonging to a nation, region or province; This parameterized, neutral and simple definition only takes into account the geographical space, which is understood to have as its essential characteristic that it is limited or defined by something or someone. When comparing this definition with the multiple information that the multiple media provide daily today; it is possible to conceive an equivocal perception that the Territory is an empty, virgin and autistic geographical space. On the other hand, the Municipal Development Plans in Colombia see the territory in a more holistic way, and in their "missionary purposes" they comprehensively articulate the following purposes:

- The increase in human capital.
- The improvement of physical capital.
- The conservation of natural capital.
- The construction of social capital.
- The strengthening of technological capital.
- The increase in economic capital.
- The reduction of poverty.

Within this panorama, every Municipal Development Plan has the following objectives as base principles of the territory:

- Social inclusion and creation of opportunities for all.
- Determined boost to the productive sector and economic transformation.
- Strengthening and modernization of government institutions.
- Optimum management and use of the territory.
- Strengthening of culture, of the sense of identity and belonging and of social capital.

Due to the above, when reviewing the above criteria, it can be understood that a Municipal Development Plan could be synonymous with a "Territory Development

Plan" since, within its missionary purposes and objectives, the territory is a geographical space that It has Humans and living beings within it, which must be conserved, strengthened and promoted. Now, taking the approach given by the two previous references, it is considered prudent to inquire about what the Ministry of Culture refers to the concept of Territory, which includes a new term called Heritage. According to said Ministry, in Law 1185, it defines in its article 1, (Administrative Department of Public Function, 2008), what integrates the cultural heritage of the nation is:

The Nation's cultural heritage is made up of all tangible goods, intangible manifestations, products and representations of culture that are an expression of Colombian nationality, such as the Spanish language, the languages and dialects of indigenous, black communities and Creoles, tradition, ancestral knowledge, the cultural landscape, customs and habits, as well as material goods of a movable and immovable nature to which are attributed, among others, special historical, artistic, scientific, aesthetic or symbolic in areas such as plastic, architectural, urban, archaeological, linguistic, sound, musical, audiovisual, film, testimonial, documentary, literary, bibliographic, museological or anthropological (p.1).

Analyzing this article, it can be understood and interpreted that the territory and Heritage have an indissoluble correlation, since one is immersed in the other, and in turn, both share determining aspects in their definition, such as the limited geographical space, the living beings that inhabit there (Humans, Flora and Fauna) and the works that man has developed in space over time. Therefore, Heritage Interpretation is a management tool available for the conservation of natural and cultural heritage. (Martín et al., 2016)

Fig. 1. Holistic Vision of the Territory. Own elaboration.

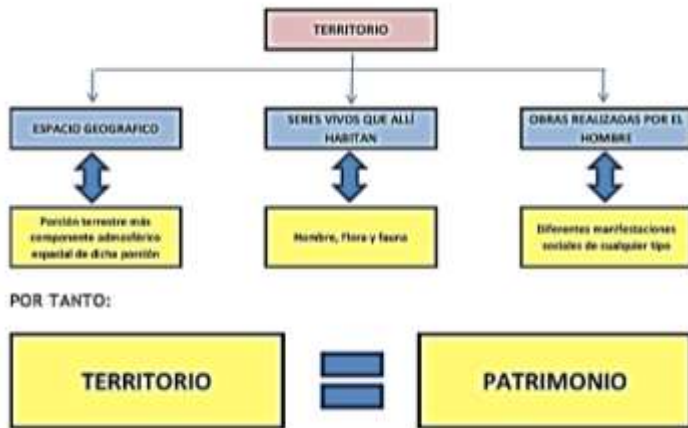


Fig. 2. Vision of the Territory and Heritage. Personal photographic archive

In relation to the subject of tourism, within the motivations that move the tourist, the curiosity to know the historical-cultural aspects of a place stands out, in this sense, cultural assets must be incorporated as part of the tourist offer, thus including them in the heritage tourist. Thus, a direct relationship between cultural heritage and tourism is proposed, where on the one hand we have the conservation of the cultural and historical wealth of a territory and, on the other hand, an activity that values said heritage, promoting its rescue and conservation. of the different cultural manifestations, both tangible and intangible, promotes and disseminates it. Cultural and historical assets thus become ideal tourist attractions to diversify the tourist offer, expanding tourist routes and circuits (Borrega, 2022).

