

Scientific Journal of Applied Social and Clinical Science

Acceptance date: 12/08/2025

TRENDS IN HOSPITALITY, GASTRONOMY, AND TOURISM IN A GLOBALIZED WORLD WITH ARTIFICIAL INTELLIGENCE: BARRANQUILLA CARNIVAL IN COLOMBIA

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Abstract: In the organizational context, it is necessary to analyze how artificial intelligence and globalization affect hotels, gastronomy, and tourism. The objective was to express, in an international context, the outstanding and colorful activities of the Barranquilla Carnival within the trends of the hotel, gastronomy, and tourism industries in a globalized world and with the use of artificial intelligence to improve customer service, comfort, and agility in services through the use of technology. The methodological type used in this research is deductive, the approach is quantitative, the method is non-probabilistic, associating concepts and variables in order to study predictions. The technique is a bibliographic review, and the instrument consists of data from other authors that enrich the theories and concepts in an analytical structure of consultations and discussions on the concepts. Data analysis is taken from World Bank reports (2023) on The Complexity of AI Models Grows Exponentially, 2019-2022. As a conclusion or finding, it is indicated that the intersection of hospitality, gastronomy, and tourism with artificial intelligence and globalization is creating new possibilities for events such as the Barranquilla Carnival. These trends not only improve operational efficiency and the customer experience but also promote sustainability and the preservation of Colombia's rich cultural heritage.

Keywords: Barranquilla Carnival, gastronomy, globalization, hospitality, artificial intelligence, and tourism.



INTRODUCTION

In the dynamic hospitality, gastronomy, and tourism sector, globalization and artificial intelligence are marking a before and after in the way experiences are operated and managed. Technology and automation are becoming crucial elements, enabling hyper-personalization of services and more efficient management of daily operations. Technological integrations are advancing by leaps and bounds, especially in hotel management systems and the implementation of solutions that improve the guest experience and operational efficiency.

On the other hand, the Barranquilla Carnival has become a significant economic driver, boosting tourism and benefiting a wide range of local businesses. This cultural event not only celebrates the city's rich heritage, but also generates considerable economic activity. The arrival of national and international visitors during this festival is a clear example of how culture and tradition can be catalysts for economic development in the tourism sector. In addition, artificial intelligence is introducing innovative features in gastronomy, such as recommendation algorithms and menu design, which promise to revolutionize the culinary experience for both chefs and diners.

How is AI being used in restaurants?

Artificial intelligence (AI) is revolutionizing the restaurant industry by optimizing operational efficiency and enriching the customer experience. In menu personalization, AI analyzes data on preferences and allergies to offer tailored options, which not only improves customer satisfaction but also reduces food waste. Kitchen automation is another area of application, where AI helps manage inventory and preparation processes, ensuring consistency and quality in the dishes served. In addition, AI systems in order management and billing minimize human error, streamlining service and improving business profitability.

Restaurants also use AI to analyze customer comments and reviews, allowing them to quickly adjust services and respond to market expectations. AI-powered chatbots and virtual assistants provide uninterrupted customer service, offering recommendations and resolving queries in real time. This technology also facilitates the implementation of self-ordering kiosks and mobile payment systems, which streamline transactions and reduce queues.

REFERENCE

Trends in hospitality, gastronomy, and tourism in a globalized world with artificial intelligence are based on the Barranquilla Carnival in Colombia, a series of colorful folkloric activities that awaken the joy and consumerism of locals, which in turn attract thousands of tourists and fun-loving people.

The cultural manifestations of the Barranquilla Carnival are used to abstract key elements in the configuration of the region's cultural identity. It is not intended to be a reference point for defining identities, but rather to present a point of view that can be used for social construction. It is a bibliographic investigation that reviews terms such as "cultural identity" and "Barranquilla Carnival." The aim is to share these findings with people interested in this topic. (Navarro, 2022, p. 2).

