





Propuesta de plan de desarrollo turístico en el municipio de Baracoa

Proposal for a tourism development plan in the municipality of Baracoa

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Palabras clave:

Plan de Desarrollo Turístico, Baracoa, turismo, patrimonio cultural.

Resumen

Introducción: El turismo a nivel internacional y nacional continúa en aumento, convirtiéndose en una parte integral de la vida moderna. En su práctica y ejercicio intervienen diversos actores que lo promueven como instrumento de desarrollo local. Esto implica desarrollar todo un proceso multidisciplinario de organización, planificación, control y dirección haciendo uso de herramientas de estudio de la oferta y la demanda. Dentro de estos instrumentos utilizados, los planes de desarrollo turísticos brindan una certera metodología para la puesta en valor de los recursos y su uso eficiente. El plan orienta las acciones convenientes a realizar, a corto, mediano y largo plazo. **Objetivo:** El objetivo de la presente investigación es diseñar un plan de desarrollo turístico en el municipio de Baracoa, Cuba. **Metodología:** La trayectoria metodológica empleada constó de dos fases: el diagnóstico y la planificación estratégica del territorio. Entre las técnicas de recogida de información que se aplicaron estuvieron: entrevistas no estructuradas a pobladores locales y a varios expertos. También se aplicó la herramienta análisis de redes sociales: Facebook, YouTube y TripAdvisor, mayormente. Además, se elaboró un inventario de recursos que permitió el conocimiento del potencial turístico del territorio. **Resultados:** La investigación permitió el diseño de un plan de desarrollo turístico a partir de estrategias dirigidas a ampliar la cartera de productos servicios, involucrar a la población local en el proyecto, así como a promover las inversiones privadas y la asimilación de tecnologías de investigación y desarrollo. Además, el plan incluye la propuesta Sabores del Yunque como una oferta turístico-gastronómica que promueve la gastronomía local y las tradiciones culturales. **Conclusión:** El plan propuesto impulsa el desarrollo local y regional al brindar oportunidades de crecimiento económico, al tiempo que fomenta la preservación de la cultura de Baracoa. **Área de estudio general:** turismo **Área de estudio específica:** desarrollo local

Keywords:

Tourist

Abstract

Introduction: Tourism at an international and national level

Development Plan,
Baracoa, tourism,
cultural heritage.

continues to increase, becoming an integral part of modern life. Various actors intervene in its practice and exercise and promote it as an instrument of local development. This involves developing an entire multidisciplinary process of organization, planning, control and direction using supply and demand study tools. Within these instruments used, tourism development plans provide an accurate methodology for valuing resources and their efficient use. The plan guides the appropriate actions to be carried out, in the short, medium and long term. Objective: The objective of this research is to design a tourism development plan in the municipality of Baracoa, Cuba. Methodology: The methodological trajectory used consisted of two phases: the diagnosis and the strategic planning of the territory. Among the information collection techniques that were applied were: unstructured interviews with local residents and several experts. The social network analysis tool was also applied: Facebook, YouTube and TripAdvisor, mostly. In addition, an inventory of resources was prepared that allowed knowledge of the tourism potential of the territory. Results: The research allowed the design of a tourism development plan based on strategies aimed at expanding the portfolio of products and services, involving the local population in the project, as well as promoting private investments and the assimilation of research and technology technologies. development. In addition, the plan includes the Sabores del Yunque proposal as a tourist-gastronomic offer that promotes local gastronomy and cultural traditions. Conclusion: The proposed plan promotes local and regional development by providing opportunities for economic growth, while encouraging the preservation of Baracoa's culture. General study area: tourism Specific study area: local development

Introduction

Tourism at the international and national level continues to grow, becoming a way of life. Various actors are involved in its practice and exercise, promoting it as an instrument of local development due to the economic and social dynamics that it reflects

