

The economic impact of Instagram in the Colombian economy. Case study of the profile "Tulio Recomendada"

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Abstract:

This article's main focus is to analyze the economic impact in Colombia of the Instagram profile of *@tuliorecomienda*, in addition to describing the profile characterization, the analysis of the events carried out by it and finally identifying the economic impact that the masters have had which is its main event with presence in several cities of the country. This article is structured under a qualitative approach methodology, of a descriptive-documentary nature from secondary sources. *@tuliorecomienda* since its inception in 2017 has been generating an impact on the economic sector through its masters using social networks as a recommendation and dissemination platform favoring restaurant entrepreneurs, in addition to diners who love artisan food. This impact has been mostly positive in sales for entrepreneurs and causing great movements in the Colombian economy, which may include those who harvest, distribute, manufacture and sell the ingredients for these culinary events, using social media as the main tool, as are Instagram and Facebook and it is for this economic impact that it is decided to publish this article.

Key words: Economic impact, Instagram, Facebook, social networks, master, Burger master, pizza master, sushi master, restaurants, participating cities, followers.

Introduction:

The appearance of social networks has changed many behaviors of the people who use it, since you can already maintain friendships at a distance, know places, things and experiences never seen anywhere in the world because social networks also expanded the concept of sharing, since Now, you can send photos, videos and any other type of social setting that you want to share.

To further understand this concept, its derivatives and consequences, the study relies on the proposal of David Caldevilla (2010), in which he gives a definition of what a social network is, and also shares the debates around privacy, risks of these new relationships, the addiction to being interconnected with hundreds of friends, the decrease in productivity at work, the tendencies to share more daily images and the search for new products or experiences in these virtual platforms, the main objective of this article is make a deep analysis of networks through their definition, typology, use and influence to conclude if it is a threat or an opportunity for society.

Adriana Cristancho et al (2007) present the growth situation of ICTs in Latin America and allows to demonstrate the need for the implementation of electronic commerce systems in Colombia and the advantages presented in companies that are linked to this commerce system, this document states that the impact can be positive regardless of the size of the company, given that the resources for this type of commercialization are low and the general public is increasingly seeking more agility, ease and security when carrying out the election process, such as purchasing or other methods, the authors argue that ICTs meet these modern needs. As other support for the article, it is important to highlight networking because it is a term used to describe the alliances and joint strategies of companies that use the internet to reach people who consume social networks or are browsing, and That term is networking, which will contribute information to the research, and the Barcelona Activa magazine (2010), which describes the concept of networking and its applicability in the interconnected world, is taken as an antecedent to support the identification of true information. the current world and in the strategic alliances that can be developed between different influencers, companies or interest groups that can contribute to each other. This article takes concepts, figures and data from other past articles and compares them with the evolution that networking has had up to the date of writing the article.

For several years it has been identified that technology has been having a great impact on society and the economy, both positive and negative, within the positive impact are social networks, since they have allowed the world economy to increase, Given that, there is a large audience that often interacts on these social networks and becomes a strategic point for companies to attract consumers. It is important to know the level of

socioeconomic impact that is being presented, according to the analysis developed by Tigo Une (2019) Instagram is the fifth most used application by Colombians today with a participation of 9.04%.

The mode of operation of this network is based on several objectives, everything depends on the interest that the person behind the screen has, although this network has the function of uploading photos and videos, each person has the freedom to upload content of their interest and pleasure, likewise use it at their own convenience, for example in the case of natural or legal persons who want to undertake a project, one of the objectives of this tool is to provide alternatives such as attracting clients, since currently people seek simplicity when make a purchase, find a place to visit, have a service generating profitability to those interested among others in order to minimize time and costs.

