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# Internship: Tourism Destination Podcast

San Javier de la Sierra



PLANNING AND MANAGEMENT OF TOURISM  
SYSTEMS

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## Podcast

The Podcast has taken a leading role in modern post-pandemic life. It is a piece of communication that allows people of all kinds to connect, from anywhere and at the chosen time, with interests of a different nature, whether personal or business.

There are all kinds of themes and formats, they can be found from monologues carried out by specialists who generally present the results of their own research or those of others, there are also guest formats that chat informally on specific topics, enriching the conversation with the contributions of the interviewees. Bearing in mind that they are broadcast over the Internet, they can be reached in all corners of the world on dates and times chosen by listeners, who can generally access them free of charge. Another advantage of this production format is availability over time, you can listen to it as many times as you want, even if the time has passed since its original broadcast since it remains available on the network indefinitely.

### Why a Podcast?

Given all the attributes mentioned above, I consider that the podcast can be used to promote tourist destinations, expanding the possibility to audiences that, although they cannot travel to the destination, they can make trips hand in hand with the audios.

The Podcast is available to all people; it is wide-ranging and requires an initial investment, after which it will remain permanently available as a promotional piece.

On the other hand, after COVID, people, in general, adopted this format as an option for information, entertainment, learning and, why not say it, travelling without leaving home; Being similar in characteristics to the radio, which has been in force for so many years, the Podcast is updating the audio formats, undoubtedly becoming one of the preferences of the current world.



## Why a podcast for San Javier

The tourism agency that I founded and have led for more than eight years has as its backbone the offer of tourist experiences conceptualized through the five senses, which allow the traveller to live a unique experience hand in hand with a local, thus taking a fate learning. Which frames us within the principle defined as creative tourism

Knowing the work carried out in San Javier de la Sierra, I consider that making a Podcast that allows promoting the experiences already developed by the locals and that is already available to offer to travellers would complement incomparably the commercial strategy in the offer of the destination.



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**The proposed podcast format** is approximately 50 minutes divided into five chapters of 10 minutes; each focused on the experiences from the five senses, created in such a way that they can be heard independently receiving the message about the sense of interest or listen to them all to have a complete image of San Javier as they are linked together as a chapter with continuity between one and the other in a given order.

### **Why is it a tool for cultural appropriation?**

By using hearing and narration as the main element, the podcast allows locals to use their story as the central axis of the promotion of the tourist destination. Considering that San Javier lacks a connection between the inhabitants and the territory, the podcast aims to empower the community so that they can understand that the history of each one of them also constitutes their connection with the current region.

It should be noted that it would be a great differentiator for San Javier. The use of podcasts for tourist destinations is still incipient. It could become one of the first territories to have a podcast to promote its tourist activity and make its cultural heritage known.

Another aspect to highlight is the timeless condition of the podcast, which allows there to be no limits in its use since the themes do not lose validity and do not speak of a particular moment in time.