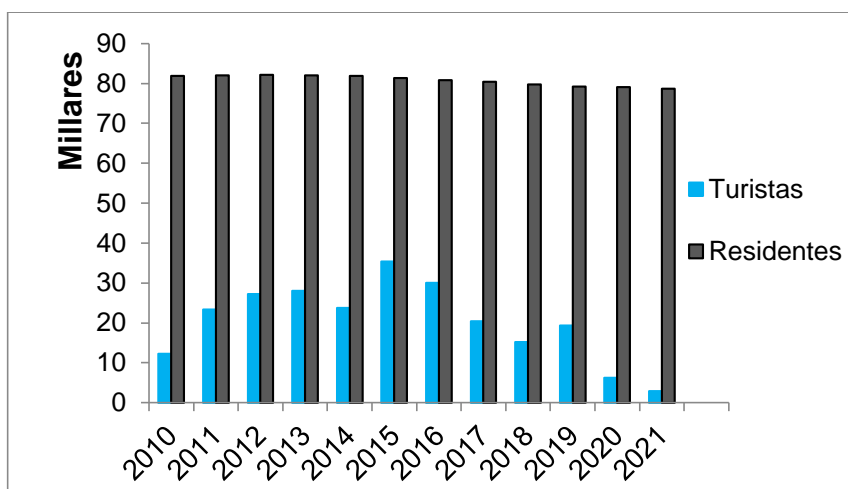
in the territories (Mori-Rodrigo & Flores-Ramírez, 2022). Tourism as an instrument of local development influences the generation of employment opportunities and the improvement of the quality of life of the population of tourist territories by promoting entrepreneurship, infrastructure, generation of foreign currency through exports, among other aspects (Ministry of Tourism of Ecuador, 2020).

Some towns with a tourist vocation, around the world, have known how to take advantage of tourism, which has allowed them to improve some basic conditions (Orgaz Agüera and Moral Cuadra, 2016), while others have not been able to take advantage of this vocation due to lack of investment. This is because municipal tourism management depends on a process of learning and improvement; this implies developing an entire multidisciplinary process of organization, planning, control and direction using some tools for studying supply and demand (Mori Rodrigo, 2020). To carry out this process, an instrument called the Tourism Development Plan is articulated, which provides the general guidelines for the tourism management of the territory, and guides the actions that are carried out to achieve sustainable and inclusive tourism development (WhiteandHeinrichs, 2014).

In this research, we intend to apply this tool to the Baracoa Municipality. Although municipal development strategies are carried out in the municipality, the territory is in a critical tourist situation due to the decrease in the number of visitors that it has presented in recent years and according to Butler (as cited in Diez, 2019) one of the fundamental indicators to measure the life of a tourist destination is the tourist influx. To have a better notion of the problem (figure 1) it can be seen how in 2015 the number of visitors reached its highest peak in the last 10 years with 35,358, which represented 43.5% of the total population of the municipality for the same year. However, the trajectory of the indicator until 2021 shows an exponential decrease, reaching the figure of 2,903 visitors, which represents only 3.6% of the local population. These figures indicate that the territory needs a thorough study and innovative proposals to address the problem it faces, and to recover tourism development figures, improve its demographic indices, quality of life, as well as recover the deterioration of the housing, heritage and non-hotel assets.

Figure 1

Comparison of the annual number of tourists and residents 2010-2021



Source: Prepared from data from the Statistical Yearbook of the National Office of Statistics and Information, 2015/2022 edition.

Consequently, the following research problem arises: How to raise the arrival of visitors to the municipality of Baracoa?

General objective: Design a tourism development plan in the municipality of Baracoa.

The choice of the study territory was not only based on the insufficient demand of visitors to the municipality (2903 in 2021) but was also determined by the development advantage of other destinations in the country with respect to Baracoa, namely Varadero, Havana, Cayo Largo, among others; as well as the new tourism trends that constitute opportunities for success for the development of products-services in the Villa primada (sustainable, experiential and gastronomic tourism, for example). In addition, the territory has many potentialities for the development of tourism: natural and cultural wealth, a variety of previously designed tourist products and, above all, the great willingness of social actors to participate in the development project.

