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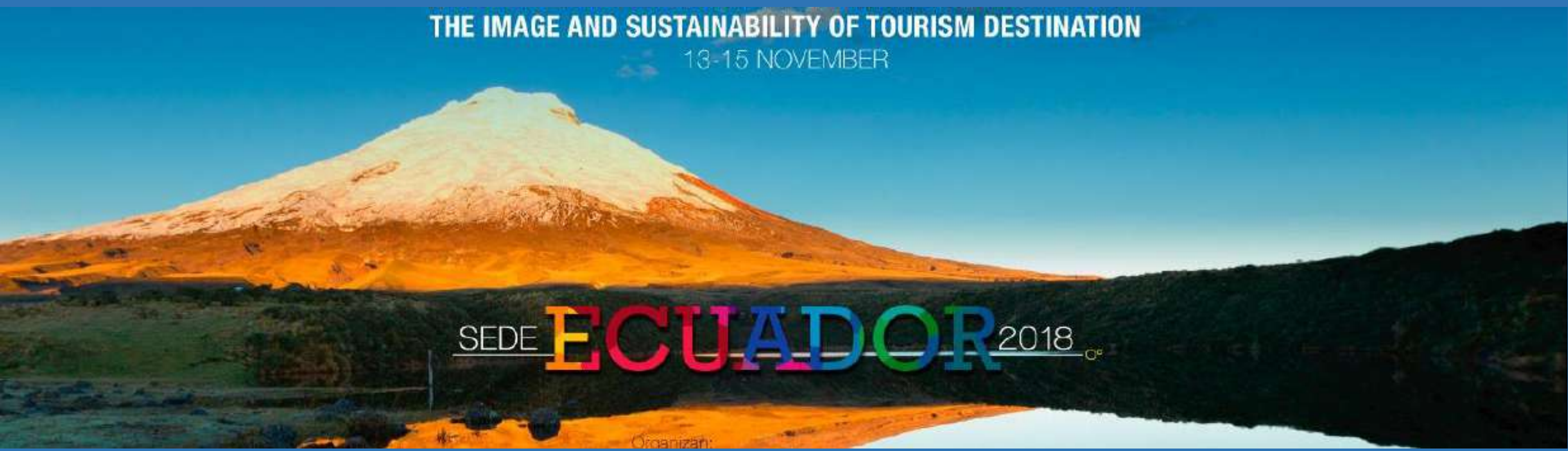

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The Image and Sustainability of Tourism Destinations

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TABLE OF CONTENTS

Amorfino, Orality of the Montubio, as part of a Tourism Product	**Alba Caicedo Barreth and Génesis Silva Zambrano**	1
Educational tourism. Spanish schools in a dollarized developing country (Ecuador)	**Andrés Palacio-Fierro**	9
El valor de las TICS implementadas en la flipped classroom para el aprendizaje del turismo	**Angélica González Sánchez and Sandra Villamizar Rivera**	15
Sustainability indicators to monitor the tourist activity in the Galapagos Islands, Ecuador	**Angelica Saeteros Hernandez, Edson Vicente da Silva and Miguel Flores Sanchez**	26
Overall quality of the tourist experience. An analysis of its determining factors and its relationship with satisfaction and behavioral intentions	**Bárbara S. Pasaco González, José M. Hernández Mogollón, Ana M. Campón Cerro**	40
Effectiveness of Environmental Education at an Urban Tourism Attraction	**Bianca Mkhize, Uwe P. Hermann & Liezel Du Plessis**	54
Ecological consumption of tourism services companies in Ecuador	**Byron Avilés**	65
Los mercados tradicionales de Quito (San Francisco, Santa Clara, Vicentina, La Central) soluciones y cambios desde la perspectiva de los comerciantes y sector público.	**Carlos Pérez**	79
Tourist and climate change under the Paris Agreement, alternatives for the tourism sector in Ecuador	**Daniel Silva and Adriana Racines**	92
Expectation versus reality; a hard blow to Quito's gastronomy by foreign tourists	**Diego Salazar Duque, Carolina Portugal, Daniela Polanco, Pablo Díaz**	99
Exploring the profile and motives of Greek recreational divers	**Dimitrios Mylonopoulos, Polyxeni Moira & Aikaterini Kontoudaki**	107
Multi-level governance as a strategy for transforming community-based tourism	**Emilia Vásquez Zambrano and Elisa Solís Argandoña**	115
The image of the touristic destination through cultural heritage: A view through the theoretical perspective in Quito	**Gabriela F. Alvarez, José Luis Jiménez and Paulo Almeida**	124
Ecocultural heritage, tourism, resilience and landscapes dynamics in border mountains of the Iberia central range	**Gonçalo Fernandes and Adriano Costa**	133
Gastronomic tourism development assessment through south American countries official websites	**Jaime Iturralde and Pamela Guerrero**	142
The approach of the tourist space: an analysis of the Colombian scientific production	**José Díaz, Carolina Cárdenas and Manuel Guerrero**	152
Academic tourism: international students' perception through their experiences and adaptation with the university and the tourist destination	**Karla Quintero and Konstantina Zerva**	163
Do stars matter? A comparison of operating ratios and indicators among hotels	**Luís Lima Santos, Cátia Malheiros, Conceição Gomes**	180
Business dynamics in touristic and accommodation fields towards the massive hiring of Venezuelan immigrants and the general perceptions of these types of companies: a study in "La Mariscal" area	**Miguel Yuctor and Freddy Espinoza**	193
Souvenirs and purchases in religious tourism and pilgrimage	**Polyxeni Moira, Dimitrios Mylonopoulos & Anastasia Parasxi**	209
Employment situation for the development of tourism projects in three localities of Manabí, Ecuador	**Romina Sáenz Véliz, Hector Pinargote Vélez, Yhonny Pincay Mendoza and Sonia Rosete Blandariz**	215
Tourism Development Plan for the Itulcachi Town, located in Quito, Ecuador	**Ruben Pineida and Soraya Velasco**	226
Heritage Tourism and Entrepreneurship:Cases from the Welsh Context	**Sarah Birchley**	232

Amorfino, Orality of the Montubio, as part of a Tourism Product

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Abstract

The Amorfino is a natural expression of the montubio culture to which Salitre belongs because since 2006 it has been called the capital of the montubio in Ecuador. This research emerges from the need to highlight the orality in Salitre, which has not been taken advantage of. Despite of the fact that Salitre has one of the biggest montubio population, that cultural manifestation has not been included in the tourist offer of the town. The main aim of the study is to characterize the orality tradition of the montubio from Salitre, to include it into the tourism product of the canton. The methodology was mixed, using surveys to visitants to determine their interest in customs and traditions, interviews with authorities and observation of the other components of the tourism system. Results reveal the soaring concern of the potential demand toward cultural expression integrated to the regular activities of the town. Practical implications include strategies to support the tourism development of this canton with the cultural component Amorfino.

Keywords:

Amorfino, orality, montubio, tourism product, cultural tourism

1. Introduction

Salitre is a canton of the Guayas Province, known as the Capital of the Montubio in Ecuador, this acknowledgment is linked to the cultural identity, which can be seen in the daily life of the inhabitants. The natural freshwater area is the main resource, that attracts the influx of thousands of visitors on weekends and holidays.

The orality tradition of the montubio is a rich and complex phenomenon, which has become in the most used way to transfer information and experiences along the years, in which the direct influx is the history and the survival of the people of the world.

In Salitre, the Amorfino is a cultural legacy of the montubio, recognized as one of the best traditions which allow fun in the people, thus the revitalization of this cultural manifestation is necessary, to avoid the loss of identity that is perceived as a consequence of the reduced importance that has been given to it.

Besides, it is important to mention that the low use of the tourist potential of the Amorfino, has caused not only the ignorance in the new generations and the construction of their own identity, but also subtracting diversity in the tourist offer of Ecuador and Salitre that pretend to be known to the world as the cultural tourism product: Capital of the Montubio in Ecuador.

Consequently, the research question of this study was: How can the Amorfino be promulgated as part of the tourist product of Salitre?

The study is developed in the cantonal head of Salitre, located to 42 km of Guayaquil, which is most visited on weekends, by groups of families and friends, to enjoy the local festivities and taste the local gastronomy.

The scope of the problem is focused in a sociocultural approach, the low demand to know the montubio culture and the country life, not because of lack of interest, but because of the reduced supply in the cultural heritage of the coast.

2. Literature Review

2.1 Montubio and amorfino

The identity of the montubio can be described according to the activities, traits and traditions. The main labor of this group of people is focused on farming and cattle raising in the countryside, their main means of transport are the horses and their journal tool is the machete. (Caicedo, 2010) The personality of the montubio is characterized by the hilarity, fun and hospitality. Moreover, the orality, poetry, music, superstitions, legends, tales and religion are always involved in their daily life. (GAD Salitre, 2017)

According to the Red of researchers on National Identities (2014) and the CODEPMOC (2014) montubio is defined as the group of organized people, with particular features of the coastal region and subtropical areas, who has a natural and cultural background and conserve their own traditions and ancestral knowledge. Their origin is Cayapa Colorado, one native group who shares the territory with the fishermen "cholo", both are settled in the coast (Estrada & Alvarez Litben, cited by Macías 2004)

The montubio's speaking is part of the cultural and linguistic heritage of Ecuador. The own characteristics of that group, such as distinctive regional dialect and diction (Mathewson, 2008:241), do it get differentiated from others populations. In the 1930s this appeared in literature, such as: Sangurimas and the Ecuadorian Montubio, written by José de la Cuadra and the Guayaquil Group; in the 1970s speeches in newspapers also included this speaking style. Nowadays, it sometimes is used for artistic performance (Macías, 2014).

Amorfino is the name of three different but traditional cultural expression of the montubio. Mathewson (2008) adds that this term is associated with a popular coastal dance, which is characterized by the competence of couples (Caicedo, 2008). Besides, amorfino is also a song style, which lyrics refer to the identity of montubio (Caicedo, 2008). Finally, Carvalho-Neto (1964:298-299) wrote that they are the popular refrains of a group of people, which are employed to gallant, conquer women and have fun, although it is called "contrapunto" when two people intervene, one answers to the other (Caicedo, 2008).

Defining the amorfino has involved the purpose of the speech. The Real Academy of the Spanish language (2014) defines the Amorfino as "a lyrical composition that has certain characteristics with respect to its background and form". In other words, it transfers popular knowledge and it sometimes derives a teaching. This popular refrain has evolved from its use in the love to a regular way to communicate something between two people without loving purposes. In 1892, Juan León Mera studied the structure of the Amorfino in his written work "Cantares del pueblo ecuatoriano" where religious, moral, love, jealousy among others verses and refrains were compiled. (Macías, 2014)

Finally, amorfino has specific features which remain as singular. Oddo (2007) refers that the musicality or rhyme allows the amorfino to be stored in the memory, which has caused its widespread diffusion for a long time. Besides, a general characteristic of the amorfino is being a strophe formed by four octosyllabic verses, although there may also be verses with fewer or more syllables.

2.2 Tourism product

According to González (2014) and Machado (2007) tourism product is a set of material and intangible elements designed to meet the needs and expectations of the consumer, although a high level of heterogeneity in definitions and conceptualization of this term persists. For Acerenza (2002) it consists "in a set of material and immaterial benefits, that are offered with the purpose of satisfying the wishes or expectations of the tourists". Besides, it can be analyzed based on these basic components: "attractions, facilities and access".

McKercher & Du Cross (2002) mention three different tourism product, as follows:

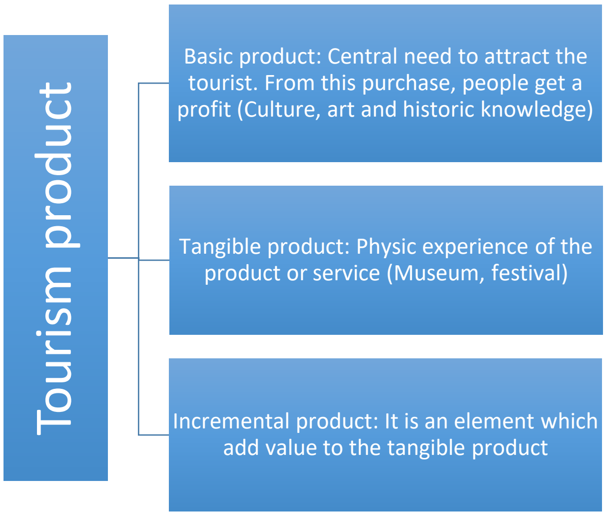

Figure 1. Types of tourism product. Based on McKercher & Du Cross (2002)

Some authors have tried to draw the method to develop a tourism product. One of them was Machado who collected 10 stages to design a tourism product, summarizing the design of marketing products of the authors Santesmases (1992), Mazur (2002), Kotler (1992) and Martín (2003), as follows: a) set the goals, b) needs of clients, c) generation of ideas, d) synthesis of ideas, e) concept of the product, f) marketing strategies, g) analysis of the business, h) develop of the product, i) market test and j) product launch. After the analysis, Machado adapted 6 main parts: Research and analysis of the information, design of the product, the definition of price, positioning, defining the distribution channel, feedback.

As complement to the beforehand mention, González, F & Pérez, E (2010) mention some strategies to deepen in the consummation of cultural tourism product, which will be present in the following figure:

Figure 2. Strategies for cultural tourism product. Based on González, F & Pérez, E (2010)

2.3 Culture

A word where different complex components converge is culture. Caicedo (2016) mentions that there are two classical definitions of culture: Herskovits (1955) who describes from the anthropological view, as everything that human beings do; and Keesing in 1974, who gives a better-detailed meaning, saying that as a system of competence it is different among individuals and encloses factors in human beings like beliefs, ethics, and religion, furthermore, it is shaped by the ways the human brain acquires, organizes and processes information; it is in general, all the ways of behaving in front of others. All those particular aspects are enclosed in anthropological studies, as Edgar & Sedgwick (2008) refer, cultural studies is understood as sociology, history, ethnography and literary analysis.

Harris (2011) cited Tyler's definition as a complex system which includes knowledge, traditions and other acquired habits by the members of a society, a description that also agrees with Kahn, J (cited by Zino, 2013). Nevertheless, Malinowski (2015) includes the artifacts, goods, technical procedures, ideas, habits and inherited values.

In other words, culture consists of a group of implicated or explicit pattern that integrates characteristics of human groups and their materializations in artifacts, where values have been the core of the human action.

3. Methodology

The scope of this research was to characterize the orality tradition of the montubio from Salitre to include it into the tourism product of the canton. In consequence, the applied research design was non-experimental, cross-sectional and descriptive (Creswell, 2009), because the analysis was the product of bibliographic and field work nor testing, and data was collected only one time in the process. Moreover, it was used a mixed approach with qualitative and quantitative data (Hernández-Sampieri, Fernández & Baptista, 2010), requiring information about the variables: amorfino, cultural activities, and tourism product.

Regarding sample data, as an important component to proceed on research, the population was provided by the Head of Tourism of the Municipal Government of the Salitre canton (2017). From a universe population of 54 000 tourists annually, the formula for the finite population was applied, with a reliability of 95% and an error of 5%, therefore 381 surveys were held to visitors of Salitre in the period of June to September 2018; excluding local people. Those surveys were done in two ways: One of them was executed via the web, through the Google Drive Forms app, asking the e-mail of the respondent as verification process, and using as filter criteria a previous visit to Salitre. Another group of surveys was done in the Bus Terminal of the city of Guayaquil on the holidays of 27 July and 10 August, using a tablet for the information input in the aforementioned application.

Diverse theoretical methods were introduced in the study, they included historic-logic, analytic-synthetic, induction-deduction. The former was applied to prove through assorted files the evolution of tourism studies concerning folk, beginnings and characteristics of the amorfino and its linkage to the cultural tourism. The second tried to analyze the diverse ways where the popular refrains can be used as a tourist resource, thus future cultural tourism activities were synthesized. Finally, the last theoretical method was functional from the surveys, where specific data about cultural activities in Salitre could be useful in tourism.

Therefore, the study required the use of some techniques and research tools to operate on the fieldwork, thus observation, surveys and interviews were applied. Through observation was collected qualitative data about the tourist places in Salitre, and the current use of the Amorfino as a tourist attraction. To elaborate observation data files, a validation through number was used to rank results as excellent, good, regular and bad (Hernández-Sampieri et al, 2010).

About surveys, as the sample were considered people who have visited Salitre; as consequence queries were concerned to the object and field of research, having the following criterion: To consider Salitre as a tourism destination or not, level of interest to move for tourism purposes, activities of preferences in tourism, interest to know traits and traditions, interest to know about popular refrains, places of preferences, price, payment availability, among others.

Finally, interviews were led through three different open questionnaires to one professional of coastal folk knowledge, one tour operator and a cultural manager in Salitre, about the montubio speaking and the linkage with the cultural tourism.

4. Results

As the first stage, the observation process evidenced the facilities of accessibility to Salitre. Road traffic signs are commonly present on the highway and in the downtown. In the cantonal head, the main park and two beaches of freshwater were recognized as current tourist spaces. The main service providers are the gastronomic ones, which cook shrimp casserole, rice with beans and chicken or beef, etc. A tourist information office is settled, which also includes some archaeological figures made of mud, wood crafts, toquilla straw and leather hats, which are commonly used by the montubio of Salitre.

Subsequently, surveys were applied initially to 515 people, from which 381 answered that they have visited Salitre, most of them were national citizens. Regarding the interest in tourist activities, were exposed ten different criteria based on different cultural and tourist activities. Surveyed scored them from 1 to 10, where 1 was the most interesting. Results showed as the most rated option to visit for gastronomical purposes (46%), assistance for artistic events (37%) and call on family and friends (29%). Next, the purpose of visit to Salitre was consulted and the gastronomy as the main reason (39%) got also the first place, followed by the recreational spaces as beaches (29%) and festivities (15%).

Concerning the acknowledgment of Salitre as the capital of the montubio in Ecuador, three-quarters of the visitors recognize the appellation (75%). About the interest in knowing traits and traditions of the montubio population in Salitre, more than thirty percent was really interested (34%) and almost a half referred that they have some interest.

In the approach of which specific activity can be preferred according to personal interest, among amorfinos, horseback ridings, festivities, gastronomy and visit to tourist attractions, amorfino didn't get the first position in interest as a visit to tourist attractions did, which reveal that it can be included as complement to others attractions but not be considered the only system to get visitors.

However, in the question about the interest to listen to amorfinos in different places of Salitre, answers revealed 41% as much interest, followed by 42% with some interest. Most of the half supported that shows of amorfino should be included in rodeo montubio (25%) and festivals (26%), besides parks (19%) and the beaches (15%) also obtained a high level of answers.

Staring the interest in assistance to theatre programmes with amorfinos in Salitre, 38% answered much significance and 41% some importance and the most rated payment availability was until $3.

Concerning the interviews, the manager of GH travel groups explained that the most of the visitors ask for travel packages to the highlands when they are interested in cultural activities, he also mentioned that it is certainly easy to find cultural tourism offer in that Ecuadorian region where folk dances and communal traditions highlight. Besides, he added that in general, the commercialization of cultural tourism settles in a low request. Nevertheless, his opinion remarked the importance of integrating different components in tourism product and said that the addition of amorfinos to the local offer of Salitre contributes to the nickname of Capital of Montubio in Ecuador.

About the analysis of Amorfino, this orality tradition is one of the most representative samples of the montubio culture. As strengths, they can be mentioned that the amorfino is part of the intangible heritage because owe to a social group. Besides, it is a key element for cultural tourism because their theatre performance is well accepted when it is played. The opportunities include the global growing interest in cultural tourism, the design of tourism routes in Ecuador concerning a characteristic of population and production such as the Rice Route, and the national demand has often interest in participate of theatre programmes of popular refrains. The weaknesses embrace the loss of identity by new generations of Salitre, the low degree of dissemination in the media and low promotion of amorfino as part of the tourism product of the canton. The threats to consider are the competence of destinations with better infrastructure and tourism products, changes in public policies that mark the context of cultural tourism.

It is relevant to remark that the orality tradition is part of the tourism offer in other tourism spaces such as the Guayaquil Historical Park in Samborondon, which is a theme park where tradition and rural life is also represented, and every weekend some montubio theatres are performed in the Traditional Area, where the countryside is on live through popular refrains, the music and dance.

Finally, it must be mentioned that traditional festival such as Rodeo montubio, are once a year celebrated in Salitre, where not only horses and cattle are part of the event, but also the speaking and other montubios traditions.

In consequence to the previous analysis, the aim population for a cultural tourism product in Salitre belongs to the following profile:

- Age: 18 – 25 years old
- Gender: Female, most of them
- Company: Visits in family groups
- Origin: Ecuadorians, from the Guayas province most of them
- Purpose of travel: Gastronomy, go to attractions and artistic events, call on family and friends.
- Purpose of visit to Salitre: Gastronomy and beaches of Salitre.
- Level of interest in theatre programs in Salitre: 50% of interest
- Availability of payment: Until $3

Moreover, based on the criteria of González, F & Pérez, E (2010), it is required that the competent organism of Salitre apply the following strategies to include the amorfino into the tourism product of the canton:

- Cultural shows of amorfinos in public spaces
- Organization of amorfino competitions, every term.
- Offer cultural tourism package to travel agencies
- Define appropriate communication channels

To sum up, the amorfino, as a popular refrain in Salitre, has the acceptance of part of the tourism demand as a complement to other main service or purpose of travel, thus could be well-added to the regular offer of the canton and get fortified through some strategies of the cultural sector.

5. Conclusions

The current study was aimed to support the potential of the amorfino as part of a tourism product of Salitre, through the analysis of its uses and characterization to add to the well-known and visited attractions of that canton. The surveys allowed to determine the level of tolerance of theatre programmes of amorfinos in different parts of the destination Salitre. The results revealed the reduced agreement as an only product but well-approved as a part or complement of other offers.

Further studies could be applied based on this analysis of amorfino as a traditional music and dance. Moreover, research about other cultural expressions as plastic arts, narrative and handicrafts could be also evaluated as an attraction to potential tourists. Indeed, other personages as cholo fishermen and indigenous can be integrated into the renewable offer of cultural tourism in Ecuador.

The sample data considered local visitors, who were accessible to survey and because one of the selection criteria was to know Salitre, besides the collect date was low-season for that destination; thus, foreign demand has not been considered, who usually prefer cultural products, and other group of visitants could be found in specific dates, such as festivities or scheduled activities.

In a nutshell, it is recommended that the oral tradition should be introduced as a component of the tourism offer of Salitre through the application of local strategic in accordance to the cultural tourism umbrella.

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Educational tourism. Spanish schools in a dollarized developing country (Ecuador)

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Abstract

Globally, tourism has been growing annually despite more threats of terrorist acts. In the same way, educational tourism and schools that teach Spanish as a foreign language, which belong to this type of tourism, have benefited to this global phenomenon, at least this trend is noticeable in the Spanish schools that are in Spain. However, there is no academic or governmental study to know if the same has happened with the Spanish schools located in Ecuador, a developing country situated in South America, whose particularity, it has a dollarized economy. Consequently, the present study aims to analyze the situation of Spanish schools in that country. Method: the study selected was the exploratory due to the lack of information on this topic. In addition, the approach adopted is the qualitative, to be able to have a better understanding of the phenomenon studied, using interviews with semi-structured questions to the 8 institutions that make up the Ecuadorian Association of Teaching Spanish Centers. Results and Conclusions: Spanish schools in Ecuador have not grown as other countries, because they have several difficulties. First, they have an unfair competition, especially by hostels which provide this service informally. Second, it is due to the higher costs compared to neighboring countries, because Ecuador adopted a strong currency for its economy. Third, idiomatic schools are in the middle of education and tourism, so they have complications in getting licenses and aids granted by the government. Despite these difficulties, they have innovated by offering more services, both educational and touristic, though, it is not a great profitable business. However, they have been able to maintain their business and earn a market share internationally.

Keywords: Cultural and linguistic immersion, idiomatic tourism, international students, learning by traveling, Spanish schools.

1. Introduction

In recent years educational tourism, also called edu-tourism, has gained an important position in the tourism sector, one of the main reasons of this success is due to its dual purpose: have fun abroad while learn (Future Market Insights, 2018), in other words, it is an excellent combination doing tourism and having a specific education (Lam, Ariffin, & Ahmad, 2011). In addition, the demand of this type of tourism is growing day a day worldwide. Moreover, some countries have benefited and obtained a significant income for their economies thanks to this kind of tourism (Hossain Bhuiyan, Islam, Siwar, & Mohamad Ismail, 2010).

Nowadays, if someone wants to experience edu-tourism it is not necessary to go in a group, he or she may involve in it individually, choosing almost any destination all over the world. Commonly, this kind of traveler wishes a practical learning experience (Rodger, 1998). These reasons have made the educational tourism a good option for anyone, with no age restrictions, only a strong desire to acquire a unique life experience, learn while traveling. For all these simple requirements and its growing importance globally, educational tourism deserves a more extensive research. However, a relatively little research has been done on this topic (Lam, Ariffin, & Ahmad, 2011).

Likewise, in Ecuador, a developing country located in South America whose particularity is to have a dollarized economy, there has been performed a very slight research about this kind of tourism. Even more, as far as we know, there is no academic or governmental study specifically related to schools that teaches Spanish as a foreign language. Consequently, the present study aims to know more about them and analyze the situation of these schools that teaches Spanish.

Next, to contextualize this study, there is a general review of the worldwide tourism's situation. As a complement, there is a brief description of edu-tourism in Spain, which is undoubtedly the reference country regarding Spanish Schools.

2. Literature Review

Development of the tourism (worldwide and in Ecuador)

There is an important growth of tourism worldwide with consecutive increases since 2009, it means after the global economic crisis of 2008. Only in 2017, this sector had a year-on-year growth of 7% which meant an increase of more than 80 million of tourists that have travelled internationally, only in that period (World Tourism Organization, 2018).

Thanks to this good moment this industry in going up, despite certain terrorist acts and political instability in some countries. Its contribution to the Gross Domestic Product (GDP) was 10.2% in 2016, equivalent to USD $ 7.6 trillion. Besides, it is expected to grow until 2030 an interannual average of 4%. Moreover, tourism also contributes in an effective way to generate jobs, it is predicted that this sector will provide more than 380 million jobs worldwide for the year 2027, an equivalent of more than 1 in 10 jobs globally (World Travel & Tourism Council, 2017).

In Ecuador, tourism's situation is not so different; it has been rising at a fast pace in the recent years. In 2017 reached 1,617,914 visitors with an interannual growth of 14%. In 2018, only in the first semester have arrived 1,170,958 tourists, as a consequence of this growth, there are more income of foreign exchange entering to the Ecuador´s economy, helping to prop up this dollarized economy, also its tourism industry gets more prominence. Nowadays, it is already among the 5 biggest industries that more contribute to create jobs in Ecuador (Ministry of de Tourism of Ecuador, 2018).

However, not all tourists that come to Ecuador are potential customers to these Spanish schools, because only those who do not speak Spanish could be possible students, bad news considering that more than 60% of all visitors come from Hispanic countries. Nevertheless, the number of tourists from non-Hispanic countries still signifies hundreds of thousands of people, as the United States of America with 18,68% of all visitors, followed by Canada with 1,12%, Brazil 1,06%, Netherlands 1,79%, Germany 0,81%, France 0,57%, Italy 0,50% and Switzerland 0,32%, as the most important countries (Ministry of de Tourism of Ecuador, 2018).

Brief review of edu-tourism in Spain

As other countries this kind of tourism is little known in Spain. However, it is relevant and important for the Spanish economy, only in 2007 came 240,000 idiomatic tourists to this country. The most preferred places are Andalucia, Castilla y Leon, Madrid and Cataluña. Also, it is worthy to mention Salamanca and Alcala de Henares (Abad, 2011).

According with Ortiz (2011), idiomatic tourists are very satisfied with the country and services received, besides their staying is for a much longer time in Spain comparing with regular tourists, this circumstance generate more income than other tourism' s ways. Hernández and Compón (2010) with Caiza and Molina (2012) agree with Ortiz and affirmed that this kind of tourism create employment and very good revenues to the schools, but also social and economic benefits to Spain due to their long stopping there.

3. Methodology

The study selected was the exploratory due to the lack of information on this topic. In addition, the approach adopted is the qualitative, to be able to have a better understanding of the phenomenon studied, using interviews with semi-structured questions to the 8 institutions that make up the Ecuadorian Association of Spanish Language Centers (AECEE), whose schools are: 'AGS', 'Amauta', 'Atahualpa', 'Vida Verde', 'Don Quijote', 'Español Intensivo', 'EIL Ecuador' and 'Simon Bolivar' (AECEE, 2018).

Concerning Spanish Schools' services, there are 3 main areas that this research covers: a) Teaching Spanish programs, b) Extracurricular programs, c) Tourist activities.

Spanish programs

With no doubt, the core of their business are the idiomatic programs that these schools offer in Ecuador.

Extracurricular programs

Accompanying these instructional programs, all Spanish schools have additional leisure activities to bring a superior experience to their students.

Tourist activities

There is no edu-tourism without tourism, for that reason, it is essential to know what touristic activities are presenting these educational institutions.

4. Results

Spanish Schools in Ecuador

According with 'Vida Verde' and 'Don Quijote', the Spanish Schools in Ecuador were born due to the necessity of communication of the foreigners who visit this country, some activities of these newcomers are: workers of international companies, diplomatic missions, volunteers, tourists, etc.

The first school to teach Spanish as a foreign language was named 'Quito', although, it did not last for many years. Since it disappeared, some teachers of this school decided to open their own, thus, it began the Spanish schools age in Ecuador, some moment at the beginning of the 90's, one of these pioneers was Simon Bolivar Academy which started its activities 24 years ago.

All these educational institutions started their operations without a clear legal frame as a company, for that motive, they decided to set up their business in different ways: as foundations, personal companies, and other forms. Additionally, only 'Don Quijote' comes from an international franchise originally from Spain, the rest of schools are Ecuadorians with owners of different nationalities.

Other problem that faces Spanish schools is due to the Ministry of Education of Ecuador, it does not consider Spanish schools as teaching centers. About this issue, 'Don Quijote' mentioned "the problem is related to the instruction's period, we teach short courses of Spanish and to be considered an educational center for this ministry, we should comply an academic plan with a minimum of six or nine months". Despite having this concern, Spanish schools can sell their services as any organization, but they are not recognized by any ministry, because of this, they are in a kind of legal limbo.

However, this situation hasn't been an impediment to grow, on the contrary, at least for a period, some schools revealed that this kind of business had a boom of sales from approximately 2004 to 2011, but nowadays, they have been decreasing, some of the reasons cited will be analyzed in the Ecuadorian Spanish schools' challenges section.

All interviewed schools said that this potential to attract people to study Spanish in Ecuador is due to some particularities of this country, but specially of the city of Quito which is one of the few Hispanic places with a very clear pronunciation and slow way of talking, circumstance that benefits foreigner beginner learners; furthermore, a tourist may find kind people, relatively affordable costs, and easiness to travel from this city to all Ecuador and other South American countries, becoming Quito an attractive spot for travelers.

Moreover, learn a new language and travel around are not the only reasons to study Spanish in Ecuador. 'EIL Ecuador' and 'Atahualpa' stated, "they also come to know the culture in deep and to help vulnerable sectors through volunteer programs". These peculiarities make these foreigners to be in a different segment than regular tourists. After all, they are students desiring to experience new different things abroad, whose nationalities are essentially from Germany and Switzerland, but there is an important group from the United States.

Still, Ecuador has received students from all over the world, because every Spanish School has different agreements globally, including ONGs, multinational companies, travel agencies, etc., Some of these countries are located as far as Japan or China. For instance, 'Español Intensivo' has been working with Hias Foundation, an international organization for refugees, therefore, it is receiving people from countries with serious problems as Syria, Afghanistan and others.

Following, the 3 main Spanish Schools´ services are descripted.

<u>Spanish programs</u>

The best-selling teaching program is the private class, in which each student has their own teacher, normally this class consists 4 hours per day from Monday to Friday, excluding homework and social activities. Nevertheless, schools also have group classes, with a maximum of 4 people per classroom. In addition, they offer specialized programs such as: Spanish for medical doctors, businessmen and people who need the DELE examination, which is "an official qualification that accredites the degree of competence and mastery of the Spanish language, awarded by the Cervantes Institute on behalf of the Ministry of Education and Vocational Training of Spain" (Instituto Cervantes, 2018).

In addition, there are complementary programs for volunteers, who also come to Ecuador to give their support to communities, social institutions, even to places that work for the preservation of the environment. Finally, student and cultural exchange program is mainly offered by "EIL Ecuador", this type of program is not commonly offered by all Spanish schools, because it involves another kind of logistics and participants, essentially high schools' students around 18-year-old that must live with their host family for a period of 5 to 10 months.

Extracurricular programs

Spanish schools offer to their students a dynamic agenda to complement their learning process. Every school has a great variety of activities, though, there are 3 of them easy to find in almost all schools. 'AGS' comments clarify these common programs, as follows:

Salsa classes. "Students really enjoy learning this tropical dance. At the same time is a good way to integrate them and create friendship".

Cooking lessons. "Not all students like to cook, but there are many students that appreciate this kind of activity, because they feel that are learning an important part of the Ecuadorian culture and simultaneously tasting something new for their palate".

Field trips. "Mostly once or twice per week our school organizes visits to museums, parks, monuments, cultural and touristic places close to the school. Some of them are: middle of the world, Quito's historic center, cableway to 13,000 ft. high, and many others.

Tourist activities

In order to maximize their students' experience, Ecuadorian Spanish schools have innovated their touristic activities, taking into account Ecuador's particularities as its relatively small size; just in a few hours, any person can travel by car from the Amazonian to the Ocean Pacific, passing through Los Andes mountain chain. For that reason, a program introduced by these institutes is to combine tourism and education, called as 'learn and travel'. 'Atahualpa' explained it in this way: "This consists in travelling with your teacher around Ecuador while you are discovering it and learning Spanish in a different way".

Other schools have created several learning centers, particularly in cities preferred for tourists; therefore, students may stay for a while in different places exploring and learning without losing their academic progress. Mostly, these schools have their head school in the city of Quito --cosmopolitan city and capital of Ecuador--, as Simon Bolivar and AGS, whose branches are in Cuenca --a beautiful location for those who like antique culture--, Amazonia --worldwide famous--, and Montañita --hippie beach with all modern conveniences-- (Andean Global Studies, 2018).

However, not all students apply for this way to do some tourism. Regarding this 'Vida Verde' mentioned: "Some students stay only in one school and take advantage of the weekends to travel, others wait until finish their period of classes to organize excursions, and few of them take one week break to have a trip".

According with the interviewers the most visited places in Ecuador by their students, besides the cities where are located the schools, are: Galapagos --the enchanted islands--, Cotopaxi and Chimborazo -- the highest volcanoes of Ecuador--, Otavalo --the biggest indigenous market--, Baños --beautiful landscapes and hot springs--, national parks of Yasuni, Cuyabeno and Limoncocha --natural reserves in the Amazon jungle--, Mindo --bird watching town--, Puerto López --whale watching port--, Manta and Península de Santa Elena --beautiful beaches-. Nevertheless, tourists may find much more great places to visit in Ecuador.

Ecuadorian Spanish schools' challenges

At a first glance, Spanish schools could be a perfect business to start up in Ecuador, with well-prepared Spanish teachers, diverse of touristic places, and more; although, as mentioned before, Spanish schools were only profitable from 2004 to 2011, after this period they reduced drastically their volume of sales. Nowadays some are stabilized, but others have contracted even more. Main reasons with their challenges are described next:

Issues about Ecuador

'Don Quijote' was direct to point citing the first problem: "several potential students think that our country still has problems triggered by the earthquake in 2016 and serious political problems. In definite for them, Ecuador is a risky country to go; though, there are numerous adventurous students that come here, only here, they realized that these suppositions are not true". Therefore, their first challenge is to be persuasive with potential students, showing that Ecuador is the perfect place for studying and having fun.

Illegal competition

Most of schools think that there is an unfair competition, especially coming by some hostels that provide this service informally. 'Atahualpa' said concerning this: "the main problem of the legal Spanish schools is the unauthorized schools whose numbers are increasing. They harm our market because of their low prices". 'Vida Verde' added: "informal schools don't have controls, adequate infrastructure, teaching methodology and legal salaries to pay". Thus, their second challenge is to convince governmental entities to close all those illegal places.

Dollarized country

Due to Ecuador is a dollarized country, it cannot devaluate their currency, in fact, it doesn't have any. This situation has positives results, as a better standard of living of its citizens, but also negative ones, particularly for the edu-tourism, because neighboring countries with similar destinations can devaluate their currencies, becoming them in cheaper places to go.

'Simon Bolivar' mentioned about this regard: "Ecuador has higher costs comparing its bordering countries, thus, foreigners prefer to travel to Colombia or Peru where the cost of products and services are much economical". 'Yanapuma' complemented "the segment market has changed, there are more families and retired people who prefer to come to Ecuador instead youngsters. Even backpackers are preferring places cheaper than Latin America, as Asia". Their third challenge is more complicated because of the higher costs, although, schools may target these new segments more aggressively and continuously innovate services to adequate to this new reality.

Government's policies and regulations

One of these difficulties is about with the period allowed to stay in Ecuador, 'Simon Bolivar' affirmed at this respect: "Nowadays a big concern is related with visas which are asking to the strangers, besides, higher education's students need to renovate not only their student visa also their general visa, it means more expenses for them". 'Español Intensivo' explained more deeply this issue: "this year has been difficult, there are many tourists that are not coming to Ecuador because of the visas problem, therefore, they prefer to go to Colombia, Chile or Peru, where there are not such requirements.