It is precisely at this point, where digital marketing becomes a very important communication tool when contributing to the rescue and conservation of both tangible and intangible heritage of populations, as well as contributing to the vision of the territory, when, through the tourist activity, it shows and educates the tourist and visitor about the care that they must have about the elements that make up the idiosyncrasy and culture of a community that owns a heritage and tourist inventory and inheritors of its own territory that must be preserved and initially valued by its inhabitants (Palavecino and Chaparro, 2012).

Tourism marketing not only contributes to the recovery of these cultural assets, but also plays a fundamental role in the cultural revaluation and rescue of the identity of the peoples, since these are the main responsible for their heritage and tourism therefore contributes with the generation of optimal conditions for their conservation and preservation (Borrega, 2022).

However, what happens in the tourist reality is that by separating these concepts of heritage, culture, identity and territory what is produced is a loss of historical continuity, a loss of the identity of the peoples and in some way the relationship of the man with his environment through the years, through the invention of a past and traditions that never existed, for fashion or a sign of well-being and lifestyle (Borrega, 2022).

In this order of ideas and taking into account the imminent relationship that exists between these conceptual elements, a vision of its own has emerged, much more adjusted to the real dimension of the territory, which must be sustainable and, therefore, must be concerned with complying with the five universal objectives of territorial sustainability to become the dialogue and integral summation of it, these are: social, cultural, economic, environmental and political sustainability, each one of them is specified in figure 3.

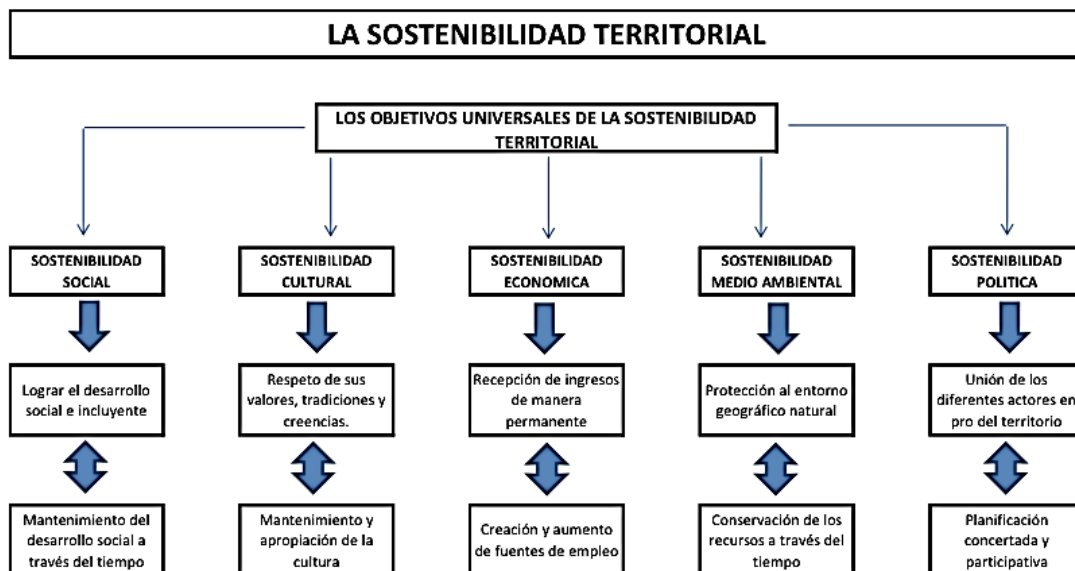


Fig. 3 Territorial Sustainability. Own elaboration

Analyzing the previous figure, it is evident that territorial sustainability must necessarily integrate into its strategies, creation, planning, protection, conservation and maintenance actions whose purpose is to achieve the alignment of the five objectives. Although each one of them can work on its own, it also requires the interaction and contribution of the others for them to be fulfilled, since each one of them is also conditioning and limiting the others. On the other hand, as can be seen in figure 3, two recurring and essential terms appear in the sustainability of the Territory, alluding to Culture and Identity. Larrin and Hurtado (2003) define a new concept of culture, stating that:

...In the mid-twentieth century, under the influence of new anthropological and linguistic trends, a symbolic conception of culture began to be built that highlights the use of symbols as a distinctive feature of human life: Human beings create and exchange meaningful expressions (that is, with meaning) not only through language, but also through objects, materials, works of art and actions that they give meaning to. In this symbolic perspective, culture would become the pattern of meanings incorporated into symbolic forms, including linguistic expressions, actions and significant objects, through which individuals communicate and share experiences (p. 30).