On the other hand, authors Pulido, Calle, and Velasco (2023) indicate that cultural tourism has gained significant prominence in the markets in recent decades. For a growing number of tourists, culture is the main motivation for their trip, making culture an extremely powerful driver for the tourism industry (p. 2).

Similarly, it is gratifying to know that there are pleasant places to visit for people from different cities, who retain their enthusiasm and interest in traveling, experiencing, trying, observing, and keeping film or photographic records of their best memories that fill them with satisfaction. The Barranquilla Carnival is one of the events that attracts families, couples, and individuals alike, thanks to its gamification of activities, full of rhythm, flavor, joy, and beautiful scenery.

In connection with this, Artificial Intelligence (AI) is introducing trends in hospitality, gastronomy, and tourism in a globalized world to facilitate customer service processes and protocols, streamline and harmonize new styles and ways of presenting hotels, food, beverages, and attractions, and make existing options more versatile and enjoyable than before.

Despite the changes brought about by information technology and the internet in the tourism sector, forecasts point to a new revolution being driven by the introduction of robots, artificial intelligence, and virtual reality in the tourism industries. Currently, the adoption of these technologies is at a very early stage, but research in other sectors suggests that they could also have a major impact on tourism operations. (Almeida, 2019, p. 2).

For his part, author Pinzón (2023) indicates that globalization and business relocation have given rise to various scenarios in international trade over the decades. One of the most important concepts is treaties, agreements on different matters that are established between two or more states. (p. 2).

Consequently, they have given rise to constant change in trends in the hotel, gastronomy, and tourism industries, which are currently becoming intertwined with the use of artificial intelligence within globalization and the proximity of all nations for cultural, commercial, and technological exchange.

Moving on to the field of gastronomy, typical dishes enrich the regions with flavor and good seasoning, which, together with music, has been another manifestation of Colombian identity and the cultural roots that form part of its history. In addition, each region has musical characteristics descended from Africans, indigenous peoples, Spaniards, and the rhythmic fusions that were created between them all. Therefore, the musical rhythms present in the traditional cuisines of the Pacific region of Colombia are identified with the aim of highlighting and safeguarding their cultural traditions. Finally, it has been found that cuisine and music have many expressions in common that generate a bond and connection in which feelings such as love, joy, passion, and pride are attributed to the culinary arts. (Zapata et al, 2023, p. 2).

RESEARCH PROBLEM AND OBJECTIVES

Artificial intelligence (AI) and globalization are transforming the hotel industry, gastronomy, and tourism in significant ways. In the hotel sector, AI is being used to personalize the customer experience, optimize revenue management, and improve operational efficiency. Tools such as AI-powered chatbots offer 24-hour assistance, responding to guest inquiries and providing personalized recommendations. In gastronomy, AI is revolutionizing the way restaurants operate and interact with their customers. From inventory management to menu personalization based on preferences and consumer trends, AI enables a more sophisticated culinary experience

tailored to individual needs. This raises the question: How do artificial intelligence and globalization affect hotels, gastronomy, and tourism?

PROBLEM STATEMENT

The hospitality, gastronomy, and tourism sector is undergoing a significant transformation driven by globalization and the adoption of artificial intelligence. In the context of the Barranquilla Carnival in Colombia, these trends are evident in the growing personalization of hotel services, where technology and automation play a crucial role in improving the customer experience. The integration of hotel management systems with online booking platforms and access control systems, along with the implementation of mobile technologies and the Internet of Things, are optimizing resource use and reducing waste. In addition, artificial intelligence is redefining customer interaction, allowing receptionists to devote more time to personalized service, while chatbots and automated systems handle routine tasks.

GENERAL OBJECTIVE

To express, in an international context, the outstanding and colorful activities of the Barranquilla Carnival within the trends of the hotel, gastronomy, and tourism industries in a globalized world and with the use of artificial intelligence, for the improvement of customer service, comfort, and agility in services through the use of technology.