All of the above is due to the globalization of technology that allows you to do infinity of things through this network. Instagram has sparked a lot of interest in companies of all kinds of commerce, because with this platform companies update a large number of audiences at a very low cost with all the new things they have to offer in their portfolios of goods or services and also It is useful to identify on the part of the commerce the tendencies of the consumers that are constantly changing, nothing strange is that companies increasingly use this social network, in the Postcron blog you will find very important data on the use that is being given to Instagram; According to María Eugenia Guidara (2018), in this social network a total of 700 million active users can be found worldwide, the companies of the world have identified the importance of having a space in this network, only 70.7% of US companies It has opened an Instagram account, where they make all kinds of interactions with users and allows more knowledge of new companies in this country to users and 80% of Instagram users worldwide are following a company or business in the Currently, therefore, that the social and economic impact is increasing more and more, therefore, it is important to know with these data and in-depth research to identify the economic impact that Instagram presents at a commercial level.

For the purpose of this research it is also important to be clear about the scope of the economic impact of social networks on companies, more specifically the impact of Instagram, to contribute to this search it is important to identify the contribution that marketing can make through of these virtual platforms and Felipe Uribe et a (2013) detail it in their article that is used as support since they declare the importance of creating brands through the images and posts that are available, for a company it is important to Marketing area because they are in charge of the presentation of the company to the public and competition, who are the external public who are in turn potential consumers and social networks allow a focus of the company's advertising to the public of interest. for the company, which reduces resources and covers more people, so good marketing is a plus

Pour the image of the company on a site such as social networks where there are so many users.

In such a globalized world and economy, social networks are a dynamic tool that companies can use in positive ways for their business purpose because they can use social networks such as Instagram to capture knowledge, both for their competitive improvement and for innovation. of its services or products, as Oriol Mirabell (2014), mentions, the impact that social networks can cause and in this case Instagram is not only reflected in marketing but as a process of internal evolution of the company, such as the improvement of areas such as marketing, customer service and the production area, because social networks allow to assess the trends of the public, in a fast way; so companies must adapt internally to these constant changes in order to attract more customer attention and have more economic benefits.

Social networks represent a virtual place of leisure, which is important to attack with creative strategies to attract those users who are in search of tourist places of interest, restaurants, cinemas and bars, where social networks allow from the beginning to create a pre-sale service. , such as providing users with their locations, rates, menus, suggestions and reservations, facilitating and reducing the cost of customer service, as Pablo De Castro (2017) puts it in his thesis, where he reiterates the importance of attracting pre-sale customers, with images , tools and attention instantly and of good quality. This would lead a company to retain more customers and contribute to its economic objectives.

It is important to highlight that, for para Alejandro Barros (2019), social networks in Colombia have a significant influence on society, since they are having a significant impact on the incentive for consumption and that whoever has generated it is the current context of society. where the overspending is increasing. One of the social networks mentioned in this article is Instagram, which is applied as an economic tool for small, medium and large companies that want to start their businesses, since they can make offers, sales and advertising regardless of their size, increasing the Virtual competitiveness, in addition, social networks offer these advertising services at very low costs that can be assumed by entrepreneurs.

This study leads and guides this research by means of the following real example which shows how social networks with good management can impact the economy of a country. On this occasion, Mr. Tulio will be mentioned, better known as "the Lord of the Masters" who, according to his own history, after having worked in different industries, decided to start with the gastronomy sector where growth is said to The one that has had the greatest impact was since he decided to open his accounts on social networks. It started on Facebook and followed on Instagram. From there he began to tell his experiences in the various restaurants that were attracting his attention. In addition to the above, it is of great importance to highlight that in his own blog he indicates that "he has generated in 3

years an economic movement of close to 100 BILLION pesos for the Colombian people; more than any individual or private campaign I know of until today ” (Tuliorecomienda, 2019)

For all of the above, the objective of this article is to analyze the economic impact in Colombia of Tulio Recomienda's Instagram profile. In this order of ideas, this article is divided into three parts. The first is the characterization of the *@tuliorecomienda* profile, the second is the analysis of the events carried out by it and the third is to identify the economic impact that the event with the greatest reception has had. This article is structured under a qualitative approach methodology, of a descriptive-documentary nature from secondary sources.