Another is due to Spanish schools are in the middle of education and tourism, so they have complications in getting licenses and aids granted by the government. However, through this association, they are trying to open spaces in governmental and private institutions, as Pro Ecuador, organism that helps companies to export products and services. Moreover, 'Español Intensivo' mentioned that thanks to these conversations "we are going to a fair in China". Additionally, 'Don Quijote' remarked the importance of getting a certificate from some ministry, "it is highly imperative to have an endorsement of a ministry, but specially by the education ministry".

5. Conclusions

In general, tourism is growing in Ecuador and worldwide, even edu-tourism is getting bigger in Spain and other countries; though, Spanish schools in Ecuador do not have the same luck, they are going through some difficulties. First, they have an unfair competition, especially by some hostels, which provide this service informally. Second, it is due to the higher costs compared to neighboring countries, because Ecuador adopted a strong currency for its economy. Third, idiomatic schools are in the middle of education and tourism, so they have complications in getting licenses and aids granted by the government. Despite these difficulties, they have innovated by offering more services, both educational and touristic. Nonetheless, it is not a great profitable business; however, they have been able to maintain their business and earn a market share internationally.

Even with all these problems, they are trying hard to be lucrative, one of their actions were the creation of the Ecuadorian Association of Spanish Language Centers, it does not matter if they built it for necessity or strategy, this institution is helping to get quality, improvements and a way to be heard for important institutions. Nonetheless, they do not have an easy life for the next years, 'Yanapuma" said "our future is uncertain, only the best schools will survive".

Other action is the conception of new services, as distant learning, 'Atahualpa' stated at this regard "we are working in presenting new services as Spanish classes online, which will help to increase the number of students, we do not want to get out of technological changes". In addition, they are attacking new niches with specific programs as: Spanish for medical doctors, businessmen, etc. Also, opportunities to study in different cities with the same curricular program, or travel around Ecuador and learn with a teacher.

Finally, as many researchers from Spain mentioned, idiomatic schools are very important in many aspects for all society, beginning with the opportunity of foreign students and some people of Ecuador to have an intercultural experience; additionally, the creation of jobs as teachers, tour guides, etc.; also, important inflows of currencies due to the longer staying of the students in the host country; in fact, there are countless of benefits. However, Ecuadorian Spanish schools are in danger and need urgently governmental support to overcome with some of their serious challenges. Hopefully, this study is going to raise awareness to public institutions and academic sectors, to work in favor of this important touristic area.

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The value of ICTs implemented in the flipped classroom for tourism learning

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Abstract

Tourism as a socio-cultural phenomenon has had a significant development in several aspects, causing even educational changes in being and doing, innovation that have gone hand in hand with technological advances, presenting new challenges for today's teachers, which they must involve means and mediations different from the traditional, giving rise to the mixed technical training classrooms, also known as inverted classroom or flipped classroom. In the practice of teachers the technological limitation is evident, expressed in the precarious incorporation of e-learning strategies in the classroom actions implemented by the Higher Education Institutions (HEI), finding that a good part of the teachers do not know about the use of new information and communication technologies (ICTs); while there are few teachers who employ innovative technological resources aligned to the flipped method, which generates a limited attitude in the participation and creativity of the students. To corroborate the above, this research quantifies collected data to 30 professors belonging to eight (HEI) located in the territorial zone 3 of Ecuador, information that shows a high index of professionals in the area of tourism, hospitality and gastronomy with a low development in ICT skills.

Key words:

Flipped classroom, ICT, technological resources, meaningful learning.

Resumen

El turismo como fenómeno socio-cultural ha tenido un desarrollo significativo en varias aristas, provocando incluso cambios educativos en el ser y en el hacer, innovación que han ido de la mano con los avances tecnológicos, presentando nuevos retos para los docentes de hoy, que deben involucrar medios y mediaciones diferentes a lo tradicional, dando lugar a las aulas de formación mixta técnica, también conocida como aula invertida o *flipped classroom*. En la práctica de los docentes es notorio la limitación tecnológica, expresada en la precaria incorporación de estrategias *e-learning* en las acciones de las aula implantadas por las Instituciones de Educación Superior (IES), encontrando que una buena parte de los docentes desconocen sobre el uso de las nuevas tecnologías de información y comunicación (TIC´s); mientras que son escasos los profesores que emplean recursos tecnológicos innovadores alineados al método *Flipped*, lo que genera una actitud limitada en la participación y creatividad en los estudiantes. Para corroborar lo anteriormente dicho, en esta investigación se cuantifican datos recogidos a 30 profesores pertenecientes a seis (IES) ubicadas en la zona territorial 3 del Ecuador, información que demuestra un alto índice de profesionales en el área de turismo, hotelería y gastronomía con un bajo desarrollo en habilidades TIC´s.

Palabras clave:

Flipped classroom, TICS, recursos tecnológicos, aprendizaje significativo.

1. Introduction

Teaching - learning methods in the last decade have evolved in an accelerated way due to a series of factors, among which the constant development in information and communication technologies (ICTs) prevails, tools that have allowed to break down barriers and expand the spectrum of the unknown for a world of information without limits, a fact that has made a difference in the processes and procedures between teachers and students, always seeking to improve and increase interest in researching, analyzing and designing projects and / or innovative and systematic products that contribute to sustainable development, and in this way contribute to one of the pillars of UNESCO (2005) such as the ability to identify, produce, process, transform, disseminate and use information with a view to creating and expanding the knowledge needed to human development; for this reason, the study on the value of ICTs implemented in the inverted classrooms as a new educational system evokes the strengthening of meaningful learning in the students of the Tourism career, mainly of the Higher Education Institutions that are located in the territorial zone 3 of Ecuador, reflected in those who build the knowledge, skills and abilities.

According to the educational model of the eight (8) Institutions of Higher Education in which the study was conducted, it is identified that all fall within the pedagogical and andragogical constructivist model anchored to the good use of Information and Communication technologies, a fact that must be reflect in the learning environment provided by the teacher through e-learning strategies, m-learning and e-training, each contributing to "the student build their learning autonomously and in turn the interaction between teacher and student is more personalized" (Hamdan, McKnight, McKnight & Arfstrom, 2013); ensuring that "learning is no longer about knowing things, but about knowing how to manage information, knowing how to think about new problems and new ways of solving them, that is, learning to make decisions about one's work" (Tourón, 2014).

In this sense, it is the duty of every teacher to overcome the educational crisis, moving from the traditional model in the classroom to new pedagogical models, and to link reality with the demands of the 21st century, through the support and interactive use of ICTs, emphasizing in the promotion of intellectual habits in students, who must transform information into meaningful and functional knowledge, it is for this reason that insists on the importance of using the flipped classroom as "a system that reverses the traditional method by a constructivist system" (Tourón, 2014) who in turn affirms that the key is not in what is taught, but how it is taught; understanding that the student is the one who takes responsibility for his own learning, and in turn does not require the teacher to be the center, but the guide that promotes his education.

A descriptive methodology is used in the current research, divided two parameters, the first corresponding to content analysis and the second to a structured survey conducted to tourism career teachers of the Higher Education Institutions located in the territorial zone 3 of Ecuador.

Within this context, it has been identified that the problem is eradicated in the pedagogical methodology that the teacher uses during his classes, a statement that is evidenced by the results obtained through the use of research techniques, such as the survey, an instrument that was applied to thirty (30) professors of the tourism career in the eight (8) Universities, identifying that the main difficulty in the implementation of ICTs in the classroom is due to the scarce incorporation of e-learning strategies reflected by the lack of time to organize the tasks using the virtual classrooms of the University (Moodle System), Edmodo or Google classroom; and on the other hand, it was identified that few teachers use m-learning strategies to encourage study outside of class, either through the use of Brainscape, PorposeGame or Quizlet; mobile applications that project individual, participatory and cooperative learning independent of time and place.

2. Literature review

The development of information and communication technologies (ICTs) has caused changes in the behavior of learning in the new generations, reflected in their communication and interrelation; this technological movement has allowed the expansion of information at low cost, overcoming the physical barriers evidenced in free software. In the same way, combined effects have been seen in higher education, technological field and research, facts that have made it possible to achieve significant advances through face-to-face and virtual environments, supported by multimedia resources that aim to contribute to the learning, this is how the flipped classroom system is incorporated into education, which according to Lage et al (2000) is the inverted class, which means the events that have traditionally occurred in the classroom and now they take place outside the classroom and vice versa.

2.1 Theoretical fundaments of the inverted class – Flipped Classroom-

The theoretical fundaments used to justify the inverted classroom tend to focus on reasons for not using the time of classes to give lectures, and those criteria are in a literature contact about student-centered learning, falling on the constructivist model, which agrees with Requena (2008) who indicates that:

> "Constructivism has its roots in philosophy, psychology, sociology and education; and the basic principle of this theory comes from its meaning to build that comes from the Latin *struere*, which means "to fix" or "to give structure", the central idea is that learning is built, from previous training, in order that the student is active and participatory" pg. 27.

The learning based on the constructivist didactic model manages to be different from the rest of the pedagogical models, whose characteristics are represented in figure 1:

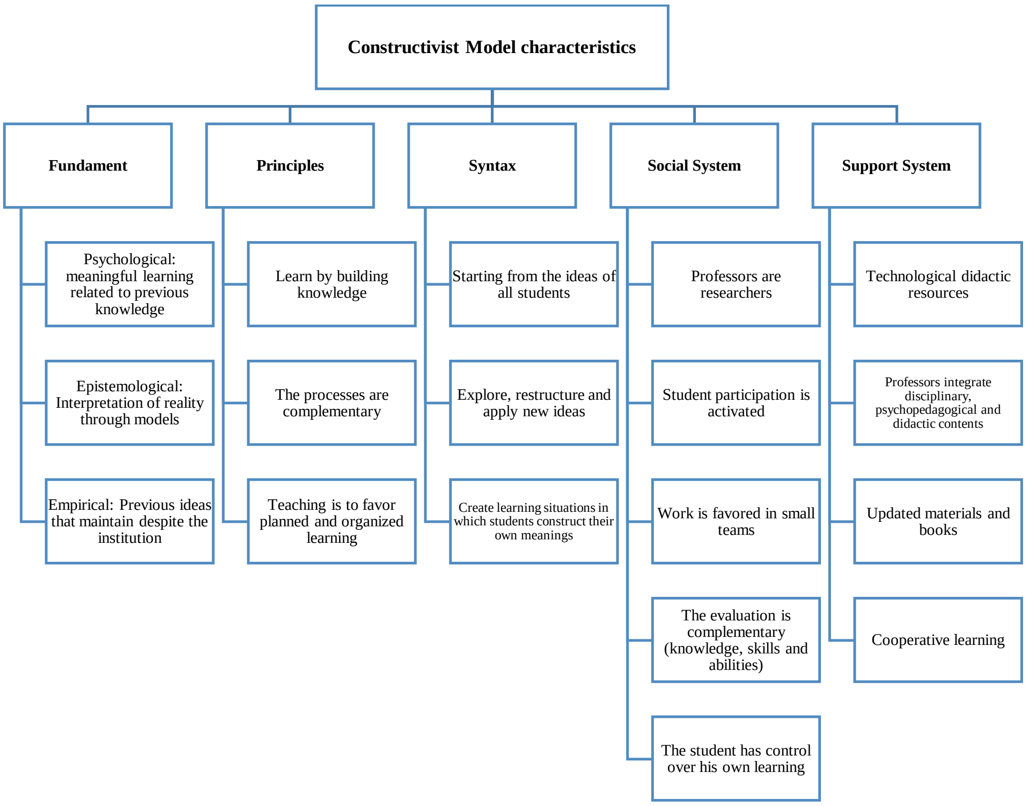

Figure 1. Constructivist Model characteristics

Considering the basis of the previous section, it can be understood that the constructivist model is based on the theories of Piaget (1954), Vygotsky (1978), Ausubel (1982) and Marón-Martínez (1999), contributions and research that fall on a new system called flipped classroom or inverted classroom, which although it seems to be young, has been incorporated into the education system for decades, this is how in 1982, Baker (2000) had a vision where electronic tools could be used to replace certain fields of memory; or Mazur (1996) at Harvard University used assisted technology to get answers from students and maximize time with the teacher in the classroom.

Among the most outstanding characteristics for the inverted classroom introduced in 2013 by members of the board of directors of the Flipped Learning Network (FLN), they established four pillars, as shown in figure 2:

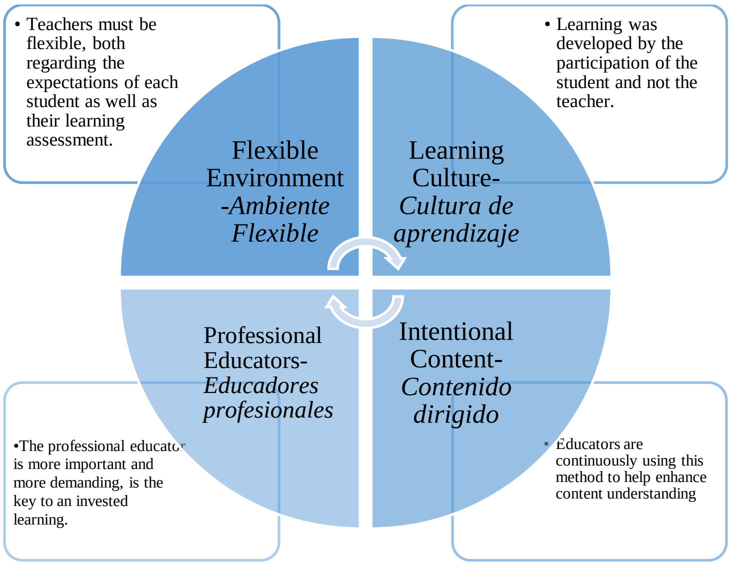

Figure 2. Flipped Classroom pillars

According to the area to which this research is addressed and considering the suggestions of Tourón (2014), the inverted class model can be applied considering the following steps, as shown in figure 3:

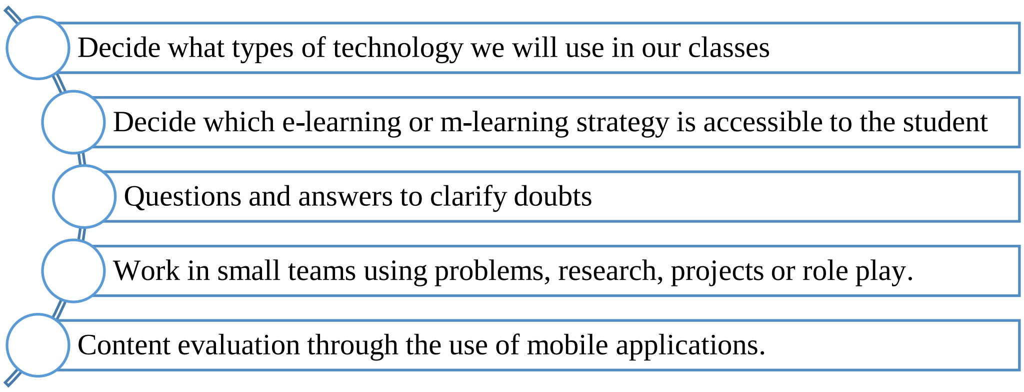

Figure 3. Steps of the Inverted Class Model

2.2 The development of ICTs implemented in the teaching of Tourism

Among the challenges posed by globalization, there is a need to guide education and tourism, in order to train responsible professionals, considering that a more effective pedagogy should have an interdisciplinary focus, in this sense, tourism education requires a pedagogical transition of a transmissive education to a constructivist education that achieves: promoting the reuse of resources, generating a solution based on case studies, promoting participatory social learning and building critical thinking, considering creativity and innovation as transversal axes. Considering the affirmation of Tribe (2010), practical wisdom (phronesis) must be developed to make appropriate ethical decisions to ensure social change and a sustainable future.

In this sense, a study was carried out to identify the competences on the use and applications of ICTs for the professors who participate in the tourism career of the Universities located in Territorial

Zone 3 of Ecuador, as well as, comparisons were made of the results of similar investigations, identifying studies on the use of Web 2.0 technologies in Higher Education (Grosseck, 2008) concluding that all actors in the educational field should promote academic research based on a 2.0 pedagogy; on the other hand, the application of a more critical approach in the pedagogy of tourism can stimulate the proliferation of the most diverse possible solutions to the problems and can add philosophical depth to the management of training at a time when academics seek to professionalize the practice through the use of ICTs (Khurana & Nohria, 2008).

Undoubtedly, a significant adaptation in the use of technologies in education, training and updates will be initiated, managing to generate changes in teaching and learning, being a really interesting field for educators, due to the ease in the delivery of information, at low cost and the opportunity to expand borders, combining wireless connectivity and learning strategies; however for many teachers it becomes a complex and challenging process.

2.3 Behavior of tourism teachers against the use of electronic media

Electronic media in teaching and learning have taken on significant importance for a couple of decades; making a retrospective reminds us of the use of cartographic maps for the learning of tourist geography replaced by m-learning applications such as Google Maps, social Waze, Quikilook, which aims to "combine concepts of distance education, virtual communication and collaboration in time synchronized with portable and mobile technology regardless of where the student and teacher are located" (Castaño & Cabero, 2013); on the other hand, e-learning refers to the "multifaceted planning of learning and teaching supported by different electronic and digital media in different, virtual and blended spaces independently of time and place" (Arnold et al., 2015); so also Baumgartner et al., (2002) define e-learning as "a superior term for learning supported by software, as well as learning through the Internet"; while e-training is a training used by a computer, offered by short courses using on-line systems.

It should also be noted that teachers who participate in the tourism career on average are people who have spent between 10 and 20 years teaching and many of them refuse to modernize, reflected in the traditionalism of the use of Microsoft Office, e-mails, chats, blogs, many of them have been qualified as digital immigrants that although they can achieve the necessary knowledge and adapt to ICTs, they are still one step behind digital natives (Prensky, 2001).

2.4 Conceptual framework

The suggested framework used for this study consists of five independent variables and one dependent variable. The suggested framework is shown in figure 4.

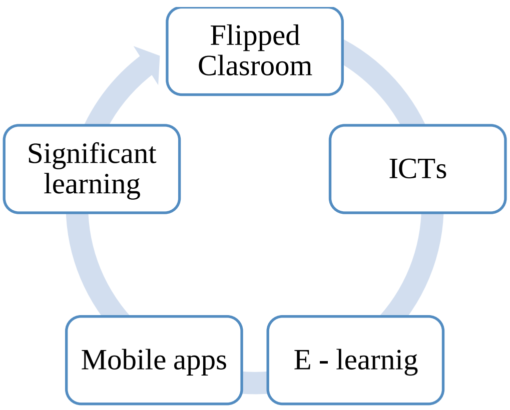

Figure 4. Conceptual framework

3. Methodology

The current investigation incurs a descriptive methodology, bifurcated in 2 aspects, the first one corresponds to a content analysis carried out by means of the review of researches about the variables flipped classroom and ICT in Tourism, said researches have source in the academic seekers as Academia.edu., Refseek, Google academic, Scielo, Redalyc, ERIC, as well as Scopus, Latindex, Web of Science, which were carried out from August 15 to October 10, 2018.

In a second aspect, a structured survey was applied to a universe of 30 teachers of the tourism area belonging to the Universities located in the territorial zone 3 of Ecuador (provinces: Cotopaxi, Tungurahua, Chimborazo and Pastaza) whose data were processed through the form of Google Drive to analyze the following proposed variables determined in the instrument: active learning, use of ICTs, difficulty in the use of ICTs, web pedagogical applications. The teacher´s educational profile was analyzed through the statistical software SPSS-vs.24, determining the mean, standard deviation and kurtosis, and a descriptive analysis was applied to the aforementioned variables.

4. Results

Regarding content analysis, it has been identified that in the United States, the success of the flipped classroom model has allowed to reduce dropout rates, improve student performance, increase dedication time, deepen education, innovate in interactive learning activities based on teams in the classroom where the student is the one who builds their learning, and consequently improve student-teacher communication and interaction, managing to generate critical thinking. Based on this background, the literature refers to active learning which, according to Wassermann (1999), includes learning based on case studies, causing interest in students to comprehensively analyze various problems and induce them to strive for obtaining a deeper understanding; while, the learning based on challenges (LBC), integrates elements of research, interdisciplinarity and learning oriented to the students. The LBC builds an active learning environment (Tobón, 2008). On the other hand, cooperative learning replaces the structure based on great production and competitiveness; the teacher becomes an engineer who organizes and facilitates team learning, instead of just filling the minds of the students with knowledge (Jahnson, 1999); thus, problem-based and / or project-based learning (PBL) also requires a great deal of time and effort on the part of both students and teachers (Liu, 2003; McGrath, 2002; Mennin et al., 2003; Wood, 2003); on the contrary, the laboratory practice or called training learning leads students to develop skills related to the acquisition of a series of skills in order to face daily problems in the workplace (Hadson, 1994); finally, it was analyzed that learning for mastery or mastery learning without being confused with competency-based education, should be based on: a) Establishing an evaluation system based on criteria, and b) Emphasizing feedback and the implementation of corrective activities during learning (Pérez, 2008).

Regarding the use of ICTs, Grosseck (2009) identifies that teachers have the duty to select the most appropriate ICT tools for their educational purposes, so that the student becomes effective and efficient in teaching / learning; while for Adukaite, Van and Cantoni (2016) the multiple uses and implications of ICTs in tourism education in South Africa are not clear and are little theorized as an area of research.

On the other hand, the difficulty in the use of TICs, according to Kumar et al. (2001) judge that it is the lack of self-discipline that is the main reason for the higher dropout rates in e-learning programs compared to conventional programs; likewise, it must include the logistical and technological requirements, and the need for more time for the preparation of e-learning materials (Galal, 2011)

In the case of pedagogical web applications used in tourism, there is a range of possibilities considering that they manage to integrate knowledge, skills and abilities, through e-learning, e-training and m-learning, through attractive learning environments, free and flexible. This new e-learning 2.0, is based on the application of web tools (blogs, wikis, podcasts, social networks) and has its pedagogical foundation in the theories of connectivism (Álvarez, 2009).

In turn, according to the application of the structured survey, a total of 30 responses were obtained by the research faculty of the universities under study. For its validation, outliers, lost data and distribution of all variables were measured in order to purify the data found. Initially, the majority of research teachers surveyed come from public universities (83.3%), compared to 16.7% of teachers working in private universities. Of this percentage, the significant number of respondents correspond to the Technical University of Ambato (43.3%) and the Army Polytechnic Superior School ESPE, Latacunga headquarter (16.7%); finally, in relation to years of service in their institutions, there is a 46.7% of teachers who have performed their duties between 10 to 20 years, followed by those who have worked between 5 to 10 years (33.3%). Then, the statistics corresponding to the teacher´s educational profile and the visualization of the variables referred to in Table 1 and Table 2 respectively are shown.

Table 1 Statistics related to the teacher´s educational profile

Statistics			
	Character	Service	University
Media	1.17	3.17	2.67
Standar deviation	0.379	0.986	2.057
Kurtosis	1.657	0.189	0.398

It is evident that for the variable character, there is an average of 1.17 with a standard deviation of .379, presenting a kurtosis of the platicuric type, which means that the presented values show a low concentration around its average. Similarly, the service variable presents an average of 3.17 with a standard deviation of .986 and kurtosis of .189, which corresponds to the aforementioned typology. Finally, the university variable shows an average of 2.67 with a standard deviation of 2,057 and platicurtic kurtosis of .398. Graphically, the referred data are presented in the following histograms:

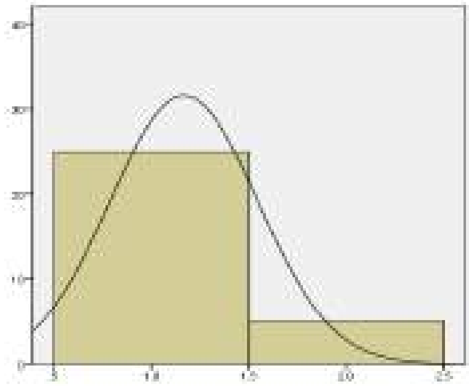

Figure 5. Character histogram

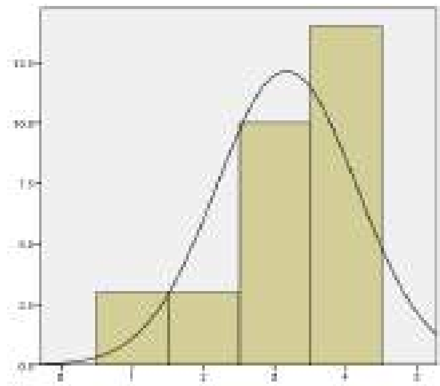

Figure 6. Service histogram

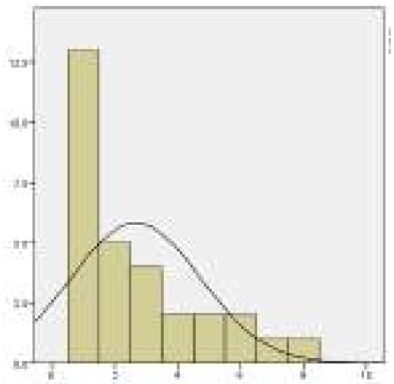

Figure 7. University histogram

Table 2 Teacher´s educational profile

Variable		**Frequency***	**Percentage****
Character	Public	25	83.3
	Private	5	16.7
University	UTA	13	43.3
	ESPE	5	16.7
	Indoamerica	4	13.3
	UEA	2	6.7
	UNIANDES	2	6.7
	ESPOCH	2	6.7
	UTC	1	3.3
	UNACH	1	3.3
Years of service	<3	3	10
	3 to 5	3	10
	5 to 10	10	33.3
	10 to 20	14	46.7

* The total number of responses due to lost data may not be included
** It may not reach 100% due to rounding.

For the interpretation of the results of the survey, it was classified according to 4 variables: Active learning (7 items), Use of ICTs (6 items), Difficulty in the use of ICTs (6 items) and web pedagogical applications (10 items), allowing to dimension the current situation of the value of ICTs in tourism education. In the first instance, the variable "active learning" is considered, evidencing that 56.7% of teachers apply learning strategies based on case studies and problem-centered learning, demonstrating traditional teaching in the delivery of knowledge in the tourism career, corroborating this statement with 3.3% of the results related to the application of inverted classes (made through the use of technological resources).

In the same order of ideas, the variable "use of ICTs" shows that the practice of a traditional education in tourism has a tendency of systematic decrease, evidenced in 36.7% of the respondents, around the use of technological tools for the teaching of their classes, which corresponds to 60% of the teacher's object of study. These results allow us to contribute the assertion of Sánchez (2002), who refers to the fact that "curricular integration of ICTs is the process of making them entirely part of the curriculum, as part of a whole, permeating them with the educational principles and the didactics that make up the gear of learning".

Regarding the variable "difficulty in the use of ICTs", it is evident that 33.3% of the respondents state that there is a lack of time to organize tasks through technology, as well as 20% consider that few students have access to the use of a netbook or Smartphone at the moment of receiving classes, identifying a problem so that the use of ICTs can project optimal results and guarantee an adequate cognitive level of the students.

Finally, according to the "web pedagogical applications" variable, 70% of teachers use digital resources such as Prezi, Powtoon, Gocanqr or EDpuzzle as a main technological resource for the classes preparation in the tourism career, to detriment of another type of applications inherent in virtual education, evidencing the limited knowledge facing of current educational trends. This problem converges within the five statements referred by López, Olivera and Martínez (2003) who express that the integration of ICTs are tools of daily work in education, being the object of study of this research, within the tourism career, however, the limitations generated are due to the following factors:

1. "The limitation in access to technologies.
2. The speed of technological advances

3. The absence of effective coordination of actions in favor of receptivity in the field of NNTT
4. The scarce investment in pedagogical research to safely face the challenges of learning in the new situation
5. The need for effective planning from the educational administration regarding the accessibility, receptivity and flexibility in the new demand for education".

5. Discussion

According to the results, each of the analyzed variables presents certain similarities and discrepancies around the literature review and the research carried out in the field. The manifestation of results obtained with respect to the active learning variable shows a notable difference from the international context studied versus information obtained from the survey conducted. This active learning is based on the traditional teaching process, which generates a greater effort on the part of students and teachers when learning is based on problems and projects; while learning based on case studies represents the methodology most used as a teaching object; this particularity is demonstrated by the limited use of technological applications for the construction of meaningful learning, projecting a potential development through training to teachers in order to promote the constructivist model in higher education.

The use of ICTs in the tourism area is accepted unanimously within literary and field criteria researched regarding its importance in education. These assertions contribute to an improvement in educational quality and later in professional practice, emphasizing the importance in the updating of ICTs for the teacher, who serves as manager of professional development.

The difficulty in the use of ICT has a very particular connotation focused on limited access to technological resources, as well as ambiguous educational self-discipline; it is of remarkable consideration to emphasize that the teaching - learning process is limited considerably to generate new pedagogical didactic strategies.

Finally, the web pedagogical applications are in a continuous use of gradual growth, whether they are paid or free; unfortunately, due to the limited knowledge of the wide range of applications in the area of tourism, teachers of HEIs apply traditional tools, discouraging the student from deepening their knowledge in the area.

6. Conclusions

This investigation allowed to be a literary reference axis for the analysis of the assessment of the use of ICTs in its implementation in the flipped classroom in tourism, considering its study in four variables (active learning, use of ICTs, difficulty in the use of ICTs and pedagogical web applications) which, through their analysis, have identified that teachers have limited use of ICTs in the teaching process. Despite these findings, there are potential identified tools that can be used to promote a constructivist learning in the tourism career through the use of user-friendly technological resources that in turn cause a better academic performance through a deepening of research by teachers and students.

The assessment of ICTs envisages a promising future for the optimization of constructivist education, as long as the interest from the teacher is reflected in its use, training and application of the new technological tools will allow that a flipped classroom become a source of integral education in the tourism area.

Finally, future research is estimated around the level of impact that the application of certain technological tools can influence students so that teachers can integrate them into a new teaching methodology called flipped classroom.

7. Acknowledgments

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Sustainability Indicators to Monitor the Tourist Activity in the Galapagos Islands, Ecuador

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Resumen

Las Islas Galápagos tiene como mayor fuente de ingresos económicos al turismo que crece aceleradamente con cifras de 250.000 turistas al año, lo que ha generado impactos negativos que ponen en riesgo la conservación del ecosistema. En este contexto este estudio tiene como objetivo minimizar los impactos del turismo a través de la selección de indicadores que permitan la construcción de instrumentos para evaluar el grado de sustentabilidad y proporcione las informaciones para gestionar los destinos, monitorear los impactos e introducir medidas preventivas.
Resultados de la conceptualización; establece que hay diferentes herramientas metodológicas para la medición del turismo sostenible que constituyen una importante herramienta en la gestión de la sustentabilidad, para su medición existen diversidad de procedimientos sin embargo, el enfoque agregativo resulta fiable para obtener una medida global de sustentabilidad del destino en estudio y se destaca por su fiabilidad para describir situaciones, identificar problemas potenciales y evaluar las acciones tomadas.

Para la selección de indicadores se utilizo la técnica de participación informada de expertos con el cual se seleccionaron 80 Indicadores: 25 ambientales, 29 económicos, 10 socioculturales, 10 políticos y 6 tecnológicos. De forma general, se puede afirmar que la condición de que un indicador es relevante para la gestión del turismo y definir las políticas adecuadas para la sustentabilidad fue el criterio predominante durante todo el proceso de selección de los indicadores. Los valores de coeficiente Alfa de Cronbach para cada una de las dimensiones permitieron concluir que el conjunto de indicadores seleccionados presenta una elevada consistencia interna; esto es, que miden el concepto por el cual fueron elegidos.

Palabras Claves
Sustentabilidad, indicadores, Galápagos, monitoreo, turismo

Abstract

The Galapagos Islands have the tourism industry as a major source of income that grows rapidly with around 250,000 tourists a year, which has generated negative impacts that put at risk the island ecosystem conservation. This study aims to minimize the impacts of tourism through the selection of indicators that allow the construction of instruments to assess the degree of sustainability and provide information to manage the destination, monitor the impacts and introduce preventive measures. Results of the conceptualization establish that there are several methodological tools for the measurement of sustainable tourism that constitute an important tool in the management of sustainability, for its measurement there are a variety of procedures, however, the aggregative approach is reliable to obtain a global measure of sustainability of the destination under study and stands out for its reliability in describing situations, identifying potential problems and evaluating the actions taken.
For the selection of indicators the technique of experts informed participation was used and includes the

calculation of the reliability level through the application of Cronbach's Alpha and a descriptive analysis of the indicators scores in each criteria was carried out with the purpose of identifying common patterns in the selected dimensions indicators; 80 indicators were selected: 25 environmental, 29 economic, 10 sociocultural, 10 political and 6 technological, stating that the condition that an indicator is relevant to tourism management it was the predominant criterion during the selection process. The coefficient values calculated for each one of the dimensions allowed to conclude that the set of selected indicators presents a high internal consistency; that is, they measure the concept by which they were chosen.

Keywords:
Sustainability, indicators, Galapagos, monitoring, tourism

1. Introduction

El turismo es reconocido como una actividad económica importante, considerada una excelente alternativa para el desarrollo del destino (Costa, Oliveira, & Gomes, 2010) que es el ámbito donde se producen los efectos geográficos, sociales, económicos y culturales del turismo (Timón, 2004) sin embargo las actividades económicas son las que causan mayor impacto al ambiente y sufren las presiones para implementar acciones que minimicen sus efectos sobre los aspectos ambientales de la actividad (Macário de Oliveira, Pasa Gómez, & Ataíde Cândido, 2013).

En este sentido la planificación de las actividades turísticas en el contexto actual debe ser cimentada en principios que ofrezcan viabilidad económica, justicia social y equilibrio ambiental a todas las acciones relacionadas al turismo (Pires, Phillipi Jr, & Ruschmann, 2010).

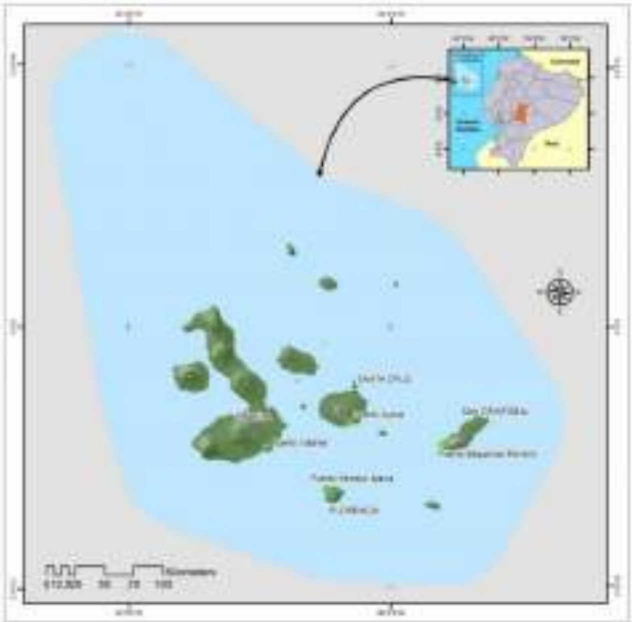
Así, se constata que planificar el turismo de forma sustentable es la manera más eficaz de evitar que se produzcan daños irreversibles, de minimizar los costos sociales, económicos y ambientales que afectan a los pobladores de las localidades y de optimizar los beneficios del desarrollo turístico. (Macário de Oliveira et al., 2013).

Las Islas Galápagos tiene como mayor fuente de ingresos económicos al turismo que crece aceleradamente con cifras de 250.000 turistas al año (de Galápagos, 2014). Sin embargo el incremento del turismo ha generado impactos negativos en el ambiente, requiriendo de instrumentos que permitan evaluar el grado de sustentabilidad de la actividad y proporcione las informaciones necesarias para formular actuaciones y llevar a cabo en los destinos. (Peral, Lozano, Casas, & Oyola, 2010), además monitorear los impactos e introducir medidas preventivas (Pérez-León & Canivell-Cruz). En este sentido esta investigación busca definir un sistema de indicadores que permita construir una propuesta metodológica para monitorear la sustentabilidad de la actividad turística en las Islas Galápagos.

2. Métodos

2.1.Área de estudio

Las Islas Galápagos se encuentran ubicadas en el océano Pacífico a la altura de la línea ecuatorial. (Amador et al., 1996) a 1000Km del Ecuador continental, están conformadas por 234 unidades terrestres emergidas entre islas, islotes con un área total de 8000 Km2. El 97% de Islas Galápagos fueron declaradas como área protegida. Cuatro de las islas mayores están actualmente ocupadas por una población de 25124 habitantes (INEN, 2010). Las Islas albergan un alto grado de endemismo tanto de flora y fauna (Banks et al., 2011).



2.2.Metodología

Para la selección de los indicadores de turismo sustentable, se seguió los procedimientos descritos en la literatura, se seleccionarón los indicadores considerados apropiados para medir la sustentabilidad del destino Galápagos. Y se empleó la metodología "de arriba hacia abajo" o "conocida por expertos", explícita en Reed et al. (2006), que incluye la participación informada de expertos en el proceso de selección de los indicadores, mediante la aplicación de una encuesta a 15 expertos que seleccionaron los indicadores que consideran pertinentes de acuerdo a los siguientes criterios de selección. (Relevancia, Fiabilidad, Cuantificable, Disponibilidad, Comparabilidad)

A cada experto se le pidió que ofreciera, para cada indicador, una valoración de 0 a 10 (0, indica que no lo considera relevante para el estudio de sustentabilidad y 10 significa que lo consideran indispensable para el estudio) con respecto a cada uno de los criterios de selección identificados. Cualquier puntuación intermedia se acepta con la finalidad de establecer los puntos de corte para la selección de los indicadores.

Para cada uno de los indicadores se decidió hallar la mediana individual por experto con las puntuaciones de los cinco criterios, debido a su carácter robusto y a que no se ve afectada por valores extremos, tal como se utiliza en los indicadores principales en datos del Informe Anual de Visitantes a las Áreas protegidas en Galápagos del 2015 (GALÁPAGOS & TURISMO, 2016)

Una vez seleccionados se verificó la representatividad de cada criterio de selección en el proceso, para lo cual se empleó la técnica de Pareto.

