


**MARKETING DE CONTENIDO DE LAS ACTIVIDADES DEPORTIVAS COMO
INFLUENCIA TURÍSTICA EN EL DESTINO SUCRE****CONTENT MARKETING OF SPORTS ACTIVITIES AS A TOURIST INFLUENCE IN THE
DESTINATION SUCRE****MARKETING DE CONTEÚDO DE ATIVIDADES ESPORTIVAS COMO UMA INFLUÊNCIA
TURÍSTICA NO DESTINO DE SUCRE** <https://doi.org/10.56238/sevened2025.021-072>**Lilia Moncerrate Villacis Zambrano¹, Jonathan Eudaldo Quezada Calderón²****ABSTRACT**

The main objective of the research was to evaluate how the content marketing of sports activities influences the tourist attraction towards the Sucre destination. The research used a quantitative and qualitative approach, a descriptive and exploratory design was used, the technique was the survey. , non-probabilistic sampling was chosen for convenience, to measure reliability and tabulate the data, the spss 26 program was used, giving a reliability of 0.979, it was concluded that content marketing applied to sports activities in Sucre was presented as a key strategy to enhance its tourist attraction, positioning the destination as a benchmark in dynamic and meaningful experiences. In addition, the integration of creative and authentic content linked to sporting events manages to attract visitors interested in unique experiences, promoting cultural interaction and the sustainable development of tourism, by linking sports promotion with the identity characteristics of the destination, Sucre is projected as an attractive and competitive place in the tourism market in the region, this combination of content marketing, sports and culture promotes local economic development , encourages community participation and reinforces the sense of identity, consolidating Sucre as a vibrant and constantly growing destination.

Keywords: Sports tourism. Tourism development. Culture and sports. Cultural promotion

RESUMEN

La investigación tuvo como objetivo principal evaluar cómo el marketing de contenido de actividades deportivas, influye en la atracción turística hacia el destino Sucre, En la investigación se utilizó un enfoque cuantitativo y cualitativo, se usó un diseño descriptivo y exploratorio, la técnica fue la encuesta, se escogió un muestreo no probabilístico por conveniencia, para medir la fiabilidad y tabular los datos se utilizó el programa spss 26, dando una fiabilidad de 0,979, se concluyó que el marketing de contenido aplicado a las actividades deportivas en Sucre son estrategias claves para potenciar los atractivos turísticos que repercutan en el posicionamiento al destino turístico como un referente en experiencias que visualicen una dinámica significativa que sea un soporte al deporte en

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una expresión lúdica de integración de contenido creativo y auténtico vinculado a eventos deportivos. Para ello es indispensable lograr atraer a visitantes interesados en vivencias únicas, fomentando la interacción cultural y el desarrollo sostenible del turismo, al vincular la promoción deportiva con las características identitarias del destino, Sucre se proyecta como un lugar atractivo y competitivo en el mercado turístico en la región, esta combinación de marketing de contenido, deporte y cultura impulsa el desarrollo económico local, fomenta la participación comunitaria y refuerza el sentido de identidad, consolidando a Sucre como un destino vibrante y en constante crecimiento.

Palabras clave: Turismo deportivo. Desarrollo turístico. Cultura y deporte. Promoción cultural.

RESUMO

O principal objetivo da pesquisa foi avaliar como o marketing de conteúdo de atividades esportivas influencia a atração turística para o destino Sucre. A pesquisa utilizou uma abordagem quantitativa e qualitativa, um projeto descritivo e exploratório, a técnica foi o levantamento. Para medir a confiabilidade e tabular os dados, foi utilizado o programa spss 26, obtendo-se uma confiabilidade de 0,979. Concluiu-se que o marketing de conteúdo aplicado às atividades esportivas em Sucre foi apresentado como uma estratégia fundamental para aumentar sua atração turística, posicionando o destino como referência em experiências dinâmicas e significativas. Além disso, a integração de conteúdo criativo e autêntico vinculado a eventos esportivos consegue atrair visitantes interessados em experiências únicas, promovendo a interação cultural e o desenvolvimento sustentável do turismo. Ao vincular a promoção esportiva às características de identidade do destino, Sucre se projeta como um lugar atraente e competitivo no mercado de turismo da região. Essa combinação de marketing de conteúdo, esportes e cultura promove o desenvolvimento econômico local, incentiva a participação da comunidade e reforça o senso de identidade, consolidando Sucre como um destino vibrante e em constante crescimento.

