



ICOTTS'20

INTERNATIONAL CONFERENCE ON TOURISM
TECHNOLOGY AND SYSTEMS



Universidad
de Cartagena
Fundada en 1827

This Certifies that the article "*La ciudad de los parques*" una estrategia de marketing para la promoción turística de la ciudad Bucaramanga, Colombia (Norberto Duarte, Antonia Cano, Lizandro Rincón) was presented in the

INTERNATIONAL CONFERENCE ON TOURISM, TECHNOLOGY & SYSTEMS - ICOTTS'20

From 29th to 31th of October 2020.

Cartagena de Indias, Colombia

António João Vidal Carvalho

António José Abreu Silva

ICOTTS'20 General Chairs