This concept glimpses the intimate relationship that arises between Culture and identity, since identity can only be understood and built in symbolic interaction with culture. Larraín compares identity as a kind of soul or essence with which one is born, does not refer to it as a set of internal dispositions that remain fundamentally the same throughout life, regardless of the social environment where the person is, but rather Identity requires a construction process in which individuals define themselves and complement each other thanks to close interaction with other people, that is, Identity is a symbolic process that the individual builds throughout his life. (Larrin and Hurtado, 2003). For his part, Borrega (2022), argues that culture is identity, and, therefore, it is the pride of that people,

which is why it should never be considered as a form of negotiable material wealth, but as the link of union of a town.

When the concepts of culture and identity are included in the theme of Tourism from a socially responsible conception for the rescue, protection, restoration in necessary cases and the revaluation of these patrimonial assets made up of tourist attractions, a diversification of the tourist product is obtained. which is usually successfully promoted in digital marketing. Therefore, tourism must tend to protect and value the historical-cultural heritage of the peoples so that they do not degenerate due to their use (Borrega, 2022). Otherwise, if in this identity construction process, the individual finds himself in a territory with a high Tourism impact, if this social manifestation called Tourism is not carried out and planned responsibly, this individual or group of individuals will unequivocally end. faced with one of three cultural processes:

Acculturation: where the inhabitant loses her culture and identity by welcoming that of tourists and visitors.

Transculturation: the inhabitant accepts some features of the tourists and visitors; and in the same way, the latter adopt some features of the inhabitants of the tourist Territory to which they access for the tourist activity.

Cultural Apathy: the inhabitant does not want to have any contact with tourists and visitors, because he perceives that they are a threat that can cause great damage to his culture and identity, as is often the case in some indigenous communities.

By affirming that in order to avoid the evolution of the previous processes and to ensure that the relationship between tourism and heritage is beneficial for both, the different tourist activities must be planned taking into account precisely the cultural heritage and its identity. It is essential to stop thinking only about how tourism affects heritage, and rather consider this impact to carry out sustained planning of cultural tourism. In this way, planned tourism must tend not to come into conflict with culture, not to degrade it, but to generate

positive attitudes in service providers and government entities with the idea of generating actions that benefit heritage, from its revaluation, its preservation and conservation, as well as its purely tourist use (Borrega, 2022).

In this way, tourism operators must consider in the offer and marketing of their portfolio of products and services, the integration not only of their inventory of attractions considering the viability and access to them through the infrastructure, but also in the dynamics generated by the culture and identity of the territories, since in the tourist package, in addition to marketing the visit to the tourist attraction, the capacity of this territory to satisfy the desires and expectations of visitors is sold through an experiential experience in where various cultural and historical manifestations between the tourist and the community can come together, generating in this relationship beneficial or harmful processes for both parties that make a decision to return to the tourist site or come to disqualify the experience that the tourist has on the territory . It may be that the main motivation that moves tourists to select a destination over others is precisely these attractions, but the idea of returning and extending their visit will depend on the experience acquired in contact with the culture and identity of the territory.

It is worth mentioning that when a territory has a diversity of heritage assets around a tourist destination, its attraction increases, opening up multiple possibilities to expand its portfolio of products and services in the tourist offer, for which the assessment made of the territories with respect to its autochthonous cultural assets that give identity to a territory and that are often invisible to operators, downplaying the importance they deserve, is essential when designing tourism marketing strategies. Therefore, the promotion implies a work not only of diffusion of the patrimonial attractiveness but of revaluation of the same in its place of origin.

However, the mistaken idea still persists that tourism marketing should only be related and directed exclusively to promoting tourism products and services.

and achieve high sales of them. It is interesting to know the concept of marketing defined by

Kotler and Bowen (2004), who affirm that it covers the entire business, it is the business as a whole from the point of view of its final result, that is, from the point of view of the client.