SPECIFIC OBJECTIVES

To reveal the outstanding activities of the Barranquilla Carnival in Colombia, with its colorful events and rich gastronomy, for a better understanding of its effects on tourism.

Distinguish the effects of globalization on trends in hospitality, gastronomy, and tourism to ensure the sustainability of businesses and carnival events.

Describe the highlights of artificial intelligence in hotel, gastronomy, and tourism services to improve customer service and agility in services through the use of technology.

ELEMENTS OF STUDY

The elements of study are based on the keywords: Barranquilla Carnival, gastronomy, globalization, hospitality, artificial intelligence, and tourism. Therefore, studies are carried out to comment on the outstanding activities of the event in Colombia, to understand its colorful parades and their effects on tourism, to illustrate important data on gastronomy during the festivities, to showcase its delicacies and flavors to locals and visitors, analyze the effects of globalization on trends in the hotel industry, gastronomy, and tourism, for interaction with artificial intelligence, highlight trends in the hotel industry during carnivals, with the use of artificial intelligence, to improve customer service and agility in services, to explain the strong rise of artificial intelligence in hotel, gastronomy, and tourism services, to increase revenue and ensure sustainability, to generate tourism-related information based on the Barranquilla Carnival, to analyze its importance in the international context and as part of humanity's heritage.

CONCEPTUAL DEFINITION

The Barranquilla Carnival, one of Colombia's most colorful and joyful festivals, is celebrated every year in the days leading up to Christian Lent. For 2024, the official dates of the Carnival are from Saturday, February 10, to Tuesday, February 13. However, it is important to note that the celebrations and events related to the Carnival begin well before the main dates. The cultural agenda of the Carnival begins on January 13 with the *Lectura del Bando*, which marks the official start of the festivities, and continues with a series of events that include folkloric parades, musical

concerts, and activities for children, culminating in the magnificent closing ceremony of the Carnival. This period allows locals and visitors to immerse themselves in the rich cultural tradition of Barranquilla, enjoying an unforgettable experience full of music, dance, and artistic expressions that reflect the diversity and vibrant spirit of Colombia's Caribbean region.

The Colombian Caribbean is characterized by being a region rich in cultural expressions. The people of this place share a number of common elements that differentiate them from the rest of Colombians and give them a particular idiosyncrasy. This article aims to provide an overview of some of the factors that determine Colombia's Caribbean cultural identity. Although there is a great diversity of cultural expressions in the region, this celebration is undoubtedly the most widely recognized popular festival in the region, declared Oral and Intangible Heritage of Humanity by UNESCO in 2003. The manifestations of the carnival are studied, especially in its *comparsas*. Dances are one of the most intense folkloric expressions of this region, bringing together music, songs, costumes, musical instruments, and the behaviors and associations of the Caribbean people. (Espinosa, 2022, pp. 50-76).

When food becomes gastronomy. Processes of heritage activation in food traditions. Food nourishes us physically and is, at the same time, an essential component of culture (Cantero and Ruiz, 2012). By definition, "food" is not everything that can be biologically consumed, but rather what each culture selects from a wide range of possible products as a result of specific historical processes that give rise to specific culinary traditions (Harris, 1989).

According to this approach, gastronomy is conceptualized as heritage food. It encompasses everyday and extraordinary knowledge, beliefs, and social practices associated with food, which are selected, integrated, and activated by certain social agents as representative and outstanding symbols of a

specific group. This repertoire of inherited elements is reinterpreted in accordance with contemporary ideas (global values, knowledge, and ideologies), also developing new uses and functions. (Hernández, 2018, pp. 154-172).

The Colombian Caribbean enables the affirmation of the individuals who make up its society by valuing particular expressions. In turn, these particularities contribute to the construction of community. In this way, its inhabitants complement each other and create a common way of life. This is the coastal identity. Cultural manifestations, such as carnival, have become social property and present different languages, behaviors, and knowledge that shape the values and promote the social identification processes specific to this region. (Navarro, 2022, p. 2).