Methodology

The methodology used in this research is exploratory (Hernández-Sampieri and Mendoza, 2020) and the path followed is part of the methodology for the development of tourism development plans by Blanco and Heinrichs (2014). It was structured in two phases, which are broken down in Table 1.

Table 1

Methodological trajectory

Phase 1: diagnosis	Stage 1: preliminary survey of the territory	-physical-geographical and socio-economic characteristics of the territory
	Stage 2: Diagnosis of the tourism situation	-supply and demand analysis. -resource inventory. -tourism and environmental assessment of resources.
Phase 2: Strategic planning	Stage 1: Formulation of the development plan outline	-objective of the development plan -strategies and actions
	Stage 2: preparation of the tourist-recreational proposal for the development of the territory.	-description of the proposal -financing channels

Source: Own elaboration.

Theoretical and empirical methods were applied. Theoretical methods allowed for the survey of the territory and the diagnosis of the tourism situation. The logical history was mainly aimed at studying the evolution of each indicator and its current behaviour. The synthetic analytical approach and the inductive-deductive approach allowed for the development of the plan's strategies. In addition, the documentary review focused mainly on the review and assessment of the essential elements of the object of study on a theoretical level, as well as on the collection of information and the validation of the results. Statistical and mathematical methods were used to process the surveys and validate their reliability. Among the data collection techniques applied were: unstructured interviews with local residents and various experts. The social network analysis tool was also applied: Facebook, YouTube and TripAdvisor, mainly.

Results

Diagnosis of the territory

Preliminary survey of the territory.

Physical-geographical characterization:

Baracoa, the First City of Cuba, is a municipality located in the eastern province of Guantánamo, very close to the eastern tip of the island of Cuba, between the coordinates 20°2'12" north latitude and 74°30'37" west longitude. The municipality borders Maisí to the southeast, Imías and San Antonio del Sur to the southwest, and Yateras and Moa to the west, the latter belonging to the province of Holguín (Gamboa, 2017).

Baracoa is known as the land of the ridges, the marine terraces, the tibaracones and the Yunque. It has a rugged topography, with very few flat areas. Nearly 95% of the total area of the municipality has a high relief classified as pre-mountainous, with small and low mountains. The relief is characterized by the existence of ridges with slopes greater than 15%, as well as the formation of different geological structures. The remaining 5% is made up of a small coastal strip 2 km wide (Baracoa Citizen Portal, 2018).

Baracoa is surrounded by rivers. Among them we can mention: Macaguaniguas, Duaba and Toa, which is the one with the greatest flow in the country. To the east is the Miel River and on the eastern borders is the Yumurí River. (Citizen portal, 2018) Its beaches include Playa Miel, Blanca, Manglito and Maguana (Infotur, 2021).

It is also recognized for its rich fauna and flora, characterized by variety and high endemism; the Alejandro de Humboldt National Park being the best example within the region. The climatic behavior of the area, characterized by a wide rainfall regime, allows the park to have unique flora and vegetation in the country, considered to have the greatest plant diversity in the Insular Caribbean and one of the floristic regions with the highest endemism on the planet (Portal del ciudadano de Baracoa, 2018).

Socio-economic characterization:

The economy of Baracoa is predominantly agricultural, based on three main sectors: coconut, cocoa and coffee. Baracoa is the largest producer of coconut and cocoa in the country (National Office of Statistics and Information [ONEI], 2022). Other contributing sectors are construction, maintenance of the road network and scientific and technical activity. In the sphere of services, tourism stands out, with increasing significance due to its contribution to commercial production (Baracoa Citizen Portal, 2018).

Elements that make up the culture of Baracoa:

History has had a great influence on the culture of Baracoa, contributing to its uniqueness and richness. According to Costafreda (2012), this Cuban city stands out for its culinary tradition, which uses exotic ingredients such as coconut and cocoa. An interesting contribution of Baracoa's gastronomy is that it was they who began using ginger in food on the island. On the other hand, coconut milk is the basis of most of Baracoa's dishes, and they use it both for sweets and for preparing meats and rice.

