

SOCIAL NETWORKS AS TOURIST PROMOTION OF THE CHARAPOTÓ SPAS

LAS REDES SOCIALES COMO PROMOCIÓN TURÍSTICA DE LOS BALNEARIOS DE CHARAPOTÓ

AS REDES SOCIAIS COMO MEIO DE PROMOVER O TURISMO NOS RESORTS DE CHARAPOTÓ

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ABSTRACT

The main objective of this research was to analyze how social networks can be used for tourism promotion of the Charapotó spas, in order to identify the most effective strategies and evaluate their impact on attracting tourists. The research had a focus quantitative and qualitative, the design was descriptive, the technique used was the survey, a non-probabilistic convenience sampling was applied, the sample obtained was 80 people, subsequently the spss 26 was used to measure the reliability and tabulate the data, yielding a reliability of 0.943, it was concluded that social networks were consolidated as key tools for the tourist promotion of the Charapotó spas, allowing not only greater visibility of local attractions, but also the creation of direct links with potential visitors. , these platforms offer a massive reach, enabling the dissemination of visual and dynamic content that highlights the unique characteristics of the destination, in addition, their strategic use enhances interaction with the target audience, favoring the positioning of the destination in the tourism market and contributing to the local economic development, the implementation of effective campaigns on social networks can transform Charapotó into a competitive destination, attracting both national and international tourists.

Keywords: Sustainable tourism. Spas. Tourist destinations. Tourism marketing.

RESUMEN

En el trabajo investigativo se manejó el objetivo de constatar cómo las redes sociales son empleadas en la promoción turística de los balnearios de Charapotó, con el fin de identificar las estrategias más efectivas y evaluar su impacto en la atracción de turistas, la investigación tuvo un enfoque cuantitativo y cualitativo, el diseño fue descriptivo, la técnica utilizada se dio a través de la encuesta, se aplicó un muestreo no probabilístico por conveniencia, la muestra obtenida fue de 80 personas, posteriormente se utilizó el spss 26 para medir la fiabilidad y tabular los datos, arrojando una fiabilidad de 0,943, se concluyó que las redes sociales se consolidaron como herramientas clave para la promoción turística de los balnearios de Charapotó, permitiendo no solo una mayor visibilidad de los atractivos locales, sino también

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la creación de vínculos directos con potenciales visitantes, estas plataformas ofrecen un alcance masivo, posibilitando la difusión de contenido visual y dinámico que resalta las características únicas del destino, además el uso estratégico para potenciar la interacción con el público objetivo, favoreciendo el posicionamiento del destino en el mercado turístico que contribuirá al desarrollo económico local, implementación de campañas efectivas en redes sociales transformara a Charapotó en un destino competitivo, atrayendo tanto a turistas nacionales como internacionales.

Palabras clave: Turismo sostenible. Balnearios. Destinos turísticos. Marketing turístico.

RESUMO

O objetivo do trabalho de pesquisa foi determinar como as redes sociais são utilizadas na promoção do turismo nos resorts de Charapotó, a fim de identificar as estratégias mais eficazes e avaliar o seu impacto na atração de turistas, a pesquisa teve uma abordagem quantitativa e qualitativa, o design foi descritivo, a técnica utilizada foi por meio de survey, aplicou-se uma amostragem não probabilística por conveniência, a amostra obtida foi de 80 pessoas, em seguida utilizou-se o spss 26 para medir a confiabilidade e tabular os dados, obtendo-se uma confiabilidade de 0,943, concluiu-se que as redes sociais se consolidaram como ferramentas fundamentais para a promoção do turismo nos balneários de Charapotó, permitindo não só uma maior visibilidade dos atrativos locais, mas também a criação de vínculos diretos com os potenciais visitantes, essas plataformas oferecem um alcance massivo, possibilitando a divulgação de conteúdos visuais e dinâmicos que destacam as características únicas do destino, além do uso estratégico para potencializar a interação com o público-alvo, favorecendo o posicionamento do destino no mercado turístico que contribuirá para o desenvolvimento econômico local, a implementação de campanhas eficazes nas redes sociais transformará Charapotó em um destino competitivo, atraindo turistas nacionais e internacionais.

Palavras-chave: Turismo sustentável. Spas. Destinos turísticos. Marketing turístico.



