



Tourism content marketing to strengthen self-identification montubia in San Vicente

Tourism Content Marketing to Strengthen Montubio Self-Identification in Saint Vincent

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Summary

This study analyzes how tourist content marketing can contribute to strengthening the cultural identity of Montubia in the canton of San Vicente, province of Manabí. Faced with the progressive loss of Montubio's identity, accentuated by the influence of foreign communities and socio-economic changes, the design and implementation of tourist strategies that promote the traditions, values and cultural expressions of the Montubio pueblo are proposed. The investigation adopts a mixed approach, using descriptive, analytical and exploratory methods, and a survey is applied to a sample of 304 people. The results reveal a high level of cultural pride, but also a disconnection between tourist campaigns and the local community. A strategic proposal is planned with participatory and sustainable activities that seek to preserve traditions, generate a sense of belonging and position San Vicente as an authentic cultural destination.

Keywords: Montubian identity, content marketing, cultural tourism, local culture, San Vicente.

Abstract

This study analyzes how tourism content marketing can contribute to strengthening the Montubio cultural identity in the canton of San Vicente, Manabí province. In response to the progressive loss of Montubio identity—accentuated by the influence of foreign communities and socioeconomic changes—the study proposes the design and implementation of tourism strategies that promote the traditions, values, and cultural expressions of the Montubio people. The research uses a mixed-method approach, employing descriptive, analytical, and exploratory methods, and applies a survey to a sample of 304 individuals. The results show a high level of cultural pride, but also a disconnect between tourism campaigns and the local community. A strategic proposal is presented, including participatory and sustainable activities aimed at preserving



traditions, fostering a sense of belonging, and positioning San Vicente as an authentic cultural destination.

Keywords: Montubio identity, content marketing, cultural tourism, local culture, San Vicente.

Introduction

The exact origin of the name is unknown, but some residents suggest that it should be that, while bathing in the waters of the Pacific, people were cured of illnesses, and that contact with sales provided relief. The town of San Vicente is deeply religious and fervent in his beliefs, which is why he associated these waters with el Santo San Vicente de Ferrer, calling the spa in his honor. Within the canton of San Vicente is located in both urban neighborhoods and rural communities. One of them oldest barrios, Los Perales, owes its name to a confrontation that took place during during the Florean era in 1832. During this battle, approximately 150 soldiers rebelled of Latacunga, under the command of his brothers Sergeants Perales and General Juan Otamendi, reduced to 14 survivors, were transferred to Bahia and executed against the property of Don Manuel Jalil. (Zambrano, Conociendo al cantón San Vicente History and its tourist attractions, 2024)

The San Vicente canton is made up of 53 communities, the majority of which are inhabited by the Montubia ethnic group. However, a technician from the Municipal GAD of the canton San Vicente knew that the arrival of foreigners in these rural areas has transformed them residents' perspective. These immigrants, with high economic resources, converted some of these communities into luxurious condominiums, which has led to a integration of foreign cultures. This transformation could be one of the reasons behind of the loss of mountain identity in sectors such as Río Canoa, Río Muchacho and Puerto Cabuyal.

The lack of identity in several mountain communities in Manabí manifests itself in progressive deterioration of its culture, a phenomenon that has become more evident with time pass. The new generations have little interest in knowing their history, roots and traditions, leaning more towards adopting lifestyles typical of the great cities. This disconnection significantly affects their cultural legacy, as they inhabitants demonstrate a commitment to rescue and preserve their historical memory. (Espinales, 2023)

The mountain is characterized by its connection with the natural surroundings of the countryside, highlighting the machete, the garabato and the saddlebag as symbolic elements of his



daily labors. He moves on horseback, transporting his production, and employs utensils that make your domestic and work tasks easier. Your personality matches youthfulness, respect for people and nature, confidence and a marked sense of protection for your family, transmitting your identity and values to new people generations. (Quintero, La nueva generación receiver de la identidad de pueblo: San Isidro – Ecuador, 2022)