History is also evident in the numerous archaeological sites that reveal the development of the aboriginal farming and pottery culture in the Baracoa area. These settlements left a valuable indigenous cultural legacy that is exhibited in the Cueva del Paraíso Museum and the Fuerte Matachín Museum. The city has preserved its purest traditions and customs, many inherited from the French-Haitian influence and currently transmitted from generation to generation. For example, in traditional music and dances, the nengón and the kiribá are an essential part of the cultural identity of Baracoa, accompanied by musical instruments such as the tres, the marímbula, the bongos and the maracas (Guantanamo Citizen Portal, 2020).

Diagnosis of the tourism situation in the territory.*Analysis of local supply:*

Among the accommodations in Baracoa, there are 3 hotels, 4 hostels and 1 villa for a total of 278 rooms (ONEI, 2022). Currently, there are 23 restaurants registered on the TripAdvisor platform in the municipality, most of them near the city center. These restaurants offer traditional food dishes, seafood with coconut milk, and cocoa desserts. These restaurants are not only places to enjoy a good meal and listen to pleasant music, but they are also a living example of Baracoa's culture, history and traditions. From the list above, the Baracoando restaurant stands out as the only one that has a truly differentiated offer, specializing in vegetarian food.

Among the cultural sites of interest are the Matachín Fortress Museum, the Victorino Rodríguez House of Trova (where local groups perform traditional Cuban and Baracoese music live), the Nengón Ranch and the Kiribá (in the El Güirito community, where these traditional rhythms are sung and danced). It also has the Eliseo Osorio Art Gallery, where exhibitions are shown. In addition, one should not forget to mention the Baracoa Boulevard in the Historic Center, which arouses interest in tourists visiting the city (Infotur, 2021). In addition to these facilities, Baracoa has several trails on offer, both for nature and cultural tourism, in the Alejandro de Humboldt Park or in the El Yunque Park. However, not all of these excursions and trails are currently being carried out or marketed.

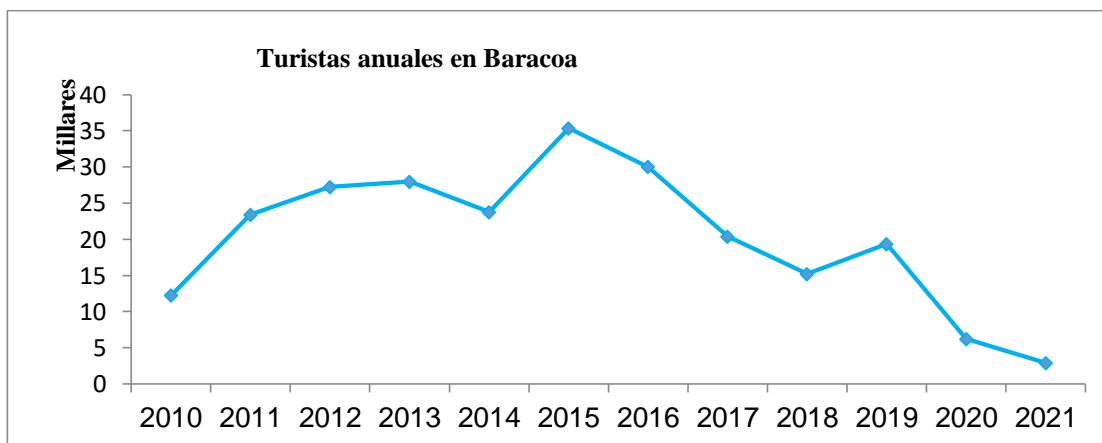
There are other tourist options such as: the Majayara Eco-archaeological Park, the archaeological museum “La Cueva del Paraíso”, marine excursions and Finca la Esperanza. In addition, the Yumurí Park, which includes the area of El Cañón del Río Yumurí bordering the Los Alemanes pass, has several trails that relate the various forms of tourism. Although the offer is not yet sufficiently developed or efficiently used, it covers a wide variety of forms of tourism.