Seguidamente, se cálculo el Coeficiente de Alfa de Cronbach (Cronbach, 1951), para medir la consistencia interna de un conjunto individual de indicadores (p.ej.: qué tan bien describen un constructo unidimensional). Esto es útil para agrupar aspectos similares (OECD, 2008). Así, para un conjunto de *m* indicadores que evalúan *n* unidades, este se define como:

$$\alpha_c = \left(\frac{m}{m-1}\right)\cdot\left(1-\frac{\sum_{j=1}^{m} Var(X_j)}{\mathrm{var}(X_t)}\right)$$

donde:

var (X_j) = es la varianza del indicador *j*.

X_j = suma para una misma unidad de todos los indicadores.

var (X_t) = varianza de la variable suma de indicadores.

Para ello se empleó la información ofrecida por los expertos en el proceso de selección, por lo que permitirá determinar su nivel de implicación en la evaluación de la sustentabilidad turística. Este coeficiente tiene una gran aplicación, como en el campo de la educación (SHEMWELL, CHASE, & Schwartz, 2015; TUAN, CHIN, & SHIEH, 2005), la medicina (AUEWARAKUL, DOWNING, PRADITSUWAN, & JATURATAMRONG, 2005; F., 2010; IRAMANEERATAT, YUDKOWSKY, & DOWNING, 2008) y en esferas como la sostenibilidad turística (Pérez, Guerrero, González, Pérez, & Caballero, 2013). Su amplia utilización se debe a que es más fácil de usar en comparación con otras estimaciones (por ejemplo, estimaciones de confiabilidad) (MOHSEN TAVAKOL, 2011).

Su valor se basa en la proporción de la variabilidad total de la muestra de los indicadores debida a la correlación existente entre los mismos. Un valor cercano a 0 indica que los indicadores del sistema son independientes, mientras que un valor cercano a la unidad muestra una alta relación entre ellos. En general, un valor de dicho coeficiente entre 0,6 y 0,8 (OECD, 2008) evidencia que los indicadores iniciales están midiendo el mismo concepto subyacente, aunque este valor suele ser diferente para cada disciplina.

Adicionalmente, se realizó un análisis descriptivo de las puntuaciones de los indicadores en cada uno de los criterios de selección con la finalidad de identificar patrones comunes en los indicadores o dimensiones seleccionados, como la variabilidad y valores en las puntuaciones que denoten mayor o menor nivel de importancia en los indicadores. Para este paso se emplearán las medidas de tendencia central y variabilidad de la estadística descriptiva.

3. Resultados

Se obtuvo un listado inicial de indicadores agrupados en cinco dimensiones como resultado de una amplia revisión bibliográfica, la Dimensión Ambiental cuenta con 46 indicadores. Esta dimensión reconoce que los recursos naturales de la comunidad individual y del mundo, no deben ser considerados abundantes y, de hecho, se reducen constantemente. Por ello la sostenibilidad turística debe garantizar el cuidado de estos recursos, de los cuales depende, tanto para el mantenimiento de los sitios como medio de atractivo turístico, en muchos casos. El entorno natural debe ser protegido, tanto por sus propios valores intrínsecos como por su condición de recursos para las generaciones futuras.

Por su parte, en la Dimensión Económica se propusieron 46 indicadores. No cabe duda de que el turismo sustentable debe ser económicamente viable, debido a que esta es una actividad económica. La sustentabilidad económica, de forma general, implica la optimización del ratio de crecimiento a un nivel administrativo con consideración total de los límites del entorno del destino. Más aún, los beneficios económicos deben ser distribuidos equitativamente en la comunidad, de acuerdo con su nivel de participación y las necesidades de garantía de mejora de las condiciones de vida.

En la Sociocultural la propuesta obtuvo 28 indicadores. Esta dimensión se basa en el respeto a los derechos humanos y la igualdad de oportunidades para todos los miembros de la sociedad. Además, promueve la distribución equitativa de los beneficios (APEC, 2013). En esta se presentan aspectos como el cambio o pérdida de la identidad local, la adaptación a la demanda turística, enfrentamientos interculturales, la estandarización de los servicios, conflictos sociales, diferenciación económica, irritación causada por el comportamiento de los turistas, las influencias físicas por causa del *stress* social, conflictos por el uso de los recursos, entre otros, a los que deben hacerse frente con el objetivo de mantener un alto nivel de sustentabilidad en los destinos.

Para analizar la sustentabilidad desde el punto de vista político se presentaron 28 opciones. Esta dimensión persigue la participación de todos los implicados relevantes en el desarrollo del sector y la intervención política para el logro del cumplimiento de las normativas propuestas. De acuerdo con autores consultados (Goeldner & Ritchie, 2008; HALL, 1994; McIntyre, 1993; PEARCE, 1993), el desarrollo sustentable es un concepto político y, por consiguiente, la consecución de las metas del desarrollo turístico sustentable depende grandemente del sistema político de la sociedad y la distribución del poder.

En orden de garantizar la realidad de la sustentabilidad turística, los residentes deben jugar un rol fundamental en el proceso de toma de decisiones (Gunn, 1994; Hart, 1998; Murphy, 1983; Pigram, 1990; Simmons, 1994). Sin embargo, muchos de los problemas políticos que surgen en el curso de obtener la sustentabilidad turística están asociados con los derechos de los residentes, otros incluyen la ausencia de la colaboración de los implicados o de la comunidad. También, la falta de liderazgo comunitario, escasas regulaciones, el rol de las Organizaciones No Gubernamentales (ONGs), el desplazamiento de los residentes y el control externo sobre los procesos por parte de los inversores extranjeros (Choi & Sirakaya, 2006).

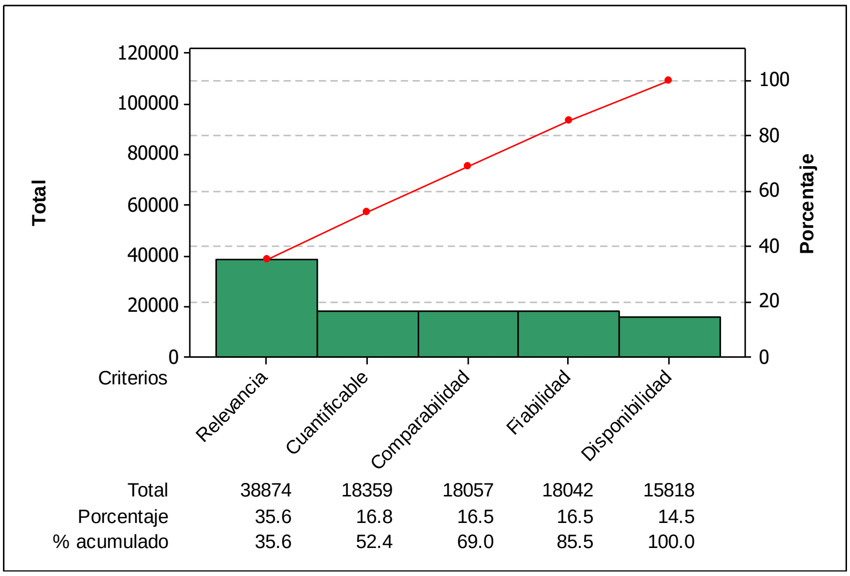
Finalmente, los 13 aspectos propuestos en la Dimensión Tecnológica reconocen que ésta promueve la utilización de las nuevas tecnologías ambientalmente responsables contribuye a disminuir el consumo de materia prima, favorece la capacidad de comunicación y de comercialización de los productos turísticos, además de que beneficia el monitoreo de los impactos del turismo y provee dispositivos, alternativas y técnicas para evitar futuros resultados negativos.

Los avances tecnológicos en el transporte, la información y las comunicaciones han influido notablemente en el crecimiento del turismo moderno. La aplicación de tecnología de bajo impacto puede minimizar los efectos naturales, sociales y culturales del turismo en un destino (Ko, 2001). Adicionalmente, el uso de las Tecnologías de la Informática y las Comunicaciones (TICs), permite una mayor rapidez en los procesos de reserva y cancelación de plazas y reduce la utilización de papel e implementos necesarios para la impresión de documentos que, en la actualidad, se pueden aportar por vía tecnológica. De este modo, la emisión de desechos ha disminuido considerablemente.

A partir de las puntuaciones otorgadas por los expertos a cada uno de los criterios por dimensiones se construyeron diagramas de Pareto dimensional y global. Esta técnica se basa en el Principio de Pareto, ley 80-20 o Principio de Pocos Vitales y Muchos Triviales. Constituye una importante herramienta para efectuar mejoras

De forma general, en el Pareto de las puntuaciones totales para todas las dimensiones no existen valores significativos por criterios, ya que todos presentan valores similares (Gráfico 2), se mantiene como la más importante la Relevancia (35.6%), seguida de Cuantificable (16.8%), Comparabilidad y Fiabilidad (ambos con 16.5%) y por último la Disponibilidad (14.5%).

Gráfico 2: Diagrama de Pareto Criterios Totales.



Fuente: Elaborado por la autora.

3.1. Indicadores finales seleccionados

Como resultado se seleccionaron 80 indicadores agrupados de la siguiente forma: Ambiental (25), Económica (29), Sociocultural (10), Política (10) y Tecnológica (6). El signo Positivo (POS) indica que el indicador es del tipo "cuánto más, mejor"; esto es, aquellos para los que un mayor valor representa un mejor grado de sustentabilidad. Por otro lado, los indicadores negativos (NEG) son aquellos para los que un elevado nivel de sustentabilidad se asocia con menores valores de estos indicadores.

Los indicadores contenidos en la Dimensión Ambiental (TABLA 2) abarcan cuestiones tales como la financiación para la conservación, alternativas económicas locales de obtención de apoyo y la participación del turista en la conservación. Además, la protección de ecosistemas en peligro, la gestión energética y el estímulo del uso de fuentes de energía renovables; mitigación del cambio climático, la gestión de los residuos sólidos. Adicionalmente, el Control de la intensidad de uso, el valor de los ecosistemas y las especies para el turismo y la gestión de los espacios para el uso turístico.

Tabla 1. Indicadores seleccionados de la dimensión ambiental

Código	**Nombre**	**Signo**
IA_1	Porcentaje de proyectos que evalúan el impacto ambiental del turismo.	POS
IA_2	Porcentaje de operadores turísticos con certificación de turismo sustentable o que forman parte de algún programa de Buenas Prácticas en turismo.	POS
IA_3	Porcentaje del presupuesto total asignado a la protección y conservación de las especies de la zona.	POS
IA_4	Porcentaje de negocios que participan en programas de conservación de energía o aplican políticas y técnicas de ahorro energético.	POS
IA_5	Porcentaje de consumo energético proveniente de fuentes de energía renovables.	POS
IA_6	Número o porcentaje de establecimientos (por ejemplo, hoteles) que utilizan fuentes renovables para generar su propia energía.	POS
IA_7	Porcentaje del turismo basado en el avistamiento de especies.	POS
IA_8	Porcentaje de especies principales consideradas vulnerables al cambio climático.	NEG
IA_9	Total de CO_2 producido a causa del consumo energético.	NEG
IA_{10}	Porcentaje de habitaciones con aire acondicionado y/o calefacción.	NEG
IA_{11}	Porcentaje de la población local que tiene acceso al agua salubre	POS
IA_{12}	Porcentaje del área de destino dotada de sistemas de recogida de aguas de tormenta.	POS
IA_{13}	Cantidad total de residuos recogidos.	NEG
IA_{14}	Residuos atribuibles (por mes o estación) al turismo.	NEG
IA_{15}	Porcentaje de la zona de destino donde existe un servicio de recogida de basuras organizado.	POS

IA_{16}	Porcentaje de desechos recogidos en calles y zonas públicas. Con respecto al total de desechos	NEG
IA_{17}	Proporción de turistas en el mes de máxima y mínima afluencia.	POS
IA_{18}	Número de viajes de lanchas de cabotaje interislas (island hopping), de tour diario y de pesca vivencial.	POS
IA_{19}	Porcentaje de especies endémicas del lugar.	POS
IA_{20}	Índice de biodiversidad de la flora y la fauna.	POS
IA_{21}	Porcentaje degradado del sistema protegido.	NEG
IA_{22}	Porcentaje degradado de los senderos y rutas.	NEG
IA_{23}	Número de especies endémicas.	POS
IA_{24}	Número de especies endémicas amenazadas.	NEG
IA_{25}	Porcentaje de área protegida que ha sufrido invasión de especies exóticas	NEG

Fuente: Elaborada por la autora.

Dentro de la dimensión económica se incluyen 29 indicadores mostrados en la TABLA 7. Desde el punto de vista económico se miden aspectos como la estacionalidad del turismo y del empleo en el sector, además de los beneficios económicos para la comunidad de destino. Dentro de estos, aparecen la equidad, microempresas y oportunidades de empleo e ingresos para el desarrollo de las pequeñas y medianas empresas (PYMES), que se relacionan directamente con la actividad turística y se incluyen indicadores relativos a la accesibilidad y la siniestralidad; es decir, a los accidentes registrados en los que están involucrados los visitantes.

Tabla 2. Indicadores seleccionados de la Dimensión Económica.

Código	**Nombre**	**Signo**
IE_1	Llegada mensual de turistas.	POS
IE_2	Número de turistas nacionales y extranjeros (al año).	POS
IE_3	Tasas de ocupación mensual en alojamientos autorizados.	POS
IE_4	Porcentaje de puestos de trabajo del sector turístico que son fijos o anuales.	NEG
IE_5	Porcentaje de puestos de trabajo del sector turístico de duración inferior a 6 meses.	NEG
IE_6	Tasa de desempleo local en temporada baja.	NEG
IE_7	Número total de empleados del sector turístico.	POS
IE_8	Porcentaje de empleados cualificados/titulados.	POS

IE_9	Número de residentes empleados en el sector turístico (y proporción entre hombres y mujeres).	POS
IE_{10}	Proporción entre hombres y mujeres residentes empleados en el turismo.	POS
IE_{11}	Proporción entre el empleo en el sector turístico y el empleo total.	POS
IE_{12}	Porcentaje de puestos de trabajo del sector turístico ocupados por residentes permanentes	POS
IE_{13}	Salario medio en el sector turístico/salario medio de la comunidad.	POS
IE_{14}	Porcentaje de negocios turísticos de la comunidad perteneciente a la población local	POS
IE_{15}	Ingresos turísticos del destino.	POS
IE_{16}	Gasto medio diario por turista.	POS
IE_{17}	Porcentaje de ingresos generados por el turismo con respecto a los ingresos totales generados en la comunidad.	POS
IE_{18}	PIB local y porcentaje del PIB atribuible al turismo.	POS
IE_{19}	Ingresos turísticos netos destinados para la comunidad (Relativo por población residente).	POS
IE_{20}	Porcentaje de aumento/disminución del precio de la vivienda en el tiempo.	NEG
IE_{21}	Porcentaje de aumento/disminución de la renta familiar media semanal.	NEG
IE_{22}	Calidad de las vías de acceso al destino.	POS
IE_{23}	Porcentaje de rutas de acceso en buenas condiciones para el uso turístico.	POS
IE_{24}	Número de accidentes (aéreos, terrestres y marítimos) producidos en temporada alta frente a la baja.	NEG
IE_{25}	Número de accidentes notificados relacionados con turistas y su causa/ número total de accidentes	NEG
IE_{26}	Porcentaje de negocios turísticos que cuentan con un plan de gestión de riesgos.	POS

IE_{27}	Índice de turistas sobre la población local.	NEG
IE_{28}	Renta total anual generada por la comunidad.	POS
IE_{29}	Porcentaje de PYMES relacionadas con el turismo que trabajan en la comunidad.	POS

Fuente: Elaborada por la autora.

La dimensión Sociocultural contiene diez indicadores (TABLA 8), los cuales permiten medir aspectos relacionados con los problemas o insatisfacción de los residentes con el turismo, el acceso a los atractivos turísticos por parte de la comunidad así como la igualdad de genero en el acceso al trabajo y participación en actividades y costumbres culturales.

Tabla 3. Indicadores seleccionados de la Dimensión Sociocultural.

Código	**Nombre**	**Signo**
ISc_1	Número de reclamaciones presentadas por los residentes.	NEG
ISc_2	Porcentaje de alteración en el uso de las rutas turísticas por la población local.	NEG
ISc_3	Porcentaje de personas que participan en la artesanía, las actividades y las costumbres de la comunidad.	POS
ISc_4	Inmigración neta en la comunidad.	POS
ISc_5	Acceso de los residentes a los principales sitios (porcentaje de sitios de libre acceso público);	POS
ISc_6	Porcentaje de mujeres/hombres empleados en el sector turístico que han recibido capacitación formal.	POS
ISc_7	Porcentaje de empleados con seguro médico privado o al IESS cubierto por el empleador	POS
ISc_8	Porcentaje de personas con acceso a fuentes de agua.	POS
ISc_9	Porcentaje de delitos denunciados en los que hay visitantes implicados.	NEG
ISc_{10}	Porcentaje de la aportación económica anual del turismo a proyectos de la comunidad.	POS

Fuente: Elaborada por la autora.

La Dimensión Política cuenta con 10 indicadores (TABLA), seleccionados, mayormente por su relación con el cumplimiento de las regulaciones para el mantenimiento de la sustentabilidad turística en las instalaciones del destino estas relacionadas con la estacionalidad, el empleo, los beneficios económicos para la comunidad de destino, la gestión ambiental y responsabilidad social y la evaluación del marco político y de planificación.

Tabla 4. Indicadores seleccionados de la Dimensión Política.

Código	**Nombre**	**Signo**
IP_1	Porcentaje del presupuesto de las autoridades de turismo invertido en promover las temporadas baja y media.	POS
IP_2	Fondos de formación invertidos por empleado, frecuencia de programas de formación y nivel de participación.	POS
IP_3	Existencia de presupuesto/plan turístico (Porcentaje).	POS

IP_4	Porcentaje de establecimientos del destino que cuentan con certificación formal (conforme a las normas SGE, ISO 14000, HACCP, etc. o sus equivalentes nacionales).	POS
IP_5	Porcentaje de empresas turísticas con una política empresarial sobre cuestiones ambientales y de sostenibilidad (con inclusión de mecanismos de revisión y presentación de informes).	POS
IP_6	Porcentaje de establecimientos con un puesto de trabajo encargado de las cuestiones relativas a la gestión ambiental y la sostenibilidad en las instalaciones y negocios turísticos.	POS
IP_7	Porcentaje de establecimientos hoteleros que utilizan principalmente la arquitectura local.	POS
IP_8	Porcentaje de funcionarios (Directivos de las empresas que operan en la localidad) con formación turística.	POS
IP_9	Grado de participación del sector turístico en la actividad pública del gobierno (órganos de asesoramiento, grupos de revisión, etc.).	POS
IP_{10}	Existencia de algún proceso de planificación territorial o desarrollo que incluya el turismo (% de cumplimiento).	POS

Fuente: Elaborada por la autora.

La dimensión tecnológica contiene solamente seis indicadores (TABLA 10), todos ellos encaminados a medir el empleo de las TICs en los sistemas de gestión ambientales iniciativas ambientales su disponibilidad en la localidad, así como su uso en las transacciones y negocios turísticos.

Tabla 5. Indicadores seleccionados de la Dimensión Tecnológica.

Código	**Nombre**	**Signo**
IT_1	Aplicación de tecnologías y técnicas respetuosas con el medio ambiente (por ejemplo, dispositivos de ahorro de agua y energía, reciclado de desechos, compras ecológicas, utilización de fuentes de abastecimiento nacionales)- porcentaje de establecimientos que los utilizan.	POS
IT_2	Uso de internet para negocios y transacciones entre empresas (Porcentaje)	POS
IT_3	Uso de internet para transacciones entre establecimientos y clientes. (Porcentaje)	POS
IT_4	Número de suscripciones a servicios de Internet (Porcentaje).	POS
IT_5	Usuarios de Internet por cada 100 habitantes.	POS
IT_6	Suscripciones a líneas de teléfonos móviles por cada 100 habitantes.	POS

Fuente: Elaborada por la autora.

3.2. *Verificación de los indicadores seleccionados*

Se aplicó la Técnica de Estaninos (GEMPP, DENEGRI, CARIPAN, CATALAN, & HERMOSILLA, 2007; JARAMILLO, 2015) con la finalidad de corroborar que los indicadores no seleccionados por la técnica de comparación de medianas tampoco se seleccionan por este método.

En todos los casos el uso los indicadores según los puntos de corte establecidos podían incluirse o no, ya que la mayor parte de los valores se encuentran en la opción: es indiferente su inclusión en el estudio, razón que determinó su eliminación definitiva de la investigación.

2.3. *Análisis de la Consistencia de los indicadores Alfa de Cronbach*

Los valores obtenidos para cada una de las dimensiones permiten afirmar que los indicadores seleccionados son medidas fiables del concepto de sostenibilidad turística. Adicionalmente, se puede ratificar la consistencia de las respuestas de los expertos en la elección de los indicadores, pues se obtuvieron coeficientes de consistencia interna superiores a 0.8 en todas las dimensiones, excepto en la política, con valor superior a 0.70; incluso, a pesar del bajo número de indicadores para las dos últimas dimensiones: Política y Tecnológica.

Tabla 6: Valores de Alfa de Cronbach por dimensiones.

Dimensión	Valores Coeficiente Alfa de Cronbach
Ambiental	0.857
Económica	0.815
Sociocultural	0.828
Política	0.738
Tecnológica	0.821

Fuente: Elaborada por la autora

Adicionalmente, los valores obtenidos del alfa de Cronbach permiten constatar la buena elección de los expertos para la consulta, así como la viabilidad del enfoque "de arriba hacia abajo" para la selección de los indicadores iniciales para analizar la sustentabilidad turística del destino Galápagos.

3.3. Análisis Descriptivo de las valoraciones de los indicadores seleccionados.

Un estudio descriptivo de las valoraciones para los indicadores permitirá identificar patrones o justificar la importancia de los indicadores en cada dimensión.

Para la dimensión ambiental (TABLA 1) los resultados permiten afirmar que del conjunto de indicadores seleccionados, solo 16 obtuvieron puntuación cero en alguno de los criterios, al menos una vez. Por ello se puede afirmar que la mayoría (65%) nunca fueron valorados como innecesarios para el estudio de sustentabilidad. La totalidad de ellos obtuvo puntuaciones de 10, por lo que, al menos para algún encuestado fue considerado como imprescindible para esta cuestión. Por su parte, la mayor varianza 10.834 en la selección la registró el "Porcentaje de especies principales consideradas vulnerables al cambio climático" (IA_8), lo que denota el alto grado de incertidumbre con que fue valorado. Mientras tanto, el más estable, con una variabilidad de 0.85, fue el IA_{17}, Proporción de turistas en el mes de máxima y mínima afluencia. Este indicador, con una puntuación mínima de 6 y máxima de 10 puede ser valorado como el más importante de la dimensión, en correspondencia con las puntuaciones de los expertos.

El análisis descriptivo de las puntuaciones de los indicadores económicos (TABLA 2) asevera que casi el 80% de estos indicadores fueron valorados como innecesarios, al menos una vez. Inconsistentemente, todos obtuvieron valoraciones de 10 en algunos de los criterios, incluso, en más de ocho ocasiones. El IE_1 (Llegadas mensual de turistas) podría ser valorado como el más importante de la dimensión, pues obtuvo valoración de imprescindible en el 56% de los criterios y el valor mínimo alcanzado fue de 5, el máximo de los valores mínimos para los 29 indicadores. Además, una variabilidad en las contestaciones de 1.95. Por el contrario, el más variable fue el IE_{25} con una varianza de 12.8. Este fue el indicador de menor promedio en respuestas y solamente obtuvo la máxima puntuación el 12% de las veces posibles. Sin lugar a dudas, apunta como el menos valorado por los expertos, en función de los criterios de selección empleados.

Por su parte, los estadísticos de la dimensión sociocultural demuestran que todos los indicadores obtuvieron puntuaciones mínimas y máximas (TABLA 3). Por su parte, el más estable en cuanto a las valoraciones fue el referente a la capacitación de los recursos humanos en el sector turístico relacionado con las oportunidades de superación para las mujeres (ISc_6), con una variabilidad de 4.94. A pesar de no ser el más valorado positivamente, es el segundo en mayor valoración promedio del total de indicadores de la dimensión. El referente a la aportación económica del turismo a los proyectos de la comunidad fue el que más puntuaciones máximas obtuvo. Mientras tanto, el que más diversidad tuvo en las valoraciones fue el (ISc_1), Número de reclamaciones presentadas por los residentes, con una variabilidad de 13.02 y, a su vez, la menor puntuación promedio de la muestra.

En el ámbito político, solamente el IP_3 referente a la asignación de presupuesto para el desarrollo turístico tuvo el 100% de las valoraciones por encima del valor mínimo (TABLA 4). No obstante, no es posible asegurar que sea el más importante de esta relación de indicadores, pues no fue el que más valoraciones máximas obtuvo, ni el más estable. Esta última valoración le corresponde al "Porcentaje de empresas turísticas con una política empresarial sobre cuestiones ambientales y de sostenibilidad", con una variabilidad de 5.72 y la mayor valoración promedio. Por su parte, el menos valorado globalmente fue el correspondiente a la preparación de los funcionarios que ocupan puestos administrativos (IP_8), con una varianza de 12.14 y 4.44 puntos como promedio en su valoración. Esto se corresponde con la posibilidad de instauración de nuevos negocios en los cuales no todos los administrativos tienen formación en temas de sostenibilidad. Ello, sin dudas, es un aspecto a tener en consideración durante la formulación de políticas de desarrollo turístico del destino.

Mientras tanto, entre los indicadores tecnológicos (TABLA 5), ninguno obtuvo una puntuación mínima por encima de cero. Cabe señalar la moda con valor 0 para el IT_2 "Uso de internet para negocios y transacciones entre empresas" que se considera que sea más por falta de respuesta por parte de los expertos que por escasa importancia para el indicador, puesto que, sin lugar a dudas, esta es una de las cuestiones tecnológicas que más ha ayudado al desarrollo turístico a nivel mundial. Primeramente por la facilidad de realización de negocios y el ahorro en transportación y trámites legales proporcionado por el uso de la Internet. Ello se constata con la estabilidad en las respuestas (Varianza =7.35, mínima) para el IT_4, referente a las suscripciones del servicio de Internet, que es el tercero con mayor valoración media.

4. Conclusiones

- Como resultado de la Consulta a los expertos fueron seleccionados 80 Indicadores separados de la siguiente forma: 25 ambientales, 29 económicos, 10 socioculturales, 10 políticos y 6 tecnológicos.
- De forma general, se puede afirmar que la condición de que un indicador es relevante para la gestión del turismo y definir las políticas adecuadas para la sustentabilidad fue el criterio predominante durante todo el proceso de selección de los indicadores
- Los valores de coeficiente Alfa de Cronbach para cada una de las dimensiones permiten concluir que el conjunto de indicadores seleccionados presenta una elevada consistencia interna; esto es, que miden el concepto por el cual fueron elegidos.
- Para cada una de las dimensiones analizadas fue posible determinar los indicadores con mayor grado de variabilidad en las valoraciones.
- El sistema de indicadores seleccionado permitirá a los organismos rectores tomar decisiones para monitorear y realizar investigaciones en relaciones a los indicadores seleccionados en el sistema y con la información desarrollar una propuesta metodológica para monitorear la sustentabilidad de la actividad turística en las Islas Galápagos con base a un sistema de indicadores.

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Calidad total de la experiencia del turista. Un análisis de sus factores determinantes y su relación con la satisfacción y futuras intenciones de comportamiento

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Resumen

En el nuevo contexto del mercado turístico mundial, es primordial para los turistas la entrega de experiencias de calidad en lugar de solamente proveer de productos o servicios de calidad. A pesar de esto, poco se ha investigado sobre los determinantes de la calidad de estas experiencias y en cuanto a su evaluación generalmente se ha resaltado la importancia de la calidad del servicio. No obstante, esta medida por sí sola no aborda completamente todos los aspectos de la calidad de la experiencia del turista, puesto que se enfoca en la evaluación de los aspectos funcionales del servicio y no abarca las reacciones emocionales de los clientes. De acuerdo con esto, la siguiente investigación realiza un análisis sobre la medición de la calidad global de la experiencia del turista incluyendo factores tanto funcionales como emocionales. Es decir, que la calidad global de la experiencia del turista implica la evaluación de los atributos funcionales utilizando como medida la calidad del servicio y de los atributos emocionales, aplicando como medida la calidad de la experiencia. Este análisis se efectúa en base a una revisión de la literatura sobre esta temática. Los resultados reflejan que la percepción de los turistas sobre la calidad de sus experiencias involucra elementos funcionales que son proporcionados por el proveedor del servicio y elementos emocionales que consisten en respuestas subjetivas a varios aspectos de la entrega del servicio. Por último, se propone en este trabajo un modelo teórico que plantea determinar la relación existente entre la calidad total de la experiencia del turista con la satisfacción y futuras intenciones de comportamiento.

Palabras clave:
Experiencia del turista, experiencia global del turista, calidad de la experiencia, calidad del servicio, revisión de la literatura, marketing turístico

1. Introducción

A finales del siglo XX se produjo una transformación de la economía a nivel global, en la cual el carácter de la oferta pasó de la provisión de servicios a la comercialización de experiencias, surgiendo así una nueva etapa económica a la que Pine y Gilmore (1998) denominaron como economía de la experiencia. El surgimiento de este nuevo paradigma de consumo, ha afectado el desarrollo de las actividades de varios sectores económicos incluyendo el turismo. De esta forma, el enfoque de la actividad turística también cambió de la entrega de productos turísticos a la provisión de experiencias turísticas (Ritchie, Tung y Ritchie, 2011). Esto debido a que los turistas desean algo más que la entrega y consumo de productos o servicios (Walls, Okumus, Wang y Kwun, 2011) sino que están en busca de experiencias (Mascarenhas, Kesavan y Bernacchi, 2006) preferiblemente memorables y capaces de transformar su vida (Rossman y Ellis, 2012).

Es así como hoy en día las experiencias constituyen la mejor manera de satisfacer las nuevas necesidades de los turistas (Kao, Huang y Wu, 2008) y son su principal motivación para viajar a un destino, repetir su visita y recomendarlo a familiares o amigos (Mendes, Guerreiro y Matos, 2016). Por esta razón, cada vez más empresas del sector turístico se centran en la creación, entrega y gestión de experiencias de viaje (Walls *et al.*, 2011) en lugar de proveer a los visitantes solamente de productos o servicios turísticos (Ritchie *et al.*, 2011). De esta forma, en un contexto en donde las experiencias son particularmente relevantes para la industria del turismo (Cetin y Bilgihan, 2014; Huang, Afsharifar y Veen, 2015; Fernández y Cruz, 2016) es importante la entrega de experiencias de calidad en lugar de productos o servicios de calidad.

A pesar de esto, en la literatura del turismo se ha resaltado generalmente la importancia de la calidad del servicio (Chen y Chen, 2010). Sin embargo, esta medida por sí sola no aborda completamente todos los aspectos de la calidad total de la experiencia del consumidor (Klaus y Maklan, 2013). Esto se debe a que la calidad del servicio se enfoca en la evaluación de los aspectos funcionales del servicio y no abarca las reacciones emocionales de los clientes (Parasuraman, Zeithaml y Berry, 1985) las cuales son particularmente importantes porque influyen en la evaluación del servicio por parte de los turistas (Schlesinger, Cervera y Pérez-Cabañero, 2015). Además, aunque las experiencias siempre se obtienen junto con el consumo de bienes o servicios (Chang y Horng, 2010) los elementos sensoriales y emocionales derivados de la experiencia tienen más influencia en la preferencia del consumidor que los atributos tangibles del servicio (Zaltman, 2003).

Por otra parte, Chan y Baum (2007) sugieren que la experiencia del turista es multidimensional y está compuesta por factores tanto funcionales como emocionales (Sandström, Edvardsson, Kristensson y Magnusson, 2008) siendo estos últimos los más importantes en la decisión de compra del consumidor (Zaltman, 2003). Por tanto, para la gestión de las experiencias de los turistas se debe tener en cuenta ambos aspectos emocionales y funcionales (Chan y Baum, 2007). De esta forma, teniendo en cuenta que la experiencia del turista es multidimensional y está compuesta por factores tanto funcionales como emocionales, la presente investigación busca cubrir este vacío en la literatura y propone desarrollar un modelo en el cual la medición de la calidad total de la experiencia del turista implique la evaluación de los atributos funcionales utilizando como medida la calidad del servicio y de los atributos emocionales aplicando como medida la calidad de la experiencia. Por último, también se plantea determinar la relación existente entre la calidad global de la experiencia del turista con la satisfacción y futuras intenciones de comportamiento con la propuesta de un modelo teórico.

De esta forma, el artículo está organizado de la siguiente manera: en primer lugar, se realiza una revisión de la literatura abordando los conceptos relacionados a la experiencia del turista y su calidad. En segundo lugar, se describe la metodología utilizada para el desarrollo del modelo conceptual. Posteriormente se presentan los resultados que incluyen la propuesta del modelo conceptual, la definición de las variables que conforman el modelo y el desarrollo de las hipótesis que surgen como resultado de la relación entre variables. Finalmente, se presenta las conclusiones y futuras líneas de investigación.

2. Revisión de la literatura

Conceptualización de la experiencia del turista

La experiencia es un término que ha sido objeto de estudio en varias disciplinas y campos científicos, los cuales bajo su propia concepción han desarrollado un amplio conjunto de definiciones teóricas que pretenden explicar la naturaleza de este concepto. Así, la experiencia ha sido estudiada desde el campo de la psicología, sociología, antropología, etnología y marketing (Carú y Cova, 2003; Schmitt y Zarantonello, 2013; Walls *et al.,* 2011). En este sentido, la aplicación multidisciplinaria de este concepto ha permitido una mejor comprensión de la experiencia en el contexto de la industria del turismo (Walls *et al*., 2011) la cual se ha preocupado principalmente por la experiencia del turista (Stamboulis y Skayannis, 2003). De esta manera, la experiencia del turista se ha convertido en uno de los temas de mayor interés tanto para el sector turístico como para académicos e investigadores en el área (Lin y Kuo, 2016; Quan y Wuang, 2004; Uriely, 2005) quienes han centrado sus estudios en la determinación del concepto de experiencia del turista y de los elementos que contribuyen a su formación (Oh, Fiore y Jeoung, 2007).

En cuanto a su definición, Ooi (2005) sugiere que la experiencia del turista surge de su involucramiento en actividades que tienen lugar en un entorno físico, y está influenciada por los estados emocionales y psicológicos de los turistas. Andersson (2007) citado en Walls *et al*. (2011) define la experiencia del turista como el momento en cual los servicios turísticos se producen y consumen simultáneamente. También es el momento en el que se crea valor para el turista y que depende no solo de la experiencia objetiva sino también del estado de ánimo del turista en ese momento en particular. Cetin y Bilgihan (2014) consideran que la experiencia del turista son actividades o eventos memorables y agradables que tienen lugar en un destino, y que involucran a los viajeros personalmente afectando positivamente su comportamiento. Mendes *et al.* (2016) consideran que la experiencia del turista consiste en un flujo constante de servicios relacionados entre sí que se adquieren durante un período limitado de tiempo en un área geográfica determinada. Por último, según Prebensen, Chen y Uysal (2018), a experiencia del turista es un conjunto de efectos de carácter cognitivo y afectivo, causados por una serie de encuentros ocurridos antes, durante y después del viaje.

De acuerdo a las definiciones presentadas de la experiencia del turista se puede distinguir cuatro aspectos fundamentales: 1) la experiencia del turista tiene lugar en un entorno físico que puede ser una empresa o un destino turístico. De esta forma, según Walls *et al*. (2011) en el contexto de una empresa turística la mejora de la experiencia de los consumidores se puede lograr a través de la creación de un entorno físicamente (elementos tangibles) y socialmente apropiado (personal de servicio). Por otra parte, en el contexto de un destino turístico, el entorno físico incluye su cultura, historia, naturaleza, eventos, actividades, arquitectura, hospitalidad de la población local, servicios de alojamiento, alimentación y transporte, entre otros. Estos elementos constituyen la fuente principal de respuestas subjetivas e internas del turista con respecto a su experiencia (Lin y Kuo, 2016). 2) La experiencia del turista también está influencia por el estado emocional y psicológico en el que se encuentran los turistas al momento de la experiencia, lo que quiere decir que cada turista puede percibir la misma experiencia de diferente forma (Walls *et al.,* 2011); 3) El resultado de la experiencia del turista involucra efectos de carácter cognitivo y afectivo. Los resultados de carácter cognitivo implican la formación de pensamientos, mientras que los resultados afectivos involucran sentimientos y emociones (Lin y Kuo, 2016). 4) Las experiencias también surgen como resultado de la involucración del turista en actividades o eventos que se producen en el entorno físico. En este sentido, la experiencia del turista es un constructo multidimensional compuesto por una serie de factores externos e internos que influyen en la experiencia del consumidor (Walls *et al.,* 2011).

