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ADVERTISING RECALL AND PERCEPTIONS OF CARTAGENA AS TOURIST DESTINATION: A RELATIONAL STUDY

ABSTRACT

The city of Cartagena in Colombia is recognised worldwide as a tourist destination with great wealth in terms of historical and cultural heritage. Tourists from all over the world visit the city and have diverse experiences and opinions about the city. Advertising communication and the media contribute to the positioning of the city-brand with members of the tourist communities, understanding that each of them has separate places of origin, varied ages, and different consumption of media. The objective of this study was to investigate the perception that a selected tourist community has about Cartagena as a tourist destination, considering demographic factors and the recall of advertising communication about the city in different media. After analysing the results from a survey of more than 400 tourists during a three-month period in 2023, it is concluded that their perception of the city is structured by a combination of positive and negative opinions. The place of origin, the age range and the various media have different relations with regard to the recall of advertising messages about the city, which encourages the development of tourism promotional strategies based on demographic and psychographic factors.

Keywords: marketing communication, advertising, brand communication, tourism, tourist advertising, tourist community, cultural heritage, Cartagena

INTRODUCTION AND BACKGROUND

There is a mutualism in the interaction of tourism marketing and the preservation of cultural identity (Rodríguez *et al.*, 2019). This is because the destinations sought by visitors have their own identity, which is represented based on several aspects that constitute their cultural heritage (Walls, 2020). As long as the territories preserve their identity, over time this becomes a distinctive asset through which each place acquires its own identity, which is inherited, generation after generation, eventually becoming a heritage asset (García, 2009).

When referring to the notion of heritage, a direct reference is made to the set of traditions and customs of a particular place or community (García, 2010). As a concept, cultural heritage emerged as a globally accepted category at the General Conference of the United Nations, which was held in Paris in 1962 (Pérez-Ruiz, 2014). It incorporates the set of both material and immaterial goods that contribute to the construction of the cultural identity of a territory (Arévalo, 2004). Thus, and given that the intangible asset was taken into consideration as an integral part of the heritage, a more integrative, global and holistic approach was given to it (Grefe, 2004).

On the other hand, as García (2009) points out, in order to preserve cultural heritage, it is necessary to coordinate a series of actions that involve different actors in society, from ordinary citizens to governors and territorial leaders. This set of actions, called cultural management, implies an attitude of the communities involved towards both the appropriation and protection of cultural heritage (Rodríguez-Martínez *et al.*, 2019). Given that the existence of a value emerged, that gives the territories sufficient appeal to be visited. This way, cultural heritage becomes a valuable asset from which marketing strategies can be drawn up to contribute to increased tourism (Rodríguez *et al.*, 2019). Within this context, the notion of a tourist community emerges, understood as the group of people who live or stay together for a certain period of time in a certain place for reasons related to pleasure and relaxation within the framework of the practice of tourism (Dickinson *et al.*, 2017). In this spirit, a tourist community is classified by the sharing of space and time, where the interrelationships between individuals (tourists) occur through casual encounters or because, without intending to, they belong to a group of visitors in a certain time window (Li *et al.*, 2023).

The city of Cartagena de Indias in Colombia hosts different tourist communities throughout the year (Brida *et al.*, 2011). Cartagena's historical past is reflected in various heritage assets, which makes the city a tourist destination (Rodríguez *et al.*, 2018). Located on the north coast of Colombia, Cartagena is visited by tourists from all over the world; thus, forming multiple tourist communities (Bassols, 2019). Within the scope of attitudinal tourists' psychological mechanisms, there is a desire to share with others the cultural identity of the city, where the cultural and historical heritage belongs to the framework of what Reyes (2014) and Durham (2014) call cultural wealth.

From the perspective of tourism marketing, the contemplation *in situ* of the different heritage assets that add value to a certain place constitutes the main reason that motivates tourist communities to participate in their travels and leisure activities (Muñoz, 2011). In this way, the cultural heritage of a city like Cartagena becomes the gravitational centre through which a space of sustained consumption is established for these tourist communities; thus, generating dialogues between them (Bassols, 2019). Both the preservation and admiration given to the cultural and historical assets make them heritage goods (Rodríguez-Martínez *et al.*, 2019).

From this perspective, the various mechanisms implemented by governmental entities for the development of communication based on cultural wealth, which results in the construction of a favourable city-brand positioning, become essential aspects to enhance Cartagena as a valuable tourist destination (Severiche, 2020).

