

Colombia magical realism: an imagined destination.

Interest in Colombia as a tourist destination has been gradually increasing in the last seven years, due to the signing of the peace process on November 24, 2016, between the Government and the guerrilla group known as Farc-EP. In 2023, for the first time, a historical milestone of 5,500,000 foreign tourists attracted by multiple stories associated with works of fiction, in which historical, social and violent landmarks, characters and places of dreams of the different regions of the country are highlighted. Fictions have mobilized tour operators, who are reconfiguring or creating new itineraries and experiences that respond to the expectations and imaginaries of visitors.

The objective of this work is to analyze the different sources of fiction of the narratives that are being produced from Colombia and that have motivated new reconfigurations, experiences and itineraries from tour operators and inhabitants, by contrasting them with the imaginaries that international tourists express through different sources such as social networks and web pages.

Some imaginaries that are inspired by fictions produced from different sources are analyzed: literature, associated with the works of magical realism by Gabriel García Márquez, which have been a source of inspiration to create experiences and routes specially in the Caribbean region and the Magdalena River; the imaginaries about the drug trafficker Pablo Escobar that marked the decade of the eighties and nineties in the country and that have been enhanced through cinema and series such as "Narcos" or "El patrón del mal", produced by various platforms such as Netflix. These series have generated the interest of tourists to visit the places that frame the life of this figure associated with the historical memory of Colombians and particularly of Medellín; the recognition of the country from the musical mixes that have been positioned with singers like Shakira, Carlos Vives, Fonseca, etc. This musical production generated the interest of the national promotion entity, Procolombia and the Ministry of Commerce, Industry and Tourism, to create in 2019 the international promotion campaign: "Colombia, Feel the Rhythm", which included 13 music videos with the participation of 23 Colombian artists; The promotion and positioning of the brand "Café de Colombia" which was projected with greater force since 1994, from the production "Café con aroma de mujer", of which a remake was made in the year 2021, reaching to be projected in 19 countries; Film productions such as the movie "Encanto" of the Disney company, who sent a team of 6 creatives to visit three scenarios of the country: Cartagena de Indias, San Basilio de Palenque and the Coffee Cultural Landscape. Different images were collected and recreated in the movie that was presented in 2021, generating an atmosphere of fascination in potential visitors for the landscapes and for some iconic characters, generating new tourist staged authenticity in the places that were recreated.