1 INTRODUCTION

In the digital age, social networks have significantly transformed the way in which tourist destinations are promoted, becoming key channels to reach and attract potential visitors. The seaside resorts of Charapotó, with their natural beauty and tourist potential, have the opportunity to use these platforms to improve their visibility and attract a greater flow of tourists. The theme was chosen due to the growing importance of social media in the tourism industry and Charapotó's need to position itself competitively in the tourism market. Although Charapotó has natural attractions that make it a destination with great potential, it has not managed to stand out compared to other resorts in the region. Social media offers an accessible, wide-ranging platform to highlight your unique attributes and capture the attention of a wider audience.

The research aims to analyze how social networks can be used for the tourism promotion of Charapotó resorts, in order to identify the most effective strategies and evaluate their impact on attracting tourists. The central problem of this research lies in the underuse of social networks as a tool for promoting the spas of Charapotó. Despite the potential of these platforms to influence tourists' travel decisions, there is a lack of clear and effective strategies that maximize their use. This has resulted in limited visibility of spas in an increasingly competitive tourism market.

Nowadays, "social networks have been consolidated as communication tools within society, through which both individuals and companies have managed to project, inform, share and disseminate information with specific audiences or groups" (Hütt, 2012, p. 128).

Social media platforms have profoundly evolved modern communication as they have become essential for the exchange of information. Through these platforms, people can project their identity, share experiences, and express opinions, while companies have the ability to inform about products, services, and events, and disseminate messages to specific audiences. Direct interaction with users through comments and messages also helps to build a closer and more personalized relationship with the public. Thus, social networks not only amplify the dissemination of information, but also strengthen the connection between tourist destinations and potential visitors.

Mas (2015) states that there are different ways of using social networks. From the use of social networks as a source of entertainment, leisure or fun to being considered as work tools or as a way to generate a network of professional relationships. Many times, the same social network can be used in different ways. While most users associate Facebook as a source of entertainment, other social networks such as Twitter, in addition to being a source of entertainment, are also considered as work tools. (p. 12)



The diverse use of social media reflects its adaptability to different contexts and needs. On the one hand, platforms like Facebook are predominantly seen as entertainment media, where users seek recreational and social content. However, these same networks can serve as tools for work or marketing, depending on how they are used. This versatility allows the same social network to have multiple uses depending on the context. The flexibility in their use highlights the importance of social networks as multifaceted tools, adapting to both personal and professional needs.

The main reasons why social networks are used are personal contact with friends and loved ones, as well as to keep up to date, entertainment, the search for inspiration, as a vehicle for expression, for gossip or the use for professional and work purposes, of job search tools and professional and personal projection tools. (Fernández & Niño, 2021, p. 40)

The use of social networks is driven by multiple motivations, from the need for personal contact to the search for job opportunities. The platforms allow users to stay connected with friends and family, fostering long-distance relationships. In addition, they are an inexhaustible source of entertainment and information, offering real-time news and current trends. Many people also use them to seek inspiration or express themselves creatively. In the professional field, social networks have evolved into key tools for job search, networking and the projection of a personal brand. This diversity of uses makes them an integral resource for modern social and professional life.

Carvajal & Lemoine (2018) report that tourism is one of the most transcendental activities for the economy of a locality due to its great efficiency and breadth of development. Nowadays, tourists are interested in living extraordinary experiences, according to their current tastes, needs and priorities, such as interacting with communities they visit, interacting with nature, developing physical activities, preserving their health, doing outdoor activities, among others. (p. 165)

Tourism has proven to be a fundamental economic pillar for many cities due to its ability to generate income and foster development in various sectors. Nowadays, the profile of the tourist has changed, prioritizing unique and personalized experiences. Travelers are looking for more than just visits; They want to connect with local populations, which enriches both their experience and the city's economy. In addition, there is a growing interest in activities in nature, physical well-being and health preservation, reflecting a global trend towards sustainable and conscious tourism. These new preferences require tourist destinations to adapt, diversify their offerings and promote more experiential and healthy tourism.



Tourism promotion is one of the great pillars of Integrated Marketing Communication, which refers to communicating to potential tourists (consumers) about a tourist offer. In the case of the promotion of tourist destinations, instruments of traditional and non-traditional promotion are identified. (Castillo & Castaño, 2015, p. 738)

Tourism promotion plays a fundamental role in Integrated Marketing, since its objective is to inform and capture the attention of potential travelers to a specific offer. Through promotion, the unique value of a destination is highlighted, arousing interest and stimulating its visit. To do this, both traditional media, such as television advertising, brochures, etc., and non-traditional approaches, including social media, influencers and digital marketing, are used. These tactics make it possible to connect effectively with diverse audiences, increasing the reach and improving the competitiveness of the destination in an increasingly global and digital environment.