In this sense, the need to develop tourist advertising emerges, where the information about both the material and intangible heritage elements of the city becomes a pillar for that communication, as well as the media chosen for accurate dissemination of the messages (González & María, 2007). In relation to the latter, it is necessary to manage traditional advertising communication media, such as radio, film and television (González & María, 2007). The reason for this is that from these efforts (plus what is done on other media and communication channels) the need to preserve heritage wealth and tourism at the destination, positioned as a brand by its tradition and heritage-type legacies, can be encouraged (Pett, 2012). Communication spread by the internet and social networks has a significant impact on the dissemination of the heritage wealth of cities like Cartagena (Monterrosa-Castro *et al.*, 2023). The incorporation of immersive media, such as virtual reality, is also relevant. Due to this kind of experience, significant communicative experiences are built to increase interest in experiencing first-hand objects and elements that constitute the heritage wealth of the city in question (Sharron & Juneman, 2015).

As far as the role of locals is concerned, they have to be motivated to create a deep sense of ownership of the city, where various educational actions may converge in order to preserve cultural heritage (Rodríguez *et al.*, 2018). In this way, the locals' attitudes towards the preservation of their heritage could contribute to create an ideal environment for tourist communities (Gelez, 2023). Through educational and communication initiatives, it is possible not only to generate awareness about the value that each heritage asset has for the tourism marketing of the city, but also to satisfy the expectations that the tourist community has in relation to the city (Hernández *et al.*, 2020).

On the other hand, the fact that there are differences in the perception of a tourist destination must also be considered according to the demographic variables of each person who is a member of the tourist community (Kaplan *et al.*, 2010). Age ranges, countries of origin, the gender of tourists, and even their preconceptions contribute to the perceptions of a tourist destination (Wang, 2019). Thus, it is not possible to assume that only advertising strategies and marketing tactics define the brand positioning of the heritage city (Rodríguez *et al.*, 2019). Different information from various sources and processed by each member of the tourist community according to their maturity and personal, cognitive, and even perceptual development impacts the opinion they have of the city (Tugulea, 2017).

Advertising remains a crucial factor in the creation of the tourist image of a territory (Alonso, 2007). Also crucial to tourism management is cultural management, namely the adaptation, improvement and preservation of assets, objects, buildings, and other constituent values of the cultural heritage site when it comes to promoting tourist destinations (González, 2009). This allows a tourism manager to establish the contribution of cultural heritage to the social and cultural development of the destination (Rodríguez *et al.*, 2019).

While contemplating the heritage of the city, various interactions between suppliers and buyers emerge in the context of tourism consumption (Muñoz, 2011; Rodríguez-Martínez *et al.*, 2019). While the contemplation of the strictly preserved heritage asset marks the foundation for the implementation of tourism marketing, all the communication that is done to promote the heritage asset benefits the place, adding value to the brand positioning or image of the tourist destination (Carballo *et al.*, 2011).

The foregoing considerations are true as long as it is considered that demographic and psychographic factors related to each visitor are incorporated into the configuration of the attitudes of the tourist community as a whole (Hernández *et al.*, 2020). In this sense, tourism management has as its primary aim shaping favourable attitudes towards the destination, where historical and cultural heritage, in the case of a city like Cartagena, become the key notion for tourist communities (Galvis & Aguilera, 1999; González, 2011). The positioning of the city-brand becomes a part of attitudinal predispositions defined by the demographic and psychographic particularities of each person in the tourist community (Kaplan *et al.*, 2010). These attitudinal predispositions involve the creation of expectations regarding what each tourist expects to find at the specific destination (Rodríguez *et al.*, 2019). Although tourist communities are configured according to the confluence of groups in the same unit of space and time (Li *et al.*, 2023), each person can interact differently with the goods and elements that constitute the cultural and historical heritage of a specific destination (Rodríguez *et al.*, 2018).

From the above it can also be inferred that the application of specific knowledge for the adaptation of cultural heritage assets for purposes rooted in increasing the demand for tourism consumption has implications for tourism management (González, 2009). Therefore, the contemplation of heritage assets is, in this context, a central element of persuasion and a first-order element for the implementation of tourism marketing (Rodríguez *et al.*, 2019). When the public values the heritage wealth of a destination up to the point that it becomes a key element in deciding to visit it for tourism purposes, the view that each tourist holds of the cultural and historical heritage goes from the purely contemplative level to become a factor that constitutes cultural identity (Villaseñor & Zolla, 2012).