Palavras-chave: Turismo esportivo. Desenvolvimento do turismo. Cultura e esportes. Promoção cultural.

INTRODUCTION

Content marketing has become an essential tool for the promotion of tourist destinations, and sports activities represent a key component in the strategy of differentiation and visitor attraction. In the case of sports tourism, this form of marketing becomes a key resource, as sports activities not only offer memorable experiences, but also encourage a healthy lifestyle and a deeper connection with the environment. The Sucre destination, known for its cultural and historical richness, has begun to explore new ways to attract tourists, and sport presents itself as a significant opportunity to diversify its offerings.

The theme was chosen due to the growing importance of content marketing in tourism and its potential to highlight Sucre as an attractive destination for travelers interested in sports activities. Despite having ideal natural and cultural resources for this type of tourism, Sucre has not fully developed a marketing strategy that exploits these advantages. Therefore, researching this topic can offer valuable insights on how to optimize the use of content marketing to benefit both the tourism sector and the local economy. The objective of this research is to evaluate how content marketing for sports activities influences the tourist attraction to the Sucre destination. The aim is to identify what type of sports content is most effective, how it is perceived among potential visitors, and how it influences the travel decision. Despite the potential that Sucre has to stand out as a tourist destination through its sports activities, there is no clear understanding of how content marketing in this area can influence the attraction of tourists. This lack of clarity limits the destination's ability to position itself competitively and take full advantage of its sports offer as a differentiating attraction in the market.

For Castilla et al. (2023) Content marketing is a strategy that has as its main objective to create attractive and valuable content for the target audience. Its importance lies in the fact that it increases the visibility of the brand on various digital platforms by generating interaction with users and building loyalty in the long term. (p. 1910)

Content marketing is a fundamental strategy in today's digital landscape, focused on creating content that is attractive and valuable to the target audience. This marketing is essential to promote sports activities, as it seeks to develop attractive and relevant material that resonates with the target audience. By focusing on valuable content, such as event videos, training guides, and informative articles, you capture the attention of sports enthusiasts and encourage their participation. This strategy not only increases the visibility of sports activities on digital platforms, but also creates opportunities to interact directly with the audience. Continuous interaction and the delivery of quality content contribute to

building a lasting relationship, strengthening audience loyalty and promoting an emotional connection with the brand or sporting event.

Content marketing will objectively contribute to all the strategic fields of the brand from the efficient use of techniques, tools and functional strategies that from their conception contribute to strengthening the brand to achieve a positioning at the national market level. (Lemoine et al., 2023, p. 8).

Content marketing can effectively boost all strategic aspects related to sports activities, by applying well-designed techniques and tools. By creating targeted, quality content about sporting events, workouts, and achievements, you can capture the audience's attention and position your brand as an industry leader. This approach not only strengthens the brand's identity, but also enhances its visibility and reputation nationally. The strategic use of these resources allows content to be adapted to different market segments, maximizes reach and consolidates a solid presence in the market, contributing to the success and positioning of the brand in the competitive sports environment.

On the other hand, "it is evident that content marketing is a powerful tool in today's marketing, especially at this time when digital media and social networks are part of people's daily lives" (Andrade & Herrera, 2024, p. 133).

Content marketing stands out as a powerful tool in today's marketing, especially given that digital media and social media are ubiquitous in everyday life. In the field of sports activities, relevant and well-designed content can capture the attention of fans and potential participants, taking advantage of the constant connection they have with their devices. Posting articles, videos, and updates about sporting events, workouts, and wellness tips not only engages the audience, but also fosters an active and engaged community. By integrating content marketing strategies into digital platforms, sports brands can improve their visibility, build loyalty, and stimulate engagement in an era where digital content is key to capturing and retaining the audience's attention.

Tourism can be a powerful tool to improve the quality of life of a locality. By generating economic and social opportunities, promoting sustainability and care for cultural and natural heritage, and fostering cooperation and cultural exchange, it contributes significantly to the development and well-being of the locality. (Pazmiño et al., 2023, p. 117)

Tourism, being a significant source of income, can transform the quality of life in a locality by creating jobs and stimulating the local economy, this activity not only generates job opportunities, but also promotes entrepreneurship and investment in infrastructure, by encouraging the care of cultural and natural heritage, tourism helps to preserve local identity and protect environmental resources, which is fundamental for long-term

sustainability, in addition, it fosters cooperation between the community and visitors, enriching the social and cultural fabric, the cultural exchange resulting from tourist interactions can foster greater understanding and respect between different cultures.