Dávila et al. (2021) make it known that it is important to highlight the scope provided by tourism promotion, since through it people have information on the places they would most like to visit according to their travel motivations, in addition to the knowledge of the different services with which a certain attraction has. (p. 61)

Tourism promotion offers an invaluable reach, as it provides potential tourists with the necessary information to choose destinations based on their interests and motivations. Through various promotional strategies, people can learn about the characteristics and services of a place before visiting it, which facilitates their decision-making. In addition, the promotion not only highlights the attractions of the destination, but also the complementary services, such as accommodations, activities, gastronomic options, among others. This increases the tourist's confidence by being well informed, enhancing their travel experience.

2 METHODOLOGY

The research had a quantitative and qualitative approach, to measure and explore the perceptions and influence of social networks in the promotion and its impact on the decision of tourists through the bibliographic review of different researchers on the topics of social networks as a tourist promotion of spas, the design was descriptive which allowed to discover how social networks are used to promote the spas of Charapotó, the technique used was the survey, a non-probabilistic sampling was applied for convenience to the people who visit the spas of the Charapotó parish, the sample obtained was 80 people, then the SPSS 26 was used to measure the reliability and tabulate the data.

3 RESULTS

Table 1
Reliability Statistics

Cronbach's alpha	N of elements
,943	7

The results of the survey indicate a Cronbach's alpha of 0.943 for a total of 7 items. This means that the items consistently measure the same construct or concept, which is essential to ensure the validity of the results obtained.

Table 2
Are social networks your main source of information regarding Charapotó's spas?

	F	%	%V	%A	
Valid	Totally agree	55	68,8	68,8	68,8
	I agree	14	17,5	17,5	86,3
	Disagree	9	11,3	11,3	97,5
	Strongly disagree	2	2,5	2,5	100,0
	Total	80	100,0	100,0	

Given the results obtained, 68.8% of respondents strongly agreed that social networks are their main source of information about Charapotó spas, an additional 17.5% agreed, while only 11.3% of respondents disagreed, and 2.5% strongly disagreed. The vast majority of respondents pointed out that social networks as their main source of information about the Charapotó spas, this result could reflect current trends in the consumption of information, where social networks play a crucial role in the dissemination of tourist content, which is why it is said that they are a powerful tool in the promotion of Charapotó spas. and its proper use can contribute significantly to the positioning of the destination in the tourism market.

Table 3
Are social networks the only means that influence tourists to visit Charapotó?

	F	%	%V	%A	
Valid	Totally agree	18	22,5	22,5	22,5
	I agree	38	47,5	47,5	70,0
	Disagree	21	26,3	26,3	96,3
	Strongly disagree	3	3,8	3,8	100,0
	Total	80	100,0	100,0	

According to the results obtained, 47.5% of the respondents agreed and 22.5% strongly agreed that social networks are the only means that influence their decision to visit Charapotó, while 26.3% of the respondents disagreed, and 3.8% strongly disagreed. The results of this question had important implications for the tourism sector of Charapotó. The perception that social media is a primary source of information highlights the need for tourism

marketing strategies to focus on these platforms. However, the fact that a percentage of respondents did not consider social media as the only means of influence suggests that other communication channels should also be considered, such as traditional advertising, word-of-mouth recommendations, and travel portals.

Table 4
Have social networks been a key tool to attract tourists to the Charapotó resorts?

		F	%	%V	%A
Valid	Totally agree	41	51,2	51,2	51,2
	I agree	34	42,5	42,5	93,8
	Disagree	4	5,0	5,0	98,8
	Strongly disagree	1	1,3	1,3	100,0
	Total	80	100,0	100,0	

The results indicated that 51.2% of respondents strongly agreed that social networks have been a key tool to attract tourists to the Charapotó resorts, in addition, 42.5% agreed, on the other hand, only 5% of respondents disagreed with the statement, and 1.3% strongly disagreed. The results underlined the crucial role that social media plays in the promotion of Charapotó's spas, the high acceptance of social media as a key tool implies that promotional campaigns should focus on creating attractive and relevant content that resonates with the target audience, this includes the use of impactful images, visitor testimonials and active interaction with users to foster an online community that supports the promotion of the destination.