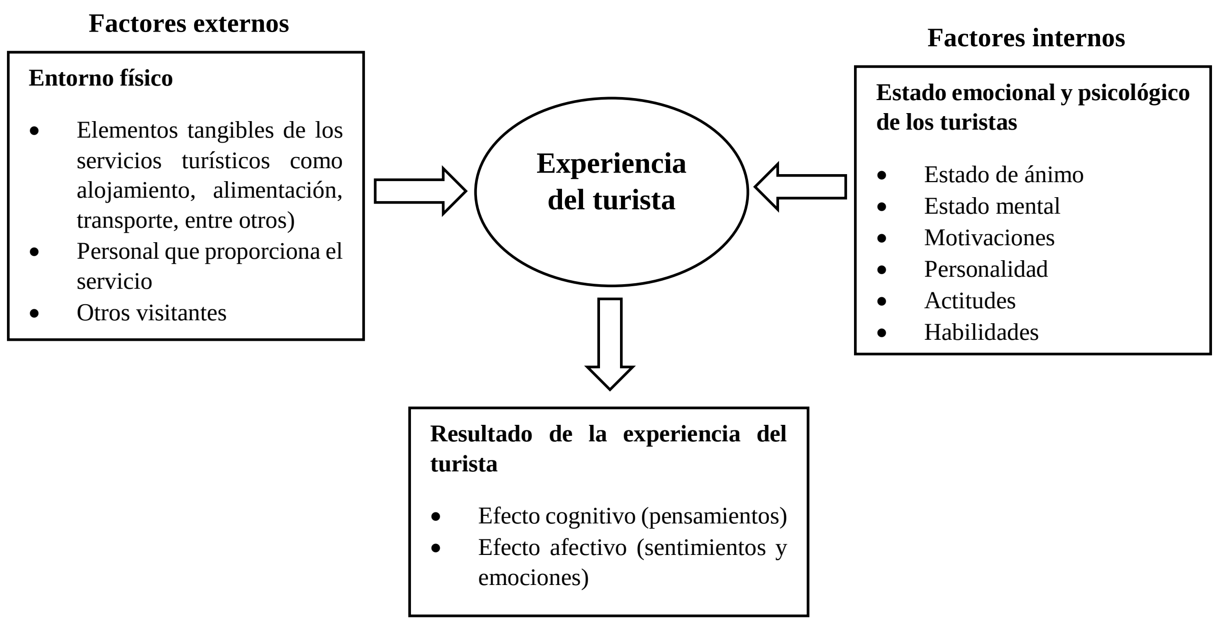

Figura 1 – Factores externos e internos que influyen en la experiencia del turista. Elaboración propia a partir de (Andersson, 2007; Cetin y Bilgihan, 2014; Mendes *et al.*, 2016; Ooi, 2005; Prebensen, Chen y Uysal, 2018; Walls *et al.*, 2011)

La Figura 1 presenta los factores externos e internos que influyen en la experiencia del turista. Los factores externos comprenden el entorno físico que incluye los elementos tangibles que forma parte de un servicio proporcionado por un proveedor, la interacción entre el turista y el personal del servicio, y la interacción del turista con otros visitantes. A su vez, la percepción del turista sobre los elementos del entorno físico está influenciada por elementos internos que corresponden al turista, es decir a su estado de ánimo, estado mental, motivaciones, personalidad, actitudes y habilidades. Como resultado de la confluencia entre factores externos e internos, se produce en el turista dos clases de efectos: cognitivo y afectivo, los cuales son la principal consecuencia de la experiencia y que generalmente tienen un efecto positivo en la persona.

Calidad de la experiencia del turista

Las actividades turísticas se caracterizan por su consumo experiencial; por lo cual, la calidad que los visitantes perciben está más asociada a sus experiencias que a los servicios proporcionados durante su visita (Chen y Chen, 2010). De esta manera, uno de los principales objetivos de la industria del turismo es proporcionar a los visitantes experiencias de alta calidad, incrementando así la posibilidad de que en un futuro los turistas vuelvan a visitar el destino o lo recomienden a familiares o amigos (Lee, Petrick y Crompton, 2007). En este contexto, una forma común de evaluar la calidad en la industria del turismo ha sido estudiando las percepciones de la calidad del servicio de los turistas con respecto a una serie de servicios proporcionados (Mossberg, 2007). De esta forma, una de las herramientas más utilizadas para medir la calidad del servicio es la escala SERVQUAL, la cual fue desarrollada por Parasuraman, Zeithaml y Berry (1988). Este modelo consiste en una escala multidimensional diseñada para medir las expectativas y percepciones de los consumidores con respecto a un encuentro de servicio (Fick y Ritchie, 1991).

Después de que la escala SERVQUAL fue propuesta por Parasuraman, Zeithaml y Berry (1988), surgieron varias críticas sobre este modelo (Lee, Lee y Yoo, 2000). Por ejemplo, Cronin y Taylor (1992) argumentaron que la conceptualización y operacionalización de la calidad de servicio (SERVQUAL) era inadecuada y que la calidad del servicio debe ser medida como una actitud. Ellos mantuvieron que la calidad del servicio estaba determinada por el "desempeño" en lugar del "desempeño–expectativa", por lo cual desarrollaron una herramienta de medición alternativa llamada SERVPERF basada únicamente en el desempeño. Babakus y Boller (1992) también sostuvieron que la dimensionalidad de la calidad del servicio puede depender del tipo de servicio que se pretende estudiar. De esta manera, a pesar de las críticas de otros investigadores, SERVQUAL sigue siendo el modelo más utilizado para evaluar la calidad del servicio (Chen, 2008).

En el sector turístico, la escala SERVQUAL ha sido ampliamente utilizada para medir la calidad del servicio. Sin embargo, Jin, Lee y Lee (2013) consideran que "el modelo SERVQUAL no aborda completamente las características específicas de la industria turística" (p.1). Como resultado, los investigadores han modificado el modelo SERVQUAL para adaptarlo a su contexto de investigación o han desarrollado escalas alternativas para evaluar la calidad del servicio en diferentes empresas del sector, por ejemplo: LODGQUAL (Getty y Thompson, 1994); HOLSERV (Mei , Dean y White, 1999); HISTOQUAL (Frochot y Hughes, 2000); GRSERV (Chen, Cheng y Hsu, 2015). De esta forma, los estudios de la calidad en el sector turístico se han realizado principalmente para evaluar la calidad del servicio en empresas y destinos turísticos tal como se muestra en la Tabla 1, mientras que los estudios de la calidad con respecto a la experiencia del turista carecen de una conceptualización adecuada y de investigación empírica disponible (Mendes *et al.*, 2016).

Tabla 1. Estudios de la calidad del servicio en empresas y destinos turísticos

Estudios de la calidad del servicio en empresas turísticas	Estudios de la calidad del servicio en destinos turísticos
Empresas hoteleras (Attallah, 2015; Knutson, 1990; Dortyol, Varinli y Kitapci, 2014; Martín y Román, 2017; Nadji, Ping y Sebata, 2018; Wu y Ko, 2013) Empresas de restauración (Chen, Cheng y Hsu, 2015; Djekic et al., 2016; Hamid et al., 2017; Namin, 2017; Nguyen *et al*., 2018; Wu y Mohi, 2015) Aerolíneas (Chen, 2008; Kim y Lee, 2011)	Akroush *et al*., 2016; Chand, 2010; Chin y Lo, 2017; López-Toro *et al*., 2010; Kayat y Hai, 2014; Kim, Holland y Han, 2012; Narayan *et al.,* 2009; Rajaratnam *et al.*, 2014; Soler y Gemar, 2017; Tosun, Dedeoğlu y Fyall (2015)

Fuente: Elaboración propia

3. Metodología

La presente investigación tendrá fundamentalmente un enfoque teórico, para lo cual se utilizó como metodología de investigación la revisión de la literatura para lo cual se ha recurrido a la búsqueda de artículos científicos en las bases de datos Scopus y WOS. Para acceder a estas bases de datos se utilizó el servicio de biblioteca electrónica que proporciona la Universidad de Extremadura. Las palabras clave que utilizaron para la búsqueda de artículos en las bases de datos fueron: experiencia del turista, experiencia del consumidor y turismo, experiencia del cliente y turismo, experiencia total del turista y calidad, experiencia total del consumidor y calidad, calidad en turismo, experiencia de turismo y calidad, calidad del servicio, calidad de la experiencia, destinos turísticos y experiencias. La búsqueda artículos relevantes para este trabajo se realizó has el mes de septiembre del 2018. Una vez obtenidos los artículos científicos, la revisión de la literatura consistió en analizar las diferentes perspectivas teóricas de diferentes autores sobre la calidad de la experiencia del turista, calidad de la experiencia del consumidor, calidad del servicio y calidad de la experiencia. También se realizó comparaciones entre los modelos teóricos con la finalidad de encontrar variables y determinar la relación existente entre cada una de ellas.

4. Resultados

Modelo de la calidad total de la experiencia del turista

En la Figura 2 se presenta el modelo que se propone en la presente investigación, en el cual la calidad total de la experiencia del turista está determinada por la calidad del servicio y la calidad de la experiencia. A su vez, el modelo propone examinar la relación entre la calidad total de la experiencia del turista con la satisfacción y futuras intenciones de comportamiento.

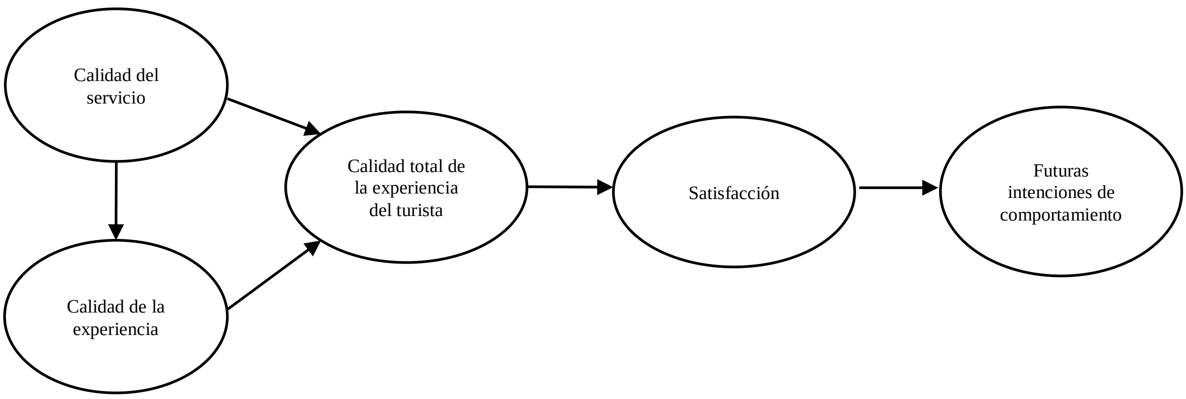

Figura 2 - Modelo conceptual de la calidad total de la experiencia del turista

Definición de las variables del modelo conceptual

Calidad total de la experiencia del turista

De acuerdo a Kim y Choi (2013) la calidad de la experiencia del turista está determinada por la experiencia total del turista y no solamente por los servicios prestados por un proveedor. Chan y Baum (2007) también sostienen que la percepción de los turistas sobre la calidad de sus experiencias, involucra elementos funcionales que son proporcionados por el proveedor del servicio y elementos emocionales que consisten en respuestas subjetivas y personales a varios aspectos de la entrega del servicio. Cole, Crompton y Wilson (2002) sugieren que la experiencia del turista está influenciada por los servicios proporcionados por los proveedores y por los estados emocionales de los visitantes. Berry, Carbone y Haeckel (2002) y Mascarenhas *et al*. (2006) sostienen que la experiencia del consumidor debe tener una combinación de elementos tanto funcionales como emocionales a lo largo de todas las etapas de la experiencia. En este sentido, para evaluar la calidad de la experiencia del turista de una forma global que incluya a los elementos funcionales y emocionales que forman parte de la misma, se propone utilizar el término calidad total de la experiencia del turista como una medida que se encarga de la evaluación de los atributos funcionales y atributos emocionales de la experiencia. Para la evaluación de los atributos funcionales se utilizará como medida la calidad del servicio y para la evaluación de los atributos emocionales se aplicará como medida la calidad de la experiencia.

Calidad del servicio

La calidad del servicio según Parasuraman, Zeithaml y Berry (1985, 1988) es definida como la comparación entre las expectativas de los clientes sobre el servicio que esperan recibir y la percepción de los servicios proporcionados por la empresa. De acuerdo con esta teoría Fick y Ritchie (1991) señalan que, si la percepción del cliente sobre el servicio proporcionado no supera sus expectativas, los niveles de calidad serán más bajos. Por el contrario, si el servicio proporcionado supera las expectativas del cliente, los niveles de calidad serán mayores. En materia de turismo, existen diferentes perspectivas acerca de la conceptualización de la calidad del servicio, las mismas que se derivan de estudios existentes en el campo del marketing principalmente de los estudios de Parasuraman *et al.* (1985, 1988). De esta forma, Mackay y Crompton (1988) coinciden con la teoría de Parasuraman *et al.* (1985) y señalan que la calidad del servicio es el resultado de la comparación entre las expectativas del turista sobre los servicios que espera recibir y la percepción de los servicios proporcionados por un proveedor.

Por otra parte, Crompton y Love (1995) manifiestan que el enfoque conceptual de la calidad del servicio ha evolucionado en el contexto del turismo debido a los esfuerzos por establecer una diferencia entre calidad del servicio y satisfacción. Es así como surge una nueva escuela de pensamiento que diferencia la satisfacción y la calidad del servicio a nivel global y a nivel transaccional (Cole y Illum, 2006).

A nivel global la calidad del servicio y la satisfacción es la evaluación general de un servicio turístico, mientras que a nivel transaccional la calidad de servicio y satisfacción se han diferenciado en términos de calidad del desempeño y calidad de la experiencia respectivamente (Crompton y Love, 1995). La calidad del desempeño se define como la calidad de los atributos de un servicio que están bajo el control de un proveedor (Crompton y Love, 1995) y la calidad de la experiencia se refiere al resultado psicológico de la participación en actividades turísticas (Cole y Scott, 2004).

Otras conceptualizaciones más recientes consideran la percepción del desempeño como una medida de la calidad del servicio (Ahrholdt, Gudergan y Ringle, 2016; Chen y Chen, 2010; Sotiriadis, 2017). Es decir que la calidad percibida del servicio se evalúa de acuerdo al desempeño de los atributos asociados a dicho servicio en un contexto específico (Ahrholdt *et al.*, 2016; Sotiriadis, 2017). En definitiva, se puede decir que uno de los factores clave dentro de todas las conceptualizaciones sobre calidad del servicio, ya sea en el campo del marketing o del turismo, es que la calidad del servicio hace referencia a la calidad del desempeño de los atributos que forman parte de un servicio.

Calidad de la experiencia

La calidad de la experiencia surge a partir de la inclinación de los turistas para evaluar sus experiencias de acuerdo con las emociones y sensaciones que experimentan durante su visita a un destino (Cole y Scott, 2004; Chen y Chen, 2010; Jin, Lee y Lee, 2013). Debido a esto, es importante para el éxito de empresas y destinos turísticos comprender las experiencias de los turistas basándose en la identificación de las sensaciones y emociones que experimentan durante su estadía en un destino (Mendes *et al*., 2016). A pesar de esto, los estudios sobre la calidad de la experiencia son limitados (Chang y Horng, 2010; Chen y Chen, 2010; Fernández y Cruz, 2016) y todavía hay pocas investigaciones con respecto a las percepciones de los turistas sobre la calidad de la experiencia (Chang y Horng, 2010). Al contrario, en la mayoría de las investigaciones se ha resaltado la importancia de la calidad del servicio (Chen y Chen, 2010). Sin embargo, esta medida por sí sola no aborda completamente todos los aspectos de la calidad total de la experiencia del consumidor (Klaus y Maklan, 2013) puesto que se enfoca en la evaluación de los aspectos funcionales del servicio y no abarca las reacciones emocionales de los clientes (Parasuraman, Zeithaml y Berry, 1985).

Con respecto a la definición de calidad de la experiencia, aún no existe una clara conceptualización de este término (Mansour y Ariffin, 2016) debido a la naturaleza multidimensional, compleja y altamente diversificada de la experiencia turística (Mendes *et al*., 2016). Además, a pesar de que la calidad de la experiencia es un concepto mucho más amplio y menos delimitado que la calidad del servicio (Fernández y Cruz, 2016), todavía hay pocas investigaciones que expliquen la calidad de la experiencia de las personas que realizan turismo (Chen y Chen, 2010), por lo cual los aportes conceptuales de este constructo son escasos. De este modo, teniendo en cuenta los estudios que se han realizado, entre algunas definiciones propuestas de este término se puede mencionar a Chang y Horng (2010), quienes desde una perspectiva general de los servicios, señalan que la calidad de la experiencia es "una representación de cómo los clientes evalúan emocionalmente sus experiencias al participar en actividades de consumo e interactuar con el entorno del servicio, los proveedores de los servicios, otros clientes, acompañantes de los clientes y otros elementos" (p.2403).

En el contexto del turismo, Chan y Baum (2007) definen la calidad de la experiencia como las respuestas afectivas de los turistas hacia sus beneficios sociales y psicológicos deseados. En otro concepto, Chen y Chen (2010) sugieren que es una medida holística y multidimensional que evalúa las reacciones y sentimientos personales hacia a un servicio turístico. Altunel y Erkut (2015) establecen que es un flujo constante de pensamientos y sentimientos que tienen lugar durante los procesos de interacción psicológica, sociológica y cognitiva que ocurren a medida que los turistas participan en actividades de consumo e interactúan con el entorno del servicio, los proveedores de los servicios, otros clientes, acompañantes de los clientes y otros elementos del destino. Fernández y Cruz (2016) sostienen que la calidad de la experiencia consiste en la evaluación de cómo se sienten los individuos y cuáles son sus respuestas subjetivas cuando participan en actividades turísticas.

Entre otras definiciones varios autores coinciden en que la calidad de la experiencia son los resultados psicológicos que los turistas obtienen al realizar un viaje, visitar una atracción turística y participar en actividades de turismo (Cole *et al.,* 2002; Cole y Scott, 2004; Chen y Chen, 2010; Jin *et al*., 2013). De acuerdo con estas definiciones, la calidad de la experiencia está conceptualizada desde dos perspectivas: la primera consiste en las reacciones emocionales de las personas cuando participan en actividades turísticas y la segunda consiste en una medida que evalúa estas reacciones emocionales de los visitantes

Satisfacción

La satisfacción es un factor fundamental para la literatura del marketing y turismo. Esto debido a que la satisfacción influye sustancialmente en la decisión del turista para recomendar un destino o volver a visitarlo (Alegre y Cladera, 2009; Lee *et al.,* 2007; Kozak y Rimmington, 2000; Tam, 2000). Es decir, si los turistas están satisfechos con su experiencia en un destino turístico, existe una alta probabilidad de que vuelvan a visitar el mismo destino, recomendarlo a otros turistas o emitir comentarios positivos sobre el destino. En cambio, un turista que está insatisfecho puede expresar comentarios negativos del destino y es poco probable que vuelva a repetir su visita o recomendar el destino a otros turistas. En cuanto a la definición del término, la satisfacción se refiere a las diferencias percibidas entre la expectativa inicial de consumo y el desempeño percibido después del consumo (Altunel y Erkut, 2015; Oliver, 1980).

Desde el punto de vista del turismo, la satisfacción refleja el sentimiento de gratificación del turista cuando las experiencias posteriores al viaje exceden las expectativas anteriores (Altunel y Erkut, 2015; Chen y Chen, 2010). En otra definición, la satisfacción se refiere a las sensaciones o sentimientos generados por los aspectos cognitivos y emocionales de los bienes y servicios, así como una evaluación acumulada de diversos componentes y características (Rojas y Camarero, 2008). En este sentido, la satisfacción del turista suele estar determinada por la experiencia global obtenida (Rojas y Camarero, 2008) y en general es el resultado de la evaluación de varias experiencias positivas y negativas (Kozak y Rimmington, 2000). Adicionalmente, la satisfacción está relacionada con evaluaciones afectivas (Chen, 2008), puesto implica algo más que las opiniones de los clientes hacia un producto, servicio o empresa, sino que incluye sus sentimientos antes, durante y después de la experiencia (Chen, Huang y Petrick, 2016).

Futuras intenciones de comportamiento

La principal motivación entre los proveedores del sector turístico para invertir esfuerzos en evaluar y mejorar su calidad de desempeño, así como incrementar el nivel de satisfacción de los turistas, es que tales mejoras resultarán en un aumento en las visitas o ingresos (Baker y Crompton, 2000). Por tanto, una mejor comprensión de los antecedentes de las intenciones de comportamiento de los turistas es fundamental para el éxito de empresas y destino turísticos (Triantafillidou y Petala, 2015). En cuanto a la definición del término, en la literatura del turismo las intenciones de comportamiento consisten principalmente en dos elementos: la intención de repetir la compra/visita y la intención de recomendar el servicio/destino turístico (Chi y Qu, 2008). La intención de repetir la visita es la voluntad de mantener una relación con el proveedor de servicios después de la compra, mientras que la intención de recomendación se refiere a la voluntad de sugerir a otras personas que negocien con el proveedor de servicios (Kao *et al.*, 2008). De esta manera, en el modelo propuesto en esta investigación las intenciones de comportamiento de los turistas serán consideradas como el comportamiento de los turistas después de su visita y que involucra su intención de volver al destino o recomendarlo a familiares o amigos.

Desarrollo de las hipótesis del modelo conceptual

Una vez presentada la conceptualización teórica de cada una de las variables del modelo de estudio, a continuación, se expone la relación existente entre cada variable y el desarrollo de las hipótesis que han surgido de acuerdo a una revisión de la literatura

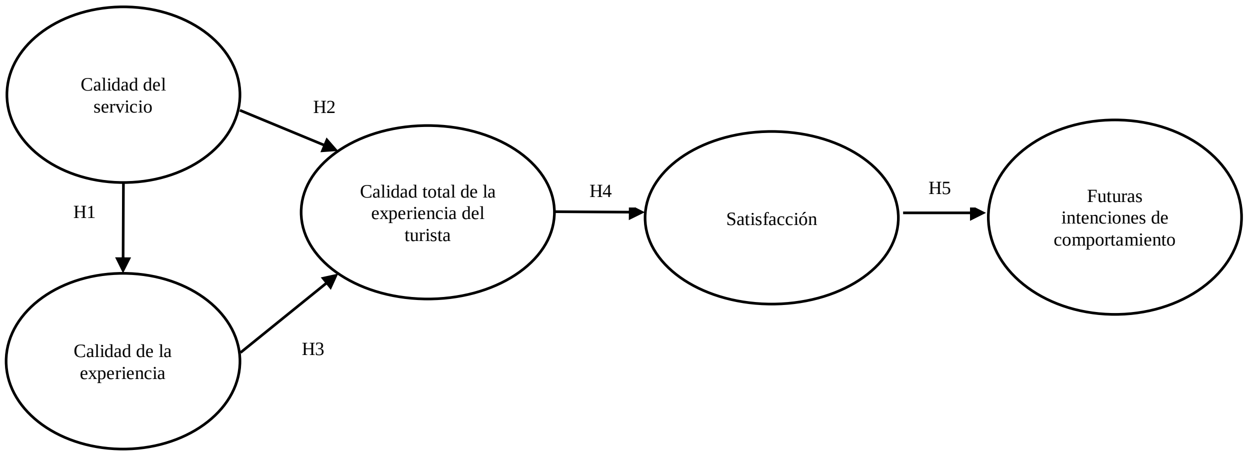

Figura 3 – Hipótesis del modelo conceptual

Relación entre calidad del servicio y calidad de la experiencia

La relación entre la calidad del servicio y la calidad de la experiencia ha sido estudiada por Cole *et al*. (2002), Cole y Scott (2004) y Cole e Illum (2006) quienes utilizaron el término calidad del desempeño para referirse a la calidad del servicio a nivel transaccional, es decir que consiste en la evaluación de atributos específicos que forman parte de un servicio proporcionado por un proveedor. De esta forma, Cole *et al.* (2002) en su estudio sobre la calidad de la experiencia percibida por los visitantes de un refugio de vida silvestre determinaron que la calidad del desempeño tiene un efecto positivo en la calidad de la experiencia. Cole y Scott (2004) también comprobaron que la calidad del desempeño tiene un efecto positivo en la calidad de la experiencia. Cole e Illum (2006) examinaron la interrelación entre calidad del desempeño y calidad de la experiencia encontrando un efecto positivo entre estas dos variables.

Por otra parte, se encuentran los estudios en donde la calidad del servicio no ha sido considerada como una variable latente compuesta por indicadores que representan a los atributos de un servicio. Al contrario, en estos estudios se ha considerado a los atributos de un servicio como variables endógenas para examinar directamente el impacto de cada atributo en la calidad de la experiencia del visitante. De esta forma, Cole y Chancellor (2009) realizaron un estudio para examinar la relación existente entre los atributos del servicio de un festival y la calidad de la experiencia de los visitantes, determinando que solamente dos atributos del servicio del festival (programas y facilidades) tuvieron un efecto positivo en la calidad de la experiencia. En otro estudio, Jung, Ineson, Kim y Yap (2015) adoptaron el mismo modelo de Cole y Chancellor (2009) para examinar el efecto de los atributos del servicio de un festival gastronómico en la calidad de la experiencia. Como resultado obtuvieron que solamente un atributo del servicio (comida y otras facilidades) tuvo un efecto positivo en la calidad de la experiencia.

Por último, se encuentra el estudio de Fernández y Cruz (2016) quienes adoptaron una perspectiva holística del concepto de calidad de la experiencia y desarrollaron un modelo multidimensional que fue aplicado al ámbito del turismo enológico. De esta forma obtuvieron que una de las dimensiones que hacía referencia a los beneficios funcionales del servicio tuvo un efecto significativo en la calidad de la experiencia. En este contexto, de acuerdo con la revisión de la literatura realizada se observa que son pocos los estudios que han examinado la relación entre la calidad del servicio y la calidad de la experiencia, ya sea considerando a la calidad del servicio como una variable latente o considerando a los atributos de la calidad del servicio como variables endógenas. Debido a esto, se plantea la siguiente hipótesis:

H1. La calidad del servicio tiene un impacto positivo en la calidad de la experiencia

Relación entre calidad del servicio, calidad de la experiencia y calidad total de la experiencia del turista

De acuerdo a Chan y Baum (2007) la percepción de los turistas sobre la calidad de sus experiencias, involucra elementos funcionales que son proporcionados por el proveedor del servicio y elementos emocionales que consisten en respuestas subjetivas y personales a varios aspectos de la entrega del servicio. En este sentido, aunque los aspectos funcionales también contribuyen a la experiencia del servicio, los elementos emocionales se posicionan como base de la calidad de la experiencia del turista. Por tanto, para la gestión de las experiencias de los turistas se debe tener en cuenta ambos aspectos emocionales y funcionales. Cole, Crompton y Wilson (2002) también sostienen que la experiencia de los turistas puede estar influenciada por los servicios proporcionados por un proveedor y por los estados emocionales que resultan de la actividad turística.

Por otra parte, Berry *et al.* (2002) señalan que la experiencia total del consumidor está compuesta por atributos funcionales y emocionales. Mascarenhas *et al.* (2006) también afirman en el contexto de la experiencia total del consumidor que la entrega de experiencias a los clientes implica la combinación de elementos funcionales y emocionales. Por último, Chang y Horng (2010) sugieren que en futuros estudios se debería examinar la relación entre calidad de la experiencia, calidad del servicio, y otras variables como satisfacción y lealtad. De esta forma, teniendo en cuenta que la experiencia global del turista está compuesta por elementos funcionales y emocionales y que la calidad es la evaluación de la experiencia total del turista, la evaluación de la calidad total de la experiencia del turista debe implicar la evaluación de estos dos elementos, por lo cual en este estudio se propone que la calidad total de la experiencia del turista está determinada por la calidad del servicio y la calidad de la experiencia. Por tanto, mediante la calidad del servicio se evalúa los atributos que forman parte de un servicio proporcionado por un proveedor y mediante la calidad de la experiencia se evalúa los resultados psicológicos que resultan de la actividad turística (Chen y Chen, 2010). De acuerdo con lo mencionado, se plantea las siguientes hipótesis:

H2. La calidad del servicio tiene un impacto positivo en la calidad total de la experiencia del turista
H3. La calidad de la experiencia tiene un impacto positivo en la calidad total de la experiencia del turista

<u>Relación entre calidad total de la experiencia del turista y satisfacción</u>

Los estudios realizados en diferentes campos de estudio, incluyendo al turismo, han examinado la relación entre calidad de la experiencia del consumidor y satisfacción o experiencia del cliente y satisfacción. De esta manera, Tapar, Dhaigudeb y Jawed (2017) en el ámbito del turismo de aventura confirmaron que la calidad de la experiencia del cliente está positivamente asociada con la satisfacción. Bhatti, Abareshi y Pittayachawan (2017) en su estudio sobre servicios de telecomunicaciones móviles determinaron que la experiencia del consumidor tiene una influencia positiva en su satisfacción. Rena *et al.* (2016) en el contexto del sector hotelero demostraron que la experiencia del cliente influye significativamente en la satisfacción del mismo. Por último, Rojas y Camarero (2008) sugieren que la satisfacción del turista suele estar determinada por la experiencia global obtenida. De acuerdo a lo mencionado se propone la siguiente hipótesis:

H4. La calidad total de la experiencia turística influye positivamente en la satisfacción del turista

<u>Relación entre satisfacción y futuras intenciones de comportamiento</u>

La relación entre satisfacción y futuras intenciones de comportamiento ha sido ampliamente estudiada en diferentes campos de estudio. En el contexto del turismo son varios los autores que han probado que la satisfacción tiene un efecto directo en las futuras intenciones de comportamiento del turista tales como recomendar el lugar visitado a familiares o amigos, volver a visitar el destino y emitir comentarios positivas sobre el lugar visitado (Cole *et al*., 2002; Cole y Scott, 2004; Cole y Illum, 2006; Chen y Chen, 2010; Jin *et al*., 2013; Wu, Wong y Cheng, 2014; Altunel y Erkut, 2015; Wu, Cheng y Ai, 2017; Wu y Li, 2017; Wu, Cheng y Ai, 2018; Wu, Li y Li, 2018). De acuerdo con estos estudios se plantea la siguiente hipótesis:

H5. La satisfacción tiene un efecto directo en las futuras intenciones de comportamiento del turista

5. Conclusiones

El principal objetivo de esta investigación consistió en la construcción de un modelo teórico en el cual la calidad del servicio y calidad de la experiencia son factores determinantes de la calidad total de la experiencia del turista. Esto debido a que la percepción de los turistas sobre la calidad de sus experiencias involucra elementos funcionales que son proporcionados por el proveedor del servicio y elementos emocionales que consisten en respuestas subjetivas a varios aspectos de la entrega del servicio. En el modelo también se sugiere estudiar la relación entre la calidad total de la experiencia del turista con la satisfacción y futuras intenciones de comportamiento. Por último, la construcción del modelo estuvo basada en los aportes teóricos sobre la experiencia del turista que han surgido desde la perspectiva del marketing y también ha sido necesario adaptar la teoría de la experiencia total del consumidor al ámbito turístico. En cuanto a futuras investigaciones, el modelo propuesto puede ser aplicado a diferentes tipologías de turismo, contextos geográficos y empresas de servicios turísticos contribuyendo así al avance de la investigación en cuanto a la calidad de la experiencia de los turistas a nivel mundial.

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Effectiveness of Environmental Education at an Urban Tourism Attraction

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Abstract

Zoological gardens are ex-situ conservation attractions; free-choice learning site for the general public, by which a range of fauna and flora species are conserved outside their natural environment in an fenced area. Apart from formal education these attractions provide vital opportunities for environmental education. This should be achieved in parallel with a zoo's other core activities of conservation and research and recreation. This paper explored the effectiveness of environmental education at a zoo in South Africa. The study made use of a survey research design and results were generated from 400 questionnaires completed by zoo visitors. Results identified a number of gaps in the provision in effective environmental education and the paper makes recommendation in this regard.

Keywords: Zoological Gardens, urban tourism attraction, environmental education, zoos

Introduction

The world is in the middle of a serious crisis, with cited extinction rates 100-1000 times the historical rates (Gusset & Dick, 2011). The environmental problems that the world is facing currently include: ozone depletion, global warming, air pollution, water contamination and depletion, waste and deforestation (Nickerson, 2003). It is also commonly accepted that universal economic developments are unsustainable, and the *Stern Report* concluded that 'climate change could cause global economic devastation greater than either of the last century's two world wars or the Great Depression' (Wilson & Tisdell, 2006). These problems stem from individual and societal behaviours (Nickerson, 2003), therefore citizens need to foster and implement more sustainable habits that do not threaten resources and consequently the quality of human existence (Ballantyne & Packer, 2011). To overcome these critical environmental challenges, it is vital that the effectiveness of education be assessed (Hugo, 2016).

What seems to be one of the most important and difficult tasks facing conservation organisations, industry and business and governments, according to Scott and Gough (2004) is persuading individuals to rapidly implement environmentally responsible practices in their home and work lives. Progress depends on the development of the public's understanding of the importance of relationships between species, the environment and individuals' attitudes and actions (WAZA, 2005).

Zoological Gardens (Zoos) have endeavoured to become agents for change in terms of the global sustainability challenges we face today. Through a balance of conservation and research, recreation and education zoos today hold a vital place in urban areas as potential change agents. This paper will delve into the latter aspect of the role of zoos through an analysis of the effective management of environmental education at South Africa's largest Zoo, the National Zoological Gardens of South Africa or more commonly known as the Pretoria Zoo. The paper will commence with a literature review on the role of zoos in modern society, followed by a description of the research methodology and research results. Lastly conclusions and implications arising from this study are provided.

Literature Review

Zoos dates back beyond 16th century, with the first animal collections for public amusement being set up in ancient Egypt and China (Fa, Funk & O'Connell, 2011). The first zoos were originally just a collection of living wild animals on exhibition and its purpose was to impress and entertain people of high social standing, neighbours, personal enemies, and to whom they ruled (Baratay & Hardouin-Fugier, 2002), they primarily symbolised status, power and entertainment (Zimmermann, Hatchwell, Dickie & West, 2007). These menageries continued until the first formal zoo was established in Vienna in 1752 (WAZA, 2005). Zoos at this time were still designed to satisfy the public's curiosities. The value of zoos as centres of scientific research was first recognised in the late 18th Century (Carr & Cohen, 2011).

Nonetheless there was little or no conservation message being imparted up to the late 19th century, failing to take into consideration the animals' behavioural and psychological needs, animals were placed one species per cage, in a taxonomical arrangement, sending strong subconscious messages about the dominance of humans over nature (Hancocks, 2001). The change of focus for zoos, to one of conservation began in the 1960s and 1970s, due to the realisation of species survival and the one-world theory (Ebersole, 2001; Zimmermann, et al., 2007). This reflected the public's growing awareness and consideration for the environment and animals, resulting in such institutions rebranding themselves as agents for species preservation and public education (Marino, Lilienfeld, Malamud, Nobis, & Brogliod, 2010).

The general perception by the public of the role of zoos has been studied in a number of countries as the role of zoos has changed over time it is anticipated that the public's perception has too (Falk *et al.*, 2007:34). In spite of the traditional role of zoos as recreational centres, current perception of zoos now also includes conservation, research and education, with conservation being considered the most important (Reade & Waran, 1996; Puan & Zakaria, 2007).

Zoos, have not only changed physically through time they have acted to the pressures on wildlife as well as to changes in cultural values (Knowles, 2003; Broad & Smith, 2004; Sterling, Lee & Wood, 2009). Many modern zoos may have evolved from menageries to centres of conservation, however in order to provide an income, all zoos must still provide entertainment for the public and so must balance this with their conservation mission (Gusset & Dick, 2011:567).

According to Reading and Miller, (1994) and WAZA, (2005), education is often deemed as the zoo community's primary mission. Within this mission, zoos provide an experience which is also recreational but which can inspire cognitive learning, long-term positive attitudes and behaviour change (Broad & Weiler, 1998). The chance to see real animals close up can evoke an emotional response, allowing people to attach values to animals, making them aware of the biodiversity crisis, as well as teaching and motivating people (Ballantyne & Packer, 2005; Gwyne, 2007; Fa, Funk & O'Connell, 2011). Because zoos attract millions of visitors annually worldwide they are in a unique position to educate vast volumes of visitors and become a public face for conservation activities (WAZA, 2005; Field & Dickie, 2007).

Most zoos today strive in promoting the importance of flora and fauna, habitats and conservation, but also influencing their visors attitudes, values and actions (Willison, 1997). Zoos are also places of formal education; working together with universities, colleges, schools, and teacher training institutes (World Association of Zoos and Aquarium (WAZA), 2005). The extent of such an attractions influence is significantly determined by its awareness promoting methods used and how these methods are carried out, which have a tendency to differ from attraction to attraction (Dodd & Jones, 2010). Most zoos have formal education programmes for schools, aiming to connect young children to nature (Sterling, Lee & Wood, 2009; Ogden & Heimlich, 2009). In addition to the formal education program, zoos also offer informal education. Informal education offers an opportunity for families to learn in a more tranquil environment, often restricted elsewhere (Briseño, Anderson & Anderson, 2007). Studies done by Briseño, Anderson and Anderson, (2007) indicated that in as much as visitors are often reluctant to read signs independently when in a family group, but there is evidence that families show cognitive learning. Some authors believe that education is more challenging when entertainment comes into play (Sterling, Lee & Wood, 2009; Carr & Cohen, 2011). Though, education and entertainment are often seen as contradictory by zoos and academics, can be seen as complimentary by visitors (Parker, 2004). Falk *et al.*, (2012) concluded from their study that knowledge and behaviour are inseparably linked and that spending time in nature is essential for the development of environmental ethic and in promoting healthy children. Ballantyne, Packer, Hughes and Dierking (2007) echo these findings by saying 'that increasing visitors' awareness will lead to compliance with pro-conservation practices and thus help to tackle the possible negative impacts of humans on the animals and their habitats'.