Cultural expressions are reflected in the daily lives of people and children considered as a legacy that is transmitted from generation to generation. These expressions representing the identity of a pueblo and must be preserved and valued to maintain its presence over time. In the tourist sphere, culture is uses it as a tool to promote interaction between different social groups. Cultural expressions vary in their dimensions, being the most relevant: personal (such as clothing, food and beliefs), family (parties and celebrations), social (ceremonies and fairs), public (parades and sports), institutional (associations and organizations), monumental (stadiums and monuments), spatial (parks and sidewalks), copyrights (artists and craftsmen), and eventuales (acts specials). (Caicedo, 2021)

The mountain of Manabí is fully understood when it is in front of its land, due to of his plot, accompanied by his wife, his donkey and his machete, living in harmony with the mountain. Your life is marked by generosity, sharing what you have in abundance: food, tools and clothing. Your house, built with a farm, reflect your manual skill and connection with nature, as long as your terrain comes from fruits, vegetables and animals. With ingenuity and wisdom, the mountain solves its life without depending on technological advances, using tools that are the same nature offers it. (Greenfield, 2019)

As a precedent, that in the Centro de Apoyo de la UNAE Manabí – San Vicente, the first intercultural meeting "Otros Rostros, Otras Culturas" was held, which promoted the self-identification of Montubian culture. After the success of the event, participants decided to institutionalize these pedagogical and intercultural encounters in future academic periods. The second meeting, held on the 26th and 27th of In 2019, it included the participation of teachers, students and personalities from Manabí, and activities such as ponencias were carried out, the screening of the film "La Munay's Prophecy" and an exhibition of local fruits such as cacao, sand and banana. (García, 2020)



Protecting the cultural heritage, traditions and customs of communities is not just
This is the work of people belonging to that community, if not that the state and them
local authorities, must support the right of people to exercise their own rights
practices without being victims of discrimination and repression, and from organizations
international organizations such as UNESCO, governments are urged to protect each of these
traditions. (Müller, 2022)

In the San Vicente canton, popular culture is closely linked to religion,
enriched by myths and legends that reflect the idiosyncrasy of the pueblo. Between them
The most prominent traditions are found in games like buried chickens, in the cane
harnessed and strapped on a horse or bicycle, just like the chigualos and amorfinos, which
filling the celebrations of Navidad and Reyes Day with joy. The fiestas in honor of
San Vicente de Ferrer, although historically aged due to the winter season,
always includes processes and prayers. Holy Week and Carnival are big events.
tourist influx, while the festivities of San Pedro and San Pablo revive
relationships between blacks and whites from the colonial era, fusing the religious with the
pagan. Furthermore, religious fiestas are celebrated like those of San Ignacio de Loyola and the
of Santa Rosa, patron of the local church, which is celebrated with great devotion. (Zambrano,
2024)

Therefore, tourism marketing is the process through any organization
tourists select the target audience, 'can communicate with them, to ascertain and
influence their needs, desires and motivations at local, regional, national and
international, with the goal of formulating and adapting its tourist products. (Tenecota, 2020)
Tourism content marketing is the promotion of places that carry out tourism companies.
hotel sectors, places of leisure, restaurants, companies, transport and others
public bodies, is also responsible for all actions that focus on offering
quality services for tourists. (Galiana, 2020).

Every day technology advances by end, the way of interacting through networks
socials, it has opened a field of knowledge and has allowed us to know new cultures
which has undoubtedly enriched society, both socially and culturally, is of
It is vitally important not to leave aside the true essence, origin, history, and of course it is
sense of permanence and with values and work from the collective and entities
locales to protect and maintain the essence of fiesta and cultural activities as identity
municipality location. (Manzano, 2018).

There is strategy in all areas, in business, in politics, in religion, in culture, ultimately, in every aspect of daily life, therefore, this word becomes a type of guaranteed use, which must adorn or form part everywhere literature related to different fields of knowledge. (Sierra, 2021)

If you want to embrace the following strategies to rescue traditions and customs, and these are the next ones.