Table 5
Do you find content published on social networks such as photos or videos about the spas in the parish of Charapotó?

		F	%	%V	%A
Valid	Totally agree	24	30,0	30,0	30,0
	I agree	53	66,3	66,3	96,3
	Disagree	3	3,8	3,8	100,0
	Total	80	100,0	100,0	

From the results obtained they show that 66.3% of the respondents agreed and 30% totally agreed that they find content about the Charapotó spas on social networks, On the other hand, only 3.8% of the respondents disagreed with the statement, The vast majority of respondents confirmed that they find visual content about the Charapotó spas on social networks, This implies that those responsible for tourism promotion must continue and strengthen their efforts in the creation and dissemination of attractive content, such as photos and videos, that highlight the unique characteristics of the resorts, this not only helps to attract tourists, but can also contribute to the construction of a positive and attractive image of Charapotó as a tourist destination.

Table 6
Has the promotion of Charapotó's spas increased tourist interest in the area?

		F	%	%V	%A
Valid	Totally agree	21	26,3	26,3	26,3
	I agree	58	72,5	72,5	98,8
	Disagree	1	1,3	1,3	100,0
	Total	80	100,0	100,0	

Based on the results obtained, 72.5% of the respondents agreed and 26.3% totally agreed that the promotion of the spas has increased tourist interest in the area, while only 1.3% of the respondents disagreed. The overwhelming majority of respondents agree that the promotion of Charapotó's beach resorts has increased tourist interest, which highlights the effectiveness of marketing campaigns in this context, indicating that continuing and improving promotional strategies could be key to continue attracting more tourists to the area.

Table 7
Does the tourism promotion in Charapotó highlight the main attractions and services of its spas effectively?

		F	%	%V	%A
Valid	Totally agree	22	27,5	27,5	27,5
	I agree	56	70,0	70,0	97,5
	Disagree	1	1,3	1,3	98,8
	Strongly disagree	1	1,3	1,3	100,0
	Total	80	100,0	100,0	

According to the results obtained, 70% agreed in addition, 27.5% of the respondents strongly agreed that the tourism promotion effectively highlights the attractions and services of the Charapotó resorts, in addition, only 1.3% of the respondents disagreed with the statement, and another 1.3% totally disagreed. The vast majority of respondents considered that tourism promotion in Charapotó is effective in highlighting the attractions and services of the resorts, which highlights the success of the marketing strategies implemented, in addition, the general consensus on the effectiveness of the promotion suggests that marketing strategies should continue to be evaluated and adjusted to maximize their impact. Feedback from tourists and analysis of market trends can provide valuable insights to improve future campaigns.

Table 8
Have the Charapotó resorts positioned themselves as a tourist destination thanks to their promotion on social networks?

		F	%	%V	%A
Valid	Totally agree	24	30,0	30,0	30,0
	I agree	54	67,5	67,5	97,5
	Disagree	1	1,3	1,3	98,8
	Strongly disagree	1	1,3	1,3	100,0

Total	80	100,0	100,0
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According to the results obtained, 67.5% agreed and 30% of those surveyed strongly agreed that the Charapotó resorts have positioned themselves as a tourist destination thanks to their promotion on social networks, while 1.3% of respondents disagreed, and 1.3% strongly disagreed. Promotion on social networks seems to be a significant factor in the positioning of Charapotó's resorts as a tourist destination. The high deal rate can imply that digital marketing strategies have been effective and well-received by the target audience. This opens up opportunities to continue investing in digital marketing and explore new tactics to increase visibility and attract more tourists.

Table 9

Do you think that social networks have been effective in promoting the seaside resorts of Charapotó as a tourist destination?

		F	%	%V	%A
Valid	Yes	79	98,8	98,8	98,8
	No	1	1,3	1,3	100,0
	Total	80	100,0	100,0	

Given the evidence, 98.8% of those surveyed believed that social networks have been effective in promoting the Charapotó resorts as a tourist destination, only 1.3% of the participants did not consider that social networks have been effective. The almost unanimous approval of the effectiveness of social networks to promote the Charapotó resorts highlights the importance of these platforms in current tourism marketing, this result indicates that social media campaigns are achieving their objective of attracting the attention of potential tourists to the area.