In urban societies, the interaction of people with wild animals is becoming increasingly rare, mostly for young children (Knight & Herzog, 2009; Karanikola, Manolas, Tampakis & Panagopoulos, 2012). Zoos seem to be the only resolution that can connect the modern world to wildlife (Williams, Porter, Hart, & Goodenough, 2012). Research has shown that, by enriching zoo visitor's knowledge of animals, they can develop more positive views about animals kept at zoos and support the significant efforts for their conservation (Anderson, Kelling, Pressley- Keough, Bloomsmith & Maple, 2003; Hosey, 2005; Patrick, Matthews, Ayers & Tunnicliffe, 2010).

As the public provide key financial support to zoos, some authors argue that to succeed in conservation it is crucial to understand the public's perception (Rabb & Saunders, 2005) of environmental education management This can help to provide a more effective education programme and ensure public support (Tomas, Crompton & Scott, 2003).

The effectiveness of zoo education is extremely questioned. The evidence for and against the effectiveness of zoo education is still sparse. Broad and Smith (2004) therefore suggested a different role for zoos. They reasoned that instead of imparting new information to the visitors, zoos should actually reinforce prior knowledge. This may be because the public have a higher former knowledge than previously thought stemming from a variety of sources and experiences (Falk *et al.,* 2007; Briseño-Garzon, Anderson & Anderson, 2007). The recommendation is that the media, such as nature documentaries make zoos as education centres redundant, and thus create difficulties when assessing the direct impact zoos have on the public (Wharton, 2007). Nonetheless, zoos and other information sources on wildlife may complement each other by reinforcing conservation messages (Broad & Smith, 2004). Previous studies have investigated strategies that may be employed to enhance environmental education to visitors, some examples are indicated in Table 1.

Table 1: Strategies to enhance environmental education in tourism

Strategies
Exploring animals in their 'natural' environment.
Linking conservation with everyday actions
Well-designed and delivered interpretation process
The use of mobile applications to enhance learning
Interactions with animals
The provision of information on the broader environment
Children learn better about the environment from edutainment experiences than formal interpretation.

Source: Ballantyne *et al*., (2007), Powell and Ham (2008), Jacobs and Harms, (2014); Jeng, Wu, Huang, Tan and Yang (2010), Lück (2015); Ferreira (2012),

Zoos also aim to transform the behaviour of their visitors. Numerous previous studies have not analysed behaviour change, instead have focussed on cognitive learning (Ogden & Heimlich, 2009; Sterling, Lee & Wood, 2009). An effective education programme would be one that causes behaviour change, with visitors acting in a more environmentally-friendly manner (Sterling, Lee & Wood, 2009). This lack of research may be because behavioural change is hard to assess in the long term. Also, an individual's previous experiences vary, making it a challenge to separate what has caused the extreme influence.

Though educating the public about conservation has been declared as the main concern in zoos, there has been discussion on how efficient zoos are at doing this (Broad 1996; Broad & Smith 2004; Ross & Kristen 2005; Falk *et al*, 2007; Smith, Broad & Weiler, 2008; Weiler & Smith 2009). How visitors in different countries perceive conservation is fundamental to understand in order to improve effective education by zoos worldwide, this served as the foundation of this study.

Methodology

The primary aim of this study was to ascertain the effectiveness of environmental education at the Pretoria Zoo through an analysis of the perception of visitors. The study was quantitative in nature and employed a survey research design.

The study made use of a structured questionnaire. The questionnaire used for this study was developed by the researchers based on previous studies which included works by; Ballantyne *et al*., (2007), Powell and Ham (2008), Jacobs and Harms, (2014); Jeng, Wu, Huang, Tan and Yang (2010), Lück (2015); Ferreira (2012), and Hermann and Du Plessis (2015).

The NZG receives around 600 000 visitors annually (NRF, 2013), this served as the population for this study. According to Raosoft (2016), based on the aforementioned population, a minimum sample of 384 was required. Therefore 400 questionnaires were distributed at the zoo and were deemed as an appropriate sample size. From these distributed questionnaires, a total of 400 were returned and used in the data analysis. Thus a 100% response rate was achieved.

Non-probability sampling, more specifically convenience sampling was employed for the purposes of this study. The research instrument was distributed to the respondents by means of self-completion questionnaires. Questionnaires were distributed during the 2016 festive holidays (December 2016 to January 2017). The questionnaires were distributed every day of the week except Christmas day (25 December 2016) and New Year's Day (1st of January 2017).

The data was captured onto Microsoft Excel™ where after it was transferred to STATA Version 13 statistical software programme for analysis. In order to test the reliability of data a reliability test was done on all data by means of Cronbach's Alpha analysis, only data with scores above 0.8 were included in further analysis. The study consisted of two stages. The first stage involved generating a general profile of respondents utilising demographic information. Visitors were asked their place of residence, their age, sex, highest education level, group composition and the mode of transport used to get to the zoo.

Secondly, visitors' data was analysed utilising two-way frequency tables (cross tabulations) and Chi-square tests. ANOVA comparisons with Turkey's multiple comparisons and a principal axis factor analysis we additionally employed.

Results

The first part of the results introduces the demographic descriptors of the visitors, identifying the different characteristics of the people that come to the zoo. This is followed by the respondents' perception on the issue of the importance and effectiveness of environmental education at the zoo. A factor analysis, ANOVA and T-Test were also conducted in order to determine the accuracy and viability of the results.

Demographic descriptors

The first part of the respondent questionnaire sought to determine the demographic profile of respondents. Results in this regard indicate that respondents were primarily female (53%) in the age bracket of 18–30, (63%) with an average age of 30 years. Respondents were primarily from Pretoria (51%) followed by other areas of Gauteng (38%) the fewest respondents came from outside the country (3%), this indicated the local appeal of the zoo. Respondents were primarily repeat visitors (69%) who were educated, as they predominantly have an undergraduate qualification in the form of a diploma or degree (40%) followed by respondents with high school qualifications (22%). In terms of transportation, the majority of respondents used their own transport to visit the zoo (51%), followed by taxis (36%). These results confirm the previous demographic profile as reported on by Hermann and Du Plessis (2015).

Respondent perceptions of environmental education

The second section of the questionnaire focused on various factors related to environmental education. Nineteen constructs were tested on a five-point Likert Scale where 1 represented *not important* and 5 represented *extremely important*.
The constructs in this section were presented in two parts; firstly, respondents were asked to rate how important the constructs were from a respondent perspective and then they were asked to rate how they perceived the management effectiveness of those factors. The results are resented in Table 2.

Table 2: T-Test Results

Environmental Education Constructs	Group	Mean	N	Standard Deviation	Sig. (p)	Z Value	Effect size (r)
The signage/information is attractive.	Importance	4.05	391	0.908	0.0001	11.311	0.57
	Effectiveness	3.17		0.876			
One is able to learn more about nature conservation.	Importance	3.83	391	0.798	0.001	12.104	0.61
	Effectiveness	2.97		0.902			
The information is easy to remember.	Importance	3.88	392	0.850	0.001	11.985	0.61
	Effectiveness	3.02		0.842			
The zoo signage made conservation more meaningful to me.	Importance	3.73	390	0.887	0.001	11.955	0.61
	Effectiveness	2.77		1.039			
Visiting the zoo has made me more concerned about the well being of endangered species in the wild.	Importance	3.87	393	0.913	0.001	10.071	0.51
	Effectiveness	3.16		0.932			
Zoos educate the public on conservation issues such as threatened species.	Importance	3.89	390	0.851	0.001	8.998	0.46
	Effectiveness	3.22		0.965			
Information on the animals is available.	Importance	4.05	390	0.852	0.001	9.259	0.47
	Effectiveness	3.38		1.004			
Information on plants is available.	Importance	3.80	393	0.951	0.001	7.038	0.36
	Effectiveness	3.28		0.973			
The language used is understandable and appealing to children.	Importance	3.80	392	0.941	0.001	12.709	0.64
	Effectiveness	2.77		0.909			
The amount of information provided is sufficient.	Importance	3.67	392	0.907	0.001	12.963	0.65
	Effectiveness	2.56		1.004			
Interactive information platforms such as touch screens are available.	Importance	3.43	387	1.146	0.001	15.162	0.77
	Effectiveness	1.73		0.948			
Mobile phone apps are available.	Importance	3.42	392	1.148	0.001	14.455	0.73
	Effectiveness	1.83		1.071			
Environmental information is provided in the play areas.	Importance	3.73	387	0.983	0.001	13.959	0.71
	Effectiveness	2.48		0.989			
Information about recycling is provided.	Importance	3.63	385	1.025	0.001	11.220	0.57
	Effectiveness	2.81		0.936			
Information in languages other than English is available.	Importance	3.40	394	1.323	0.001	5.693	0.29
	Effectiveness	2.89		1.115			
The location of information is easily accessed.	Importance	4.02	389	0.856	0.001	13.609	0.69
	Effectiveness	2.90		0.876			
The zoo fosters awareness of the natural environment.	Importance	4.01	391	0.839	0.001	14.966	0.76
	Effectiveness	2.79		0.845			
Zoo staff members are knowledgeable regarding environmental issues	Importance	4.17	391	0.834	0.001	15.168	0.77
	Effectiveness	2.61		1.016			
The zoo provides practical information about what people can do to help protect endangered species.	Importance	4.23	391	0.861	0.001	15.778	0.80
	Effectiveness	2.42		1.095			

It is evident from Table 2 that the respondents rated the 19 environmental constructs highly, with the majority of mean values ranging from important to extremely important. The following six constructs (together with mean values) were considered by the respondents as the most important from the respondent perspective: The zoo provides practical information about what people can do to help protect endangered species (4.23); The zoo provides information about conservation issues (4.17); The signage/information is attractive (4.06); Information on the animals is available (4.06); The location of information is easily accessed (4.02).

In terms of respondent rating of the effectiveness of these environmental education strategies, it can be seen that respondents generally rated the constructs within the range of *very poor* (1) to *fair* (3). The construct that received the highest rating and which respondents thought was fairly managed, was "information on plants is available", with a mean value of 3.29. The following constructs were rated as the highest by respondents, meaning that they were the most fairly managed constructs of all; Information on plants is available (3.29); Information on animals is available (3.22); Zoo educates the public on conservation issues such as threatened species (3.22); The signage/information is attractive (3.17); Visiting the zoo has made me more concerned about the well-being of endangered species in the wild (3.16); The information is easy to remember (3.03).

Apart from the fairly ranked constructs the respondents did indicate that some of the environmental education constructs listed, were being managed very poorly hence they received a scoring of "1" thus "Interactive information platforms such as touch screens are available", and "mobile phone apps are available" received a mean value of (1.73) and (1.84) respectively.

From a basic descriptive comparison between Table 2 and Table 3, it can be seen that the majority of environmental education constructs were seen as important to respondents. In addition it was found that the management at the NZG managed these constructs on a scale that was not acceptable to the respondents.

When reviewing the findings presented in Table 2, it is evident that respondents generally rated the importance of environmental education interventions as important to very important. A divergent result is portrayed when analysing the effective management of these interventions. Respondents generally found the latter as being managed on an average basis. However this does not indicate whether there were any significant gaps between how respondents rated environmental education variables in importance and how effective management were managing these aspects. To determine the latter an independent samples T-test was employed. These tests are suitable when comparing the mean score for the same group of people on two experimental conditions in which the same participants took part in (Field, 2009), thus it was suitable for the purposes of this analysis.

If the Sig. value is > 0.05, it was indicative of a significant difference between the mean factors of the two groups. In a T-test, differences are depicted by means of effect sizes. According to Field (2009) effect sizes of around 0.1 indicate small effects, effect sizes around 0.3 represent medium effects and effect sizes around 0.5 and above represent large effects. Table 4 showcases the results of the T-test.
All results achieved p values of <0.05, this all results may be deemed significant. Results indicate therefore that there is a significant gap in how respondents perceived the importance of environmental education and the effective management thereof. In order to delve into where the practical significance lies in these significant gaps, the results will be discussed in terms of effect size (r).

Small practical significance

A small practical significance in effect size was determined on the environmental education aspect of information in languages other than English is available. Thus this was identified as the smallest gap. Although this had the smallest gap, there was still a significant difference between how the respondent rated it as important and the way in which the management was managing the issue, the mean scores were 3.41 and 2.89 respectively ($z= 5.693$; $p < 0.05$; $r= 0.29$). The main reason behind the small gap may be because the majority of the zoo respondents had English language proficiency and that the provision of information in other languages may be beneficial; the use of English is more practically useful.

Moderate to high practical significance

A medium to high practical significance was determined in the following areas; zoos educate the public on conservation issues such as threatened species ($r= 0.46$), information on the animals is

available (r= 0.47), information on plants is available (r=0.36), Visiting the zoo has made me more concerned about the wellbeing of endangered species in the wild (r=0.51), signage/information is attractive (r=0.57), and information about recycling is provided (r=0.57).
The above gaps signify areas of management which respondents felt the zoo did not manage effectively. In practical terms these aspects require improvements in management from a medium-term perspective.

Very high practical significance

A very high practical significance was determined in acres including; ability to learn about nature conservation (r=0.61), the ability to remember information (r=0.61), zoo signage's ability to make conservation meaningful (*r*=0.61), the comprehension of language used for children (*r*=0.64), the amount of information provided (*r*=0.65), the location of information (*r*=0.69), the availability of environmental information in play areas (*r*=0.71), and the availability of mobile phone applications (*r*=0.73). These eight variables include areas where management will need to improve effectiveness as they are highly sought by respondents, thus attention should be provided to enhancing these aspects in the short term.

Apart from the eight aforementioned environmental education aspects there are three additional aspects which were perceived to have very high practically significant gaps. These three included; fostering awareness of the natural environment (*r*=0.76), staff members are knowledgeable regarding environmental issues (*r*=0.77) and the provision of practical information about what people can do to help protect endangered species (*r*=0.80).

Conclusions

The purpose of this article was to assess the effectiveness of environmental education at a zoological garden in South Africa as perceived by visitors. This was the first time that such an investigation had been conducted at zoo in both South Africa and in the developing world. The results indicated valid results indicating that the methodology used was reliable. From the results of this study the following main conclusions and implications were identified;

- Results indicate that there were nine gaps in the provision of environmental education which were of high practical significance. It is therefore imperative that the management of an urban zoological garden, such as the Pretoria Zoo, to ensure greater opportunities for visitors to learn about nature conservation, but also to remember this information. This could be achieved through active, rather than passive visitor engagement such as information sessions, reinforcement messages at the exit of the zoo as visitors leave.
- It was also found that management should investigate opportunities to make signage aimed at environmental education meaningful, and the amount of information on offer. Current signage at the zoo may be too focussed on specie specific information at animal enclosures, such as specie descriptions, habitat and behaviour. As such management could provide additional information at each enclosure describing what threats each of these species may be facing and how ordinary people may be able to assist in preserving these species.
- There was also a gap in the provision of information to children in a language which they could understand as well as the availability of environmental information in play areas. The play areas are often located in open recreational areas, a few meters away from where animals are displayed. These recreational areas may possibly only appeal to recreational visitors who may not necessarily have visited the zoo for educational purposes. Therefore there exists an opportunity to expose children and parents in these areas to conservation messages such as through edutainment.
- Respondents indicated a need for greater availability of mobile phone applications to provide information. Although this may involve high initial cost, this channel may make access to information and the scope of information easier to manage and adapt. These apps could be provided to visitors for free or at low cost, perhaps through Wi-Fi hotspots. Information boards at animal enclosures and strategic areas could include QR codes for faster access to information.

- There are however three areas where immediate action would be required to enhance environmental education. Firstly, the zoo needs to foster greater awareness of the natural environment.
- These three included; fostering awareness of the natural environment by becoming more proactive in the environmental messages provided. One strategy is to enhance the knowledge of staff regarding environmental issues. Empowering all staff members to portray positive responsible environmental actions and making their actions visible to visitors may enhance thee effective communication of conservation messages. The zoo should also provide practical information about what people can do to help protect endangered species. This could be done through the provision of educational presentations, signage and edutainment within the zoo but also on platforms such as Twitter, Facebook and the websites. The zoo may also investigate the potential partnership with other NGO's and environmental groups in this regard.

The attainment of these recommendations in the short to medium term should enhance the provision of environmental education at the zoo. The attainment of which should make the zoo more evenly placed in relation to its core pillars of conservation and research, recreation and education. Environmental education provision in a recreational setting such as a zoo should expectantly provide an opportunity to reinforce environmental messages provided in formal scenarios such as the schooling system. Although this study took place at the Pretoria Zoo, they may resonate with other zoos or urban conservation attractions such as heritage sites and urban game reserves. This study was explorative and provided a broad insight into environmental conservation as a specific location; it is therefore recommended that further investigation is done on this issue and into the effectiveness of practical environmental education tools at such locations.

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Ecological consumption of tourism services companies in Ecuador

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Abstract

The ecological consumption is the visible element of the organizations that work in a context of corporate social responsibility, decisions that are reflected in the rational use of resources, minimization of costs and control of the affectation to the environment. In Ecuador, the services sector has made limited inroads in these initiatives, due to the lack of interest of the organizations on the practices that benefit the different groups of participants, this ecological consumption contributes to the present and future generations thanks to the sustainable development of the Business. Therefore, this paper addresses the problem of how ecological consumption is conceived in companies in the Ecuadorian tourism sector and how it can be measured to determine their contribution to protecting the environment. To do this, the database of the National Institute of Statistics and Census (INEC) of "Hotels, Restaurants and Services 2015" made to 958 organizations was used, 71% corresponds to service providers and 29% to hospitality and food, grouped into 42 categories, the principal component analysis model was applied to establish the ecological consumption index. The characteristics of responsible consumption, its relationship with ecological consumption and its measurement were determined.

Keywords

Ecological consumption index, corporate social responsibility, responsible consumption, green consumption, green consumption

Resumen

El consumo ecológico es el elemento visible de las organizaciones que trabajan en un contexto de responsabilidad social empresarial, decisiones que se reflejan en el uso racional de recursos, minimización de costos y control de la afectación al ambiente. En Ecuador, el sector de servicios ha incursionado de manera limitada en estas iniciativas, debido al desinterés de las organizaciones sobre las prácticas que beneficien a los diferentes grupos de participantes, este consumo ecológico aporta a las generaciones presentes y futuras gracias al desarrollo sostenible de las empresas. Por ello, este trabajo aborda el problema de cómo es concebido el consumo ecológico en las empresas del sector turístico ecuatoriano y cómo se lo puede medir para determinar su contribución a la protección del ambiente. Para ello, se empleó la base de datos del Instituto Nacional de Estadística y Censos (INEC) de "Hoteles, Restaurantes y Servicios 2015" hecha a 958 organizaciones, 71% corresponde a prestadores de servicios y el 29% a la hotelería y la alimentación, agrupándolas en 42 categorías, se aplicó el modelo de análisis de componentes principales, para establecer el índice de consumo ecológico. Se determinó las características del consumo responsable, su relación con el consumo ecológico y su medición.

Palabras clave

Índice de consumo ecológico, responsabilidad social empresarial, consumo responsable, consumo ecológico, consumo verde

Introduction

Corporate Social Responsibility (CSR) is a global trend that has been evolving since its appearance in the 50's, thanks to the contributions of numerous experts who have changed the way of acting of organizations and their relationship with all strata of society. These have based their actions from different theoretical perspectives, trying to understand their origins and their scope, which can be difficult to understand and their application can become a stalemate at the moment of not being prepared. It is for this reason that companies must adopt socially responsible behavior as part of their organizational philosophy, developing policies, regulations, processes and procedures that justify their actions (García & Rodríguez, 2012).

The adaptation of an organizational policy based on CSR among different companies is fostered and promoted by different organizations, both internationally through the United Nations Organization through the Global Compact, as well as national and local in the different countries or geographical areas. But it is the record of the first one that catches the attention, since it is the most important and recognized institution in the world that registers 12,680 socially responsible companies with principles of justice, inclusion, respect and honesty, with full respect for human rights and environmental Of these institutions, 10,793 are in active status (85.11%). In the Ecuadorian case, 109 of the 117 companies registered have this status, which represents 93.16% of the total (United Nations Global Compact, 2017).

Although it is true that the figures seem encouraging at the international level, it is worrisome that the companies registered in the global pact at the beginning of 2016 were 21,945, representing a reduction of around 42.22% in general terms. Of this amount, 42.28% was in active status, which represented almost 9,278 entities. In Ecuador, the figures show a contrary trend, since, of the 49 active companies out of a total of 90, to date it has increased 122.45% upon reaching 109 organizations, as a result of an awareness of the issue of social responsibility in business management (Avilés, 2017). Of these, 48 businesses correspond to the service sector, of which 10.41% (5 establishments) belong to the travel and leisure subsector, while 89.58% are dedicated to the provision of general services (43 companies) (United Nations Global Compact, 2017).

The United Nations Global Compact has developed 10 fundamental principles on management based on respect for human rights and nature, respecting the work environment and a widespread rejection of corruption. Of these, Principle 8 is particularly oriented towards the development of activities with a focus on environmental protection and the consumption of goods and services in a responsible manner. The way in which the organizations demonstrate their environmental responsibility and change the common working methods for more responsible ones, will be considered as sustainable, will enjoy the direct and indirect benefits of an ecological conscience and with positive results in their positioning in the market (Pacto Mundial de las Naciones Unidas, 2015).

Therefore, the current research considers the theoretical paradigm of sustainability, which justifies CSR as an economic, sociocultural and environmental process, which should be translated into business as a strategic policy that radiates from the top hierarchical level to all and each of the organizational units. It also considers that society is in a context of clear deterioration and / or destruction of the environment in its different ecosystems at a global level, with clear effects on the entire planet, as a result of the excessive use of its resources, which in turn have destroyed the natural environment with clear repercussions on social systems (Antequera, 2012).

This responsible conscience must be translated into clear actions by organizations in the way of the implementation of CSR in its different dimensions, which should be widely disseminated among the different interest groups. The most representative dimensions are those that make reference to the ecological aspect and the repercussions on the nature of the products / services of the companies, their processes and the prevention that these could have on their actions; for its effects on the sustainability of operations. Likewise, actions are determined in the short, medium and long term, in order to guarantee the ecological inheritance for future generations.

On issues associated with sustainable development, work in Latin America has been very limited, with countries such as Brazil, Mexico and Chile the ones that have worked most on this subject, followed by Argentina and Uruguay (Alonso, Marimon, & Llach, 2015). For the Ecuadorian case, it is not the exception and the practices of respect for the environment by businesses or the optimization of resources have not been adequately recorded, since there is a lack of clear studies on the activities carried out with fundamentals of social responsibility or on the contributions that the companies in their responsible behavior (Cajiga, S.F.).

Therefore, the main purpose of this research work is to motivate the different organizations and especially the service companies, in the implementation of a policy based on corporate social responsibility (CSR). This measure of a voluntary nature must be included in the institutional philosophy from its origins, through the provision of solid theoretical foundations and procedures, until there is no fashion that is applied and then changed. On the contrary, results of a trend that governs the regulatory framework of organizations for long-term potential and be an advantage that increases the capacity and development aid of all types of business entities (Melé, 2007).

Likewise, in the 21st century, the different business activities have undergone significant changes, combining their intention to generate profitability for their shareholders with responsible behavior. In addition, it has integrated into the organizations a policy based on social responsibility with specific characteristics of the different sectors to which it belongs, which has been integrated into the general management of the institutions. This process of continuous and permanent improvement aims to develop solid links between stakeholders with profound impacts on society, as a basis for sustainable development of peoples and responsible management of their resources (Vallaeys, De la Cruz, & Sasia, 2009).

Therefore, the general objective was to determine the ecological consumption index of the service providers at the national level, registered in the INEC database related to the "Hotels, Restaurants and Services 2015" survey, with the purpose of establishing the responsible behavior of the different types of companies in the service sector. Likewise, specific objectives were established: to simultaneously compare all types of companies in the service sector at the national level, in order to establish similarities between the different sectors; and, to confront all the related variables, with the purpose of defining the way of associating them according to the existing relationships, finding the typology required for the determination of the ecological consumption index. The work addresses the characteristics of responsible consumption, its relationship with ecological consumption, to the determination of the components of the ecological consumption index of the Ecuadorian tourist sector.

Theoretical framework

Sustainable development

As a result of indiscriminate industrialization worldwide since the last decades of the 20th century, a sustained deterioration of the environment has been identified, caused mainly by the few normative guidelines that guide the conscious use of resources. This is evidenced by the inefficient consumption of resources available to organizations and is the result of a permanent fight between financial objectives and those related to the protection of the natural environment. Assuming in this way the challenge of the search for a sustainable development achieved through a rational consumption of energy resources and measures to reduce the pollutants resulting from its use (Trejo, 2017).

Therefore, the theoretical paradigm of sustainable development is understood as indicated by the United Nations Organization in the Brundtland Report (1987), which considers it as the satisfaction of the needs of present and future generations achieved through the equal distribution of resources and the appropriate and equitable use of them. It also considers that this development is not an unlimited concept, but rather depends on the availability of resources, their capacity for renewal and their impact on the environment (Keeble, 1988)**.**

That is why, in a global and national context, a tripartite balance between social equality, environmental sustainability and economic and financial growth that allows companies to project themselves over time must be introduced into the strategic guidelines of the organizations. This denotes a criterion of undertaking a business with the criterion of seeking profitability, but without neglecting the social environment of employees and the community in general, plus the environmental environment represented by the consumption of the resources required in its management (Cordera, 2017).

Basic requirements for its implementation

So that this inclusion of business actions can be seen from a perspective in which sustainability prevails in business management, this must be assumed by the highest business authorities. It is precisely the style of leadership and the prevailing values at the top hierarchical level that will drive its implementation in the business structure and, therefore, in its organizational culture. This marks a course that governs the conduct of companies and gives guidance to the decisions made, which helps the processes required in its implementation and on the consumption of goods and / or services required for daily activities (Polanco, Ramírez, & Orozco, 2016).

According to these precepts, it is easy to measure the economic development of organizations through financial results, but it is difficult to simultaneously integrate the measurement in the three environments; that is, economically, socially and environmentally. This is due to the difficulty of identifying the components that are part of the models for their explanation; For this reason, numerous studies have been carried out in which the financial results achieved by the companies are correlated with the performance of social and environmental activities. These investigations were aimed at identifying practices that brought benefits to companies and which in turn reduced the emission of pollutants into the environment and the minimization of waste, producing a reduction in costs and thereby seeking control over the deterioration of nature (Epstein, Buhovac, & Yuthas, Managing Social, Environmental and Financial Performance Simultaneously, 2015).

In the social and environmental fields, instruments have been developed for the presentation of information such as that contained in the "Global Reporting Initiative", which seeks in some way to establish parameters for comparison between one company and another in order to have uniform elements of judgment for their understanding (Epstein & Buhovac, 2014). Furthermore, since the beginning of the 21st century, the first steps have been taken in Latin America in the incorporation of a policy based on sustainability in organizations, basically in large corporations, mainly those related to the extraction of natural resources in which they can be associated with a significant deterioration of the nature and of the different ecosystems (Durán-Encalada & Paucar-Cáceres, 2012).

Consequently, for companies to be considered sustainable they must integrate financial objectives in the search for profitability with the social and environmental logic that is interested in the environment. This is due to the concern of businesses to seek profits and through these to invest in projects that generate beneficial effects for different interest groups and the environment. It is indicates that the generation of money from companies is a means and not an end in itself, since it is through financial resources that ultimately generates the other benefits and vice versa; that is, through acting with social and environmental purposes, in turn generates economic savings manifested in greater profitability with minimal environmental impacts (Stubbs, 2017).

Responsible consumption

At present, a challenge that contemporary society is facing is the development of knowledge and its adaptation to face the new challenges that the business world demands. These changes are related to the sustainable development of organizations and their power to adapt to these trends, which are dominated by the implications of organizations on the environment both regionally and globally. In this context, businesses must base their decisions on the protection of nature, control over the emission of pollutants and the intelligent consumption of resources (Tengö, Brondizio, Elmqvist, Malmer, & Spierenburg, 2014).

It should be noted that the different sectors of the economy, in the development of their activities requires the consumption of inputs required in their processes, but unfortunately has repercussions in the environmental field. Each sector of the population has different customs and consumption practices that affect the natural environment to a greater or lesser degree. This degree of consciousness is based on the state of development of civilization, since the current lifestyle involves a disproportionate consumption of energy resources, evidenced from the most basic instances of society such as homes to large and complex structures such as large transnational corporations. Therefore, at present a commitment on the part of the consumers is required for an environmental behavior that is sustainable and that for this it is possible, it is required of the understanding of the responsible behavior of the consumption that presents each one of the people and organizations (Taufique, Siwar, Talib, & Chamhuri, 2014).

Therefore, the environmental responsibility of the consumer should be understood as the degree to which individuals are committed to the protection of nature through their consumption practices under the principle of environmental well-being. This is possible thanks to the awareness of the problems of the environment, the search for innovative solutions for the benefit of society in general and the environment, based on the decision making of purchase and use of goods and / or services under a scheme of rationality that contributes to the solution of these latent conflicts (Stone, Barnes, & Montgomery, 1995).

It is for this reason that a significant contribution is required in the sustainable development of a society, with the implementation of systems of environmental practices based on rational consumption and control of natural resources. Therefore, it is necessary to have programs and projects of conservation and sustainable consumption that promote and stimulate the selfless participation of the community. This will be possible due to an awareness of behavior in favor of the environment, with a functional operationalization of aspects such as improving the quality of life of people in a society, fair trade practices and, above all, the application of responsible consumption policies by of individuals and especially of organizations (Cortés, 2011) .

There are several behaviors that allow the identification of a responsible consumer, such as the rejection that presents products that put at risk their health and that of others, the contempt for goods that use inputs harmful to the environment or whose origin is natural spaces or species in danger, refusing to consume items that do not identify as ecological or waste energy. On the other hand, these individuals' value responsible behavior patterns, organizations that apply corporate social responsibility and fair trade in the performance of their activities. All these aspects are translated into parameters that justify the purchase processes assumed with those that meet their needs, passing the price variable to second place (Dueñas, Perdomo, & Villa, 2014).

On the other hand, a responsible consumer is characterized among other things by understanding the impact of their purchasing decisions in aspects such as social and environmental, assesses the performance of corporate social responsibility in organizations. Likewise, it encourages conscious ecological consumption, the origin of products, the demand for consumer rights, promotes the rational consumption of products, and is not influenced by the image of the products of transnational companies (Dueñas, Perdomo, & Villa, 2014). The important thing is to identify the profile of this ecological consumer, thanks to aspects that influence purchasing behavior such as: psychographic aspects of the population, traditional purchasing behavior, the social influence existing in a community, information and availability in the market of the product, which allows adjusting business strategies to the characteristics of the market (Fraj & Martínez, 2004).

Ecologically conscious consumption

For a socially responsible consumer, ecological concerns are of interest, a behavioral factor that is ratified by several writers such as Pickett, Kangun and Grove (1993) Roper Organization (1992), Roberts (1993, 1995, 1996b), Straughan and Roberts (1999) . This is due to the concern for the existence of consumers who purchase products without considering those ecological aspects as a fundamental parameter in their decision to acquire present and future and their concern about the social and environmental implications of the same, a problem that is solved by the incorporation of this element and further delimits the behavior of consumers (Dueñas, Perdomo, & Villa, 2014).

Ecological consumption is considered a responsible social practice, which allows to fight against the market conditions imposed by economic power groups with political and financial influence. Launches responsible consumption in pragmatic dimensions and translates consumption decisions into concrete, critical and well-founded actions of social and environmental implications. This concept implies specific lifestyles that promote production processes and environmentally friendly distribution with minimal socio-environmental costs (Alonso, Fernández, & Ibáñez, 2014).

Based on the perspective of social psychology, it refers to the behaviors and behaviors of individuals in a context capable of altering certain attitudes, values and habits present in the decisions of use and consumption of goods or services. This responsible ecological behavior is predicted thanks to the characteristics of the personal or business consumer, beliefs of the individuals and / or organizations and the motivating factors present in such resolutions (Tabernero & Hernández, 2010).

Methodology

In order to carry out the present work, it is necessary to understand the methodological design, which will detail the circumstances in which the research is carried out, the variables analyzed, and the treatment of the information carried out to understand the problem under study. The present work is of a transversal nature, with a quantitative approach, whose scope has an explanatory approach to the phenomenon studied. To do this, the database of the National Institute of Statistics and Census (INEC) regarding the survey of "Hotels, Restaurants and Services 2015" was used. This is the latest information available for the different activities related to the provision of services at a national level made to 958 organizations, with representation of the regions of the coast, mountains, east and insular, of which 71% corresponds to the provision of services and the remaining 29% to the hotel and food. It should be noted that there is a greater concentration of companies in the provinces of Guayas and Pichincha, considered as poles of development that account for 77% of businesses under study (Instituto Nacional de Estadística y Censo, 2015, pág. 3).

On the other hand, the INEC applied as a tool for gathering information a structured survey of companies with the fundamental characteristic of having at least ten people in a dependency relationship. Of the results obtained, the 42 economic activities associated with the service sector were extracted, together with the total data relating to the average consumption of fuels, energy and water, clearly quantitative variables, in order to establish responsible consumption and its influence on the environment. ambient. This research done by the agency in charge of generating statistical information at the national level in Ecuador is longitudinal in nature since 2010.

Due to the resulting characteristics of this database, it was established that the most suitable methodology to work on the information is the factorial analysis of the main components, since the normality of the data is derived, both simple and multiple, existence of homoscedasticity and linear relationships with independent observations in the cases subject to analysis. This is a multivariate interdependence analysis technique that relates variables of metric origin, used to identify the behavior of the different sectors associated with the provision of services, in which people assume an important role in the development of economic activity.

$$ICE = f(\beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + ... + \beta_n X_n)$$

$$\mathrm{ICE_k} = \sum_{i=1}^{p} \beta_i X_{ki}$$

Where:

ICE = Ecological consumption index of companies

X = Dimensions of ecological consumption

β = Coefficient of the dimensions of ecological consumption

The context in which the research was conducted is first defined by the guidelines issued by the United Nations Organization through the 2030 Agenda for sustainable development. This document contemplates 17 objectives and 169 goals that are intended to be achieved by organizations in the economic, environmental and social environments; which are integrated and interdependent of each other, in their desire to eradicate poverty and hunger, seeking more just, peaceful and egalitarian societies among its members. In its objective 12, referring to responsible consumption and production, it seeks to reach all the economic strata of society for the promotion of an ecological awareness applied to the different methods and techniques of manufacturing and employment and responsible consumption of natural resources, as an element required in the search for development (Organización de las Naciones Unidas, 2015).

For the present analysis, 42 types of companies associated with the service sector were identified in which three variables were determined for the determination of ecological consumption, such as: average consumption of fuel, energy and water. This information was obtained from the INEC survey of Hotels, Restaurants and Services for the year 2015, which was processed with the help of the IBM SPSS Statistics 22 program, in order to carry out the principal component analysis aimed at determining the Ecological consumption index, as part of the responsible behavior of businesses in the search for CSR.

Variables

The ecological consumption index is understood as the predisposition to behave with principles of environmental sustainability in the decisions of responsible consumption that people and organizations have. This behavior predisposition is based mainly on the concern for the nature manifested in the rational and conscious use of available resources, which generate minimum impacts on the environment and that do not affect the present and future availability of the goods and / or services required (Dueñas, Perdomo, & Villa, 2014).

From the international practice in the measurement of the different elements related to sustainable development made through the global report initiative, several indicators are observed, especially in the field of the environment. These refer to very sensitive aspects for business management, such as the consumption of different fuels, energy and water, due to their implications in the loss and widespread deterioration of normal environmental conditions in their areas of influence. With this, it is intended that companies seek to incorporate machinery and infrastructure into their facilities that manage clean energies for the benefit of future generations (Durán-Encalada & Paucar-Cáceres, 2012).

The database required to establish the ecological consumption of companies belonging to the tertiary sector of the Ecuadorian economy consists of three variables: average fuel consumption, average energy consumption and average water consumption. The first one refers to those petroleum derivatives that can generate heat and energy due to the combustion of their elements when they are used in the productive means, but which generates contamination, so that the inefficiency in their use in the economy caused them to be included in sustainable development strategies (Anguita, Duarte, & Flores, 2014).

On the other hand, the second variable considers the consumption of electric current for the use of electrical appliances, which is why it is considered part of the energy efficiency that depends on the investment made by the different productive sectors in technology, infrastructure and consumption habits. , aspects that are present in the service sector and are very sensitive to them (Gazarini, Shinji, Camasmie, Scabim, & Georges, 2016). While the third variable is related to the consumption of water in the different establishments during the provision of services, as part of sustainable development and ensuring their efficient use for the benefit of future generations, whose misuse generates impacts against the environment and health (Tischer, farias, & Carvalho, 2015).

Once the analysis model was selected by main components, the main indicators were identified, beginning with the descriptive statistics resulting from the analyzed variables, finding that the variable with the highest average use of consumption among the different service companies is energy. with a value of $ 190.947,77 being the item that weighs the most among the variables under study, followed by the average fuel consumption with $ 29.659,48 and in the last position that of water with an average consumption of 11.055,32 (Table 1).

Table 1

Descriptive statistics

	Mean	Standard deviation	Case number
Average fuel consumption (US$/Seg)	29659,4802	48161,70323	42
Average energy consumption (US$/Seg)	190947,7662	570979,73503	42
Average water consumption (US$/Seg)	11055,3226	30831,27258	42

Subsequently, the correlation matrix was determined, since the variables are required to present similar factors; that is, they are correlated with each other so that the model is feasible, these coefficients must be significant in absolute value to be considered as suitable (Table 2).

Table 2
Correlation matrix

		Average fuel consumption (US$/Seg)	Average energy consumption (US$/Seg)	Average water consumption (US$/Seg)
Correlation	Average fuel consumption (US$/Seg)	1,000	,265	,345
	Average energy consumption(US$/Seg)	,265	1,000	,778
	Average water consumption (US$/Seg)	,345	,778	1,000
Sig. (one-sided)	Average fuel consumption (US$/Seg)		,045	,013
	Average energy consumption(US$/Seg)	,045		,000
	Average water consumption (US$/Seg)	,013	,000	

a. Determinant = ,347

Ho : The correlation matrix in the population is equal to the identity matrix, therefore the group of variables does not adapt to the principal components analysis, since there are no linear relationships as there are no correlations.
H1 : The matrix of correlations in the population is different from the identity matrix, therefore the group of variables is adapted to the analysis of main components.