The profile *@tuliorecomienda*

This profile belongs to Tulio Zuloaga, the one who calls himself "Tulio Recommends", who began in 1984 to participate in different industries such as radio, acting, music, automotive mechanics and finally gastronomy where an offer of Teleantioquia to make a food program, and thus begins his phase as *@tuliorecomienda* because this nickname appears after many people began to ask him about restaurants and recommended places to eat, this led him to be called *@tuliorecomienda* and in the year issuance of this article 2020, is constituted in a company made up of fourteen people and that in addition to restaurant reviews made by Tulio, they are in charge of a restaurant directory application and hold events. In fact, in 2017, after wanting to venture into hamburger cuisine, he realized that Medellín had a slowdown in its market, especially in artisan burgers. (Garzón, 2019).

His Instagram profile has 681,174 followers, and has a significant increase since in March 2020 he acquired 63,264 new followers with a daily average of 2,109 followers and these data mean an increase in them of 178.8% compared to the same month of the year 2019 and this shows that the account is increasing, evolving and attracting more and more public connected with gastronomy and the advertising model, events and recommendations given by *@tuliorecomineda* (SocialBlade, 2020).

As a demonstration of this increasing evolution of the *@Tuliorecomienda* account, the expansion interest of the masters is evident, which consists in the offer of artisan dishes, where the restaurants that are linked to the event compete to have the greatest number of satisfactory comments and sales of its gastronomic offers, which is also low in price, which causes a very high consumption as it is affordable for many people. And it is that not only in Colombia is *@Tuliorecomienda* present, because it is also seen in this model, an innovative event and promoter of gastronomy in different cities of the world, an example of this is the initiative for the first master in the city of Madrid, Spain, and it is that *@tuliorecomienda* already has a public and recognition in this city for the results produced in the last 3 years by the masters carried out in Colombia, so in the European

city it was planned to launch the first Burger master in April 2020, as stated by Tulio Zuloaga “We are ready to launch the Burger Master in Madrid, Spain, there is already a team talking to restaurants and we want to do it last week of April at the same time as the one held in Colombia ”(2019). However, this launch was not carried out with the aforementioned schedule, since on the expected date to carry out it was affected by the mandatory quarantine that governs in Spain and in many countries of the world by the COVID-19 pandemic that is presented as a respiratory involvement. This disease has been a major reason to ban crowding places such as restaurants, bars, concerts, cinemas and many more places, all this to prevent the spread of the disease to more people and in Spain the country has been slowed down, to avoid more deaths due to this virus than the date of preparation of this article according to the newspaper El país (2020) has 21,717 deaths and more than 208,389 people infected.

In addition to Madrid, the *@tuliorecomienda* group also has sights on the US market, which is a large audience and is deeply rooted in its gastronomic culture, consuming hamburgers, pizzas and sushi; By 2020 the team has not managed to reach an agreement or enter to carry out some type of foodie event on American soil, as explained to the newspaper La República “we received a call from the Chamber of Commerce of Miami, United States, to make a Master there, but with them we still have nothing safe” (Tulio Zuloaga, 2019).

Presence in other countries is a not-too-distant goal for *@tuliorecomienda* because according to the El Gourmet channel, he has become one of the five most recognized gastronomic bloggers in South America, with more than 1.2 million visits received from Colombia, Argentina, Peru, Venezuela, Chile, the United States and also in Spain. He has become one of the most influential critics through the interaction of applications and social networks such as Facebook and Instagram, which earned him recognition and invitations in countries such as Italy and Chile. (El Gourmet, 2016).

Events

@tuliorecomienda, Throughout the year it carries out various events around gastronomy, and the events with the greatest reception by thousands of people are the masters, this is a format where hundreds of restaurants in the main cities of the country offer products according to the menu. Themes of the master compete among themselves to know the restaurant with the most positive reviews and to be crowned the top of the restaurants with the best pizzas, hamburgers and sushi, which are the meals that participate in the master that Tulio calls Recommends (Zuluaga, Finanzas personales, 2018).

As previously mentioned, *@Tuliorecomienda* has been successful in the format of the master's degree where restaurants offer their best product at an accessible cost for

people, with clear rules for both consumers and participating establishments, and these are:

These rules have been established since 2017 when the first master's degree began until the last, these same rules apply to the three existing masters until the time of this article.