4 DISCUSSION

After evaluating various studies related to social networks and tourism promotion, research has been identified that coincides with the findings of this work, as is the case of (Lemoine et al., 2018, p. 26) with the theme "Advertising on social networks as a sustainable alternative for the tourist destination Bahía de Caráquez – Ecuador" They point out that advertising has revolutionized with new technologies and the internet, nowadays social networks allow you to reach a large number of people in a faster and more effective way, this tool being the greatest exponent of viral marketing, therefore companies have not missed the opportunity and have bet on this medium, the same one that through a Fanpage allows them to describe who they are, that they offer, show their products and advertise their websites and other social networks.



In accordance with what the authors explain, social networks have transformed the way in which companies communicate with their consumers, allowing direct and personalized interaction that enhances engagement and loyalty, through platforms such as Facebook Fanpages, companies not only describe their products, but can narrate their identity and values. reinforcing their brand image and creating a complete and continuous user experience, on the other hand, the impact of viral marketing on social networks is remarkable, these platforms allow publications to be shared quickly, multiplying their reach and making information about products and services reach a global audience without the need for large investments in traditional advertising, This viral reach not only allows small businesses to compete in the marketplace, but also democratizes access to advertising opportunities, benefiting both start-ups and consumers looking for new products and services.

On the other hand, the research on "Social networks as a new option for the promotion of microenterprises in the city of Cuenca" carried out by (Balarezo & Llivichuzca, 2015, p. 122) reveals that In the city of Cuenca, microentrepreneurs highlight above all that the objective of the incorporation of social networks related to advertising: offer information about your business and showcase products or services. They also frequently use social networks in order to report on different events and actions.

Based on what the authors argue, as in Cuenca, microentrepreneurs in Charapotó can obtain significant benefits by using social networks to strengthen the presence of their businesses, digital platforms not only serve to promote products and services, but also to create a community around the brand, which is particularly beneficial in developing localities, where the reach of traditional advertising may be limited, in Charapotó, the ease of communicating events, promotions and updates in real time also allows for a more direct connection with local consumers, who, by interacting with these publications, help amplify the advertising message, increasing the visibility of the business.

Also, (Ayerve et al., 2021, p. 143) in their research "Social networks: a promotional distribution tool for tourism marketing" they point out that it was also possible to conclude that social networks are tools that facilitate commercial strategies, as they seek to enhance the promotional distribution of their goods or services. In the case of the tourism sector, these platforms promote national tourism and the growth of economic affluence. From this point, it was possible to finalize that Instagram has greater visual interactions through videos, images and followers, which made room for the high relationship that the platform has with the dissemination of the tourist environment. Facebook, despite having more than 14 million users, the relationship with the planned model is moderately low.

According to the authors, the use of social networks represents a promising strategy for boosting local tourism and strengthening the economy, platforms such as Instagram and Facebook play a crucial role, each with characteristics that uniquely contribute to the tourism sector, in particular, Instagram stands out for its visual format, which allows tourist attractions to be projected through captivating photos and videos, attracting a wider audience and enhancing the interest of national and international visitors, although Facebook shows a somewhat lower interaction, its wide user base in Ecuador is still valuable to disseminate local events and activities, this synergy between platforms diversifies promotion strategies, benefiting local entrepreneurs and micro-entrepreneurs by maximizing the reach of their offerings and contributing to economic development.

On the other hand, the topic "Design of a website for the tourism promotion of the Cojimíes parish, pedernales canton, province of Manabí" carried out by (Rocco, 2016, p.67) indicates that on the other hand, a large number of indicators and decisive information have been obtained in decision-making around the different aspects that will be found on the website, such as the information that will be provided to tourists, how it will be designed and the facilities it will offer. A design and management strategy will be carried out based on the needs of the customers, with the information that has been analyzed, it seeks to meet the expectations of the customers and put together a tourism promotion plan that places Cojimíes as a safe destination in the visits of tourists to the parish.

As the author explains, the implementation of a digital strategy for tourism promotion, taking into account specific indicators and customer needs, is a powerful tool to position this parish as a safe and attractive destination, by providing detailed and accessible information on the website, accompanied by a design focused on the user experience. This proposal, which includes navigation facilities and a strategic promotion plan, can enhance the visibility of an area in the national tourism market, placing it in a context of sustained growth and improving the perception of safety and attractiveness of the destination, this strategy, in addition, reinforces the value of Charapotó as a destination with great tourist potential.