METHOD

The study followed a quantitative approach with a descriptive and relational design. A survey was used to collect data in order to analyse opinions and perceptions about the city of Cartagena with respect to cultural heritage, considering demographic variables such as age, gender, country of origin, as well as other variables. The goal of the study was to investigate the recall of advertising communication from different media and determining the efficiency of this communication in providing information about Cartagena as a tourist destination. The different opinions were assessed using a five-point Likert scale where 1 meant “totally disagree” and 5 “totally agree”. The survey was validated through judgements made by experts, obtaining an internal reliability of .86 (Cronbach’s Alpha).

The survey was conducted in-person in Cartagena. The demographic variables considered were the age, gender, and country of origin of the tourist. Regarding the opinions and perceptions on Cartagena, the qualitative categories *modern, safe, cultural, historical, inclusive, fun, exciting, and rich in terms of cultural and historical heritage* were used. As far as opinions on the cultural aspects of Cartagena were concerned, aspects including *gastronomy, bullfighting fair, Frito Festival, beach volleyball, film festival, nautical fair, beauty contest, hay festival, and summer festival* were considered. For recall of advertising communication of Cartagena as a tourist destination, the communication content in media such as magazines, radio, newspapers, television, social networks and cinema were considered.

The sample was selected according to the population of national and foreign tourists who visited Cartagena from October to December 2023. According to data from the Cartagena Tourism Corporation (Corpoturismo), the city received 624 000 tourists during 2023, which was 35% more than in 2022 (Gallo, 2024). To have a representative sample with a confidence level of 95% and a margin of error of 5% (Ritchey, 2008), it was decided to survey 402 tourists, including Colombian citizens and foreigners (women, 61.4%; men, 38.6%). In accordance with the objectives of the study, convenience sampling was conducted (Creswell, 2013), applying the instrument to 402 tourists (Table 1). The respondents were approached at tourist attractions in Cartagena. The participants could complete the form in either Spanish or English.

TABLE 1: PROFILE OF THE RESPONDENTS

Variable	Attributes		
Age ranges	14-18 (9.3%)	31-35 (12.0%)	46-50 (7.0%)
	19-25 (29.3%)	36-40 (7.7%)	51-55 (4.0%)
	26-30 (18.7%)	41-45 (8.3%)	55-65 (3.7%)
Place of origin	Colombia (65.3%)		Europe (9.2%)
	North America (7.7%)		Asia (0.2%)
	South America (17.1%)		Central America (0.5%)

As far as associative-relational analysis is concerned, the study was conducted to determine significant relationships between the demographic factors of age, gender and place of origin, with the variables concerning opinions and perceptions in relation to Cartagena. Significant relationships with the historical and cultural heritage, as well as advertising recall of various media, were also determined. The descriptive analysis and the statistical relationships of association between the variables in question were conducted using SPSS Statistics (v.25).

RESULTS

Descriptive results concerning opinions about Cartagena

The study set out to determine the opinions and perceptions tourists have of Cartagena through the reporting of agreements and disagreements according to the categories set out in Table 2.

TABLE 2: OPINIONS ABOUT THE CITY OF CARTAGENA

Opinion about Cartagena	Percentage of responses	Strongly agree	Disagreement and strong disagreement
Modern	35.9%	14.4%	19.2%
Safe	30.3%	16.5%	22.3%
Cultural	30.7%	56.9%	4.0%
Historical	18.7%	75.8%	3.5%
Expensive	29.3%	45.6%	7.8%
Tourist	18.3%	77.0%	2.5%
Inclusive	30.8%	25.5%	10.0%
Fun	40.0%	46.4%	4.0%
Exciting	36.4%	43.2%	4.5%
Cultural heritage	19.0%	74.3%	3.2%

The analysis reveals different perceptions among the tourists surveyed. Regarding the “modern” category, 35.9% of the tourists agreed that the city has characteristics that are in line with the concept of modernity, with 14.4% expressing strong agreement. On the other hand, 19.2% expressed their disagreement. In terms of security, 30.3% of those surveyed agreed that Cartagena is a safe city, while 16.5% strongly agreed that the city is safe. However, 22.3% of the tourists disagreed with this perception. The “cultural” aspect stood out in terms of tourists’ perceptions of the city, with 30.7% of the responses related to agreement. Another result that stood out was that 56.9% of those surveyed strongly agreed with the fact that the city has a rich cultural heritage. In contrast, only 4% expressed disagreement regarding this item.