- Strengthen citizen security
- Strengthen investment in favor of culture
- Planning, organization and execution of cultural programs
- Promotion and dissemination of San Vicente culture
- Search for the best alternatives to be competitive
- Search for funding sources for cultural programs
- Commit to citizenship and authorities to strengthen culture (Olvera, 2019)

Based on the above,

Research into tourism content marketing to strengthen it

Montuvia's self-identification in San Vicente is justified by the growing influence of them foreign communities in the canton. The arrival of immigrants with high resources economic economies have transformed rural sectors into luxurious condominiums, diluting local mountain identity. To develop tourism content marketing strategies focused on mountain culture, it seeks to counteract this loss of identity and promote a sense of belonging among residents, strengthening their traditions and cultural values.

Furthermore, the implementation of tourism content marketing can help revitalize and strengthen mountain culture by highlighting its practices, festivities and unique traditions. To create attractive and authentic narratives that capture the essence of local culture, can attract tourists interested in genuine experiences, as well as It's time to foster renewed pride in the community. This strategy on the ground preserves cultural identity, which also generates a positive economic impact on attract visitors interested in knowing and experiencing mountain culture.

The objective of the investigation is to analyze how tourism content marketing can strengthen and preserve the municipal identity in San Vicente, for the realization of the same It is necessary: to identify the cultural characteristics and traditions of the mountains that can be highlighted in tourism content marketing, after diagnosing it current situation of the Montubian identity in San Vicente, evaluating the impact of

foreign communities and real estate developments, finally proposing strategies tourism content marketing that strengthens self-identification and promote local culture effectively.

Finally, tourism content marketing offers a platform to educate both visitors and residents alike about the cultural richness of San Vicente. At center it Contained in local histories, traditions and values, greater understanding is promoted deep and appreciation of mountain culture. This cultural education can strengthen the social fabric of the canton and helps residents reconnect with their roots.

Methods

The investigation combines descriptive, analytical and exploratory methods to address the self-identification mountain in San Vicente and its relationship with tourism marketing. THE Through a descriptive approach, characteristics, preferences and community needs, facilitating the design of effective promotion strategies; With the analytical method, cultural, social and economic factors are broken down to understand their interaction in the tourist context; y through the focus exploratory, employers and problems not previously defined will be identified, guiding future investigations. For data collection, a survey directed to a probabilistic sample of 304 people, representing 5.8% of the population local mountain, calculated based on the last census. Furthermore, the SPSS software version 26 will be used to validate the measurement instrument and analyze correlations between variables, allowing to obtain reliable results and guide strategies to strengthen it cultural identity.

Results

The following results of the investigation carried out are presented.

Table 1.

Reliability Analysis

Cronbach's alpha Cronbach's alpha based on standardized elements N of elements		
0.861	0.872	14

Note: Cronbach 's alpha of the applied instrument is evident

The reliability analysis presented was carried out based on the table of 14 questions applied to a sample of 304 people belonging to the mountain zone of canton San Vicente. The purpose was to evaluate the internal consistency of the instrument

used to understand community perception of the impact of tourism on Montubian cultural identity. The results showed a Cronbach's alpha of 0.861, which indicates a high level of reliability in the responses obtained. This coefficient demonstrates that the questions are adequately related to each other and within the investigated construct is coherent, validating the usefulness of the questionnaire as diagnostic tool for the study of cultural tourism and its influence on aspects such as identity value, community participation, respect for traditions and local economic development. These data provide a solid basis to support analysis and future interventions within the scope of cultural tourism.

Table 2

Perceptions about Montubia Culture and its Tourist Promotion

Alternative	Frequency Percentage	
Totally in disagreement	40	13%
In disagreement.	60	20%
Neutral	70	23%
I agree	80	26%
Totally agree	54	18%
Total	304	100%

Note: this table shows Perceptions about Montubia Culture and its Promotion Tourist

Analysis and Interpretation of Results

The analysis of the results shows that, of a total of 304 surveys, 44% (80 of agreement and 54 totally of agreement) realize that tourism content marketing has increased his interest in the mountain customs in San Vicente, while some 33% (40 completely out of control and 60 out of control) do not agree with this statement, about 23% remains neutral. This indicates a favorable trend, but not mayor has the positive influence of content marketing on their interests traditional traditions, reflecting a divided perception among the population consulted.