OPERATIONAL DEFINITION (INCLUDING INDICATORS)

The type used in this research is deductive, starting from the general to the specific. The approach is quantitative, with correlational hypotheses that take into account independent variables, using estimation and correlation statistics with information from the corporations. Non-probabilistic methods of correlational scope are used, associating concepts and variables in order to study predictions and quantify relationships between causes and effects. The technique is a literature review. The instrument consists of data from other authors that enrich the theories and concepts in an analytical structure of consultations and discussions on the concepts. The data analysis is taken from World Bank reports (2023) on The complexity of AI models is growing exponentially, 2019-2022.

CONTRIBUTION: BENEFITS OF THE STUDY'S FINDINGS.

The importance of the Barranquilla Carnival lies in its ability to bring together people

of all ages and social strata, celebrating inclusion and diversity. It is a space where cultural expression manifests itself freely, transcending social barriers and becoming a melting pot of cultures. The carnival not only benefits the city of Barranquilla, but also contributes to the cultural heritage of all of Colombia, promoting tourism and the local economy. In conclusion, the Barranquilla Carnival is much more than a party; it is a cultural treasure that encapsulates tradition, joy, and history in a feast of colors. It is a reflection of a people who express themselves through music, art, and dance, inviting everyone to be part of their magical history.

In the world of gastronomy, several restaurants have adopted artificial intelligence (AI) to improve their operations and customer experience. For example, Eatsa, a restaurant concept based in San Francisco, uses machine learning algorithms to personalize menus and automate the ordering process, resulting in a fast and efficient experience for customers. Domino's Pizza has integrated AI into its delivery system, using drones and autonomous vehicles to deliver pizzas, improving efficiency and reducing operating costs. Starbucks, known for its innovation, employs AI to optimize and personalize the customer experience, both in its stores and on its digital channels, allowing it to suggest personalized orders based on customer purchase history.

PRESENTATION OF RESULTS

BARRANQUILLA CARNIVAL

The Barranquilla Carnival, a festival that shines with the cultural richness and joy of its people, has become an event that not only celebrates traditions but also embraces modernity and innovation. In the hospitality industry, hotels have begun to implement artificial intelligence systems to enhance the customer experience, offering personalized and efficient

services that respond to the needs of global visitors. Local cuisine, meanwhile, has seen a revolution in the way traditional dishes are presented, incorporating contemporary culinary techniques and fusions that appeal to both local and international palates.

The Barranquilla Carnival features a variety of folk dances such as cumbia and garabato, which have been passed down from generation to generation. Music is another central element, with Afro-Caribbean rhythms ranging from salsa to reggaeton, creating a festive atmosphere that invites everyone to participate. Parades, such as the Battle of Flowers and the Grand Parade of Tradition, are impressive visual spectacles where the creativity and passion of the people of Barranquilla are displayed in colorful floats and dance troupes. Among the iconic characters of the carnival are the Marimonda, a comical figure who satirizes the upper classes and represents the humorous spirit of the carnival; King Momo, a source of joy and symbol of carnival revelry; and the Queen of Carnival, who symbolizes the grace and pride of the people of Barranquilla. These characters guide the celebration, reaffirming the cultural identity of the festival.

The most notable events of the Barranquilla Carnival are those that capture the essence and joy of this festival, considered one of the largest and most colorful in the world. Among them, the Battle of Flowers is the inaugural event that kicks off the main days of Carnival, a parade full of elaborate floats, dances, and music that runs along Via 40, a spectacle of creativity and tradition. Another highlight is the Gran Parada de Tradición, where folk dances and dance troupes are presented in all their splendor, showcasing the cultural diversity of the region. The Noche de Orquestas is a celebration of Caribbean music, where local and international orchestras compete and delight the audience with their rhythms.