The historical dimension of Cartagena is also notable, with 18.7% of the tourists agreeing, and 75.8% strongly agreeing that the city has significant historical value. A minority (3.5%) expressed disagreement. Regarding the perception of costs, 29.3% and 45.6% of tourists agreed and strongly agreed respectively that the city is expensive, with 7.8% indicating that they disagree with this statement. Regarding the assessment of the city as a tourist destination, 18.3% of those surveyed agreed,

and 77% strongly agreed that Cartagena is the quintessential tourist destination. Only 2.5% disagreed. The dimension of social inclusion in Cartagena was also addressed: 30.8% agreed, and 25.5% strongly agreed that the city is an inclusive destination, while 10% expressed disagreement. Moreover, Cartagena is considered a fun place: 40% agreed, and 46.4% strongly agreed, with 4% disagreeing. The city is also perceived as exciting by 36.4% (agree) and 43.2% (strongly agree) of the tourists, while 4.5% disagreed. Finally, the notion of being a city with significant cultural and heritage wealth was supported by 19.0% (in agreement) and 74.3% (strongly agreed). Of those surveyed, 3.2% expressed disagreement. In summary, tourists' perception of Cartagena is characterised by a combination of positive opinions in areas such as culture and history, contrasted by some discrepancies regarding issues of safety, costs, and fun.

Relationship between demographic factors and opinions

In terms of the relationships between the demographic variables and the perceptions of Cartagena, it was observed that the age range 19-25 significantly relates with the opinion that Cartagena is a modern city ($X^2(32, N=393) = 47.510, p=0.038$). For this age range a significant relationship was also established with the qualitative aspect that Cartagena is an important historical and cultural heritage ($X^2(40, N = 398) = 55.947, p=0.048$).

Regarding the place of origin, the findings suggest that Colombians perceive Cartagena as a safe city ($X^2(25, N=400) = 52.628, p < .001$), as well as an inclusive city ($X^2(25, N=400) = 60.824, p < .001$). There were no statistically significant associations between the opinions provided by foreigners and the variables mentioned before. In reference to gender, the results indicate that only women strongly agree that Cartagena is a tourist city ($X^2(5, N=402) = 12.199, p=0.032$). Women also associate with the view that Cartagena represents cultural heritage ($X^2(5, N=400) = 17.802, p=0.003$). Table 3 shows a consolidation of the statistically significant associations outlined here.

TABLE 3: ANALYSIS OF DEMOGRAPHIC FACTORS RELATED TO OPINIONS

Demographic factors	View of Cartagena	Statistical significance
Age range 19-25 years	Modern city	$X^2(32, N=393) = 47.510, p=0.038$
	It is cultural heritage	$X^2(40, N=398) = 55.947, p=0.048$
Female gender	Cartagena, tourist city	$X^2(5, N=399) = 11.834, p=0.037$
	Cartagena is very fun	$X^2(5, N=402) = 12.199, p=0.032$
	It is cultural heritage	$X^2(5, N=400) = 17.802, p=0.003$
Origin Colombia	Cartagena is safe	$X^2(25, N=400) = 52.628, p < .001$
	Cartagena is inclusive	$X^2(25, N=400) = 60.824, p < .001$

Media and recall of Cartagena

The following analysis refers to the evaluation of advertising recall from various media used for informational and advertising purposes to promote Cartagena. The results are summarised in Table 4.

TABLE 4: ADVERTISING RECALL

Media	Responses concerning having recalled	Responses concerning not having recalled
Magazines	41.0%	59.0%
Radio	24.8%	75.2%
Newspaper	41.4%	58.3%
Internet	24.3%	75.7%
Cinema	8.2%	91.8%
Television	51.9%	47.9%
Social networks	66.5%	33.0%

Advertising recall varied significantly depending on the medium used. The results reveal that magazine recall is not effective for the majority of the respondents, as 59% stated that they do not remember advertisements published in this format. This finding suggests that magazines may not be a suitable medium to advertise Cartagena (at least in terms of recall), as suggested by Tipps *et al.* (2006). A similar observation was made when reviewing the results relating to radio, where 75.2% of the respondents indicated not recalling advertisements about Cartagena on radio. A lower retention of information was also observed compared to both visual media and interactive media.

In the case of newspapers, 58.3% of those surveyed indicated that they did not remember advertisements. Although newspapers are a purely visual medium, both the lack of interactivity and content saturation could influence later recall. It remains a matter for discussion, as the contents of print media have advantages in terms of communicative effectiveness and message recall over digital media (Venkatraman *et al.*, 2021).