Respect to fulfill the objective of analyzing how content marketing tourism can strengthen and preserve the mountain identity in San Vicente, the results suggest that there is a partial impact. Even though a significant proportion is recognized that content marketing has increased interest in monthly customs, there presence of a considerable percentage of neutral losses indicates that it strengthening and preserving the mountain's identity through these strategies

It is not fully effective or is evident to the entire community. Therefore, the objective is fulfill in part, showing the need to optimize and focus on content marketing to achieve greater reach and cultural consolidation in destination San Vicente.

Table 3

Community perception of the impact of tourism on cultural valorization montubia in San Vicente

Alternative	Frequency Percentage	
Totally in disagreement	40	13%
In disagreement.	60	20%
Neutral	70	23%
I agree	70	23%
Totally agree	64	21%
Total	304	100%

Note: this table shows, Perception of the community on the impact of tourism in the cultural valorization of montubia in San Vicente

The analysis of this second question reveals that 44% of those surveyed (70% of agreement and 64 totally agreed) considers that tourism is based on culture montubia is an important tool for preserving local traditions in San Vincent. On the other hand, around 33% (40 completely unavailable and 60 unavailable) in Share this opinion, as long as 23% remain neutral. These results shows a similar division to the previous question, but with a slight inclination there the positive valuation of cultural tourism as a preservation mechanism.

In relation to the general objective of analyzing how content marketing tourism can strengthen and preserve the mountain identity, this perception about it Cultural tourism supports the idea that there is a moderate recognition of its potential to conserve traditions. However, the presence of a percentage considerable in disagreement and neutral indicates that there is no skepticism or lack of conviction about the real effectiveness of these strategies. Therefore, even though he Cultural tourism is seen as an important tool, it is necessary to continue promoting and improving content marketing actions to consolidate your role in preserving the Montubian identity in San Vicente.

Conclusions



The cultural identity of Montúbia in San Vicente is manifested through traditions and expressions that can be enhanced in tourism marketing. El rodeo montubio highlights as an emblematic event that reflects the skill and courage of its inhabitants, while the traditional horse ride with typical costumes and the fine walk of the horsemen attracts both to locals and tourists. Popular music and poetry, especially amorfinos, enrich the cultural experience, together with folk dances, ancestral rituals and gastronomy based on local products. Traditional architecture, crafts and sustainable relationship with the natural environment complements this identity, offering a ample space to create authentic tourist content that strengthens it Montubious self-identification and attracts visitors interested in cultural experiences genuine.

The diagnosis of the Portuguese identity in San Vicente reveals a high cultural pride, but there is also a disconnection between tourist campaigns and the local community. Muchos inhabitants do not feel fully familiar with their traditions nor do they realize that The promotions strengthened their sense of belonging. The influence of foreign communities and real estate developments affect the value of identity, generating a gap between the tourist offer and the cultural reality. Until you recognize yourself advances and economic benefits, persistent challenges in authenticity and respect for them traditions. Therefore, it is important that content marketing strategies encourage the active participation of the community, preserving its customs and ensuring inclusive and respectful tourism that consolidates a solid local identity against external influences.

The tourism content marketing proposal to strengthen self-identification montubia in San Vicente plants an integral and participatory approach that responds to detected needs. Includes cultural training workshops, material production authentic promotional campaigns, digital campaigns with a cultural focus, community holidays and tourist routes, with an affordable price of \$2000. This strategy emphasizes sustainability and respect for the cultural environment to avoid loss of identity and promote responsible tourism. Furthermore, it incorporates evaluation mechanisms to adjust actions according to their impact. Taken together, these initiatives link culture and tourism, generating social and economic benefits, and positioning San Vicente as an authentic and attractive tourist destination, aligned with studies that highlight it importance of participatory and sustainable cultural strategies



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