GASTRONOMY

Restaurants face several challenges when implementing artificial intelligence (AI), ranging from initial investment to adapting staff and customers to new technologies. One of the main obstacles is the economic cost, as the acquisition and integration of advanced AI systems can represent a significant investment. In addition, the existing technological infrastructure in many restaurants may require upgrades or complete replacements to be compatible with the latest AI solutions. Another important challenge is staff training. Implementing AI often requires employees to acquire new skills to interact with automated systems and analyze data effectively. This can be a slow and costly process, and there is a risk of resistance to change from workers who may feel that their jobs are threatened by automation.

Customizing AI to meet the specific needs of a restaurant can also be complicated. Each establishment has its own set of operational challenges and customer preferences, meaning that AI solutions must be highly customizable and flexible. This may require close collaboration with technology providers and possibly custom development, adding to complexity and cost. Data privacy and security is another concern. Restaurants must ensure that the AI systems they implement comply with data protection regulations and are capable of protecting sensitive customer information against security breaches.

GLOBALIZATION

Ballesteros (2023) identifies entertainment in his book as a universal law that has led to the creation of multiple companies and organizations dedicated to keeping people, animals, and plants occupied, often exaggerating the limits that lead to vices such as gambling, the mafia, pornography, drug trafficking, electronic games, television, and other means of keeping people entertained, spending their free time and leisure time at all levels of earthly life (p. 93). Entertainment also involves tourism, gastronomy, and hospitality companies in a globalized world with frequent use of artificial intelligence.

The advantages of globalization converge in integration and ease of communication: greater accessibility through technology and communication, ease of reaching different countries at the same time through social networks. Exchange of goods: communication allows us to reach markets that were previously impossible or difficult to reach. Today, through communication, new businesses can be created that enable economic development through the sale of products. Of course, poorly managed globalization leads countries to prefer to close their doors to others because they cannot compete with each other due to the advantage that one has over the other. Although trade is necessary, countries must always seek to protect their domestic market so as not to affect national production. (Pinzón, 2023, p. 3).

The author Pinzón (2023) goes on to point out that cultural and linguistic exchange is very important, above all because it provides opportunities to learn new languages, which in turn generate commercial access to new countries. Job creation and economic participation of countries in new markets: with the signing of new free trade treaties and commercial agreements, investment between countries has formed strategic blocs and alliances that lead to the creation of new companies and, in turn, new and better jobs. That is why foreign investment and participation in companies are important and necessary, especially when we talk about capital injection. These are some of the major advantages of globalization. Of course, poorly managed globalization leads countries to prefer to close their doors to others because they cannot compete with each other due to the advantage that one has over the other. Although trade is necessary, countries must always seek to protect their domestic markets so as not to affect national production. (p. 3).

HOSPITALITY

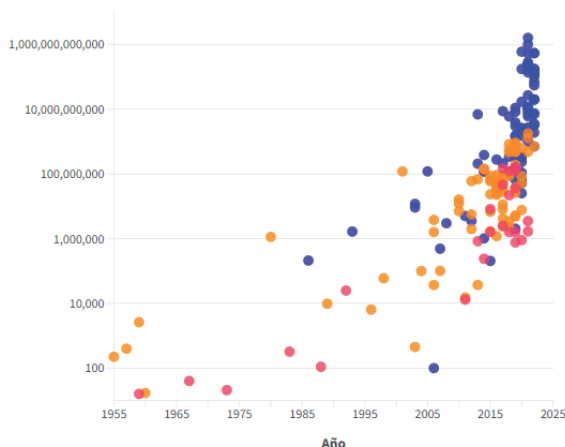
The hotel industry is undergoing a significant transformation driven by globalization and the adoption of artificial intelligence.