Television seems to be a more effective medium for advertising recall about Cartagena, with 51.9% of the respondents remembering television advertisements. The combination of visual and auditory elements, as well as engaging programming, may have contributed to this significant recall, as Simmonds *et al.* (2020) stated. Likewise, internet and social networks emerged as effective for advertising recall, with 66.5% and 75.7% favourable responses respectively from participants. They remember the

announcements made on these platforms in relation to the dissemination of positive content about Cartagena as a tourist destination, and also as a city with historical and cultural heritage. These results suggest that the interactivity and customisation offered by these media can improve advertising recall, allowing territory brands to connect more effectively with their audience, as suggested by Armutcu *et al.* (2023).

Finally, cinema shows the lowest recall: 91.8% of those surveyed indicated that they do not remember advertisements presented on this medium. This could be related to both the passive nature of the movie experience, and the decrease of commercials on the big screen (Busby & Klug, 2001). Although cinema advertising does not stand out, there are other movie-related strategies used to promote tourism. For example, Cartagena has been used as a film set for several international film productions. As pointed out by Busby and Klug (2001) and Pérez-García *et al.* (2021), the use of locations in films for promotional purposes is a strategy that might have positive effects if the set is effectively use. Normally, the city used as a set is linked to the plot, similar to a product placement strategy (Rodríguez, 2012).

The results highlight the importance of carefully considering communication channels based on advertising recall objectives (Rodríguez *et al.*, 2019). Interactive media, such as social networks, have the potential to be powerful tools to generate audience recall (Sevin, 2014), especially for the younger generation (Rodríguez-Martínez & Arango, 2022). The results also show that advertising recall is significantly associated with age range. The respondents between 19 and 25 years old do not remember having seen Cartagena in magazines, whereas those between 26 and 30 years do remember having seen Cartagena in advertising content in magazines ($X^2(8, N=399) = 17.660, p=0.024$). This is also true for radio: the tourists between 19 and 25 years old do not remember having heard messages about Cartagena on the radio, while those between 26 and 30 years do remember radio messages promoting the city as a tourist destination with cultural heritage ($X^2(5, N=400) = 16.618, p=0.034$).

Regarding the place of origin of the respondents, the results show that Colombians do not remember having heard information about Cartagena on the radio ($X^2(5, N=400) = 35.177, p < .001$). However, they do recall advertisements of Cartagena in print media ($X^2(5, N=402) = 34.278, p < .001$), and also on television ($X^2(5, N=402) = 26.946, p < .001$). As for online media, the findings suggest that the Colombian participants do not remember having seen information about Cartagena, unlike the Europeans ($X^2(5, N=402) = 17.849, p=0.003$). It is necessary to mention that foreigners, especially Americans and Europeans, review websites and social networks to obtain information on Cartagena as a tourist destination (Bassols & Coromina-Soler, 2022). There is evidence to support the fact that this destination is mostly linked to its cultural and historical aspects (Vianchá -Sánchez *et al.*, 2021). The growing promotion of beaches, the magnificence of the Historic Centre and the Nautical Centre, as well as its integration into global tourism networks all contribute to Cartagena's positive brand positioning (Vianchá -Sánchez *et al.*, 2021).

Association between media and events and tourist attractions

Cartagena is known for cultural events that include gastronomy, music and cinema, with some of these enjoying international recognition (Bassols, 2019). The findings indicate significant relationships between the types of events and their recognition in relation to communication by different media. Awareness about the Frito Festival, for instance, is mostly associated with social networks ($X^2(4, N=167) = 11.011, p=0.026$). The respondents are aware of the film festival from television ($X^2(4, N=201) = 9.928, p=0.042$) and the summer festival from social networks ($X^2(4, N=171) = 11.229, p=0.024$). These findings are consistent with evidence provided by Sharron and Juneman (2015) and Pett (2012), who demonstrated the importance of managing and using social digital networks to strengthen communication processes around the promotion, value, and preservation of cultural heritage.