Tourism is an activity that is currently recognized as an engine of development in a territory, causing the different governments and private entities to give it greater attention by promoting different programs and activities to promote it. Tourism can become a local and regional development strategy taking into account the increasing expansion of tourism modalities, adjusting to the needs of tourism consumers. (Gambarota & Lorda, 2017, p. 352)

Tourism is recognized as an essential engine for the economic and social development of territories, which has led governments and private entities to increase their focus and support through tourism promotion programs and activities. This attention reflects the potential of tourism to become a key local and regional development strategy, as it boosts the economy, generates employment and improves infrastructure. In addition, the diversification of tourism modalities, such as ecotourism, cultural tourism or sports tourism, allows the offer to be adapted to the changing needs of consumers, attracting a wider and more specialised audience. By adjusting to these demands, tourism not only promotes economic growth, but also strengthens the identity and social cohesion of communities, positioning them as attractive and competitive destinations in the global market.

Morillo (2011) highlights that as part of affinity tourism, sports tourism stands out, which includes all trips made for sporting events supported by the relevance of global sports activity, institutions and recreational associations. This type of tourism includes several sub-segments such as winter tourism (mountaineering and skiing), water tourism (sailing, fishing and swimming) as well as hunting, horse riding and cycling tourism, among others. (p. 147)

Sports tourism, as a part of affinity tourism, has gained relevance by capitalizing on the growing popularity of sporting events and activities globally, this type of tourism not only encompasses active participation in sports, but also the interest of spectators who travel to attend competitions and tournaments, significantly boosting the local economy of the host destinations, Sub-segments of sports tourism, such as winter, water, hunting, horse riding and cycling tourism, offer a wide range of experiences that attract diverse tourist profiles, from adventurers and sportsmen to amateurs and families, by diversifying the tourism offer with specific activities, destinations can capture a growing market niche, generating additional income, improving infrastructure and encouraging international promotion.

METHODOLOGY

In the research a quantitative and qualitative approach will be used to understand how the content marketing of sports activities influences the decision of tourists, through the documentary review, based on bibliographic references of thinkers on topics of content marketing of sports activities as a tourist influence, a descriptive and exploratory design was used, this will allow to describe the content marketing strategies used in Sucre and explore their impact on the tourist attraction, the technique used was the survey, a non-probabilistic sampling was chosen for convenience, a sample of 100 inhabitants and tourists in the canton of Sucre was extracted, to measure the reliability and tabulate the data the SPSS 26 program was used.

RESULTS

Table 1

Reliability Statistics

Cronbach's alpha	N of elements
,979	7

With a Cronbach's alpha of 0.979, the set of items shows excellent internal reliability, indicating that the questionnaire questions consistently measure the same construct.

Table 2

The sports activities promoted by Sucre are visually attractive and of high quality

		F	%	%V	%A
Valid	Totally agree	52	52,0	52,0	52,0
	I agree	30	30,0	30,0	82,0
	Disagree	16	16,0	16,0	98,0
	Strongly disagree	2	2,0	2,0	100,0
	Total	100	100,0	100,0	

According to the results obtained, 52% of the respondents strongly agreed that the sports activities promoted in Sucre were visually attractive and of high quality, an additional 30% agreed, 16% of the respondents disagreed, and 2% strongly disagreed. The results indicated that there was a mostly positive perception about sports activities in Sucre, this revealed that there was good potential for tourism development and the promotion of sporting events. However, it is crucial to pay attention to criticism and work on areas for improvement to ensure that the quality and presentation of these activities meet the expectations of all stakeholders.

Table 3

The sports actions that take place in the events are socialized to the community of the canton

		F	%	%V	%A
Valid	Totally agree	40	40,0	40,0	40,0
	I agree	44	44,0	44,0	84,0
	Disagree	11	11,0	11,0	95,0
	Strongly disagree	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

Given the results obtained, 44% of the respondents agreed and 40% totally agreed that the sports actions in the events were shared with the community, 11% disagreed and 5% totally disagree. The results reflected a mostly positive perception about the socialization of sports actions in events in the canton, however, it is crucial to address the concerns of those who did not share this vision to ensure that all members of the community feel included and well informed about the sports activities available, this will not only improve participation, but also but it will also strengthen the sense of community around sporting events.