Then, the validity of the model was determined based on the data of the base, for which the sample adequacy measure of Kaise-Meyer and Olkin (KMO) was applied, which verifies if the partial correlations between variables are low. This statistic varies between 0 and 1, results less than 0.5 determine that the principal component analysis model is not the most appropriate. For the current case, a result of 0.588 was obtained. The Barlett sphericity test, which verifies if the correlation matrix is an identity matrix reaching a level of significance of 0.00.

It was established that, according to the processed information, the null hypothesis is rejected, and the alternative is accepted, the model is favorable for the purposes of the investigation, since with small values of the KMO statistic it exceeds the reference value or if the test of Barlett out $p > 0.05$ his application would be incorrect. (Table 3).

Table 3
Test of KMO and Bartlett

Kaiser-Meyer-Olkin measure of sampling adequacy		,558
Bartlett's sphericity test	Approx. Chi squared	41,404
	Gl	3
	Sig.	,000

Complementarily, the commonality related to the jth variable was analyzed, which is the reason for the changes experienced by said variable interpreted by the k elements considered; that is, it determines the contribution of each of the variables and their relationship with the associated category. The closer one shows that common factors adequately explain their variability. For the case in particular, they are remarkably high and significant, which makes it possible to establish that the analysis variables can be grouped, in order to explain ecological consumption. (Table 4)

Table 4
Communalities

	Initial	Extraction
Average fuel consumption (US$/Seg)	1,000	,326
Average energy consumption(US$/Seg)	1,000	,798
Average water consumption (US$/Seg)	1,000	,846

Extraction method: analysis of main components.

Results

Once the viability of the model has been considered and its scope verified, it only explains 65.68% of the variance present in the original variables, since it is higher than the average, only one component was extracted that was significant for the present case. At the moment that an eigenvalue of any element is close to 0, it means that it is unable to explain a significant part of the total variance; but, it is considered as the base of the reading of the first factorial plane (Table 5).

Table 5
Total variance explained

Component	Initial eigenvalues			Sums of removal of loads squared		
	Total	% variance	% accumulated	Total	% variance	% accumulated
1	1,970	65,676	65,676	1,970	65,676	65,676
2	,813	27,091	92,767			
3	,217	7,233	100,000			

Extraction method: analysis of main components.

On the other hand, according to the figure representing sedimentation, it is in factor 2 that the inflection occurs in which the eigenvalues change trend and leave the significant slope and the slope decreases, establishing the optimal number of factors according to the information obtained, is a function of the size of the eigenvalues that determine the amount of variance that is explained by a main component (Figure 1).

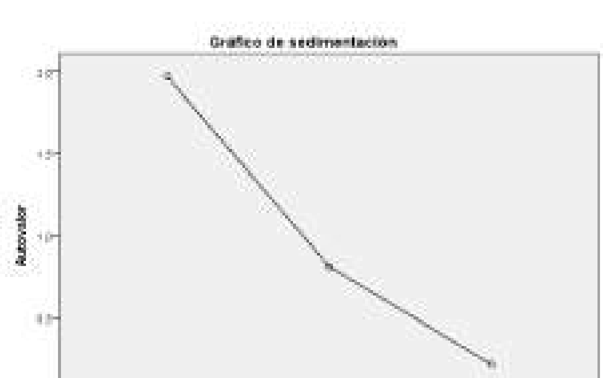

Figure 1. Sedimentation graph

Table 6
Component score coefficient matrix

	Component
	1
Average fuel consumption (US$/Seg)	,290
Average energy consumption(US$/Seg)	,453
Average water consumption (US$/Seg)	,467

Extraction method: analysis of main components.
Rotation method: Varimax with Kaiser normalization.
Component scores.

Through the matrix of component score coefficients, the ecological consumption index of the service establishments can be determined at the national level (Table 6), resulting in the following expression:

$$ICE = f(\beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + ... + \beta_n X_n)$$

$$\mathrm{ICE_k} = \sum_{i=1}^{p} \beta_i X_{ki}$$

So that,

$$ICE_k = 0.290X_{1k} + 0.453X_{2k} + 0.467X_{3k}$$

In such a way that, when applying the ecological consumption index to the original data, there is the respective index for each of the service companies at the national level, resulting in the following descriptive analysis (Table 7):

Table 7
Descriptive Analysis

			Statistical	Standard error
REGR factor score 1 for analysis 1	Mean		,0000000	,15430335
	95% confidence interval for the mean	Lower limit	-,3116219	
		Upper limit	,3116219	
	Media cut to 5%		-,1683092	
	Median		-,3605030	
	Variance		1,000	
	Standard deviation		1,00000000	
	Minimum		-,49087	
	Maximum		5,25756	
	Range		5,74843	
	Interquartile rango		,46685	
	Asymmetry		4,032	,365
	Curtosis		19,067	,717

Additionally, it is possible to identify the extreme values present in the results of applying the ecological consumption index, finding the water distribution companies and those dedicated to legal activities as those with the highest value, reaching the amount of 5.26 and 1, 96 respectively. While on the opposite side, there are those for information programming with a value of -0.491 and those dedicated to calling activities with -0.49 (Table 8).

Table 8
Extreme values

			Case number	Service Companies	Value
REGR factor score 1 for analysis 1	Higher	1	5	DISTRIBUCIONAGU	5,25756
		2	19	ACTJURIDICAS	1,96377
		3	12	TELECOMSATELITE	1,70581
		4	27	OPERADORESTURIS	,93623
		5	11	TELECOMINALAMB	,90719
	Less	1	14	PROGRAMACIÓNINF	-,49087
		2	32	ACTLLAMADAS	-,49041
		3	31	FOTOCOPIADO	-,48538
		4	36	MEDICOS	-,47640
		5	38	INSTALADEPORTIV	-,47588

This is because a high ecological consumption index means that service organizations consume high amounts of resources and therefore mean neglect of the environment and contribution to pollution, while a low index represents reduced use of resources, which interprets that these businesses are concerned about their impact with nature.

Finally, because only one component was extracted for the determination of the ecological consumption index, so that the results thus achieved will be observed only through the distribution of that element, considering that the ecological consumption index explains 65, 68% of the cases analyzed (Figure 2).

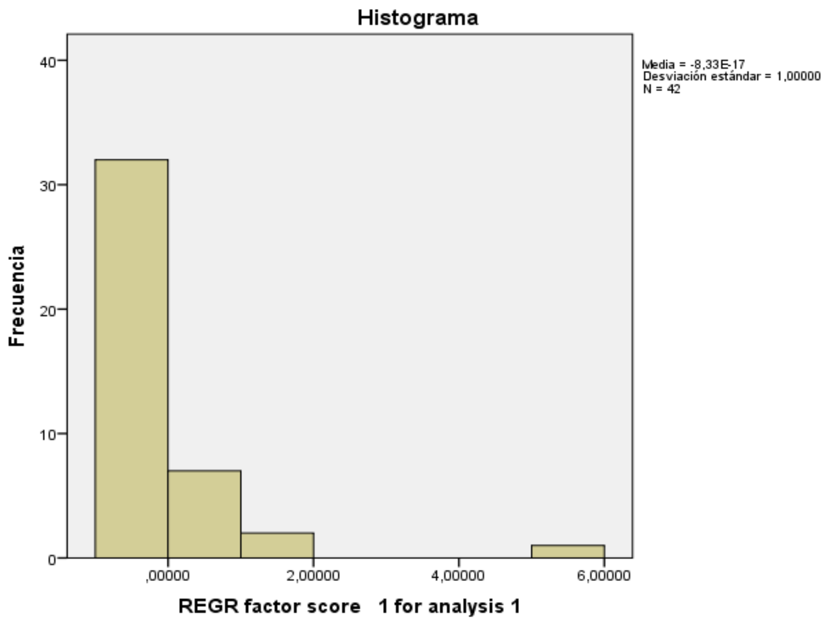

Figure 2. Histogram to determine the distribution of companies

Conclusions

This research work sought to contribute to the Ecuadorian society in general and specifically to the service sector, on its conduct of corporate social responsibility in the field of the environment, measured through its consumption behavior. Responsible consumption and production is considered part of the 2030 Agenda for sustainable development carried out by the United Nations, in the search to improve the living conditions of the world population. Ecuador has become aware of its role in achieving these objectives and has awakened in the business sector its concern to collaborate through its management in the development of society in the environmental, sociocultural and economic areas, based on the principles of CSR. This fact is evidenced in the passage of 49 to 109 organizations that actively participate in the Global Compact.

Complementarily, a theoretical framework that supports the research and justifies the use of the variables related to the average consumption in fuel, energy and water, besides identifying its relationship with the ecological consumption of the organizations of the service sector, among which excels, was addressed. the accommodation and food establishments as the most representative. The information regarding this responsible consumption by the businesses of the service sector is very limited and will allow the identification of their commitment for the protection of nature and the environment. In the primary and secondary sectors of the economy, it is easy to establish their commitment through the analysis of their activities, while in the tertiary sector characterized by marketing intangibles, their identification is more complex to identify the elements that characterize them.

The application of the factorial analysis by main components was ideal to explain the ecological behavior of the companies of the services sector in Ecuador, determining therefore the extraction of a main component that explains 65.68% of the variance present in the original variables of the consolidated data in the base of the INEC in its study related to the survey of "Hotels, Restaurants and Services 2015". Its application allows us to understand the implications of the consumption of resources, both fuel, energy and water, which ultimately translates into the interest they have with pollution and their concern with the environment.

From the results, it is possible to establish the need to further investigate the socially responsible behavior of personnel related to this type of business, as well as the importance given to corporate social responsibility in the management of these establishments. In addition, future studies can establish better analysis models or the integration of other variables that allow deepening the understanding of responsible consumption. This information, together with the characteristics of the sector, will make it possible to establish the existing relationship with sustainable development and the aspects that have to be improved within these organizations to consolidate this policy in the organizational philosophy.

To conclude, it is recommended that this study be practiced not only to service companies, but also to other sectors of the economy, which will allow a comparative study and establish the behavior of each type of organization in a context in which Sustainable development is possible and measures can be adopted that contribute to achieving the objectives of international organizations.

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Los mercados tradicionales de Quito (San Francisco, Santa Clara, Vicentina, La Central) soluciones y cambios desde la perspectiva de los comerciantes y sector público.

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Abstract

The markets are located in Special Tourist Areas of the Metropolitan District of Quito, they were also conceived as supply centers of basic necessities, they can also be find as an alternative of organization to the offer of prepared products in farms or plots, and cultivated by native people and commercialized in unconventional places called (streets), this arrangement leds the agglutination of merchants in small areas developing fresh and prepared products processes to trade, with empirical knowledge, but experienced to give an exquisite and warm service. Years later the municipal administration saw them as a social and economic need to be modern and join an acceptable number of markets in the Metropolitan District, where they enabled and helped setting with new infrastructure, in order to provide better comfort to the clients. Keeping these aspects, the project gathered information from the current administration, the organizations, and through non-participant observation, focus group, the interview and survey, the data were obtained, which allowed to propose variables to strengthen the management model established by the administration for municipal markets, preserving daily activities and raising factors such as quality, administrative organization, promotion and customer service.

Keywords: Food; preparation; fresh; empirical; markets; design; management.

Resumen

Los mercados ubicados en las Zonas Especiales Turísticas del Distrito Metropolitano de Quito, fueron concebidos como centrales de abastos de productos de primera necesidad, así también se buscaba una alternativa de organización para la oferta de productos originalmente obtenidos en granjas o parcelas, y cultivados por los indígenas y comercializados en lugares poco convencionales (calles), esta ordenación llevó consigo al aglutinamiento de los comerciantes en espacios reducidos ejecutando procesos de comercio de productos frescos y preparados, con conocimientos empíricos, pero experimentados para dar una atención exquisita y cálida. Años más tarde la administración municipal vería como necesidad social y económica modernizar e intervenir una cantidad aceptable de mercados en el Distrito Metropolitano, donde habilitó y dotó de nueva infraestructura, con el fin de brindar mayor comodidad para el consumidor. Conservando estos aspectos, el proyecto recabó información de la administración actual, las organizaciones, y mediante la observación no participante, focus group, la entrevista y la encuesta, se obtuvieron datos, que permitieron proponer variables para fortalecer el modelo de gestión establecido por la administración para los mercados municipales, preservando las actividades cotidianas y elevando factores como calidad, organización administrativa, promoción y servicio al cliente.

Palabras clave: Alimentos; preparación; fresco; empírico; mercados; modelo; gestión.

1. Introducción

Naranjo Vargas (2003), explica que la sociedad forjó su identidad cultural y alimentaria en símil con su alrededor ecológico. En la actualidad para la sociedad ecuatoriana existe dentro de su entorno, lugares donde interactúan personas, estos espacios son los denominados mercados populares, ofreciendo variedad de servicios y productos. Además según análisis históricos realizados en el año 1642, el escritor

Salomón, citado por Moreno describe que, el "[…] tiánguez […][1]", acoge a toda persona que requiera exponer sus bienes o servicios, considerando que para la época colonial de Quito, estos personajes se denominaron pulperos[2], controlados a través del cabildo, pero la informalidad de las "[…] gateras y recatonas […][3]" desequilibraban el comercio. Este antecedente permite con certeza imaginar el origen de los mercados populares de Quito. Aspectos culturales atractivos para cualquier visitante; situación que es comentada por Vallbona & Pérez (2016), quienes critican que el turista está en busca de experiencias nuevas, pertenecientes a la sociedad local. Estos talentes permiten determinar que los mercados de Quito son o pueden lograr insertarse en las guías turísticas de la ciudad, como un atractivo interesante por conocer —por la complejidad de los aspectos sociales desarrollados en algunos sitios populares—, generando variedad cultural, así también desarrollar identidad gastronómica en los capitalinos.

Dentro de la cultura gastronómica urbana de Quito, se encuentran las preparaciones realizadas por personas con conocimientos tradicionales, proporcionados tras años de práctica y convirtiéndose en un saber generacional, entregándose a la siguiente "camada". Las recetas, así como procedimientos puestos a prueba, han dado cabida a la confianza de los clientes, quienes boca a boca publicitan este sabor particular. Por este detalle la sociedad ecuatoriana tiene en reserva un conato de tradición, que debe ser conocido por otras personas. Situando en este aspecto como beneficiaros a las personas que preparan y ofertan alimentos frescos en los mercados de Quito, deben considerar como herramientas de gestión la organización, la calidad, la administración efectiva, el servicio y la promoción, empezando a dar cabida a turistas nacionales e internacionales.

La sociedad ecuatoriana debe conocer los antecedentes relacionados a los mercados de Quito. Analizada por diferentes autores y examinada desde diferentes puntos de vista y necesidades, muchos de ellos apuntan a la especificación de factores sociales y generales relacionados con la historia de Quito y sus hechos contemporáneos, otros especifican el método de distribución, debiendo considerar que tras años de desarrollo la ciudad y sus rutas de acceso han cambiado considerablemente. Si bien, según estos autores, las problemáticas estuvieron relacionadas con las rutas de distribución y la informalidad en el establecimiento del comercio de productos, en la actualidad son otros factores los que pesan, como el tráfico vehicular y la inseguridad, entre los más importantes.

Según la ACDC[4], ha intervenido los mercados con el afán de mejorar la infraestructura, la conectividad y la seguridad, aspectos principales puestos al público, a través de su rendición de cuentas del 2015. Pero esta dependencia no manifiesta un sistema de control, regulación, monitoreo y evaluación que permita atraer oportunidades de compra para el turista.

Se deja en discusión la sostenibilidad conjugando un papel importante, variable de los mercados populares de Quito, deben generar más conciencia en sus colaboradores y propietarios.

2. Metodología

Para esquematizar las mejoras a implementarse en los mercados de Quito en conjunción con las implicaciones propias de los comerciantes, se estudió un vasto compendio teórico de información nacional, así como internacional, relacionada a los mercados y los análisis propuestos por diferentes autores desde la óptica social, administrativa, financiera, publicitaria, de construcción, comunicación y operativa.

Por otra parte, el número de mercados inscritos en Quito, son numerosos y la investigación se focalizó en los mercados inscritos en las Zonas Especiales Turísticas. Según la Ordenanza 0236, determinó dos Zonas Especiales: La Mariscal y el Centro Histórico. Existiendo 4 mercados circunscritos en las zonas especiales: Santa Clara, La Floresta, San Francisco y Central. Se observó que dentro de esta selección al mercado San Roque, pero por temas de recursos financieros, de personal y tiempo, se apartó a este conato de información, para una próxima investigación.

En el mismo esquema la Resolución No. A-0002 explica la creación de la Agencia encargada de la regulación del Comercio en el Distrito Metropolitano de Quito, y más aún en los mercados por lo

[1] Moreno, Y. (2016)
[2] Ibíd., p. 202
[3] Presidencia de Quito. (2015)
[4] Agencia de Coordinación Distrital del Comercio de Quito. Alcaldía Metropolitana de Quito

tanto se requirió la versión del Director de Mercados, Ferias y Plataformas, a través de entrevista no estructurada, la misma que estuvo guiada por pautas que contenía 10 preguntas abiertas, creyendo también apoyar a este método la utilización de un grabador de voz, para registrar todos los argumentos expresados.

Así también, los principales actores de los mercados municipales, los "comerciantes", que cuentan con "giros de negocio" tenían una clara percepción de la situación real de los puestos, por lo tanto y basándose en la hipótesis de Kotler y Keller (2006), se desarrolló un Focus Group alineado por preguntas exploratorias, generales, de transición, específicas y de cierre. La selección fue parametrizada por un rango de edad entre los 28 a 40 años, por los giros de negocio y su relación con alimentos y bebidas, debían ser dueños de los puestos, así como laborar en el mercado. Adicional se solicitó a cada encuestado llenar una carta de aceptación y participación. Para el análisis de las encuestas se utilizó el método cuantitativo, donde permitió conocer un panorama claro de la situación real de los mercados, y generar una propuesta concisa y cubierta de las percepciones de los comerciantes.

Al finalizar se elaboró una propuesta de modelo de gestión considerando las acciones realizadas por la Fundación Valenciana de la Calidad España, la Agencia de Coordinación Distrital del Comercio y los comerciantes de los mercados de Quito.

3. Resultados

La simbiótica socio espacial y comercial deja un legado en la historia, muestra de ello en el periodo romano[5] una edificación denominada Mercado de Trajano, compuesta de personas en una estructura cubierta tenía como objetivo generar compraventa de productos y servicios.

Situación distinta se originó en el Ecuador con respecto al comercio minorista de productos frescos, el mismo estuvo situado en la plazoleta de la Iglesia de San Francisco[6], donde productores en su gran mayoría indígenas intercambiaban sus productos[7] o recibían dinero a cambio.

Es interesante conjeturar la relación socio espacial comercial en otros tiempos, por un lado, construcciones erigidas con el fin organizativo y control del comercio minorista de productos, y por otro, la venta y el incremento descontrolado de comerciantes en la plazoleta de la Iglesia, sumado las crisis administrativas y la generación de componentes sociales defectuosos, producto de la falta de organización.

La gestión y administración según los documentos (la Ordenanza 0253 y su Reglamento N° C 0013) expuestos, están a cargo del Director de Mercados, Ferias y Plataformas, a quien se le realizaron varias preguntas abiertas con el objetivo de analizar la situación administrativa y actual de los mercados. De la entrevista se desprende a) "se están realizando consultorías externas para la generación del modelo de gestión a implementarse en los mercados", b) "los mercados deberían considerarse como centros turísticos con la finalidad de dar a conocer lo propio y tradicional de la cultura quiteña" y c) "los comerciantes están identificados con la visión, misión y objetivos de la ACDC". Todas las respuestas emitidas por el vocero municipal, debieron validarse con los criterios emitidos por los comerciantes de los mercados municipales, con la finalidad de buscar un balance y tomar decisiones posteriormente.

Consciente de los mercados como una oferta de productos de proximidad donde se desarrolla procesos comerciales minoristas y fortalece la vecindad del sector, así mismo los precios son accesibles para cualquier persona, sumado a ello la frescura, colores y variedad de los productos; son los aspectos generales que caracterizan de forma espacial a los mercados municipales, pero también existe otro componente importante, que sin ellos la fórmula no estaría completa o carecería de atractivo, los vendedores encargados de ofrecer sus productos con valores de "competencia, cooperación y complementariedad"[8].

Por ello bajo la supervisión de la ACDC y de la Dirección de MFP[9] y elegidos por el Administrador los comerciantes manifestaron a) "desconocen un modelo de gestión", b) "trabajan en

[5] Rodríguez, A. (2014)
[6] Barrera, J. (2008); Carrillo, A. et al. (2015)
[7] Tiánguez: Palabra de origen mexicano, tiene como objetivo intercambiar productos entre dos o más personas
[8] Robles, J. (2013). Citado por Rodríguez, S. (2014)
[9] Mercados, Ferias y Plataformas. Área creada con el fin de regular y administrar las ordenanzas dispuestas por la Alcaldía de Quito

este modelo de negocio por más de 30 años" en promedio, c) "existen más negocios de alimentos preparados", d) no existe mucha clientela, además de las ventas informales alrededor de los mercados, e) "las metas, los objetivos, la visión de la ACDC, no son conocidas por los comerciantes.", f) "falta más señalética e información al interior de los mercados", h) "los comerciantes desconocen de las Zonas Especiales Turísticas".

4. Discusión

Según algunos autores la conformación de los mercados en la antigüedad fue fruto de la interacción de productores locales o regionales, quienes a su vez trasladaban sus productos a sitios estratégicos y ofrecían a cualquier interesado, por un mismo producto o recibían a cambio un sistema monetario, dependiendo de la época y del estado, a ello sumado la falta de organización y el poco accionar administrativo en pro del bienestar social y cultural.

El surgimiento de regulaciones urbanísticas higienistas[10] es ejemplo claro el caso de Les *Halles de París*. En su afán las administraciones buscaron el mecanismo idóneo de consolidación del comercio urbano, sin afectar la tradicionalidad y costumbrismo de los pobladores. Estas decisiones generaron la construcción de infraestructuras cerradas para el desarrollo del comercio minorista de productos y servicios.

El modelo ACDC y las nuevas estrategias internacionales

La ACDC, trabajó en la elaboración de "(…) un nuevo modelo económico, productivo, eficiente y organizado con un enfoque direccionado hacia los Mercados, Ferias y Plataformas, Centros Comerciales Populares, Comercio Autónomo y Logística y Operaciones". Según este modelo su enfoque y "actividades claves a desarrollarse" fueron: "Talleres de capacitación…sobre prevención y seguridad...en mercados, gestión y administración, aplicación de ordenanzas…", "Promoción de eventos sociales y culturales…", "Sistematización de la memoria social, histórica y fotográfica…", "Actualización catastral…", "Control sanitario de alimentos procesados" y "Gestión interinstitucional para el manejo de residuos…"[11]. Respondiendo a la necesidad de los comerciantes de atraer a la demanda, con el fin de incrementar sus ingresos.

En este aspecto conlleva analizar la situación de otros países en relación a la creación e implementación de modelos de gestión, donde se generaron nuevas líneas de acción así como estrategias específicas encaminadas al desarrollo económico y socio espacial en los mercados; es así el caso de los planes implementados en Madrid[12] donde el modelo de gestión se enfocó en "crear espacios de esparcimientos" en su afán de rescatar los establecimientos públicos en deterioro y posterior afectación a los comerciantes por el declive de sus ventas. Según documentación pública (Plan de Innovación y Transformación de los Mercados de Madrid (2003-2011), el Plan Estratégico de Modernización de los Mercados de Madrid (2012-2015) y la nueva Ordenanza de Mercados Municipales ANM 2010/62[13]), sus las estrategias imperativas fueron "profesionalización, renovación y modernización, nuevos servicios", dejando en claro la nueva imagen de los mercados (mercados de tendencias y gustos específicos) y relegando el objetivo inicial cubrir las demandas de abastecimiento de productos frescos y procesos de barrio. Este modelo demuestra como las relaciones de intercambio están más derivadas a las "teorías económicas neoclásicas"[14] tradicionalistas.

Por otro lado la interacción de la tecnología y convivialidad son parte del modelo de gestión con el afán de crear sistemas de comercialización respetando la "vida saludable" y "economía sostenible", logrando de esta forma abrir las puertas a los productores locales y satisfacer la demanda de personas en búsqueda de alimentos orgánicos[15].

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[10] Rodríguez, A. (2015); Robles, J. (2014); Cordero, A. (2017)
[11] Información extraída de la página web http://www.comercio.quito.gob.ec/direcciones/mercados ferias-y-plataformas
[12] Salinas, L. (2015)
[13] Rodríguez, A. (2015)
[14] Castillo, V. et al (2015)
[15] Robles, J. (2014)

En otro aspecto, la "gourmetización" de algunos mercados fueron las estrategias para las administraciones de algunos países por citar ejemplos de San Miguel de Madrid y Borough de Londres[16], donde la oferta está enfocada hacia productos y servicios con estándares de calidad sofisticados y conceptos minimalistas y vanguardistas.

No queda duda alguna, todas las estrategias apalancadas en un modelo de gestión claro y de conocimiento propio y general de quienes forman parte del vínculo social y comercial que engloba a los mercados, es la estructura administrativa más importante, permitiendo gestionar, accionar, medir e implementar cambios en pro del desarrollo y beneficio direccionado a los consumidores. Situación poco observable en los comerciantes de los mercados, en su gran mayoría desconocían del modelo de gestión implementado por la ACDC.

Los mercados como nuevo enfoque turístico

El turismo es una herramienta utilizada en muchos países como recurso social, comercial y natural, si algún recurso no está interrelacionándose, las consecuencias serían críticas e irreversibles. En el país se desarrollan varios proyectos con la finalidad de atraer más turistas a la capital, utilizando todos los recursos y atractivos que tiene la cuidad. Se trata de los mercados municipales donde la "homogeneización"[17] con la interacción local, tradicionalidad, y costumbrismo, es atrayente al turista, permitiendo ser parte de una cultura y de sus vivencias diarias.

En este aspecto la Dirección de MFP, anhela decisivamente la transformación de los mercados como centros turísticos para la recepción de personas con intereses particulares. Considerando la opinión previa y la normativa vigente (Ordenanza Metropolitana N° 236) podría conjugarse a los mercados como centros turísticos, ya que están insertos dentro de las Zonas Especiales Turísticas ("La Mariscal" y "El Centro Histórico") siendo estas estructuras los mercados La Central, San Francisco, La Floresta y Santa Clara; pero debe considerarse de forma imperante la estructura de un modelo de gestión efectivo y acorde a la situación real de la sociedad ecuatoriana y más del sector económico al cual está direccionado.

A mediados del XXI, una característica política y comercial fue la "importación y exportación de modelos"[18] comprobados en otros países y ciudades con sus implicaciones propias dentro de los términos socio espaciales. En este aspecto la importación de modelos relacionados a la turistificación de los mercados no solo conlleva a modificar las omisiones que impiden la visita de los turistas a los mercados, sino adjudica también las implicaciones sociales, económicas y culturales que pudieren afectar a la ciudadanía producto de los cambios.

Varios autores[19] defienden la teoría de la turistificación de los mercados, debido a las últimas tendencias, por citar un ejemplo los denominados "tercera generación o turistas de última", quienes consienten en buscar por ellos mismos los atractivos locales del sitio donde visitan. Esto ha generado que grupos con tendencias similares creen páginas web con información detallada del lugar que visitaron. Afectando directamente a las empresas encargadas de la gestión de guianza turística en la cuidad.

Otro aspecto es el cambio de imagen para satisfacer la demanda de los turistas. Los mercados proveen servicios de productos frescos y preparados, en un ambiente tradicional, con la llegada de turistas a estos sitios puede conllevar a una mejor adecuación del puesto, sus materiales, equipos y precios. Decisiones para cualquier persona es un cambio que se vería con buenos comentarios, pero puede parecer inaccesible para la localidad, al mejorar los procesos de atención al público incrementarían también los importes[20].

En el mismo orden la turistificación de los mercados, genera una marca, la misma que está alineada no a un producto sino aspectos cualitativos de remembranza y recordación de las experiencias obtenidas de la visita a estos lugares. Con ello se promueve la caracterización del servicio siempre en consonancia de las necesidades de los turistas, perdiendo tradición por aculturización.

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[16] Cordero, L. & Salinas, L. (2017)
[17] Crespi, M. &. Domínguez, P. (2016)
[18] Cordero, L. & Salinas, L. (2017)
[19] Salinas, L. (2015); Rodríguez, A. (2014); Crespi, M. & Domínguez, M. (2016); Cordero, A. &. Andreeva, S. (2016)
[20] Crespi, M. & Domínguez, M. (2016)

Por otro parte la turistificación de los mercados generaría gentrificación[21] en la localidad, por cuanto se pretende atraer personas con mayores ingresos económicos por ende los productos y servicios se elevan, esto ocasiona en las personas del sector desplazamientos, por la inaccesibilidad a los servicios.

La misión, visión y objetivos como parte de la construcción de la comunicación en los mercados

Desde la antigüedad el hombre interactuó con otros de su misma especie, a través del proceso de comunicación[22] consecuentemente esta necesidad permitiría el surgimiento de la cultura. Por ello entendemos a la comunicación como un recurso importante dentro de las organizaciones para la consecución y alcance de la planificación estratégica diseñada en las empresas.

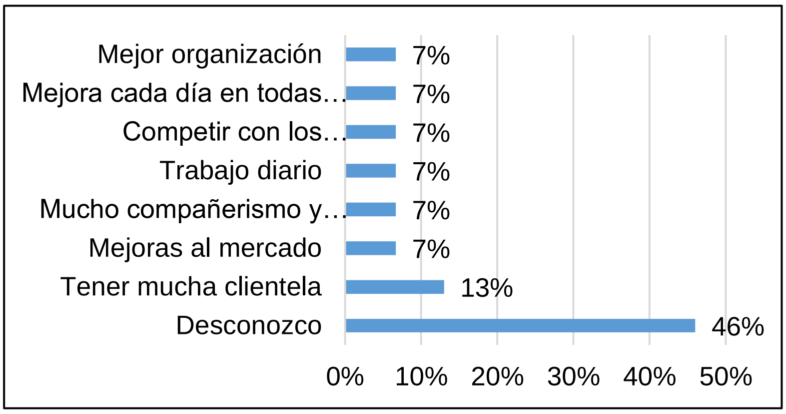
Surge la necesidad de interrogarse cuan efectivo es el traspaso de la planificación hacia los administradores y posterior los comerciantes, teniendo en cuenta la existencia de disociación por parte de la ACDC y los vendedores, donde existía un total desconocimiento de la planificación desarrollada por la antes mencionada Empresa Pública Metropolitana en los comerciantes de los mercados municipales.

Tabla 1. Percepción de los comerciantes con respecto a las metas para el año, implementadas por la administración

Aspectos comentados por comerciantes	Número de respuestas coinciden
Desconozco	7
Tener mucha clientela	2
Mejoras al mercado	1
Mucho compañerismo y buena participación	1
Trabajo diario	1
Competir con los supermercados	1
Mejora cada día en todas las áreas	1
Mejor organización	1

Elaborado por: Pérez, C.

Figura1. Metas del mercado municipal para el año 2016. Elaborado por: Pérez, C.



Un profundo 46% de los encuestados afirman no recibir información alguna de la Administración del mercado, el representante de la Dirección de Mercados, Ferias y Plataformas, perteneciente a la Agencia de Coordinación Distrital del Comercio, del Municipio del Distrito Metropolitano de Quito, sobre metas previstas para el año 2016.

[21] Cordero, A. &. Andreeva, S. (2016)
[22] Traverso, P. et al. (2017)

Visto de esta manera la comunicación efectiva juega un papel importante, ya que existen diferentes factores demográficos que hacen enriquecedor al grupo de mercantes, donde el mensaje no puede ser recibido ni comunicado de la misma manera para todos, por ello "entender" y "enriquecer"[23] son dos palabras muy distintas. La una informa y su alcance dependerá de la atención prestada por el receptor; en cambio el enriquecimiento estará ligado a la transformación de realizar los procesos con el mayor esmero dentro de los mercados. Visto de otra forma cumplir con la planificación requiere de lineamientos, los mismos que deberán ser claros y concisos, serían inalcanzables si el grupo no se encuentra unido y organizado, con pleno conocimiento de la información de la empresa.

Los mercados municipales son el resultado de factores sociales o épocas de desarrollo económico, enmarcadas en las exportaciones de productos de alta demanda a nivel internacional. Dicha conceptualización no ha permitido generar un nombre corporativo o logo donde exprese los atractivos conformativos de los espacios, impidiendo generar identidad y sobre todo posicionamiento en la mente del consumidor. Uniformes, puestos, utensilios, publicidad, sumado un logotipo darían muestra de la imagen técnica y empírica constituida en estos espacios, generando de esta manera un espacio con características propias.

Según Traverso, P. (2017) sostiene que las empresas deben manifestar "Imagen-Actitud". Esto refiere que todos los integrantes de la organización tienen pleno compromiso y actitudes enaltecedoras en brindar un producto o servicio con sólidos procesos de distinción y basados en las normas de calidad.

Tabla2. Percepciones del cliente

Aspectos comentados por comerciantes	Número de respuestas coinciden
Lo más importante para la marcha de mi negocio	10
Fuente de ingresos para mi trabajo	8
Persona que acude hacer sus compras todos los días	1
Es un consumidor	1
Desean mejorar su calidad de vida y alimentación a través de productos orgánicos	1
Engrandecen los negocios	1
Nuestro aporte para salir adelante con nuestros hijos	1
Lo necesario	1
Razón y compromiso a nuestro negocio	1

Elaborado por: Pérez, C.

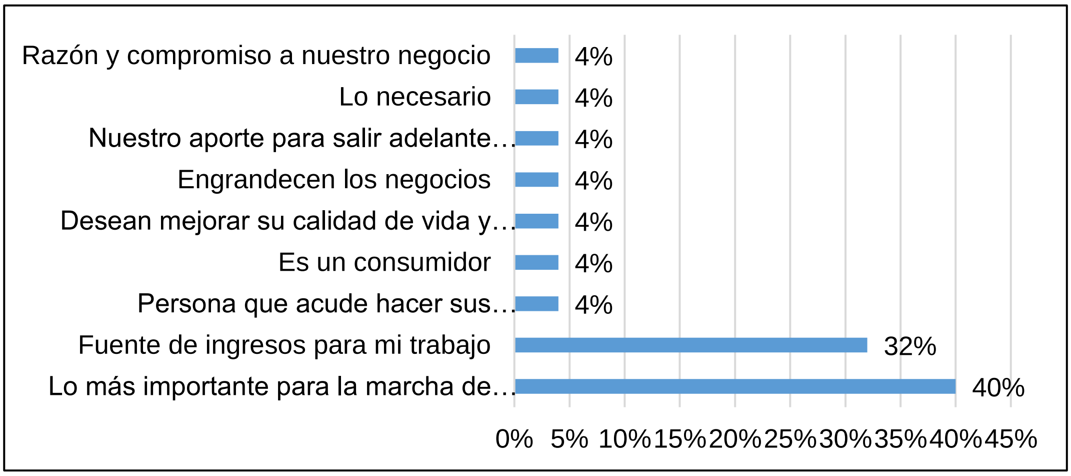


Figura 2. Percepción del cliente Elaborado por: Pérez, C.

[23] Ibídem

Una gran parte de los comerciantes manifiestan la importancia de considerar al cliente algo más que una fuente de ingresos para los giros de los negocios ubicados en los mercados municipales. Esta connotación sujeta a un 32 y 40% según las encuestas ejercidas en los comerciantes, ven con mucha importancia al cliente y un actor principal de su comercio tradicional.

Este mismo aspecto Salinas, L. (2016) manifiesta de los cambios generados a raíz de la aprobación del Plan implementado en los mercados de Madrid, tuvieron una fuerte inversión con la finalidad, como el autor lo afirma "…la mejora y promoción de una imagen en común, mercados…".

Una transición, más que un simple negocio

Santa Clara e Iñaquito, la tradición de ir al mercado (Diario El Comercio, 2013, Historia, Libro de Vistas), es el título asignado para dar cabida a la situación anecdótica de los comerciantes de los mercados capitalinos del Distrito Metropolitano. Entre reseñas históricas, breve descripción de algunos puestos de comidas se desprende la situación del Sr. "Augusto Chiriboga" "El hombre de 68 años ofrece sus secos, de pollo y de carne, desde hace 40 años…". Otra niña criada en el mercado, según afirma el diario "Blanca Molina" "…recordó que hasta hace 15 años vendía frutas, verduras, legumbres...".

Según Salinas (2016) sostiene de la oferta alimentaria tradicional (p, 188) y en relación a esta connotación los mercantes de los mercados vienen desarrollando estos procesos desde muy temprana edad. Algunos como Blanca Molina, son traspasos asignados por otros familiares, dando continuidad a la preparación o venta de alimentos, cualquiera que fuere el caso.

Tabla 3. Años de servicio en el mercado municipal

De a 1 a 10 años	8
De a 11 a 20 años	5
De a 21 a 30 años	2
De a 31 a 40 años	5
Más de 41 años	2

Elaborado por: Pérez, C.