The opinions on specific tourist attractions in Cartagena are also linked to various media (Gelez, 2023). For example, the perception of the Museum of Gold as an excellent tourist attraction is most likely influenced by information distributed through mass media, such as radio ($X^2(4, N=220) = 13.325, p=0.01$). Information published in magazines very likely influenced positive opinions on the Cathedral of San Pedro Claver ($X^2(4, N=246) = 2.538, p=0.049$). For the Rosario Island Aquarium, newspapers significantly influenced the positive opinions of the respondents ($X^2(4, N=241) = 14.127, p=0.007$). Newspapers are also instrumental in the respondents' positive perceptions of The Foot of the Stern ($X^2(4, N=213) = 13.465, p=0.009$). This supports Alonso's (2007) view that communication through various media in combination with initiatives at public policy level are essential in promoting cultural and historical heritage sites.

As far as social networks are concerned, the findings indicate that it is a powerful medium for communication on the tourist attractions of Cartagena, especially The Wall ($X^2(4, N=277) = 10.008, p=0.04$) and The Foot of the Stern ($X^2(4, N=212) = 10.998, p=0.027$). Table 5 summarises the statistically significant associations.

TABLE 5: ASSOCIATIONS BETWEEN RECALL OF COMMUNICATION THROUGH DIFFERENT MEDIA AND THE LEVEL OF ACCEPTANCE OF TOURIST SITES

Media	Tourist sites with very favourable opinions	Statistical significance
Radio	Museum of Gold	$X^2(4, N=220) = 13.325, p=0.01$
Magazines	San Pedro Claver Cathedral	$X^2(4, N=246) = 2.538, p=0.049$
Newspapers	Rosario Island Aquarium	$X^2(4, N=241) = 14.127, p=0.007$
	Foot of the Stern	$X^2(4, N=213) = 13.465, p=0.009$

Media	Tourist sites with very favourable opinions	Statistical significance
Social networks	The Wall	$\chi^2 (4, N=277) = 10.008, p=0.04$
	Santo Domingo Square	$\chi^2 (4, N=247) = 10.751, p=0.030$
	Foot of the Stern	$\chi^2 (4, N=212) = 10.998, p=0.027$

Finally, the analysis of correlations between various aspects of the perceptions of Cartagena have shown significant results, with two in particular standing out: the correlation between “historical city” and “cultural city” ($r= 0.709, p< .001$), and the correlation between “fun city” and “exciting city” ($r= 0.728, p< .001$). These associations suggest specific patterns in the way tourists perceive the city, which have important implications for tourism communication and promotion strategies around cultural heritage. In this sense, the positive and significant correlation between the “historical” and “cultural” dimensions ($r= 0.709, p< .001$) points to a strong relationship in the way tourists associate and experience the heritage wealth of Cartagena. The significant association suggests that the perception of the historical dimension is intrinsically linked to the cultural aspect. This has direct implications for advertising communication: to promote the city as a tourist destination, communication should highlight both its historical heritage and its vibrant culture. This approach would form the foundation of a strategic element of persuasion (Rodríguez-Martínez, 2023). Similarly, the correlation between the categories “fun” and “exciting” ($r= 0.728, p< .001$) makes a case for the inclusion of these elements as part of a strategy to build a strong image in tourists’ minds (Carballo *et al.*, 2011). This association means that visitors who see the city as “fun” also tend to see it as “exciting”. It is a connection that can be a valuable resource for future communication strategies, as tourism experiences that are promoted as exciting could attract specific communities and potential tourists. Recognising the relationship between historical and cultural, as well as between fun and exciting, could enable those in charge of communication to design more effective campaigns that reflect the complexity and richness of the tourist experience in Cartagena, without dismissing the significance that historical and cultural heritage has for the building of the city-brand known as “Cartagena de Indias” (Vianchá-Sánchez, 2021).

CONCLUSIONS

Tourists’ perceptions of Cartagena are based on a combination of positive opinions concerning culture, history, and tourist traditions, as well as some negative opinions regarding safety, costs and fun. The recall of advertising communication related to Cartagena as a tourist destination varies significantly depending on the media. Magazines, radio and cinema are less effective in establishing advertising recall, with television as the only exception in terms of traditional mass media. Far better recall was established through online and social media. The media associated with recall of Cartagena as a city-brand are significantly associated with the age ranges of the tourists. The place of origin of the tourist is closely related to online and social media.

Using the internet to search for and read information about the tourist destination vary depending on whether the tourist comes from the interior of Colombia, Europe or North America.

The results indicate that tourist communities experience and perceive the city differently. Therefore, advertising strategies should focus on specific tourist profiles, involving aspects such as age, the place of origin, and preferred media. Effective tourism promotion should take demographic aspects into account, including the historical and cultural heritage that contributes significantly to the positioning of the city of Cartagena as a world-renowned tourist destination.

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