1. All people can go to the master in any restaurant that is presenting and check the schedule in the *@Tuliorecomienda* application or on the Instagram account *@tuliorecomienda*.
2. The restaurant will not be able to offer its food to the people who arrive, for this reason customers must inform them that they are interested in their product that participates in the master's degree, this is because they want people to use Instagram or the application to choose the place where Which one would you like to eat and be attracted by the visual information of the product and its ingredients.
3. The format of the master is what you are looking for is that the consumers are the juries, and that the qualification of their experience is within the establishment, for this reason, no masters allow addresses.
4. The food offered in the masters has a value of \$ 13,000 to \$ 15,000, the restaurants cannot offer a higher price, this value includes only the food described in the master, and the drinks are separately and present combos that can go up to \$ 20,000 per person.
5. We are allowed to sell the food participating in the master's degree to companies or institutions in large quantities, since they must be in their original environment so that the vote is not affected. If the client wishes to repeat, they can do so within the establishment.
6. The establishment can supply items to eat only if they are essential such as chopsticks, since other products such as pizzas and hamburgers can be eaten by hand and it is more practical and touches customers.
7. The products offered in the masters do not have changes and the restaurants are not obliged to remove any ingredient in their work, this is because the ingredients can be found on the Instagram account *@tuliorecomienda* or in the application, if you don't like an ingredient you can find a new restaurant.

8. Given the number of diners, in some restaurants you can run out of ingredients and cannot offer your product, this should not be a negative point for voting on the place, you can go the next day to try your best choice.
9. The consumption of drinks brought outside the restaurant is not allowed, because this is an effort made by the establishment to accommodate its prices.
10. Thanks to the reception of the masters it is important to remember that excessive use of the table is not allowed once you finish your meal, there will be people waiting to consume
11. There is the possibility that the restaurant team asks you to share a table, it should not be a negative point because everyone is sworn and it is a food festival that brings people together (Tobón, 2019).

These rules are general, which are asked of participating clients and collaborators to help abide and which becomes very dynamic when choosing a place to go to consume.

These rules are applicable to the three types of master that has been made in Colombia, you can find a difference in price that is different depending on the master. The group of *@tuliorecomienda* It has also sought to establish a date in which the masters are launched, so that the consumer can create a culture of waiting and consumption on the established dates, for illustration of this is the following timeline where the dates of each master are detailed until the date of issue of this article



- Ciudades 2017: Medellín
- Ciudades 2018: Medellín, Bogotá, Barranquilla, Cali, Bucaramanga
- Ciudades 2019: Medellín, Barranquilla, Cali, Bogotá, Bucaramanga, Cartagena, Montería, Armenia, Villavicencio, Pereira, Manizales, Cúcuta e Ibagué

Illustration 1 Timeline

Own elaboration

The masters have had many companies linked throughout their editions and continue to be linked more and more, and these companies dedicated to gastronomy have

been throughout the entire Colombian territory. The number of participating restaurants and the number of dishes sold by city in their respective master are listed below:

Participating cities	Products to offer	Linked businesses	Sold products
Medellín	Burger at \$11.000	57	355.646
Barranquilla		33	185.227
Cali		35	177.565
Bucaramanga		43	220.293
Cartagena		10	55382
Bogotá		72	723.591
Montería		6	42.402
Manizales		10	34.712
Armenia		9	25.532
Villavicencio		7	23.102
Ibagué		6	33.288
Pereira		11	72.375
Cúcuta		15	59.662

Table 1 General information Burger master

Own elaboration based on (Polo, 2020), (Colprensa, 2019), (Vivir en el poblado, 2019)

Participating cities	Products to offer	Linked businesses	Sold products
Bogotá		50	154.692
Medellín		37	96.239
Cali		16	43.435

Barranquilla		16	24.09
Pereira	Pizza for \$ 13,000	9	23.099
Villavicencio	Pizza and soda \$ 16,000	9	20.256
Bucaramanga		9	17.385
Ibagué	Pizza and tea \$ 18,000	11	16.372
Santa Marta	Pizza and beer \$ 18,000	7	10.54
Cartagena		9	9.829
Manizales		6	8.71
Montería		8	8.19
Armenia		5	6.439
Cúcuta		3	3.523