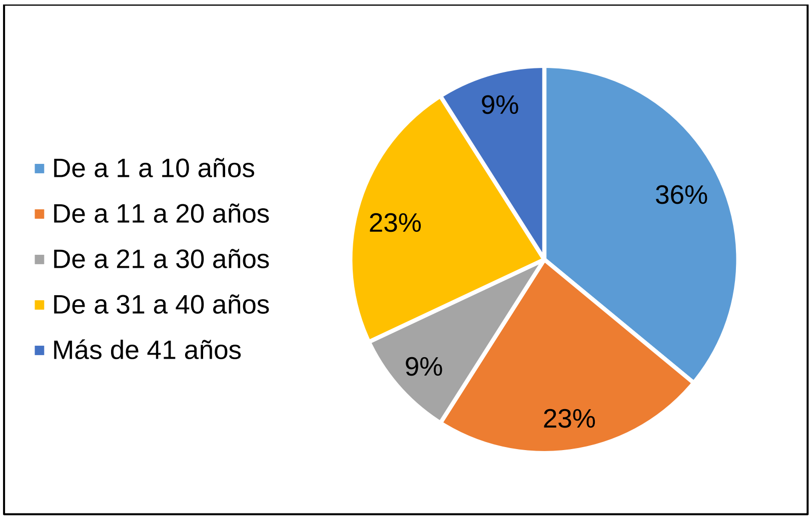


Figura 1. Años de servicio en el mercado municipal. Elaborado por: Pérez, C.

Existe fidelización de los comerciantes hacia el trabajo desarrollado en los mercados municipales, denotando sobre todo personas que superan medio siglo al servicio del comercio tradicional municipal. Según los entrevistados, pertenecen a la segunda o tercera generación interesada en adjudicar los giros de negocio, dando continuidad al mismo. También comentan los comerciantes existe un especial ofrecimiento de sus productos, lo que conlleva a la dinámica comercial no sea estática.

Para Castillón (2015) expone basado en perspectivas del "mercado spot", es el intercambio de bienes o servicios y se basa "progresivamente" en la interrelación personal de comerciantes y compradores, permitiendo amistades a largo plazo. Bajo este contexto, los comerciantes en algunos casos al carecer de instrucción académica, buscaron la generación de ingresos económicos a través de la cultura gastronómica urbana de Quito. Según la publicación del Instituto de la ciudad los mercados son espacios liminares[24] visto desde la situación social donde convergen migraciones de personas provenientes del campo y personas llenas de tradición, constituyendo un marco de variedad cultural entre lo urbano y rural.

Y es allí donde se forman las conexiones sociales y de confianza, obligando a los comerciantes a dar continuidad al modelo de negocio; a lo largo del tiempo estas relaciones se vuelven a poner a prueba con la compra de un producto o servicio.

La señalética

Los avisos deben ser claros, precisos y atractivos, así también deben informar al público en general en varios idiomas, donde direccione a las personas hacia su destino final dentro del mercado. Estas herramientas informativas no estuvieron presentes en los 4 mercados, de manera suficiente; donde permitan a las personas conducirse o movilizarse solos y con facilidad dentro del mercado.

Tabla 4. Orientación de los clientes dentro de los mercados municipales.

Aspectos comentados por comerciantes	Número de respuestas
SI	18
NO	4

Elaborado por: Pérez, C.

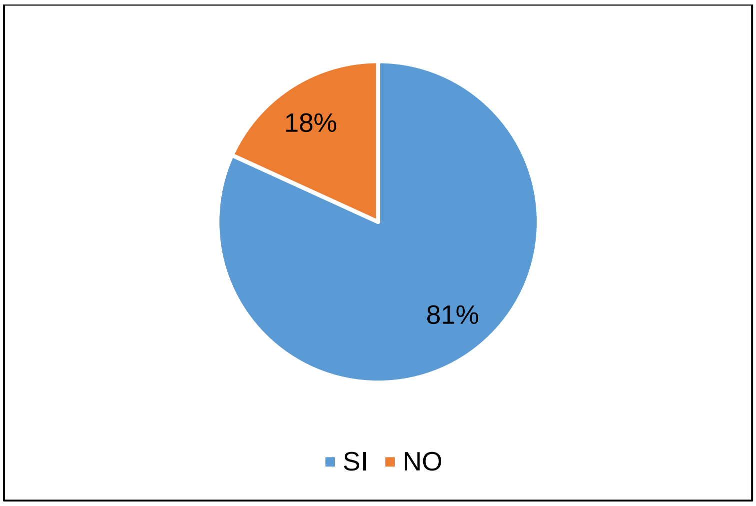


Figura 4. Los mercados cuentan con letreros para orientar a los clientes. Elaborado por: Pérez, C.

Existe un 81% de los encuestados quienes manifestaron la falta de herramientas informativas dentro del mercado municipal; esto ayudaría notablemente a los clientes, reduciendo tiempo y evitando indagar a las personas del mercado por algún producto a comprar. Adicional, estos valores agregados enriquecen el servicio prestado en los mercados municipales.

Una buena información a los clientes, de los sitios y su ubicación genera confortabilidad y sobre todo ahorro de tiempo, además evita interrupciones a otras personas. La señalética además de efectivizar

[24] Tecnicismo expuesto en el informe presentado por el Instituto de la Ciudad, "San Roque y sus áreas de influencia, primeros hallazgos de investigación en un territorio complejo". Este apartado explica que existe la conformación de dos espacios diferentes con la interacción de un tercer espacio el mismo que no forma parte ni del uno del otro. En simples palabras el informe lo relaciona con "estar bajo el umbral de una puerta"

el tiempo del cliente, también ofrece información de los giros de negocio. Para este objetivo es necesario contar con la Norma Técnica NTE INEN 2 239:2000 la misma que establece las "características" fundamentales para informar o guiar a todas las personas dentro de los espacios públicos o privados. Así también la Norma NTE INEN 439:1984 la misma que determina los "colores, señales y símbolos de seguridad".

Zonas Turísticas

Mediante Resolución N°0253 la Alcaldía del Distrito Metropolitano de Quito, establece declarar "territorios… para la ejecución de una política turística común…" con base en ciertas características específicas:

a) …presencia de recursos y atractivos,

b) Concentración…establecimientos… realicen actividades turísticas,

c) …priorice la promoción y fomento al ejercicio de actividades turísticas[25].

Según el mismo documento en su Art. 24.- Procedimiento, para declarar una zona especial turística, deberá regirse a un análisis "de las características y condiciones" del sector donde se postulará como zona especial. Además, deberá contar con un anexo al informe en el cual se determine

a) inventario y valoración de …recursos y atractivos… condiciones de uso y medidas de protección…,

b) …oferta turística y …estimación cuantitativa y cualitativa… función de las previsiones de la demanda,

c) … criterios y lineamientos para la construcción del plan de Gestión,

e) … procedimiento y metodología… para producción de informe.

En referencia al Plan de Gestión según el Art. 25, refiere al menos deberá tener las siguientes consideraciones:

a) … programas y proyectos,

b) … presupuesto,

c) …órganos y organismos encargados,

d) … cronograma,

e) … zonificación,

f) … reglas de carácter técnico.

Por último, el Municipio a través de dicha resolución resuelve, declarar "a la zona denominada La Mariscal" que va desde "Por el Norte: Avenida Orellana; por el Sur: Avenida Patria; por el Occidente: Avenida 10 de Agosto; y, por el Oriente: Calles Isabel La Católica y Alfredo Mena Caamaño y Avenida 12 de Octubre."

Así también declara "a la zona denominada Centro Histórico" que va desde "Por el Norte: Calle Briceño; por el Sur: Calle Ambato; por el Occidente: Avenida Mariscal Sucre; y, por el Oriente: Calle Pichincha. Incluye el Panecillo e Itchimbía.", por considerarse territorio compuesto de varias de las características antes mencionadas.

Extrapolando la información, los mercados de Madrid son centros de abastecimiento de productos frescos ubicados en el "centro de la cuidad configurándose" como atractivos (Crespi, M. & Domínguez, M. 2016. pg, 401). En otro caso Cordero & Stoyanka (2016) ven como La Boquería es considerado atractivo turístico de la cuidad, por su estructura arquitectónica. Desde otra perspectiva Castillo et al (2015, pg. 33) mira desde una perspectiva social atractivista, al considerar las relaciones personales como recurso de amistad y de barrio, logrando de esta manera "satisfacción" en los consumidores.

Sin dar lugar a duda alguna, las Zonas Especiales Turísticas son sitios estratégicos para la cuidad, vinculan procesos de turismo, abarcan la mayor cantidad de economía originada gracias al turismo, concentran gran cantidad de infraestructura arquitectónica valiosa y contemporánea, genera una marca de cuidad y por ende remembranza de las experiencias adquiridas gracias a las visitas de los atractivos de las zonas especiales, pero aún más importante existe gran cantidad de mercados municipales llenos de tradición y cultura, con sus propias implicaciones y con sus propios recursos.

[25] Ordenanza Municipal N° 0253

Tabla 5. Conocimiento de Zonas Especiales Turísticas

Aspectos comentados por comerciantes	Número de respuestas
NO	12
SI	8
No contesta	2

Elaborado por: Pérez, C.

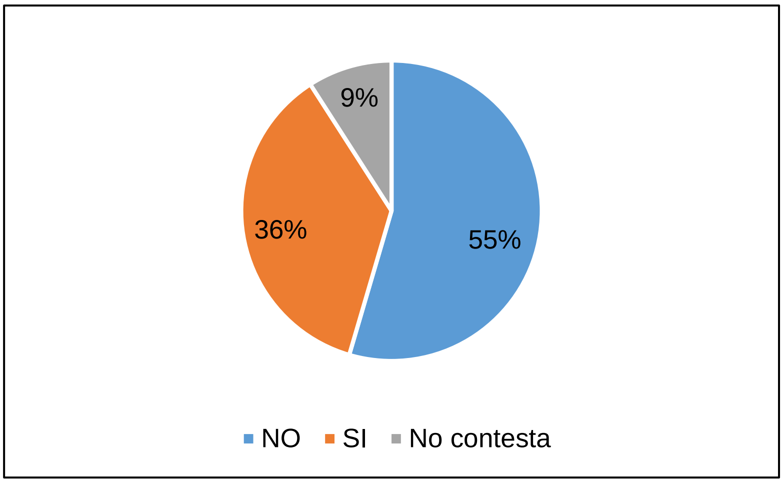


Figura 52. Conocimiento de las Zonas Turísticas. Elaborado por: Pérez, C.

5. Conclusiones

Los mercados de Madrid y Barcelona estudiados por varios autores, dan muestra de la situación real inmersa de los mercados (la decadencia de la infraestructura, la deserción de sus comerciantes al ver sus ingresos reducidos por la falta de consumidores, gentrificación de los sitios) antes destinados a la venta de productos frescos, y en la actualidad cambiantes para la recepción de nuevas formas de alimentación y especificidad de servicios (quesos de generación, cervezas artesanales, productos orgánicos, alimentos sin gluten, minimalismo, gastronomía experimental). Variables que aún no son detonadas en nuestros mercados, donde se sigue viendo la costumbridad y barriadas características principales de estos sitios. Si bien la gentrificación ha logrado catapultar a los mercados en Madrid, puede también suceder lo mismo en los mercados del Ecuador, sino existe un modelo sistemático y holístico que conjugue los tres ejes del turismo sostenible, donde el factor humano sea el más beneficiado de todos.

En la actualidad el niño desea pasar más tiempo frente a una realidad virtual, pero el niño de hace 20 años atrás anhela integrarse con las bases de la generación de los productos y servicios. Forjando una influencia en personas por conocer nuevos sitios, donde la experiencia angular sea dormir, comer, jugar, hablar, vivir la cotidianeidad de las personas locales. Generando no solo cambios en los procesos de consumo sino mejoras cuantitativas en los precios, afectando al consumidor local por el incremento de los precios, ante ello los comercios minoristas deben buscar un balance económico que no discrimine al consumidor local.

La comunicación multidireccional (vertical, horizontal de abajo arriba y viceversa) debe ejecutar procesos de complementariedad en todas las acciones que ejecute la ACDC, enfatizando la comunicación efectiva entre los comerciantes quienes realizan el grande esfuerzo por sostener el comercio minorista de productos y servicios frescos y preparados. Ellos con sus propias implicaciones socio culturales decodificarán el mensaje conforme su alcance cognitivo. Los reglamentos y demás estatutos establecidos por la ACDC y MFP, deben ser consensuados con todos los participantes del sistema, así se logra la sinergia holística comunicacional, eliminando según Traverso et al (2017, pag. 36) "el comunicador diga cosas muy sublimes, pero sólo las entiende Dios o él mismo", dejando solo en letras y no acciones.

Los mercados Santa Clara, San Francisco, Central y Floresta, cuentan con una infraestructura adecuada, sin embargo, su diseñamiento no prevenía el dinamismo de este sector, las necesidades de compra de hace 50 años eran muy diferentes a las actuales, la demografía del Ecuador variaría para aquellos años, los canales de comercialización también fueron diferentes, entre algunos aspectos importantes. Esto permite determinar que la construcción de estos establecimientos mantuvo una misión considerable para las décadas pasadas, donde el deterioro de las estructuras del mercado por el paso de tiempo, la cantidad de clientes compradores, la falta de espacios para el estacionamiento de vehículos, accesos para personas con discapacidad, ascensores, escaleras eléctricas, son aspectos que deben considerarse para asignar una atención adecuada al cliente. Así también los comerciantes ofrecen sus productos de manera directa, cuando los clientes se acercan a sus puestos, caso contrario los productos están a la espera de su compra.

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Tourist and climate change under the Paris Agreement, alternatives for the tourism sector in Ecuador

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Abstract

Climate change represent a challenge to diverse sectors in our global economy especially to achieve globally less than 2ºC to stabilize the climate system and it's also a big problem to the tourism sector. Ecuador needs assistance in mitigation and adaptation to confront the causes and the consequences of climate change, the national determined contribution (NDC) of Ecuador is under development, it will show Ecuador commitments to mitigate and adapt to climate change in 2020, 2025, 2030 and so on. The methodology in this research is related to a thematic synthesis of scientific information of the Intergovernmental Panel on Climate Change (IPCC) and the consequent built of a conceptual model to find the best solutions to reduce the carbon footprint of tourism and also achieved the sustainable development goals for 2030, this paper show alternatives to introduce principles of corporate standards of GHG like the GHG protocol of the World Resource Institute (WRI) and the World Business Council for Sustainable Development (WBCSD).

The key findings reveal that energy emissions related to transport could be enhanced with modal transportation, following that is also needed capacity building programs related with tour operators and hotels, meanwhile the adaptation strategies could incorporate risks evaluations of communities, tourist operators, and hotels, it is clear that we need an enabling environment where people and nature could coexist, finally this research could be a synergy between policies related to tourism, climate change, environment and economic development.

Keywords:
Carbon footprint, Climate change, Thematic synthesis, Tourist operators

1. Introduction

In the context of sustainable development goals for 2030, sustainable tourism could contribute to environmental, social and economic development related to the protection of natural resources, the promotion of local culture; and new jobs opportunities, local business, for this reason, is necessary to develop tools to monitor sustainable development especially in those countries that present higher vulnerability to the effects of climate change(United Nations General Assembly, 2015, p. 9,20,23).In the "*New Urban Agenda,*" sustainable tourism is a driver to enhanced technological upgrading, research and innovation with the creation of quality, decent and productive jobs(United Nations General Assembly, 2016, p. 18). Global climate change is an intergenerational, long-term and irreversible problem, for this reason, it has a social, political, scientific and technical dimension. At the international level there are two possible strategies to address climate change, mitigation and adaptation, climate change mitigation consists of actions that reduce the amount of greenhouse gases emissions and enhanced carbon sinks (Pachauri & Meyer, 2014, p. 125)with activities related to reforestation, carbon capture and storage technologies; while, climate change adaptation is the process of adjustment to actual or expected climate and its effects(Pachauri & Meyer, 2014, p. 118)

Global tourism represents 7% of global exports any activity of this scale has a significant environmental and social impact, tourism global carbon footprint represents 8% of global greenhouse gas emissions(Lenzen et al., 2018, p. 522). For this reason, sustainable consumption and production are needed to develop a systemic change, decoupling economic growth from resource use(United Nations Publication, 2018, p. 10) a well-known consumption base accounting principle in tourism is residence-based accounting (RBA) and destination-based accounting (DBA).

The objectives of this research are related to build a conceptual model to reduce emissions from the tourism sector through a thematic analysis of scientific research reported by the IPCC, the scope of the key categories to reduce GHG emissions follow The Greenhouse Gas Protocol criteria that were launched in 1998 by the World Resource Institute (WRI) and the World Business Council for Sustainable Development (WBCSD). The protocol defines three scopes, see figure 1, the first scope is for direct emissions corresponding to the activities of the organization, the second scope corresponds to indirect emissions related to the use of electric power, and the third scope consider indirect emissions related to waste generation, transport, air travel and the carbon footprint of products

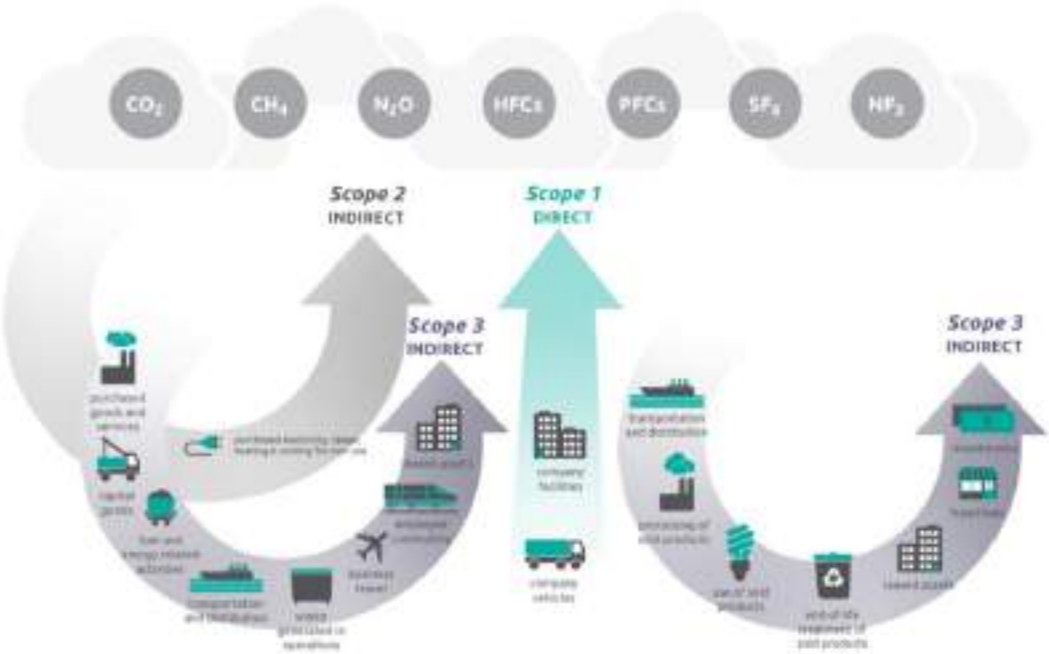

Figure 1 – Scopes of the GHG Protocol

The GHG Protocol provides a framework for sustainable climate strategies and more resilient and profitable organizations.

The goals of the protocol could be:

- Simplify and reduce the burden of measurement and reporting
- Accelerate reduction opportunities and enable market-based options
- Support management action and stakeholder reporting
- Enable transparent and consistent information flow across multiple stakeholders

The protocol could be applied to entities, products and projects that differ in the type of accounting needed for each case. The entity accounting establish a base year emission and emission data is going to be compared it; project accounting establish a baseline scenario, business as usual, project emissions and future emissions are going to be compared with the base scenario; finally the product accounting consider the product lifecycle, see figure 2, follows a circular economy view where reuse of material could be integrated into materials production again.

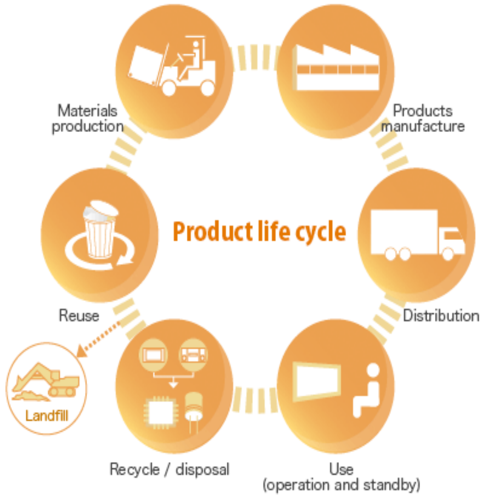

Figure 2 – Accounting for product lifecycle

The general principle of calculation, equation 1, of the carbon footprint contemplates the multiplication of an activity data, of ay scope, (the annual generation of waste, energy consumption, water consumption, kilometres travelled in railcars or aeroplanes, products and services) for an emission factor, some emission factors of Ecuador can be consulted in table 1.

$$Carbon\ footprint = activity\ data\ *\ emission\ factor \tag{1}$$

The most relevant indicators related to "Increasing the benefits for the environment and minimizing the negative impacts" reduce environmental pollution, therefore, they focus on the accounting, reduction and compensation of greenhouse gas emissions, the optimization of transport, the management of wastewater and solid waste; also, the handling of dangerous substances are considered, consequently, the following recommendations allow reducing environmental pollution in tour operators(Global Sustainable Tourism Council, 2016, p. 9).

Table 1 Emission factors for scope 2 and scope 3

Category	**Sub category**	**Emission factor**	**Unit**
Scope 2	Energía eléctrica(Ministerio del Ambiente & República del Ecuador, 2013, p. 21)	0,5062	tCO2/MWh
Scope 3	Transport(US EPA, 2015) Auto Bus Motorcycle	 0,213 0,035 0,119	Kg CO2/Km
	Water services Potable water production (Quizhpe, 2017, p. 53) Wastewater treatment (Cordero, 2017, p. 75)	 0,202 0.144	Kg CO2/m3

2. Methodology

The methodology used in this work contemplates the most common components of a systematic review(Gough & Thomas, 2016) associated with various phenomena of interest, in this case, the alternatives of the Ecuadorian tourist sector to generate mitigation proposals adaptation to climate change, the thematic analysis has The following structure:

• A search of strategies and inclusion of criteria.
• Relevance and qualitative evaluation.
• Synthesis (aggregative or configurative).

Therefore, the methodology includes a review of technical reports, summaries and complete articles related to the relationship between tourism and climate change, information related to mitigation and adaptation actions of climate change in the tourism sector is collected, blocks of topics were extracted broad, the topics were grouped with a greater degree of similarity and a thematic analysis was developed, as a result, blocks of information were generated that have the key information for mitigation and adaptation to climate change in the tourism sector.
Table 1 presents the main documents for a systematic review of the information.

Table 2 Main drivers of analysis

Nº	Title	Thematic synthesis	UNFCCC, UNWTO SDGs, NDC[1], NDO[2] IPCC[3]
1	Constitution of the Republic of Ecuador 2008(Constitución de la República del Ecuador, 2008)	Art. 414: The State will adopt appropriate and transversal measures for the mitigation of climate change and will protect the population at risk.	UNFCCC UNWTO SDG NDC NDO
2	The national development plan of Ecuador 2017-2021(República Nacional del Ecuador, 2017)	Objective 3: 3.7 Promote good practices that contribute to the reduction of pollution, conservation, mitigation and adaptation to the effects of climate change, and promote them in the global context. 3.7 Encourage environmentally responsible production and consumption, based on the principles of the circular economy and bio-economy, encouraging recycling and combating programmed obsolescence.	UNFCCC UNWTO SDG NDC NDO
3	Executive Decree 1815 of 2009(Presidencia del Ecuador, 2009)	It is a State Policy to adapt and mitigate climate change	UNFCCC SDG NDC NDO
4	Executive Decree 064 of 2017	The new actors of the Interinstitutional Committee on Climate Change are established	SDG NDC NDO
5	Executive Decree 098 of 2017(United Nations Treaty Collection, 2017)	Decree of the Ratification of the Paris Agreement by Ecuador	UNFCCC UNWTO SDG NDC NDO
6	Organic Environmental Code of Ecuador and its regulation of 2017(Ministerio del Ambiente del Ecuador, 2017a)	Book IV established the instruments for the national management of climate change, the provisions for the adaptation and mitigation of climate change.	SDG NDC NDO
7	Third National Communication of Climate Change of Ecuador(Ministerio del Ambiente del Ecuador, 2017b)	Protect species that maintain Ecotourism. Regulate the tourist access to breeding areas of key species. Adopt practices of sustainable tourism that include sustained urban development, freshwater conservation, and waste management to protect the species and their	NDC NDO UNFCCC UNWTO SDG

[1] National Determined Contributions under the Paris Agreement
[2] National Development objectives
[3] The Intergovernmental Panel on Climate Change

		habitats. Natural heritage in Galapagos Islands required an ambitious Adaptation Plan. Climate change could affect the key species for tourism. The reduction of their populations could lead to a change in type tourism that takes place in the islands, towards mass tourism, which it could mean additional needs in urban areas and their related problems	
8	Tourism Industry Financing of Climate Change Adaptation: Exploring the Potential in Small Island Developing States(Hess & Kelman, 2017)	Tourism industry stakeholders need different abilities to adapt climate change, government frameworks are needed to ensure effective and substantive action	UNFCCC UNWTO NDC IPCC
9	AR5 [4] : Key Economic Sectors and Services(IPCC, 2014)	Climate change will affect tourism resorts, particularly ski resorts, beach resorts, and nature resorts (robust evidence, high agreement). Tourism and recreation use substantial amounts of water but the implications of climate change-induced changes in tourism and recreation on water demand have yet to be quantified.	UNWTO IPCC
10	IPCC 1,5 ºC report October 2018(IPCC, 2018)	Cultural World Heritage sites projected that about 47 sites could be 17 affected under 1°C warming, increasing to 110 and 136 sites under 2°C and 3°C, respectively (Marzeion and 18 Levermann, 2014)	WTO SDG NDO NDC IPCC

3. Results

According to (OECD, 2018, p. 12) passenger transport represents 24 % of internal tourism consumption by product, in the Ecuadorian context tourism is a priority sector for adaptation to climate change. Energy represents the 46,6% of global GHG emissions of Ecuador follow by Land use, land-use change, and forestry, 25,4 %, and Agriculture with 18,1 % of GHG emissions. Transport is an element of the Energy sector that represents by itself 21% of global GHG emissions of Ecuador.

Stakeholders of the tourism sector could help the national priorities in adaptation and mitigation the main area in adaptation is related to the coastal system and the Galapagos islands that need well-structured adaptation plans, on the other hand, mitigation strategies could enhance the report of GHGs of tourist operators and hotels, the trends in national emissions and the OECD results could lead to the statement that transport need a special evaluation related to new activities that develop sustainable transport in cities and communities.

The options to enhanced transport in cities could be related with car sharing strategies that are well developed in Europe and the United States of America, the use of not motorized vehicles, a clear strategy for bike use in hotels could attract new types of tourist that rather ecological hotels and operators. The multimodal transport should use technology to connect transport services for example car sharing and public transport. Policymakers need a strong political will to enhanced transport system in cities and local communities.

Other categories of the scope are related to awareness in the use of water and electricity, the correct solid waste management, especially in urban contexts.

NDC could be a great opportunity to connect agendas around climate change, energy transport and tourism for this reason the policymakers need to facilitate tourism stakeholders all the climate finance opportunities to change their business and use removable energy, electromobility, the private sector need capacity building in order to approach new climatic opportunities that Paris agreement could enhance in the context of a 1,5ºC world.

[4] Assessment report 5 of IPCC of 2014

4. Conclusions

Sustained development of the tourism sector will depend upon its ability to adapt to emerging social, political, environmental problems like climate change and poverty eradication. Fulfilling tourism's potential to mitigate and adapt climate change will require the development of sound policies, integrated strategies, inter-ministerial structures, and mechanisms that involve the private sector and other stakeholders in tourism governance.

Tourism sector in Ecuador needs an integral evaluation of mitigation and adaptation strategies, the national GHG inventory is a key instrument to develop these strategies, private sector need a standard to measure the climate impacts of their activities, the GHG Protocol could be a light in this process, not just for marketing purposes but approach a real sustainable tourism in Ecuador and the region.

Main research in tourism and climate change is made out of the Latin American context, in order to bring solutions academic institutions need and adequate finance to develop capacities for the sector and integrated technological solutions related with mitigation an adaptation to climate change.

The Paris agreement with the NDC is a unique opportunity to integrated and adequate pacification for tourism sustainability and other agendas related to SDGs, and national development objectives.

5. Acknowledgements

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Expectativa versus realidad; un golpe duro a la gastronomía quiteña por parte del turista extranjero

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Resumen

La ciudad de Quito, considerada como punto central para el turista nacional e internacional que visita y recorre el Ecuador, sirve como eje estratégico para alojarse, guiarse y trasladarse a los distintos destinos que posee el país.

De los diversos productos y servicios que puede ofrecer esta ciudad, tanto la gastronomía nacional como internacional son las que más se destacan, siendo esta última la que más acogida tiene en el mercado, junto a una cocina de la propia costa ecuatoriana; esto ha dejado en segundo o último plano a la propia cocina quiteña, reemplazando platos tradicionales por preparaciones donde se rescatan productos del territorio. Conocer cuál es la percepción del turista sobre la gastronomía quiteña permitirá a futuro que restaurantes y hoteles cuenten con la información suficiente para tomar decisiones estratégicas que contribuyan al fortalecimiento de este producto y servicio permitiendo resaltarla y posicionarla a nivel local e internacional.

El presente trabajo tiene como objetivo analizar el nivel de percepción del turista extranjero sobre la gastronomía quiteña que se ofrece en la ciudad de Quito y para esto se ha considerado en primera instancia apreciar la expectativa que tiene el cliente antes de la compra y justificarla posteriormente con el rendimiento percibido después de este proceso.

La metodología que se estableció para el presente estudio es de tipo empírico con carácter cuantitativo mediante encuestas realizadas únicamente a turistas extranjeros. La investigación dio como resultado un nivel de satisfacción inferior al máximo alcanzado y la identificación de diversos platos culinarios que son irrelevantes a la oferta.

Palabras clave
Nivel de satisfacción, percepción gastronómica, gastronomía, Quito,

Abstract

Quito is now considered a key spot for both, national and international tourist who visits Ecuador, it gives them the possibility to stay, conduct tours and go to the different attractions that this country offers every day.

Among all these diverse products and services people could find in this city, national and international culinary are recognized. Indeed, this last one is the most one, combined with coastal culinary. This phenomenon left behind Quito´s culinary by replacing it´s traditional preparations. By knowing foreing tourists perception about Quito´s local food, it will allow local restaurants and hotels around the city to be more prepared and will make them to take key decisions that make Quito´s culinary more visible not only inside the city but worldwide too.

The main object of this study is to analyze satisfaction level of foreing tourists about Quito´s culinary. It´s been considered in first place expectations that tourists may have before their purchase. Later on, satisfaction level is been measured.

For this study, quantitative empirical methodology used into surveys made to foreing tourists. The results gave a lower satisfaction level, besides the identification of diverse culinary preparations which are not interesting for tourists.

Key words
Satisfaction level, culinary, Quito, foreing tourists.

1. Introducción

Antes de abordar cuál es el impacto que se tiene de la gastronomía de un destino turístico o un territorio, por parte de un determinado consumidor (turista extranjero) y medirla mediante su nivel de satisfacción o percepción, es necesario primero abordar algunos los contextos en los que se desenvuelve este concepto (biológicos, culturales, sociales, comerciales, ambientales, económicos, geográficos, por mencionar algunos), permitiendo de esta manera comprender la importancia que posee entre sus distintos escenarios.

Desde una perspectiva biológica, por ejemplo, la gastronomía, a lo largo del tiempo, se ha relacionado con la alimentación, la cual forma parte de una de las actividades más importantes e indispensables del ser humano para generar energía, movimiento y mantener la vida. Gracias a este componente, una persona (organismo) puede desenvolverse en un entorno cada vez más agresivo y competitivo mientras van pasando los años. Para ello el ser humano, actualmente, depende de aquellos productos que puede encontrar a su alcance los cuales son cultivados, cosechados, transformados, comprados y consumidos a partir de sus necesidades, gustos, preferencias y disponibilidades.

Este precepto de gastronomía también se puede relacionar con aquellos factores referentes al comportamiento del consumidor, los cuales son contemplados desde la óptica cultural o de la personalidad de uno o de varios individuos (Rivas, 1984; Schiffman, 2010; Kotler y Keller, 2012). Estos aspectos externos o internos que influyen en la conducta gastronómica de un individuo se enmarcan en una base pragmática generada sobre la gran diversidad culinaria existente alrededor del mundo, la cual es definida por una postura esquematizada en torno a una mesa bajo la sombra del protocolo, etiqueta o el conocimiento de saber alimentarse (Naranjo, 2012). Los diferentes comportamientos que se observan entre los consumidores forman los distintos perfiles existentes en el mercado.

Desde una óptica más social, la gastronomía ha formado parte de grandes y pequeñas celebraciones donde la comida ha sido un componente central y necesario para su desarrollo, el cual ha concebido la necesidad de evolucionar constantemente a medida que transcurre el tiempo (Luján, 1997) para cubrir diversas expectativas de aquellos paladares más exigentes con el fin de compartir en grupo (Schiffman, 2010), en cuanto a preferencias culinarias se refiere, relacionadas con los ingredientes, preparaciones y presentaciones y así alcanzar cierto nivel de satisfacción y aceptabilidad entre la sociedad.

A nivel comercial, la gastronomía, vista técnicamente como un elemento del marketing mix (producto), es un factor importante de la oferta existente de una empresa o un territorio, el cual se relaciona con ciertos protocolos culinarios que sirven de sustento como mecanismo complementario del servicio. Aquí las estrategias comerciales son claves al momento de influir en el cliente para que se genere la compra de un alimento donde se suman otros elementos claves como: el precio, el canal de distribución o la infraestructura (Grande, 2008; Hoffman & Bateson, 2012; Lovelock & Wirtz, 2009; Kotler & Keller, 2012). En la actualidad aparecen diversas técnicas de almacenamiento, elaboración, producción y distribución de preparaciones culinarias con el fin de generar mayor diversidad y aceptación por parte de un mercado más exigente y cada vez mayor, logrando de esta forma un número superior de ventas y una mejor rentabilidad tanto para la empresa como para el sector donde se genera.

Como se puede observar, la gastronomía de un territorio se logra desarrollar en varios escenarios; es por ello necesario comprender cuál es el nivel de aceptación de ésta frente al consumidor, de conocer su importancia, podrá ser explotada de forma positiva y posicionarla entre otras culturas marcando un punto diferenciador y estratégico entre otros destinos.

La gastronomía que se oferta en la ciudad de Quito, por ejemplo, está compuesta y cimentada a partir de un amplio camino histórico generado entre dos principales culturas y cocinas: la vernácula (originaria de estas tierras) y la española (introducida después de la conquista), las cuales se fusionaron y dieron vida a una mezcla de sabores y colores pertenecientes a una cocina criolla existente hoy en día (Pazos B., 2008; Sanz, 2010; Salazar, 2012) y que son propias de una cocina quiteña, los cuales deberían ser llevadas al consumidor mediante una trama culinaria construida entorno a un misticismo envuelto en una identidad tanto cultural como religiosa pero que en la realidad lamentablemente no sucede.

Lamentablemente este tipo de gastronomía en los últimos años ha sido opacada por una cocina ajena a su territorio (nacional o internacional), la cual trata de superar todos aquellos aspectos antes mencionados, sepultando las raíces precedentes de una cocina tradicional, mediante preparaciones gastronómicas consideradas accesibles económicamente al bolsillo del consumidor, sobre todo de aquellos productos comercializados por parte de grandes cadenas de comida nacional o internacional, en su mayoría de comida rápida, y que poseen una aceptación universal. Esto también ha afectado a los diversos establecimientos gastronómicos que ofertan una cocina quiteña, las cuales en su tiempo fueron empresas locales sustentables y reconocidas en el mercado y que hoy en día han sido sustituidas por nuevas tendencias.

Esto acontecimiento se puede observar en los diferentes establecimientos gastronómicos de la ciudad, los cuales por la necesidad de generar mayores ganancias ofrecen diversos platillos procedentes de varios rincones del planeta a los consumidores, sobre todo a los turistas extranjeros, donde se ha sustituido un gran porcentaje de su carta por platos más "llamativos o de mayor aceptación" dejando de esta forma, ser una cocina propia de esta región.

Este acto influye considerablemente a largo plazo en el saber y en el ser del individuo (y futuras generaciones) al no poder identificar ni percibir cuál es la cocina emblemática o referente de la ciudad a la que pertenece, creando un nuevo contexto gastronómico ajeno al individuo (Salazar, 2012). Este hecho puede construir en la persona, sobre todo en el turista extranjero, una imagen ambigua de la comida quiteña, misma que al regresar a su tierra o con ayuda de las redes sociales, será difundida erróneamente entre sus amigos y familiares, produciendo de esta manera una expectativa equívoca de lo que es y representa la cocina quiteña.

En base lo mencionado anteriormente, este estudio tiene como objetivo conocer el nivel de percepción que tiene el turista extranjero sobre la gastronomía quiteña; y para ello se considera una investigación cuantitativa mediante un estudio de campo desarrollado a aquellos visitantes que se encontraban en la ciudad de Quito, el cual permite presentar una discusión profunda e interesante sobre el estado en el que se aprecia la cocina quiteña.

2. Revisión de la literatura

2.1. El turismo en la ciudad de Quito

El turismo, sobre todo en la ciudad de Quito, es uno de los pilares más importantes y fundamentales en un determinado territorio, una actividad que deja importantes réditos y que por lo tanto debe ser impulsada, a corto, medio y largo plazo, para convertirse en un turismo sostenible (económico, social y medioambiental). El turismo en la ciudad de Quito es una actividad importante para su desarrollo. Gracias a la diversidad de atractivos culturales, Quito se ha convertido en uno de los destinos más importantes del país. Para mantenerse en el tiempo y seguir posicionándose es necesaria la participación de la empresa privada y las instituciones públicas.