Table 4
Content marketing about sporting events in Sucre keeps you well informed about the activities available

		F	%	%V	%A
Valid	Totally agree	44	44,0	44,0	44,0
	I agree	40	40,0	40,0	84,0
	Disagree	13	13,0	13,0	97,0
	Strongly disagree	3	3,0	3,0	100,0
	Total	100	100,0	100,0	

Compared to the results achieved, 44% of respondents strongly agreed and 40% agreed that content marketing keeps them well informed about sports activities, 13% disagreed and 3% strongly disagreed. The high proportion of affirmative responses indicated that content marketing strategies are working well to inform the community about sporting events, it is crucial to address the concerns of those who do not share this vision to ensure that all members of the community feel included and well informed about the sports activities available, This will strengthen the sense of community around sporting events.

Table 5
Sports marketing activities in Sucre manage to capture the interest of the population regarding local sporting events

		F	%	%V	%A
Valid	Totally agree	43	43,0	43,0	43,0
	I agree	42	42,0	42,0	85,0
	Disagree	15	15,0	15,0	100,0
	Total	100	100,0	100,0	

Given the results achieved, 43% of respondents strongly agreed on the ability of sports marketing to capture the interest of the population in relation to local sporting events, 42% agreed, and 15% of respondents disagreed with this statement. The high proportion of

affirmative responses indicated that sports marketing strategies are working well to attract the attention of the community towards sporting events, this is a positive aspect that could be used to strengthen the promotion of future events, to increase the effectiveness of sports marketing, strategies could be implemented that use a variety of communication channels, such as social media, local media, and community events, to ensure that information reaches all segments of the population.

Table 6

He considers that sports marketing is an effective strategy to promote the tourist destination of Sucre

		F	%	%V	%A
Valid	Totally agree	62	62,0	62,0	62,0
	I agree	31	31,0	31,0	93,0
	Disagree	6	6,0	6,0	99,0
	Strongly disagree	1	1,0	1,0	100,0
	Total	100	100,0	100,0	

In view of the results achieved, 62% of respondents strongly agreed on the effectiveness of sports marketing as a strategy to promote Sucre as a tourist destination, 31% agreed, 6% disagreed and 1% strongly disagreed. The results reflected a mostly positive perception about the use of sports marketing as a strategy to promote Sucre as a tourist destination, to maximize the impact of sports marketing, campaigns could be implemented that integrate sporting events with tourist activities, creating experiences that attract both sports fans and tourists, this should include joint promotions, special events and collaborations with local athletes.

Table 7

The promotion of sports activities through recreational marketing has influenced the decision to choose Sucre as a tourist destination

		F	%	%V	%A
Valid	Totally agree	40	40,0	40,0	40,0
	I agree	50	50,0	50,0	90,0
	Disagree	9	9,0	9,0	99,0
	Strongly disagree	1	1,0	1,0	100,0
	Total	100	100,0	100,0	

Regarding the results achieved, 50% of the respondents agreed and 40% strongly disagreed about the influence of recreational marketing on the decision to choose Sucre as a tourist destination, 9% disagreed and 1% totally disagreed with this statement. The large number of affirmative responses pointed out that recreational marketing is seen as an effective tool to attract tourists to Sucre, this can be a strong point for authorities and organizations that seek to promote tourism in the area, the community should be involved in the creation and promotion of recreational activities can increase the effectiveness of

marketing, Local participation can generate a sense of belonging and enthusiasm, which in turn can attract more visitors.

Table 8

The promoted sports activities have improved Sucre's image as a tourist destination

		F	%	%V	%A
Valid	Totally agree	50	50,0	50,0	50,0
	I agree	44	44,0	44,0	94,0
	Disagree	4	4,0	4,0	98,0
	Strongly disagree	2	2,0	2,0	100,0
	Total	100	100,0	100,0	

Given the results obtained, 50% of the respondents strongly agreed on the impact of sports activities on improving the image of Sucre as a tourist destination, while 44% agreed, in addition 4% disagreed and 2% totally disagreed. With the majority of affirmative responses, it was indicated that the promoted sports activities are seen as an important factor in the improvement of the image of Sucre as a tourist destination, this high approval indicates that the authorities and tourism organizations should continue to promote and promote sporting events to further strengthen the image of the city. Additionally, it would be helpful to research the reasons behind disagreeing opinions, to identify areas for improvement and adjust marketing strategies as needed.