As can be seen, marketing has always been studied and analyzed solely and exclusively from the point of view of the client, in this case the tourist, and what about the territory and its context in which the tourist product or service is inserted?. This is how tour operators carry out market plans, without realizing that they include the cultural sensitivity of the territory where the tourist destination is located. In this regard, Kotabe and Helsen (2001), writing on cultural sensitivity, comment that, over the years, two fundamental opposing forces have shaped the nature of marketing on the international stage. These opposing forces have been considered repeatedly by many authors in terms of "standardization vs. Adaptation" (1960s), "Globalization vs. Localization (1970s), "global integration vs. local responsiveness" (1980s), and more recently "Scale vs. Sensitivity" (1990s).

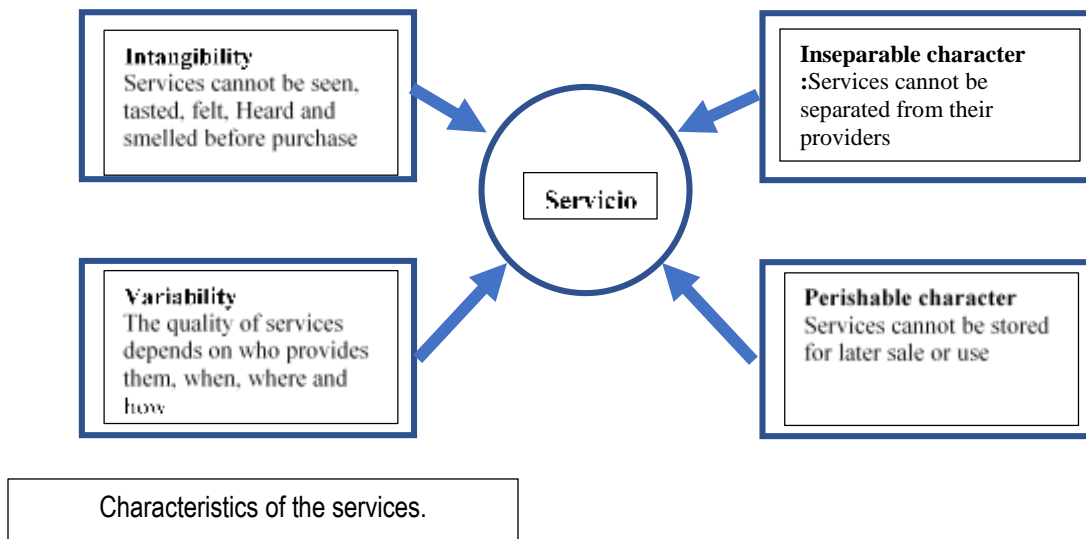
It is important to clarify that the vision of cultural sensitivity addressed by these authors is limited solely and exclusively to the way companies in different countries think when they want to promote and sell a product. In this sense, "Cultural Sensitivity" is limited and is simply a parameter of understanding how to sell a product in a territory.

It is currently considered important to expand the design of tourism marketing towards cultural sensitivity, and, what is more, today, in the second decade of 2020, there is already talk of "Territorial sustainability versus neutralization and simplicity of the territory", since there is to transcend the concept of territory as an object itself in the sale of tourism products.

In Tourism it is normal to find the promotion of destinations that carry out marketing campaigns with the phrase: "all inclusive" so, if everything is included in the Hotel, what is left for the tourist to know about the territory? The answer is obvious and disappointing, the high consumption of public services, large amounts of waste and garbage, few sales made outside the hotel that benefit the local population.