In this context, the Barranquilla Carnival in Colombia presents a unique opportunity for hotels to incorporate these trends and offer personalized and efficient experiences to visitors. Technology and automation are redefining hotel management, with applications ranging from chatbots in customer service to integrated property management systems that improve operational efficiency. Hyper-personalization has become a key trend, where data and technology are used to understand and cater to individual guest preferences. During events such as the Barranquilla Carnival, which attracts a global audience, hotels can leverage technology to enhance the guest experience by offering services such as mobile check-in/check-out, digital keys, and room personalization through smart devices.

ARTIFICIAL INTELLIGENCE

Figure 1 analyzes advances in artificial intelligence (AI), as AI development has reached a new stage and achieved a previously unimaginable level of sophistication. The ability to generate content, sometimes indistinguishable from that generated by humans, has propelled AI growth to new heights. The parameters used to measure the complexity of AI have grown exponentially: from just 255 in 1955 to 1.6 trillion in 2022. As its use spreads, AI can accelerate growth and efficiency and offer developing countries new opportunities with its applications in education, transportation, sustainability, hospitality, gastronomy, tourism, and many other areas. Measuring digital progress at the national, regional, and global levels will help countries better understand digital progress and develop more effective solutions to help close the gap. Digital technologies, such as AI, are evolving at a dizzying pace, and we must act quickly. To harness the full potential of the ongoing digital transformation, everyone must be included. (World Bank, 2023, pp. 27-28).

Parámetros del modelo de IA



Note. Taken from Epoch, 2022. Information from the World Bank (2023). Global digitalization in 10 charts. Retrieved and analyzed from: <https://www.bancomundial.org/es/news/immersive-story/2024/03/05/global-digitalization-in-10-charts>

Figure 1. The complexity of AI models is growing exponentially

TOURISM

Tourism worldwide is considered an important activity for driving and boosting the economy, as it encompasses and links a wide range of subsectors, generating numerous jobs and substantial income in the regions where it is developed (Lima et al., 2018).

The relationship between economic growth and tourism revenues has been widely studied in recent decades, both for developed and emerging countries (Paramati, Alam, and Chen, 2017). As the tourism industry grows, the causal relationship between economic growth, innovation, and income derived from tourist activities is becoming important for regions that are highly dependent on these resources (Velázquez, Cruz, and Vargas, 2018). In this regard, some authors argue that identifying the relevant actors in areas of tourism development, accompanied by a forward-looking exercise, could contribute to mitigating the social and economic problems of that region (Del Río, Cardona, and Pérez, 2018).

CONCLUSIONS

AI offers small and local restaurants the opportunity to optimize their operations, personalize the customer experience, improve inventory management and marketing, and keep up with culinary trends. By adopting AI solutions, these restaurants can not only survive but thrive in today's market by offering unique experiences that set them apart from the competition. With the right strategy and careful implementation, AI can be a powerful ally for restaurants of any size. AI offers hotels powerful tools to personalize the guest experience, optimize operations, improve energy efficiency, ensure safety, and manage online reputation. Its implementation can lead to greater customer satisfaction, significant savings, and a competitive advantage in the hotel industry.

The intersection of hospitality, gastronomy, and tourism with artificial intelligence and globalization is creating new possibilities for events such as the Barranquilla Carnival. These trends not only improve operational efficiency and the customer experience, but also promote sustainability and the preservation of Colombia's rich cultural heritage. Adapting to these trends will be essential for the continued success of the Carnival and visitor satisfaction in the years to come. This answers the question: How do artificial intelligence and globalization affect hotels, gastronomy, and tourism?

This research product reveals the outstanding activities of the Barranquilla Carnival in Colombia, with its colorful events and rich cuisine, to understand its effects on tourism. The effects of globalization on trends in the hotel, restaurant, and tourism industries were highlighted to ensure the sustainability of businesses and carnival events. Finally, the highlights of artificial intelligence in hotel, gastronomy, and tourism services are described to improve customer service and agility in services through the use of technology.

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