Demand analysis:

Leyva (2012)The author states that Baracoa opened its doors to international tourism in 1991 with the presence of the Cadena Horizontes in the region. Since 1991, the arrival of tourists has increased considerably, going from 1.2 thousand tourists to 31.0 thousand tourists in 2008, due to the fact that Cuba was among the fastest growing markets in the region. Despite the sustained increase in the arrival of tourists to Baracoa, the average length of stay was quite low from 1991-2000 with two nights and from 2001-2008 with three nights per year, making a general balance. This shows that, fundamentally, the tourism that arrived in Baracoa was basically transit. Since then, the behavior of the tourist demand in Baracoa has been irregular, as can be observed in figure 2.

Figure 2

Number of tourist arrivals to Baracoa (thousands of people) 2010-2021



Source: Taken from the ONEI Statistical Yearbooks, 2015/2022 edition

Although demand has been affected since 2020 by the impact of the Covid-19 pandemic on people's mobility, the decrease in the annual growth rate of tourists dates back years, as can be seen in Table 2. The tourist demand in Baracoa is currently not as representative as in previous times, with only 4,254 visitors in 2021, and only 2,903 of them were domestic tourists. The main issuing countries include: Germany, Spain, Canada, the United States, France, Russia and Italy, in that order. The number of

visitors to Baracoa in 2021 only represented 0.74% of the total number of visitors who arrived in Cuba in that year (ONEI, 2022).

Table 2

Growth rate of tourism demand 2010-2021

Years	Growth rate
2010-2011	48%
2011-2012	14%
2012-2013	3%
2013-2014	-18%
2014-2015	33%
2015-2016	-18%
2016-2017	-47%
2017-2018	-34%
2018-2019	21%
2019-2020	-212%
2020-2021	-114%

Source: Data taken from the ONEI Statistical Yearbook, 2015/2022 edition.

After a series of unstructured interviews with tourism specialists in Baracoa, it was concluded that demand in the destination does not seem to recover, which is why many facilities remain closed to the public. Subsequently, a study was carried out on the comments of tourists who had visited Baracoa on other occasions, on the social networks of the Baracoa facilities as well as on the Tripadvisor platform, covering several languages, namely: Spanish, French, English, Italian and Portuguese. The synthesis of the research led to the assertion that people decide to visit this destination because it is the first town founded in Cuba, for its culture; its religious traditions, its archaeological sites, also for the endemism of its protected areas, but above all for its gastronomy. There is no tourist who goes to Baracoa and does not talk about its popular coconut sauce.

Resource inventory

According to López (as cited in Pita Lino et al., 2021) the resource inventory establishes an integrated record of all the tourist elements that, due to their natural, cultural and human qualities, can constitute a resource for tourists, which is why it represents a valuable instrument in tourism planning and also serves as a starting point for carrying out evaluations and establishing priorities for tourism development, and as an

instrument it allows us to know in a real, systematic and orderly way the tourist resources of a city, country and/or region. For the reasons stated above, a total of 16 resources in the territory of Baracoa have been inventoried.

From the inventoried resources, the resource is quantitatively valued (Table 3) taking into account the criteria of uniqueness (referring to the unique characteristics that the resource has), intensity (referring to the power to leave a strong impression on visitors) and geodiversity (referring to the number of elements or activities that the resource has). From the values of each of the criteria, which are granted based on the subjective criteria of the researchers (who took as a reference the criteria of the inhabitants, comments on TripAdvisor and the information available on the resources), the resources with the greatest tourist value are averaged and determined. As a result, the following stand out: Alejandro de Humboldt National Park, El Yunque de Baracoa, traditional Baracoa food, traditional music and dances and the Baracoando Restaurant with the highest values. This shows the strengths of the territory for the development of ecotourism, cultural and gastronomic tourism.