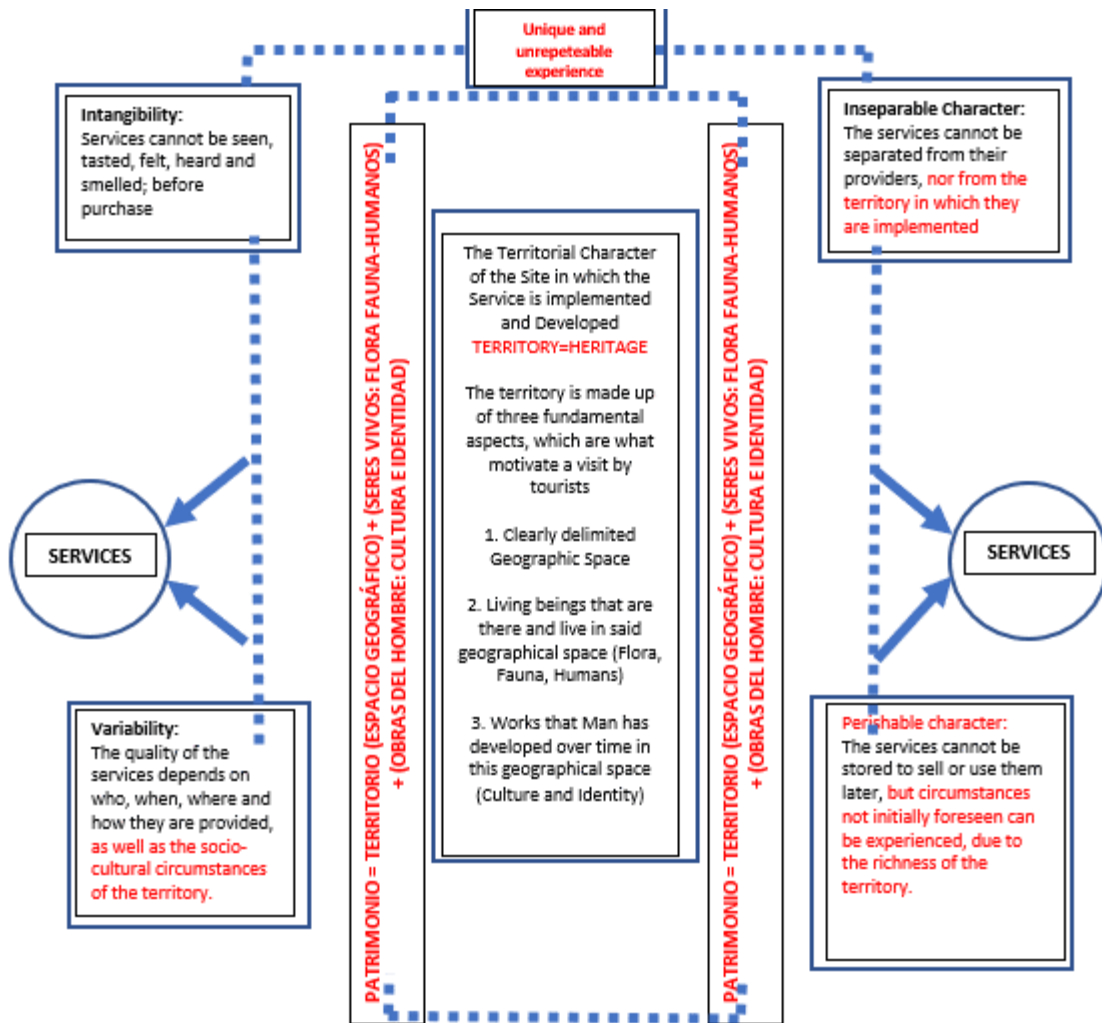
This evidences the biased and limited conception of marketing that still persists in international and national markets, which continues to restrict the future of marketing to its sole purpose, to achieve only the satisfaction of needs as expressed by Kotler and Bowen (2004), given that As competition becomes more intense, companies will be forced to focus on satisfying their customers. The future will be short for companies that do not. For his part, in his famous article "The marketing revolutions", Robert Keith wrote about this same future in which it will soon be true that all the activities of a company, from finance to sales promotion, will have as their goal the satisfaction of customers. consumer needs and wants. When this stage of development is reached, the Marketing revolution will be complete.

One of the purposes of this article is to publicize tourism marketing trends with a broader vision that revolutionizes and innovates the role of Marketing in light of the new times and socio-cultural events that have arisen in the 21st century, since tourism It is a socio-economic activity that involves the heritage, culture and identity of the communities where the attractions and tourist destinations lie and therefore, operators should not only focus as they have done up to now on selling products and/or services. tourism, but in selling the territory with the elements that make it up. For this change to take place in tourism marketing, it is important that operators be clear about the characteristics of a service, detailed by Kotler and Bowen (2004), as shown in Figure 4.



Next, a proposal is presented that disaggregates the conception of tourism with the characteristics of intangible goods such as services in marketing processes, taking into account the character of the territory, the site in which the elements of culture, identity are implanted and developed. and patrimony that must contain the service to offer.