Table 2 general information Pizza master

Own elaboration based on (El espectador, 2019), (La republica, 2019), (Tulio zuloaga, 2019)

Participating cities	Products to offer	Linked businesses	Sold products
Bogotá		45	331.062
Medellín		26	131.881
Cali		11	66.694
Barranquilla		12	61.126
Bucaramanga	\$ 13,000 pesos for each roll (complete from 8 to 10 bites).	12	56.315
Pereira		8	29.886
Ibagué		6	26.845
Cartagena		9	24.518
Cúcuta		6	20.137
Manizales		6	20.12

Montería		5	17.026
Villavicencio		3	13.228

Table 3 General information Sushi master

Own elaboration based on (Liliana, 2019), (Pulzo, 2019)

The initiative took place in Medellín Antioquia, and as mentioned above, the first master made was the burger master in May 2017, and this product is chosen because hamburgers are a world dish, almost universal that many people in Western culture. It is seen as a delicious dish, fast and very consumed by young people, but beyond street food, this master bet to offer a product with the best standards and the best preparations that restaurants can offer and another reason was because the city where it started hamburgers were presenting many reductions in their sales as pointed out by Zuloaga (2018) "All hamburgers were severely beaten, because normally they do not belong to large companies but are small companies of entrepreneurs" so with this first master, sales by volume and not by profitability were proposed to participating restaurants, since more people can consume a dish less than \$ 20,000 with good service.

The second master included was the pizza master, the restaurants offer a 24 to 30 cm pizza. This master has the same current of creative motivation as the Burger master, it is a long-standing product on the Colombian menu, which can be found in many parts of the cities but at the moment the pizza master focuses on restaurants that are outside from the radar of the group of consumers of this food because it is considered low budget, since the highest quality pizzas are offered in restaurants that normally have high prices, but when making the pizza master allows more people to know the restaurants, it is taken as an important marketing strategy, because diners who come to try and rate their products can make their Instagram profiles known where they can capture them with their letters and increase their potential customers. In the words of chef Andrés Hoyos (2019) of La Divina restaurant in Bogotá

We focus on quality and experience, the influx of one month in a single week is served, and 95 percent of the people who come during the Pizza Master are new; so if you have a good product, those people will come back. So we see it as a marketing campaign.

With these two mentioned products it is clear that the differential focus is to take a normal dish and offer the dish with the same essence that many people like, but with a higher quality, which bring benefits to the restaurants that are preparing for this week of master.

Finally, we have the last dish included in the group of the successful model of Food Master, this is very far and outside the line of conventional western food, nor is it a dish considered popular or street food, this dish has its origins in Japan, country which considers it as a typical food within its territory and is a novelty in Colombian food and it

is Sushi, the participating restaurants offer 8 to 10 servings of this Asian food. Globalization, social networks, the facilities that arise when traveling are factors that are influencing the new diners of the country and more to the centennials and millennials who are looking for new things that can offer not only Colombian cuisine but also the world and Asia It has a gastronomy different from the usual by national diners. In addition, this master offers a variety of types of preparation that help increase the possibility of reaching more audiences.

We always said that there would be two 'Masters', one at the beginning and the other at the end with hamburger and pizza, respectively. However, people insisted through social media that we make some sushi. Since the beginning of the year the number of people who wrote to us was very large, so I launched the call.

Tulio declared (2018) to the newspaper The Republic, and that is how this last master's degree began.

To conclude, it is important to highlight that consumer votes are reflected at the end of the master week. All votes and comments are made public on the Instagram account @tulio_recomienda and the app, the top rated restaurants have a marketing reward and be recognized by the largest consumers of their preferred foods as the best.