Table 3

Quantitative assessment of inventoried resources

Resources	Uniqueness	Intensity	Geodiversity	Total	Worth
Alejandro de Humboldt National Park	3	3	3	9	3
Cross of the Vine	3	2	1	6	2
Cathedral of Our Lady of the Assumption	3	2	1	6	2
Fort Matachín Municipal Museum	1	2	1	4	1.3
Archaeological Museum of the Cave of Paradise	3	2	1	6	2
Seboruco Castle of Santa Barbara	1	2	2	5	1.67
The Anvil of Baracoa	3	3	3	9	3
Maguana Beach	1	2	1	4	1.3
Fort La Punta	1	2	3	6	2

Table 3

Quantitative Assessment of Inventoried Resources (continued)

Resources	Uniqueness	Intensity	Geodiversity	Total	Worth
Traditional Baracoa food	3	3	3	9	3
Traditional music and dances	3	3	3	9	3

Baracoando Restaurant	3	3	3	9	3
Manglito Beach	1	2	1	4	1.3
Finca Duaba Restaurant	2	2	1	5	1.67
Toa Ranch	2	2	1	5	1.67
The Colonial Restaurant	2	3	1	6	2

Source: Own elaboration.

Table 4 highlights the functionality of the inventoried resources in relation to the various tourist activities that the authors consider most relevant for the profile of tourists visiting the municipality. When comparing the results with the previous analysis, it can be seen that the inventoried resources present notable potential for the development of cultural tourism. This clearly suggests that one of the main opportunities of the territory lies in the creation of tourist offers with a cultural focus.

Additionally, it can be concluded that these resources have a moderate potential for gastronomic tourism and ecotourism, while their viability is lower in the case of coastal, maritime and inland water tourism. This analysis provides a clear perspective on the direction to follow in the development of a tourist-recreational proposal. It is recommended to focus mainly on the promotion of cultural activities that are linked in some way to local gastronomy and ecotourism.

Table 4

Assessment of functional use of resources

Resources	Cultural tourism	Coastal, maritime and inland water tourism	Gastronomic Tourism	Ecotourism
Alejandro de Humboldt National Park	2	2	1	3
Cross of the Vine	3	1	1	1
Cathedral of Our Lady of the Assumption	3	1	1	1

Table 4

Functional use assessment of resources (continued)

Resources	Cultural tourism	Coastal, maritime and inland water tourism	Gastronomic Tourism	Ecotourism
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Fort Matachín Municipal Museum	3	1	1	1
Archaeological Museum of the Cave of Paradise	3	1	1	1
Seboruco Castle of Santa Barbara	2	1	2	1
The Anvil of Baracoa	2	2	3	3
Maguana Beach	1	3	1	2
Fort La Punta	1	1	3	1
Traditional Baracoa food	3	1	3	1
Traditional music and dances	3	1	1	1
Baracoando Restaurant	3	1	3	2
Manglito Beach	1	3	1	2
Finca Duaba Restaurant	2	1	3	3
Toa Ranch	2	1	3	3
The Colonial Restaurant	2	1	3	1
Total	36	22	31	27
Worth	2.25	1.38	1.94	1.69

Source: Own elaboration.

It is essential to know the state of conservation of resources, evaluating their current use and exploring the possibilities for their future use, as detailed in Table 5. This information provides a more precise vision that guides the strategic planning of our development plan, allowing us to effectively meet the established objectives.

Table 5

Assessment of the status and conservation of resources

Inventoried resource	Conservative value	Current use value	Potential use value
1. Alejandro de Humboldt National Park	High	High	High
2. Cross of the Parra	High	High	High
3. Cathedral of Our Lady of the Assumption	High	High	Half
4. Fuerte Matachín Municipal Museum	Half	Half	Half

Table 5

Assessment of the status and conservation of resources (continued)

Inventoried resource	Conservative value	Current use value	Potential use value
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5. Archaeological Museum of the Cave of Paradise	Half	Half	High
6. Seboruco Castle of Santa Barbara (current Castle Hotel)	Half	Half	High
7. The Anvil of Baracoa	High	High	High
8. Maguana Beach	Half	Low	High
9. La Punta Fort	High	Half	Half
10. Traditional Baracoa food	Low	High	High
11. Traditional music and dances	Low	Half	High
12. Baracoando Restaurant	High	High	High
13. Manglito Beach	High	Low	Half
14. Finca Duaba Restaurant	Half	Half	Half
15. Toa Ranch	Half	Half	Half
16. La Colonial Restaurant	Half	Half	Half

Source: Own elaboration.