Table 9

Sports tourism in Sucre directly influences tourist destinations

		F	%	%V	%A
Valid	Yes	93	93,0	93,0	93,0
	No	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

Faced with the results achieved, an overwhelming 93% of those surveyed stated that sports tourism in Sucre directly influences tourist destinations, only 7% said that sports tourism does not have such an influence. Given the recognition of the impact of sports tourism, there is a significant opportunity to develop more initiatives that integrate sports activities with the promotion of other tourist attractions. This could include creating tour packages that combine sporting events with visits to historical and cultural sites.

DISCUSSION

After having analyzed several works regarding playful expression, research has been found that agrees with the research work such as that of (Villacis et al., 2023, p.279), with

the theme Traditional educational recreations in tourist animation, which agrees with some analyzed indicators such as the conclusion that the authors say: Concluding that it is essential to promote and incorporate these games in tourist animation as a preservation strategy cultural and local economic development. This shows that it is of great importance to return to the playful aspect within the context of digital and sports marketing, which will help to enhance the gross and soft skills of the human being for their bodily growth.

According to the authors, recreational activities not only serve as a means of entertainment, but also act as bridges that connect generations, fostering the preservation of cultural identity and community participation, incorporating these elements into digital and sports marketing opens a way to highlight ancestral traditions in a contemporary way, Adapting to global trends in tourism promotion, evidence from studies in tourism marketing and cultural preservation supports the idea that activities based on playful experiences attract more engaged and conscious tourism, which, in the long term, contributes to the economic development of host communities.

The authors (Velázquez & Hernández, 2019, p. 53) with the topic "Content Marketing" indicate that content marketing is and will be one of the best strategies to attract your ideal customer, to put your strategy into practice, always remember that the ultimate goal is for your content to help your readers and customers. But never neglect your needs. Broadcasts can be used, creativity has no limit.

Given what the authors indicate, content marketing is a powerful strategy to attract the ideal customer, it is crucial not to lose sight of the specific needs and objectives of the business, content must be designed not only to capture the attention of the public, but also to generate tangible value that drives conversion and loyalty. While creativity is critical, not all formats or approaches are suitable for every type of audience or market, the key lies in balancing creativity with a strategy aligned with business goals, ensuring that each piece of content serves both the customer's interest and the growth of the business.

Also the research entitled "Content Marketing and virality" carried out by (Nieto, 2015, p.56) indicates that the objective pursued by all companies when carrying out Content Marketing through the Internet is to obtain a greater optimization of the content made and as we have already commented throughout this work, obtaining a greater optimization consists of obtaining a greater benefit from the objectives that the company has set. company such as obtaining a better SEO positioning, improving brand, improving sales, etc.

As pointed out by the author, although content marketing seeks greater optimization in terms of SEO positioning, brand improvement and sales, it is important to note that the

effectiveness of these strategies is not always immediate or guaranteed. Many businesses focus their efforts exclusively on metrics like web traffic and direct conversion, but forget that content must generate a genuine connection with the audience. Sometimes, SEO-optimized content isn't always the most relevant or valuable to users, which can lead to a disconnect with the brand and suboptimal results in the long run. Therefore, a balanced approach between technical optimization and perceived customer value is essential to achieve business objectives in a sustainable manner.

On the other hand (Otero, 2021, p. 5329) in his research with the theme "Identification of tourist attractions and resources as a reactivation of the destination under the effects of covid19, Ecuador" It was shown in the study that the canton of Sucre has tourism potential characterized by landscaping, flora and fauna that provides the attractions and tourist resources with interesting recreational activities, of recreation and entertainment that will have an impact on a growth in the flow of tourists to the destination.

In accordance with what the authors point out, the canton of Sucre has a remarkable tourist potential due to its landscaping, flora and fauna, it is important to recognize that the natural attraction alone does not guarantee an increase in the tourist flow. The study demonstrates the importance of these resources, but also underlines the need for adequate infrastructure, effective promotion strategies and a focus on sustainability to maintain the interest of tourists in the long term. Without comprehensive development that includes connectivity, quality of services and efficient management of resources, tourism potential may not fully materialize, thus limiting the expected growth of the destination.