For their part (Fajardo & Macias, 2023, p. 38) in the research entitled "Impact of social networks on the tourism promotion of hotel companies in the Jama canton of the province of Manabí, year 2022" they point out that tourism promotion is benefited through the social networks implemented by the hotel sector, however, the Jama song has a serious problem as it does not have the support of the GAD, so the strength of tourism promotion is not evident, however it is tried separately to implement strategies that help promote them, such as influencers through different networks such as tiktok, Facebook, twitter, Instagram.



As the authors argue, tourism promotion could benefit significantly from the strategy of using social networks, especially when considering the successes observed in the hotel sector in other areas, such as Jama. Despite the limited support of the GAD in Jama, the use of social networks such as Instagram, Facebook and TikTok has allowed the hotel sector and local entrepreneurs to boost the visibility of the region, in this sense, Charapotó, with a coordinated approach and institutional support, could take advantage of these platforms to strengthen its tourism image. influencers, particularly on visual social networks such as Instagram and TikTok, present an opportunity to promote singularities and attractions, creating an organic and attractive reach for a wide and diverse audience, this digital promotion strategy would position the attractions on the national tourism radar, increasing their economic potential and visibility.

In turn, the theme "Tourist offer and socioeconomic development of the Las Gilces commune, La Boca Mangrove, Crucita parish, Portoviejo canton, Province of Manabí, Republic of Ecuador" carried out by (Rodríguez, 2015, p.73) concludes that therefore the Las Gilces commune has a constant tourist offer that allows it to offer services, tourist resources, tourism companies and infrastructure, therefore, it must implement the use of means of promotion and mass advertising in which a greater attraction is obtained by national and international tourists and in turn that they are interested in visiting the commune.

In accordance with what the authors make known, tourism promotion could benefit enormously by implementing advertising media and promotional strategies of wide scope, since this would enhance its capture of both national and international visitors, through digital platforms and campaigns on social networks, its tourism infrastructure, its natural resources and the variety of services it offers could be highlighted. Compared to other destinations, a structured campaign that uses both traditional and digital advertising would help attract a greater flow of visitors, increasing the visibility and attractiveness of the place, in addition, constant promotion would not only arouse the interest of new tourists, but could also build loyalty among those who already know the destination, generating an organic and long-term promotion chain.

Social networks have proven to be essential tools for tourism promotion, allowing destinations such as Charapotó and others in Manabí to enhance their visibility and attract both national and international tourists, various studies agree that platforms such as Instagram and Facebook offer unique opportunities to highlight tourist attractions through attractive visual formats, encouraging interactions and virality that multiply their reach, The implementation of digital marketing strategies, such as the use of influencers and structured



campaigns, has proven to be effective in positioning tourist destinations in competitive markets.

5 CONCLUSIONS

The analysis of the digital strategies implemented shows that the use of attractive visual content, constant interaction with the audience and the precise segmentation of advertising campaigns are highly effective tactics to increase visibility and interest in the Charapotó resorts. Digital marketing has not only increased the influx of tourists, but has also improved the perception of visitors, consolidating Charapotó as an outstanding beach destination. In this context, the strategic integration of social networks in tourism promotion plans is presented as a key component to promote sustainable growth and competitiveness of these resorts.

Likewise, the results of the survey underscore the relevance of social networks in the tourism promotion of Charapotó. Most of the participants identify them as the main source of information and an indispensable tool to attract visitors, reaffirming their effectiveness in building a positive and attractive image of the destination. The widespread perception that these platforms have contributed significantly to the positioning of spas highlights the importance of continuing to strengthen digital marketing strategies, with a priority focus on the creation of relevant and quality visual content. This will not only increase the arrival of tourists, but also consolidate these resorts as a preferred tourist destination in the competitive market.

Finally, the use of social networks has proven to be an essential strategy for the tourism promotion of Charapotó's beach resorts. These platforms have facilitated the dissemination of its tourist attractions and resources both nationally and internationally, expanding its visibility and connecting interactively and constantly with a diversified audience. In addition to boosting tourism in the region, this strategy has contributed to local economic development, generating growth opportunities and strengthening Charapotó's image as an attractive destination.



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