Table 4 shows that resources numbered 1, 2, 7 and 12 are in optimal conditions for current enjoyment and also have significant future tourism potential. It also highlights the importance of paying closer attention to preserving the culinary traditions of Baracoa, given that they are currently highly used resources and have significant tourism potential.

1. Strategic planning of the territory

Formulation of the tourism development plan scheme

The formulation of the general objective was undertaken based on the diagnosis of the tourism situation. Therefore, the general objective was defined as: To direct the management of the Baracoa destination towards more sustainable tourism within a period of 3 years.

In addition, a series of specific objectives were established to meet the general objective:

- Rehabilitation of 50% of the trails that were already designed but are not currently offered within a period of 1 year.
- Implementation of a multi-year advertising campaign.
- Increase profitability by 30% within 3 years.
- Achieve the average market share of Cuba as a tourist destination within a period of 3 years.

Strategies, actions, and areas of action

The main areas of action identified for the implementation of the proposed objectives were: human resources, marketing, financial area, research and development, and strategic management.

Taking the strategic objectives and areas of action as a basis, the work team established the most appropriate strategic bases to achieve the desired sustainability.

The following strategies are proposed:

- Involvement of local population in the development project.
- Assimilation of research and development technologies.
- Consolidation of the Baracoa brand in the market.
- Expansion of the product and service portfolio.
- Promotion of private investments.

The established strategies will be developed through a set of actions and projects:

- Increased cooperation between the public sector and the local population.
- Design of products and services aimed at local tourism.
- Conduct demand segmentation studies to redirect towards the most significant segment.
- Design cultural, gastronomic, experiential and ecotourism tourism products and services.
- Quote and rehabilitate the trails of the Alejandro de Humboldt National Park, El Yunque and Yumurí.
- Study the demand and potential of the Cueva del Paraíso Archaeological Museum.
- Application of process management in the destination facilities.
- Revalue and consolidate the cultural and natural attractions that should be included in the brand.
- Reconstruction of road infrastructure and accessibility routes.
- Reprice hotel deals in Baracoa and propose packages for national tourism instead of closing the facilities.
- Establish alliances between the municipal strategic management and private sector actors; MSMEs and self-employed workers, in order

to develop with the greatest possible efficiency and effectiveness all the projects designed in the Baracoa Development Plan 2022-2030.

Tourist proposal Flavors of the Yunque

In the search to enhance the strengths of Baracoa and to comply with the proposed strategies and actions, the Sabores del Yunque tourism proposal arises. It stands as the living expression of the Baracoense identity, fusing traditional local cuisine with a sustainable natural environment. As has been evidenced in the tourism diagnosis stage, Baracoa has great strengths and potential for the development of cultural tourism offers that are linked to gastronomic tourism, which is why this proposal arises.

Gastronomic tourism is understood as a tourist activity for the traveler to have experiences and enjoy products related to the gastronomy of a place; through restaurants, visits to local producers, participation in gastronomic festivals or cooking classes (World Tourism Organization [UNWTO], 2019).

Regarding sustainable gastronomic tourism, Velásquez and Garlobo (as cited in Loya and Fusté-Forné, 2021), consider that it is carried out through activities based on tangible and intangible gastronomic heritage in places different from the usual environment, with the main objective of creating gastronomic experiences where products, society and its culture are valued, as well as the responsible use of natural resources. That is, that food is used in a healthy way, grown and produced with environmental responsibilities and promoted within traditional gastronomy through sustainable activities that contribute to maintaining the identity of the gastronomic heritage.

The project itinerary is designed based on these criteria, which not only seeks to delight the palates of visitors, but also to become a catalyst for tourism in the town. The proposal is spread over five days, where tourists will connect with the community and learn about the customs and typical recipes of Baracoa to demonstrate what they have learned in the competition.