The authors (Arroyo, 2020, p.124) in their research entitled "Local and tourist development of the Portoviejo canton" indicate that it is necessary to increase aid to create more enterprises, to promote new jobs and to continue providing training in customer service, given that tourism has generated different productive activities, transformed the economy of its inhabitants improving their living conditions, through the joint work between the local government and the community, taking into account the environment and the needs of the community.

As the author points out, promoting tourism ventures and generating new jobs can have a positive impact on the local economy, the complexity of this process should not be underestimated. Customer service training is crucial, but it is also essential to develop competencies in areas such as business management, digital marketing, and sustainability, which are critical to ensuring long-term success. In addition, collaboration between the local government and the community must go beyond job creation and focus on strategic planning that promotes responsible tourism, minimizing environmental impact and

respecting local traditions. Only with a comprehensive and balanced vision will it be possible to achieve tourism development that benefits everyone in a sustainable way.

In the work entitled "Identification of motivational factors and segments of entrepreneurs: tourism sector of Manta, Manabí." carried out by (Flores de Valgas & Mendoza, 2023, p. 64) they conclude that the characterization of tourism ventures allowed the study of general and particular aspects of Manta; they also identified existing tourism ventures such as accommodation, food and beverage establishments; and national and international travel agencies, a SWOT analysis was also carried out, which resulted in some weaknesses such as the deficient implementation of the regulations of the enterprises and, in addition, little promotion of the tourist offer, low interest of entrepreneurs for training and continuous training processes.

As the authors point out in agreement with them, the characterization of tourism enterprises can contribute significantly to tourism development and the local economy, especially by identifying the specific strengths and weaknesses that affect their competitiveness. In this sense, the implementation of appropriate regulations and the promotion of the tourism offer are essential for the growth of the sector. Enterprises in Sucre, as in Manta, include accommodations, food and beverage establishments, and travel agencies, but they require greater professionalization and continuous training. This would allow not only to improve the quality of service but also to adapt to the current demands of tourists, thus promoting a more attractive and competitive destination in the region.

The research demonstrates the relevance of recreational activities and content marketing as fundamental tools to preserve cultural identity and promote local economic development in tourism contexts, in turn, strategies such as content marketing, applied creatively and aligned with the needs of the public, contribute to the positioning of destinations and tourism ventures. maximizing benefits such as SEO, customer loyalty and brand visibility, research on tourist destinations highlights the importance of a comprehensive approach that combines natural resources, adequate infrastructure, continuous training and responsible promotion strategies, through joint strategic planning between government and community, with an emphasis on sustainability and innovation, It will be possible to turn the tourism potential of these destinations into an engine of economic and social development, generating positive impacts in the long term.

CONCLUSIONS

The evaluation of the content marketing of sports activities shows that this approach has a significant impact on the tourist attraction to the Sucre destination. By strategically highlighting and promoting sporting events and the experiences they offer, content is created that not only informs but also generates an emotional bond with potential tourists. The authenticity and relevance of this content help to improve the perception of the destination, increase its visibility and strengthen its attractiveness to an audience in search of sports and recreational experiences. Through well-targeted content marketing, Sucre can consolidate itself as a unique tourist destination that fuses sports, culture and natural landscapes, thus contributing to the growth of the local economy and the positioning of Sucre as a preferred destination in the field of sports tourism.

The results of the survey reflected an overall positive perception about the influence of sports activity content marketing on Sucre's tourism promotion. Most respondents agreed that sports activities in Sucre are visually appealing and that marketing related to these events informs and motivates the community. Likewise, the use of recreational and sports marketing is perceived as effective in attracting interest and improving the image of the canton as a tourist destination. Although there are some areas for improvement pointed out by a minority of respondents, the favourable opinions suggest that the focus on sports tourism could consolidate itself as a key strategy to attract visitors and encourage local participation in the promotion of Sucre as a tourist destination.

Content marketing focused on sports activities emerges as an effective strategy to strengthen tourism in Sucre. By promoting sporting events that highlight the cultural and natural diversity of the region, it captures the interest not only of tourists who are sports enthusiasts, but also of those in search of authentic and enriching experiences. This dynamic benefits the local economy, reinforces cultural identity and promotes sustainable tourism development. Therefore, it is crucial that marketing strategies continue to evolve and incorporate current tourism trends.

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