Impacto económico

Also, it is important to highlight the impact of economic events in the country. It is of great importance to highlight the benefits that this strategy has had in the country's economy, because according to its blog, in three years, it is an economic movement of close to 100 BILLION pesos for the Colombian people, which includes businessmen and entrepreneurs who They have benefited from this activity, since these masters have helped each of the participating companies to have economic growth and make themselves known by exposing their restaurant, also the farmers have benefited because they have indicated that only the master Burger has left them 20 billion pesos increasing their sales by 300%. On the other hand, there are the producers of potatoes, lettuces and tomatoes that increase their sales by 310% by selling their product in triplicate. Including more beneficiaries in the list are the bakeries of the participating places in the Colombian region, supermarkets, shops and squares. The original cheeses that had a space with more than 180 tons from Tolima, Boyacá and the Caribbean coast (TulioRecomienda, 2019).

The following table presents the most economic impacts in agriculture:

INGREDIENTE	BENEFICIO
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potato	Increase in pastusa potato with a price of \$ 71,000 per package and \$ 98,000 for savanna. Up to 10 times more increase in orders for potatoes that favor the people of Boyacá
Meat	Cattle ranchers in the Colombian Caribbean report an increase in meat orders by restaurants up to 310% close to \$ 18 billion
Lettuce and tomato	In two weeks Asohofrucol reported the sale of these products for 12 million for each person on a productive farm
cheese	The production of the Caribbean Coast, Boyacá and Tolima, for the event there is talk of more than 500 tons of cheese where 180 Ton were supplied by independent farmers
Bread	Increase in the request for brioche-style breads to artisanal and independent bakers

Table 4 Benefits to agriculture

Own elaboration based on AgroNegocios (2019)

As previously mentioned, the model proposed by the masters is to bet not on profitability but on volume, since the profits for each dish prepared are low compared to if they will not participate in the master, but it is compensated by massive purchases during a week where in the end an operating profit of 35% is guaranteed for hamburgers and pizzas, for sushi a profit of 50% with advice and management in the processes to reach these figures (Zuloaga, 2019), and it is here where the participating restaurants benefit because @tuliorecomienda publishes the restaurants on Instagram, the app and the website, so the possibility of visiting the restaurant of an entrepreneur who wants to participate in the competition is increased and this ensures a great reception of the product, the responsibility for a good reception lies with the restaurant that must offer good service, good presentation, ingredients and an innovative final product.

The economic evolution of the masters has been increasing at the participatory level, and shows that the economic benefits are not only reflected in Medellín where the idea began and Bogotá, which is the city with the greatest reception but also in other cities in the country; To give an example of this is that in 2017 it started in a single city, in 2018 the masters were held in the two cities mentioned above and for the following year the Burger master and Pizza master were held in thirteen cities of the country with a participation maximum of 314 restaurants that increase the sale of their artisan dishes (COLPRENSA, 2019). To provide more exact figures, in 2019 the Burger mastes contributed around 28,000 million pesos (2019) that were distributed in Colombian society, and in the same year it was possible to raise about \$ 7,000 million pesos (2019) for the Pizza master, to finish with, there is the Sushi master with a very significant figure of economic contribution since this genre more than 13 billion of weights (2019).

Conclusions

It can be concluded that *@tuliorecomienda* since its inception in 2017 has been generating an impact on the economic sector through its masters using social networks as a recommendation and dissemination platform, favoring restaurant entrepreneurs, as well as loving diners of artisan food. This impact has been mostly positive in sales for entrepreneurs and causing great movements in the Colombian economy, which may include those who harvest, distribute, manufacture and sell the ingredients for these culinary events.

Studying the profile of *@tuliorecomienda* shows that they use social networks as a main tool, and to be more specific they use Instagram and Facebook as a bridge to connect people who feel interested in gastronomy and culinary events. For example, we find that the account of *@tuliorecomienda* on Instagram is increasing in followers of up to 178% as specified in previous paragraphs and Facebook posts are shared by many people in the order of a month. So the profiles and application of *@tuliorecomienda* are of great importance to make gastronomic events such as masters a reality and reach the impact that they cause.

It is found that the masters are his main event, the first master was held in 2017 in the city of Medellín, this event has expanded in more than twelve cities, which has caused new events such as artisanal pizza and sushi master at low Prices to serve different audiences, thanks to the expansion of cities, more restaurants have been linked that want to participate in the competition to find out who is the best offering these dishes and increase their income.

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