Day 1: On the first day, visitors will be greeted and transferred to the Hotel Porto Santo. At 7:00 pm, they will be taken to the Baracoando restaurant, which specializes in vegetarian food. The chef strives to customize each dish to each customer's tastes. Here, visitors will have the opportunity to take a tour of the restaurant's fields, which provide the ingredients for the preparation of the restaurant's food. In addition to enjoying the unique cuisine, the establishment has a space dedicated to teaching typical dances from the region. Cooking classes are also offered, where participants will be able to learn about the process of preparing their own food and learn from the experience. It will be a full day, allowing visitors to explore local culture and traditions.

Day 2: During the second day you will visit the cocoa trail accompanied by native guides, who will show you the process in the cocoa plantations, including how chocolate is obtained. Lunch will take place at the Duaba restaurant and here you will learn how to prepare foods obtained from cocoa, such as Chorote, which is a typical local drink.

Day 3: On this day, tourists will take a tour along the coconut trail, accompanied by native guides. They will show them, making them participate, the process of planting and harvesting coconut. In addition, they will teach them how to peel and extract the coconut mass and water. They will have lunch at the Finca Toa restaurant and prepare traditional Baracoa recipes made with coconut, such as coconut sauce and cone.

Day 4: During the fourth day, two iconic restaurants in the town will be visited. First, tourists will be taken to El Poeta to take part in the unique tradition of this place: (drinking rum with cane juice without touching the bottle). Then, they will be taken to the oldest restaurant in Baracoa: La Colonial, an establishment characterized by its rustic and traditional utensils; as well as its delicious seafood dishes with coconut sauce. Visitors will taste and learn these recipes at the restaurant.

Day 5: On this day, tourists will be transported to Villa Maguana to carry out the competition. The judges in charge of the competition will be the chefs from each restaurant where they learned the different recipes. To carry out the competition, the contestants will be divided into teams as evenly as possible according to the composition of the group. Each competitor must cook two recipes learned during the week, one with coconut as the main ingredient and another with cocoa. The judges will evaluate, in addition to the taste of the food, the use of traditional techniques from Baracoa, creativity and positive attitude towards the environment. Once the participants have been evaluated, awards will be given.

Possible financing avenues

In order to carry out Sabores del Yunque, it is necessary to find sources of financing that facilitate the implementation of the project, improve its attractions and promote it. After an analysis, it was determined that the most viable option is mixed financing. This modality takes advantage of resources from both the public and private sectors and promotes tourism development in Baracoa.

This merger will enable effective promotion, as the project requires considerable investment and the costs can be shared between both parties. The public sector can use

its communication channels and promotional networks to give visibility to the project, while the private sector can provide marketing strategies and additional resources to reach a wider audience. In addition, the public sector will provide the political support necessary to carry out the project, while the private sector will take care of the details, guaranteeing the quality of the services and products offered to ensure a unique experience for each tourist.

Blended financing generates a significant impact on the local economy. Attracting private investment will ensure the development of local talent and train residents interested in participating in the Development Plan, allowing them to actively engage in tourism activity. This will lead to increased job creation and promote the local supply chain, thus contributing to sustainable economic growth that benefits the community at large. In addition, the private sector will facilitate improvements in living conditions in the territory, which will also benefit tourism through improvements in signage, reactivation of trails, among other initiatives.

Conclusions

- The proposal highlights Baracoa as an emblematic place of cultural wealth, ideal for a tourism plan focused on its cultural components.
- The Baracoa region has a wide variety of tourist resources that require investment in infrastructure and services to reach their full potential.
- Baracoa, as a tourist destination, faces challenges, but it can turn its weaknesses into strengths, channeling its potential to establish itself as a sustainable and successful destination.
- The Sabores del Yunque proposal represents an unprecedented culinary competition at a national level, which will generate profits and preserve the Baracoa culture while involving the local population in the project.
- The plan will serve as a driving force for local and regional development, generating employment, fostering education and cultural preservation, and promoting cultural exchange between visitors and the local community.

Conflict of interest

There is no conflict of interest

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