Fig 5. Comprehensive Vision of Tourism and Territory. Own elaboration.



4. DISCUSSION AND CONCLUSIONS:

It is evident that when the tourist has the experience in the tourist destination and makes use of the services included in the tourist offer, the experience and manifestation of the expressions of the Territory, culture and identity emerge, which are charged with emotion (Cause multiple emotions), symbolism and argumentation of the idiosyncrasies of the communities that are visited.

The emotion that the tourist experience arouses and that will be sold in marketing has two great virtues, being timeless and being universal. However, when the emotion is complemented with all the symbolic and argumentative load of the regions, as is the case of folklore, it generates in the tourist a special, unique and unrepeatable experience, which will very surely be replicated through marketing strategies, the which will guarantee the increase in satisfaction and the motivation of potential clients to live this experience, since the tourist tells and describes the perceived image of the territory in its entirety, that is, that in some way it has appropriated the culture and identity rooted in the tourist destination as an integral and novel element of their experience.



The Tourist will talk about the destination, according to the experience and experience he had with the territory, therefore, the vision of the territory (Tourist Destination) that each tourist perceives, must be more than the service and tourist product separately, that is, that the tourist destination territory takes precedence when formulating marketing strategies, that is, it is necessary to sell the experience in the territory, not the tourism services or products in isolation.

On the other hand, if Marketing processes are viewed from a territorial concept, it would be understood that the best tourist for a destination is not the one that pays the most or acquires the most services, but the most suitable tourist for said destination, forming a more precise target and exact to which to focus the marketing strategy. When designing the marketing plan, not only the expectations of the tourist but also, and fundamentally, of the Territory must be taken into account.

Each territory has a diversity of sui generis spaces that can be highlighted for tourism and that can very easily be converted into "added values" within the tourist offer, for which it is imperative to investigate them and recognize these cultural, historical and patrimonial aspects that give them identity to a territory to adapt them to the marketing plan. What it is about is awakening a greater attraction and interest in the tourist and offering something differentiating that is known as the "territorial identity" since currently the tourist activity is very competitive in terms of the variety of destinations and services offered, therefore for which it is essential to focus the marketing plan not only on providing the best services, but on offering something more particular and unique that complements the tourist experience and makes it unique and special, that is, personalizes it.



Likewise, the knowledge of the type of visitor, their motivations and perspectives, will allow sustainable planning of tourism in terms of heritage assets.

Another aspect to be taken into account is that cultural heritage must be understood in a double sense: cultural and economic, as it is made up of the set of tangible, movable and immovable assets, and intangible assets, where these assets must be properly used. economic, social and cultural, without distorting its essence and authenticity [9].

It is important that tourist activity is a means to build and preserve the territory, that is, that tourism is at the service of heritage, culture and protects the identity of communities and not the other way around, "a characteristic of cultural tourism It is that it is of very low permanence, but offers great elasticity by allowing it to be combined with other types of tourism, allowing tourism activities focused on heritage to be very profitable (Borrega, 2022).

Undoubtedly, an element that can make great contributions and make a difference in a new conception of the vision of Tourism immersed in the territory as a whole, is the "education" of both the host communities and tourists and visitors to the destination. tourism, since educating through marketing sensitizes and raises awareness about respect for the existing heritage, its values, principles, idiosyncrasies, culture and identity of society. This not only contributes to the mission of preservation and conservation of the territory and heritage, but also to the development of the tourist activity itself, where the visitor fully satisfies his expectations by living the complete experience through learning about other cultures. In addition, it is known that cultural tourism is more successful when it coexists with the "everyday life of the territory", that is, it has interacted with its routine activities and appreciated the constitutive elements of heritage. In this sense, it is essential to tend in the formulation of the tourism marketing plan to recover and preserve the authenticity of heritage, protecting it from the vicissitudes that commercial aspects may entail, that is,

one should try to highlight what is culturally and historically representative.

Finally, it is important to clarify that neither the laws nor the tourism market by themselves give value to the heritage or the territory, that is, the responsibility of the same society in which the tourist destination is anchored that, based on its own claim of cultural identity as a people generate recognition strategies using marketing to highlight its historical and cultural importance rather than its commercial value, since self-recognition and self-valuation of that heritage is really what gives it added value without the same to generate higher levels of attraction regarding the tourist experience.

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