Los turistas se desplazan hacia los destinos de acuerdo a su motivación de viaje, sus posibilidades económicas y las experiencias que puedan obtener en un territorio. Esto dependerá de la existencia de un sistema turístico organizado. En el caso de la ciudad de Quito la mayoría de turistas llegan en busca de experiencias culturales, por tanto, los esfuerzos dentro de la ciudad estarán enfocados en mejorar continuamente en el turismo cultural. En 1999 ICOMOS bajo las directrices de la Organización Mundial del Turismo considera al turismo cultural como un movimiento de personas motivadas esencialmente por la cultura, tal como el viaje de estudios, representaciones artísticas, festivales u otros eventos culturales, visitas a lugares y monumentos, folklore, arte o peregrinación. (International Council on Monuments and sites, 2018). Para la Organización Mundial de Turismo, las personas tienen la posibilidad de adentrarse en la historia natural, el patrimonio humano y cultural, las artes y la filosofía, y las instituciones de otros países o regiones (Organización Mundial del Turismo, 2003). En este contexto, los elementos que integran estas experiencias son materiales tales como iglesias, museos, plazas, etc. e inmateriales como leyendas, gastronomía e historia.

Para este estudio, la gastronomía, será uno de esos aspectos a ser considerados, donde el desarrollo de una investigación empírica, permite un análisis con el fin de ser reformulada de forma perspectiva para el impulso de aquellos productos y servicios que tienen cierta presencia con aquellos alimentos (ingredientes) y preparaciones que durante muchos años han sido propios del territorio. Esto logra identificar nuevas oportunidades de crecimiento que aportan a la identidad de un pueblo y que a su vez pueda ser reconocida a nivel internacional.

Actualmente este concepto de turismo gastronómico (con recetas propias de un pueblo) se ha debilitado por la presencia de nuevos escenarios culinarios. De no ser aprovechado o explotado internacionalmente no podrá ser un aporte valioso que favorezca a este tipo de sector.

2.2. La gastronomía en la ciudad de Quito

La obligación de todo restaurante es asegurar los derechos de sus comensales, ofrecer servicios de calidad, con atención personalizada, amable y puntual, desde que ingresa al establecimiento hasta que paga su cuenta (Durón, 2014). Con el pasar de los años, Quito se ha convertido en una ciudad cosmopolita que recibe a muchos turistas; el Sistema Institucional de Indicadores Turísticos de Quito Turismo señala que el año 2016 - 2017 ingresaron 647.407 turistas a la ciudad (Quito Turismo, 2017), los cuales durante su permanencia se convierten en parte de la demanda del producto gastronómico que se oferta en la capital.

Según la Dirección de Calidad y Asistencia Técnica de Quito Turismo, al año 2017 (Quito Turismo, 2017) estaban registrados un total de 3.434 establecimientos de alimentos y bebidas, de los cuales, 273 están clasificados como bares, 357 como cafeterías, 567 como fuentes de soda y 2237 como restaurantes; pero la realidad es muy diferente a esta clasificación oficial, debido a que innumerables establecimientos se abren de forma informal, desordenada y sin contar con los requisitos mínimos para vender alimentos preparados de consumo inmediato, y que no forman parte de las cifras presentadas por los órganos oficiales de control.

El turista que visita la ciudad de Quito tiene la oportunidad de conocer y disfrutar su variada gastronomía durante su permanencia y considerando su tiempo de estadía y capacidad de consumo puede aprovechar las bondades gastronómicas de la ciudad; en este sentido las cifras proporcionadas por el Sistema Institucional de Indicadores Turísticos 2016 - 2017 de Quito Turismo (Quito Turismo, 2017) determinan que el promedio de estadía de un turista en el año 2017 es de 5 días con un gasto diario de $ 112 ; dentro de lo cual se incluye alojamiento, alimentación, movilización, entretenimiento y otros.

En base a estos datos, segmentando la oferta gastronómica de la ciudad de acuerdo al Consolidado Nacional Turístico 2017 (Catastro), y considerando otro tipo de establecimientos como restaurantes de hoteles, patios de comida, mercados, huecas, etc. , los turistas tienen la oportunidad de conocer la variada oferta gastronómica, misma que no se trata únicamente de comida típica o nacional, sino que más bien se ha diversificado; es así que se cuenta con propuestas internacionales en restaurantes de todo tipo, y en otros espacios que no han sido considerados dentro del catastro de clasificación (Ministerio de Turismo, 2017). El turista tiene la oportunidad de conocer esta oferta a través de las agencias de viaje, información turística en la web, en los hoteles o puntos claves de la ciudad para tal efecto.

La oferta gastronómica quiteña ha sufrido cambios importantes debido a factores sociales y económicos que han impactado a la demanda y sin lugar a duda también a la oferta como necesidad de satisfacer el mercado nacional y de turistas que visitan la ciudad. Las viejas recetas y los platos tradicionales ceden su importancia a los preparados según fórmulas industriales de origen extranjero: hamburguesas, pizzas, etc. La oferta de comida se diseña sobre la base de la competencia para alcanzar una mayor participación en el mercado (Pazos, 2008).

2.3. El nivel de satisfacción

Philip Kotler y Armstrong (2012) definen la satisfacción del cliente como el "grado en el que el desempeño percibido de un producto coincide con las expectativas del consumidor" (pág. 13).

Del mismo modo, la satisfacción del cliente se conforma de tres elementos que son: el rendimiento percibido que se traduce en la entrega de valor que obtiene el cliente luego de realizada su experiencia de compra; las expectativas que son las "esperanzas" que tiene un cliente luego de conseguir algo y los niveles de satisfacción que se pueden ver como la completa satisfacción donde el cliente recibe exactamente lo que solicitó, la complacencia cuando el desempeño percibido excede las expectativas del cliente y la insatisfacción que se produce cuando el cliente no recibe lo que esperó de su producto o servicio solicitado (Thompson, 2005).

Como se puede apreciar en la actualidad, los empresarios, la academia o el gobierno conocen de manera superficial cuál es la satisfacción o impresión final que tiene el turista sobre la gastronomía local que se oferta en la ciudad y cuál es su percepción, a través de los sentidos clásicos: visión, audición, tacto, olfato y gusto., evaluar cuál ha sido su percepción sensorial alcanzada sobre esa misma gastronomía, la cual es valorada por el turista, sobre las distintas preparaciones que se ofertan en la capital y que posiblemente, como consumidores, lograron experimentar. Se considera que existen dos tipos de turistas, aquellos que se alimentan (perspectiva fisiológica) y aquellos que viajan por comer (perspectiva cultural) (Torres Bernier, 2003 citado por Oliveira, 2011).

Por otra parte, la satisfacción que un establecimiento dedicado al servicio de alimentos y bebidas pueda generar en un turista extranjero una reacción de fidelidad a una determinada marca, asegurando de esta manera el retorno del cliente que busca repetir su experiencia de compra de servicios de alimentación y que además recordará que tuvo una experiencia culinaria positiva en el destino al cual llegó. Con ello también se pretende incrementar la rentabilidad y mejorar la percepción que el cliente tiene sobre un determinado establecimiento (Portugal, 2017).

3. Metodología

Para el estudio correspondiente se consideró un diseño cuantitativo bajo el manejo de 384 encuestas, mismas que fueron llenadas por turistas extranjeros que visitaron Quito. Para ello se estimó un universo infinito según el número de visitantes que llegan a la capital por motivos de ocio o negocios (Quito Turismo, 2017) el cual se calculó con un error de 5%, un nivel de confianza del 95% y una heterogeneidad del 50%.

Se consideró también un cuestionario compuesto de tres preguntas: una donde se medía el nivel de expectativa que tenía el turista sobre la gastronomía quiteña antes de venir y consumir un alimento en la ciudad (se contempló una escala Likert de 3 niveles), otra donde se medía la evaluación gastronómica real que el turista identificó posterior a consumir un plato culinario (rendimiento percibido) (se contempló una escala Likert de 4 niveles); y una pregunta cerrada múltiple para conocer el plato gastronómico quiteño que más significancia tuvo para él después de su vista.

Con el fin de evaluar la percepción gastronómica o el nivel de satisfacción que tiene el turista sobre la gastronomía quiteña se considera su resultado a partir de la resta entre: la evaluación gastronómica real (rendimiento percibido) menos la expectativa (Thompson, 2005).

4. Resultados

El estudio arrojó que el 6% de los turistas (22 turistas) poseían expectativas muy bajas sobre la gastronomía quiteña, un 59% de la población (226 turistas) mantenía expectativas moderadas, mientras que un 35% (136 turistas), un dato muy bajo para la ciudad, expectativas elevadas (Tabla 1). Esto muestra la poca aceptabilidad que tiene la cocina quiteña a nivel internacional y el escaso conocimiento que se tiene sobre ella.

Referente a la evaluación gastronómica real, evaluada desde su rendimiento percibido, el 1% de la población estudiada (4 turistas) manifestaron que la gastronomía que se oferta en la ciudad es mala, el 10% considera que es regular (37 turistas), un 66% (252 turistas) que es buena y un 24% (91 turistas) que es excelente (Tabal 1).

A simple vista se puede observar que la gastronomía que se oferta no genera un gran impacto positivo al mercado extranjero, esto se presenta sobre todo por las 158 personas que tenían una expectativa moderada de este producto turístico y que la evaluaron como buena, más no excelente, manteniendo una percepción que no fue superada por el destino al cual visitaron (Tabla 1).

Tabla 1. Evaluación del turista extranjero sobre la gastronomía quiteña bajo los parámetros de exceptiva versus realidad

		Realidad				
	Escala	**Malo**	**Regular**	**Bueno**	**Excelente**	**Total**
Expectativas	**Bajas**	1	7	11	3	22
	Moderadas	2	23	158	43	226
	Elevadas	1	7	83	45	136
	Total	4	37	252	91	384
Nota: Sobre la base de 384 encuestas						

Fuente: elaboración propia

El nivel de percepción final o de satisfacción general del turista extranjero se realizó a partir de un cálculo muy simple; la moda obtenida de la evaluación real al consumir un alimento quiteño, menos la moda de la expectativa que tenían antes de venir a la ciudad. Para esto se determinó una valoración cuantitativa a cada una de las escalas según el modelo de Thompson (2005). Para el rendimiento percibido se consideró una valoración de 10 puntos para la medida de excelente, 7 puntos para bueno, 5 puntos para regular, y de 3 puntos para malo; y para el caso de las expectativas se manejó una valoración muy similar donde las medidas elevadas representaban 3 puntos, las moderadas 2 puntos, y las bajas 1 punto. En base a la escala evaluativa propuesta por Thompson (2005), para considerar el resultado obtenido sobre el nivel de percepción o satisfacción final alcanzado por el cliente, se utilizó la siguiente escala: alto de 8 a 10 puntos, medio de 5 a 7 puntos, y bajo con un puntaje igual o menor a 4.

En relación a las modas obtenidas, la moda de la evaluación real, después de consumir el alimento, fue de 7 puntos y la moda de la expectativa, antes de venir a la ciudad, fue de 2; al restar entre las dos valoraciones da un nivel de percepción de 5 puntos, un nivel de satisfacción equivalente a medio, un valor muy cercano a bajo. Esto demuestra que la calidad gastronómica que se oferta al turista extranjero es muy desvalorada.

De igual forma, los platos gastronómicos que más se destacan en la ciudad, entre los turistas extranjeros, se encuentran: la fritada, ocupando un primer puesto con un 34% de aceptación por parte del visitante, el hornado y el locro de papa con un 25.8% y un 25.5% respectivamente; mientras que platos como el mote con chicharrón, caldo de patas, yahuarlocro, cuy asado, sanduche de pernil, seco de chivo, dulce de higos, empanadas de viento, quimbolito o humita no llegan a ser representativos o muy considerados, logrando alcanzar un promedio de aceptabilidad entre el 13% al 18%. Posiblemente alguno de estos platos no fue del agrado del turista o no fueron ofertados.

Dentro del estudio, al final de la lista de platos quiteños considerados a evaluar, también se le pidió al turista extranjero que identificara otro plato gastronómico quiteño que para él fue significativo; del total de la población contestada el 13% considera al ceviche como otro alimento que representa a la ciudad, cosa que no debería serlo porque este es un plato que representa a la costa ecuatoriana. Esto demuestra que al turista extranjero en la ciudad de Quito lo primero que se le ofrece es el ceviche.

Entre los datos obtenidos sobre las bebidas representativas de la ciudad, el canelazo alcanzó un nivel de posicionamiento en el turista del 24%, el morocho de un 18%, y el rosero quiteño de un 3%; como se puede observar los datos reflejan la realidad que se oferta al mundo, ejemplo de esto es esta última bebida, la cual debería tener mayor representatividad por parte de los consumidores pero no la tiene, no solo por sus ingredientes sino porque en su nombre lleva el calificativo de la ciudad a la que pertenece (quiteño).

5. Discusión

Es importante considerar que la satisfacción del turista extranjero incide directamente en las recomendaciones que éste haga sobre el destino al que llegó a nivel gastronómico. De una manera u otra el turista tendrá una buena o mala experiencia durante su estadía en Quito, lo que indudablemente provocará una buena o mala publicidad acerca de la gastronomía local cuando retorne a su país. Como se dio a notar en el estudio llevado a cabo, el turista al momento no posee verdaderas motivaciones gastronómicas que hagan que prefiera este destino, simplemente se considera que la ciudad es un sitio de paso para los turistas que visitan diferentes destinos tales como Galápagos e incluso otros países dentro de Sudamérica. Adicional a ello, se ha visto que actualmente existe un desplazamiento de la comida local por otras alternativas que si bien son tradicionales del país pero corresponden a regiones distintas.

De considerar por parte del territorio una preparación culinaria que sea el más representativo para la ciudad, a partir de la percepción generada por los turistas extranjeros, en función de los resultados, ninguno alcanzaría una evaluación significativa y por lo tanto no se podría realzar alguno a nivel internacional. Resulta claramente revelador que como no se explota comercial o turísticamente ninguno de estos platos al mundo entero, no existe hasta la fecha uno que se haya posicionado en la mente del turista extranjero y por lo tanto no existe alguno que sea representativo de la ciudad. Esto, posiblemente, se debe al orgullo gastronómico que tienen algunos cocineros por la gran variedad gastronómica existente en la ciudad, la afectividad que tienen sobre algún platillo, o porque no se han puesto de acuerdo sobre a qué o cuáles platos quiteños se le puede dar mayor importancia para ser vendidos y posicionados al mundo entero tal como lo han realizado otros países como México, Japón, Italia o Perú con su gastronomía muy reconocida.

Adicional a ello, hoy en día los profesionales de la rama gastronómica se encuentran cursando estudios de tercer nivel que han permitido de alguna manera rescatar y mantener la gastronomía nacional, con ello se pretende contrastar el alto volumen de personas que se dedican a ofertar productos gastronómicos de manera empírica impidiendo que se mantenga un estándar de las recetas tradicionales quiteñas y guardando para ellos los "secretos" con los que se preparan los platillos. Esto ha provocado una degeneración de la gastronomía local al reemplazar ingredientes y técnicas de preparación de acuerdo al gusto de cada persona, lo que ha resultado en una imagen contraria a la que se pretende mostrar al mundo.

6. Conclusiones

La oferta gastronómica tradicional de la ciudad de Quito se ha visto afectada por la influencia de propuestas externas que la obligan a competir en un mercado que no encuentra en la cocina local un elemento de identidad y peor aún de sostenibilidad económica, únicamente con el fin de ofrecer productos de mayor demanda, especialmente a turistas extranjeros que visitan la ciudad. Además la falta de políticas claras sobre el valor y la riqueza de nuestra gastronomía nos limita internacionalmente y profundiza nuestra falta de identidad culinaria frente a los turistas, lo que sumado a la falta de conocimiento de la realidad gastronómica de la ciudad, el resultado de entregar a quien nos visita una experiencia positiva se puede convertir en un suma de confusiones sobre lo que realmente se esperaba recibir como parte de nuestra cultura y oferta gastronómica.

De acuerdo a la metodología utilizada, se realizó la comparación entre el rendimiento percibido y la expectativa de los turistas extranjeros, donde se evidenció que para este caso la relación no es lo suficientemente fuerte como para concluir que el turista se encuentra motivado por degustar la gastronomía quiteña.

Los resultados que arrojó el estudio muestran que las expectativas de los turistas son moderadas y que tienen una experiencia buena en la mayoría de los encuentros gastronómicos que han experimentado en la ciudad. Lamentablemente Quito no es reconocida por su calidad culinaria dado que entre otros motivos, existe una amplia variedad de formas de preparación de los alimentos que hacen que hasta cierto punto se tergiversen las mismas ofreciendo una percepción que no es uniforme a la vista del turista. Es importante recalcar que un destino se caracteriza no solo por sus atractivos turísticos sino que además es ahora la oferta gastronómica una variable meritoria de ser reconocida como un motivo de desplazamiento por las personas que desean conocer un destino diferente.

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Exploring the profiles and motives of Greek recreational divers

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Abstract

Leisure diving with self-contained breathing apparatus is one of the fastest growing recreational activities in the world. According to the available data, more than 1 million people have been certified by the largest relevant certification body (PADI) in 2013. Nowadays, more than 25 million certified divers are recorded worldwide. In parallel, the number of tourists engaged in diving for recreation in coastal resorts, the so-called "resort divers", is also increasing. The growing interest in diving as a maritime tourism activity is supported by the publication of special magazines and videos about the underwater world, the establishment of diving clubs, the operation of special diving boats and the creation of diving resorts. Said interest in the underwater world has resulted in the development of a special form of tourism, namely underwater or diving tourism.

In order to explore the profile and motivation of Greek recreational divers, research was carried out by distributing a structured questionnaire to the members of recreational diving clubs in Greece.

The results of the survey demonstrate that recreational diving is a new and dynamic field of alternative leisure activities with great potential for further development and significant economic benefits for tourism destinations. Its audience travels inside and outside Greece in order to enjoy the marine environment but also to escape from everyday life, has a high-income profile and devotes several days to the destination.

Keywords:
Recreational diving, diving tourism, Greece

1. Introduction

The underwater world is a mysterious and unexplored world for man. According to Ioannidou (2016, p. 111), the verb "dive", from which the words diving and diver come from, is found in the Homeric epics (in the middle of the 8th century). Searching for food, observing the marine world, and inspecting for reefs dangerous for ships were some of the main reasons that prompted people to dive. A large percentage of divers were fishermen of shellfish, sponges, corals, etc. Since the antiquity, Greek sponges' fishermen have been widely known for diving in the deep ocean depths.

Apart from sponges' divers, there were also sailors, people who explored the conditions of the bottom of the sea, the hull of the boat, mooring, etc. The role of the divers, who, by taking part in naval operations, were acting to sabotage enemy ships, was also very important. In Herodotus (Histories, 8.6.1-8.16.3), reference is made to the Greek Scyllis (500 BC) from Skionis, who was the first diver of his time. Scyllis was captured by the Persian King Xerxes I and held in his camp in Afetes. But when he learned that Xerxes would invade Greece, he burst and dug into the sea. Using a hollow reed that allowed him to breathe under the water could pass unnoticed. The Persians failed to identify him and believed he was drowned. Scyllis emerged from the water at night, passed through the Persian fleet and cut off the ropes that fastened the Persian ships. Then, he swam nine miles and found the Greek fleet at Cape Artemisio.

Finally, as there were several shipwrecks in the Mediterranean Sea, due to the large volume of trade, divers were often recruited to retrieve goods that had been immersed with the ships. Due to the danger of the divers' profession, the first laws regulating the remuneration of those taking part in the wreckage of shipwrecks, such as the "Rhodian Maritime Law / Lex Rhodia", were stipulated (Mylonopoulos, 2011, p. 24).

In broad terms, insecurity and the inability to access the underwater environment resulted in human reluctance to engage in activities that brought him into contact with the seabed. Due to the developments in the field of technology coupled with the influence of television, photography and books, the general public has come into contact with the marine environment and the organisms living in it. In particular, the famous documentaries of the French explorer Jacques-Yves Cousteau[1] has increased man's knowledge of the underwater world and sparked a desire to get to know it. As a result, increased interest in diving was promoted and, more generally, the desire to explore and enjoy the underwater marine environment. Soon a new diving form was created, aimed at the general public, the so-called "recreational diving".

Today, scuba diving can be divided into four categories, namely diving of scientific interest, diving related to martial activities, professional scuba diving and recreational diving.

2. Diving activity

In the effort to get to know the underwater world, and because of the rapid evolution of technology, man increasingly improves diving methods and tools. While recreational diving was initially considered to be a hard adventure activity, thanks to the technology that turned it more affordable and thus accessible to the general public, it developed into a soft adventure activity. *Free diving*, *snorkeling*, *scuba diving* and *surface supplied diving* are nowadays developed as recreational diving activities. In particular, the form of diving known as SCUBA (Self Contained Underwater Breathing Apparatus) significantly increased the number of people involved in diving and gave impetus to the development of a new form of tourism, the so-called "underwater" or "diving tourism" (Mylonopoulos & Moira, 2005, p. 67).

Many scholars (Dignam, 1990; Tabata, 1990 as cited in Orams, 1999) argue that diving with a breathing machine is among the fastest growing leisure activities in the world. According to the figures, more than 1 million people have been certified by the largest divers' certification organization in 2013, with more than 25 million divers being certified in total worldwide (PADI, 2017). In the United States, the estimated number for scuba divers amount to 2.7-3.5 million at a total of 6 million worldwide and about 11 million snorkelers versus 20 million around the world. These activities contribute US 11 billion dollars to the US GDP (DEMA, 2017).

Although diving with a self-contained underwater breathing apparatus is considered as an adventure activity, similar to climbing, rafting, mountain biking, skiing and skydiving (Travel Industry Association, 1998), there is a recorded increase of the interest of people for diving as a maritime tourism activity. This increase is enhanced by the publication of magazines of special interest and videos concerning the underwater world, the establishment of diving clubs, the operation of special diving boats and the creation of diving resorts. At the same time, the number of tourists engaged in diving for recreation in coastal resorts, the so-called "resort divers", is increasing.

Today, diving creates an important area of economic activity, which could be described as a "diving tourism industry". Said tourism economic activity includes businesses selling diving

[1] Jacques-Yves Cousteau was a French Navy officer, explorer and researcher, who studied the sea and all forms of marine life. He was born in France in 1910 and died in 1997 in Paris, leaving behind a rich research work. With the famous documentaries of *The Silent World*, *The Golden Fish* and *World Without Sun*, he won three Oscars as well as other awards, such as the Golden Phoenix at the Cannes Film Festival in 1956. With his work, he brought the general audience closer to the underwater biology. In addition, he has allowed people from all continents to experience life in the oceans and explore, through the television, the sources of the "Blue Continent". His name became synonymous to devotion, adventure, nature and exploration (The Cousteau Society, 2018; Cousteau & Dumas, 1953; Cousteau & Dugan, 1963; Cousteau. & Dugan, 1965).

equipment, diving schools, transport services with specialized ships in diving sites, promotion and advertising companies for diving sites, diving tourism resorts, companies of special interest printed and electronic press, travel agencies dealing exclusively with diving etc.

Many of the major diving destinations are outside the European territory, which results in a significant leak in currency[2]. According to the existing data, there are more than 25 million certified divers worldwide, including 4 million Europeans, spending more than 2 billion euros a year (Yassirani, 2017).

The national income of many countries is heavily dependent on diving tourism (e.g. Indonesia, Malaysia), while for other countries it is a major source of foreign exchange (e.g. Maldives, Malta, Egypt, etc.). In Maldives, there is a special type of accommodation called "Safari Vessels". These are vessels with diving equipment available to tourists wishing to do recreational diving, offering high quality services. Boats sail through the Maldives and allow diving in different locations. Specialized diving instructors are also on board. In 2016 were recorded 144 "Safari Vessels", with a capacity of 2,694 beds, accounting for 7.2% of the country's total capacity (Ministry of Tourism Republic of Maldives, 2017).

Greece has 9,835 islands,[3] with a total coastline of 15,021 km, exceptional climate conditions, rich history and cultural heritage as well as marine flora and fauna. The valorisation of these features constitutes a solid basis for the development of diving tourism and the establishment of Greece as a top diving destination throughout the year.

3. The institutional framework of diving tourism in Greece

In general, underwater activities, with a breathing apparatus or other underwater means for recreational purposes, are permitted throughout the country. However, there are various restrictions on diving activity in underwater archaeological sites and ecologically sensitive marine ecosystems and protected areas. The definition of these areas is made by a joint decision of the competent ministers, namely the Ministers of Culture and Shipping in the first case, and the Ministers of Environment and Shipping in the second case. The joint competency of several Ministries in a wide range of issues related to underwater activities, namely the Ministries of Shipping, Culture, Environment and Tourism, as well as the contradictory provisions governing them, have often created significant impediments to the development of diving tourism.

The Greek state, recognizing the importance of diving tourism as a form of special interest tourism, acted to establish a specific legal framework for recreational diving by Law 3409/2005 (Government Gazette A'273). According to this law, the practice of underwater activity with a breathing apparatus or other underwater means for recreational or sport purposes and the training of divers and diving instructors are subject to the supervision and control of the Ministry of Shipping and Island Policy. The latter also maintains a registry of licenses for the enterprises offering services of recreational diving.

Moreover, this Law stipulates, for the first time, Areas for the Organized Development of Diving Parks. The decision for the designation and delimitation of marine spaces as Areas for the Organized Development of Diving Parks is taken by the Ministry of Environment and Energy. The purpose of the provision is to regulate the activities within the diving parks, open to the public for recreational diving, diving training and scientific research. Within this framework, inter alia, diving parks can be a pole of attraction for recreational divers. The Law also provides for the punishment of the offenders and threatens with imprisonment for a minimum of three months the person carrying out the activity of a provider of leisure diving services without the intended license. Additionally, an administrative penalty, taking the form of a fine, is provided.

Furthermore, said Law provides for the possibility of defining marine archaeological sites as "underwater museums", where guided diving is allowed by divers who are guardians of antiquities or archaeologists. A designation of this kind took place 10 years after the passing of the Law, with a joint ministerial decision (Φ53/ 12387/6960/772/240/21-1-2015 (Government Gazette B' 119), referred to

[2] These destinations are the Maldives, Indonesia, Micronesia, the Red Sea, Mexico, Australia and Hawaii.
[3] This data is drawn from the Hellenic Navy Hydrographic Service, recording each section of land that is above the surface of the sea.

the islands of Sporades and West Pagasitikos, Magnesia, Thessaly Region. These sites have been designated as open-to-the-visitors archaeological sites and can also function as underwater museums.

Today, 3 years later, the relevant programme conventions have not yet been signed and the sites are not open to the public.

Also, there are no statistics available on the number of operative diving centers in Greece, the number of certified recreational divers and general data on the demand for this special form of tourism.

4. Methodology

In order to examine the profile and incentives of recreational dives, a study was carried out by distributing a structured questionnaire. The questionnaire was distributed to members of diving clubs in Greece, via the Internet. The distribution was made by a certified diver and diving club member. The questionnaires were sent to other members of the same or other diving clubs and to other independent divers. The survey was conducted from 01/10/2017 to 31/12/2017. 105 questionnaires were sent and 98 (93.3%) of them were returned and completed.

The questions were divided into two categories: the first concerned independent variables that mainly looked at personal data of respondents, such as gender, age, nationality, occupation, education, income level, and the second concerned elements identifying their profile as recreational divers (certification as divers, years of diving, time for diving, preferred traveling period, reasons for diving, etc.).

5. Findings/Results Discussion

A total of 80 men (81.6%) and 18 women (18.4%) responded to the questionnaire, confirming the view that men are mainly engaged in this activity (Tabata, 1992; Ditton and Baker, 1999; Mundet and Ribera, 2001). 40% (39 persons) were 31-40 years old, 28.3% (28 persons) were 41-50 years old and 15% (15 persons) were 20-30 years old (Table 1). As it is demonstrated by other studies, the dominant (68.3%) age group is between 31-50 years (Mundet and Ribera, 2001, p. 505). Younger people, i.e. up to 30 years old, account for only 16.7%. This is probably related to the fact that recreational diving has a relatively high cost, difficult to be covered by young people.

Table 1. Age of recreational divers

Age	**Frequency**	**%**
< 19 years old	2	1.7
20-30 years old	15	15.0
31-40 years old	39	**40.0**
41-50 years old	28	**28.3**
51-60 years old	11	11.7
> 61	3	3.3
TOTAL	98	100

In terms of nationality, 90 (91.6%) of the 98 respondents were Greeks, while 6 Cypriots and two Germans have also responded. 38% (37 people) were graduates of tertiary education, 25% (24 persons) were holders of a postgraduate degree, 22% (22 persons) were secondary school graduates and 15% (15 persons) were graduates of a higher school.

As far as the marital status is concerned, 51% declared that they were married and 49% were single. 38.8% of the respondents (38 persons) were employees in the private sector, 26.6% (26 persons) were businessmen and 16.4% (16) were civil servants. Lower rates were recorded for pensioners and contract staff members (from 5 people), diving instructors (3), military officers (3) and students (2) (Table 2).

Table 2. Profession of recreational divers

Profession	**Frequency**	**Percentage %**
Civil servant	16	16.4
Employees of the private sector	38	**38.8**
Businessmen	26	**26.6**
Housewife	-	-
Pensioners	5	5.1
Military officers	3	3.0
Students	2	2.0
Contract staff members	5	5.1
Diving instructor	3	3.0
TOTAL	98	100

63.3% of the respondents (62 persons) reported that they are active in the area for about 4 to 10 years, 30.6% (30 persons) stated that they are active for more than 10 years and 6.1% (6 persons) less than 3 years. What it turns out it that this activity is not an ephemeral experience but continues to keep the interest of the practitioners for a long time.

The personal monthly income of the respondents is for 32.7% (32 persons) between 1.201-1.500 euros, for 24.5% (24 persons) between 901-1.200 euros, for 14.3% (14 persons) above 1500 euros and between 601-900 euros. Also, 11.2% stated that their income is between 301-600 euros and 3% said their income is below 300 euros per month (Table 3).

Table 3. Personal monthly income of recreational divers

Personal income in euros	**Frequency**	**Percentage %**
< 300	3	3.0
301-600	11	11.2
601-900	14	14.3
901-1200	24	**24.5**
1.201-1.500	32	**32.7**
>1.500	14	14.3
TOTAL	98	100

Respondents were then asked to determine the amount they have spent on average for their equipment (mask, wetsuit/drysuit, fins, flashlight, safety equipment, etc). The highest figure was more than EUR 1.500 (54.2%), which is normal, since good quality equipment is essential for safe diving (Table 4).

TABLE 4. Amount spent for basic equipment

Average of spending in euros	**Frequency**	**Percentage %**
< 200	5	5.1
201-500	6	6.1
501-800	8	8.1
801-1.100	11	11.2
1.101-1.500	15	15.3
>1.500	53	**54.2**
TOTAL	98	100

Asked how they were informed and how they started diving, a high percentage of 40.9% (40 people) said they learned about diving by friends, 25.6% (25) by their family and 13.3% (13 people) from the internet. A very low percentage stated they learned about diving from school (5.1%, 4 people), television (6.1%, 6 people), during their military service, from a diving club, workplace, etc.

45.9% said they were a member of a diving club while 54.1% said they were acting independently. 95% (93 people) of respondents said they had a diving certificate i.e. they were certified by a competent body, while only 5% (5 people) said they were not trained and certified.

The overwhelming majority, namely 81.7% (80 people) said that they are practicing recreational diving all year round, 15.7% (16 people) only in the summer and 2% (2 people) only in the winter. It turns out that diving is an activity that is practiced all year long, so it could, if properly promoted, significantly prolong the tourist season of the country.

53,1% of the respondents (52 people) said they are diving in Greece, in various destinations and mainly in islands, such as Kos, Kalymnos, Rethymnon, Lefkada, Kythnos, Milos, etc. 44.9% (44 people) said they are diving abroad, with Cyprus and the Red Sea being the dominant destinations. Only two people said they are doing diving both in Greece and abroad.

A high percentage of 73.1% (38 people) of scuba divers in Greece said they are staying at the destination from 4-6 days, while 15.3% said they are staying from 7 to 10 days. Similarly, those who prefer diving to destinations abroad stated, to a percentage of 41% (18 persons), that they stayed for 7-10 days, 31.8% (14 persons) from 4 to 6 days and 22.7% (10 persons) that they are staying up to 3 days.

The majority (62.2%, ie 61 people) said that they are diving with a group of 1-3 persons, 26.5% (26 persons) with a group of 4-6 and 8.2% (8 persons) with a group of more than 6 people. Only 3.1% said they were diving without companionship.

The next question was about the reasons for diving. The majority of respondents (86.7%) stated the enjoyment of the marine environment and of the seabed. The answers that followed were "escape" from everyday life (79.6%) and recreation (71.4%). 49% said they desire a closer contact with nature and 51% that they like the exploration. A percentage of 35.7% said they are attracted by the risk and challenges this activity entails. Another percentage (35.7%) said they were attracted by the challenges of the destination, the degree of risk, etc. Finally, 13.3% stated they are doing scuba diving because they have as a hobby the underwater photography, while 8 people mentioned other reasons, with 4 of them reporting business reasons (Table 5).

Table 5. Reasons for doing diving

	Reasons for diving	**Frequency**	**Percentage %**
1.	Recreation	70	**71.4**
2.	"Escape" from everyday life	78	**79.6**
3.	Enjoyment of the marine environment	85	**86.7**
4.	Training	30	30.6
5.	Exploration	50	51.0
6.	Contact with nature	48	49.0
7.	Challenges / risk	35	35.7
8.	Underwater photography	13	13.3
9.	Other	8	8.2

Furthermore, in the question about the reasons for selecting a destination for recreational diving, the highest percentage responded "the rich underwater environment" and "the existence of underwater antiquities" (96.9%), "the existence of wrecks" (94. 9%), the clarity of sea water and good climate conditions to do scuba diving (86.7%), infrastructure quality (71.4%), etc. (Table 6). The ease of issuing permits (32.6%), safety and security (25.5%) and any additional offers of the destination (15.3%) were reported as less relevant. Prices were reported as a quite important variant (43.9%), which can be explained by the fact that diving requires a satisfactory level of income.

Table 6. Reasons for selecting a destination

	Reasons for selecting a destination	**Frequency**	**Percentage %**
1.	Safety and security	25	25.5
2.	Clarity of waters	85	86.7
3.	Additional offers	15	15.3

4.	Easy access	78	79.6
5.	Ease of issuing permits	32	32.6
6.	Good weather conditions	85	86.7
7.	Rich underwater environment	95	**96.9**
8.	Quality infrastructure	70	71.4
9.	Prices	43	43.9
10.	Existence of underwater antiquities	95	**96.9**
11.	Wrecks	93	**94.9**
12.	Other	34	34.7

To note that all replies exceeded 100% as respondents were free to choose more than one answer.

Finally, in the question of whether they know the legislation governing recreational diving in Greece, 92.8% (91 persons) responded positively. From these, 12 consider that the current institutional framework is an impediment to the development of recreational diving due to bureaucracy for obtaining the license (33%), the inspections carried out by the competent authorities (31%), the high cost of issuing the license (15%) and for other non-listed reasons.

6. Conclusions

Diving tourism is a tourism product developed and promoted worldwide as a special form of tourism. Trying to meet the contemporary expectations and requirements for the development of special interest tourism, the Greek state has established a specific legal framework for recreational diving.

Recreational divers in Greece are mostly men (81.6%), from 31-50 years old (68.3%) with a personal monthly income between 1.201-1.500 euros (32.7%). The largest percentage has spent more than 1.500 euros (54.2 percent) on equipment, since good quality equipment is essential for safe diving. A big majority of 40.9% said they were initiated in diving by friends and 45.9% are members of a diving club. 95% of them have a diving certificate and 81.7% are doing diving throughout the year. 53.1% are diving in Greece, in various destinations, especially in the Greek islands, while 44.9% are diving in destinations abroad, with Cyprus and the Red Sea being the dominant destinations. Scuba diving in Greece, for 73.1%, lasts from 4-6 days, while abroad scuba divers stay from 4-6 days (41%). The big majority (62.2%) prefers diving within a group of 1-3 people in order to enjoy the marine environment and the seabed (86.7%) as well as "escape" from everyday life (79.6%) and for recreational reasons (71.4%). The reasons for selecting an area for recreational diving are the "rich underwater environment" and the "existence of underwater antiquities" (96.9%), the "existence of wrecks" (94.9%), the clarity of sea water and good weather conditions (86.7%), the infrastructure quality (71.4%), etc. Finally, 92.8% are aware of the current legal framework in Greece for recreational diving but 33% consider that this is a deterrent to its development.

In conclusion, recreational diving seems to be a dynamic field of special interest tourism with strong potential for further development since recreational divers willing to travel to enjoy the marine environment, they are classified as high-end tourists in terms of disposable income and they stay several days at the destination. However, the current institutional framework in Greece, with big delays and considerable limitations for the demarcation of the areas open to scuba diving, seems to be an impediment for the development of this form of special interest tourism. Moreover, the lack of data on the number of operative diving centers in Greece, the number of certified recreational divers and general data on the demand for this special form of tourism are serious further deterrents.

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Multi-level governance as a strategy for transforming community-based tourism

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Abstract

The relationship between the state and the diverse social actors of the tourist area in different countries around the world, particularly in developing countries, has been characterized by an unfulfilled disunity that demand alternative solutions in different ways, to avoid the definitive rupture and to help to strengthen the bonds of cooperation to the development of the receiving communities. In addition, the figure that represents the state for the tourism actors as complete manager of the local development has become in the ideal umbrella to evade the co-responsibility that a community has in that process, and in the same time to intervene in the application of public policy to help. Thus, the multilevel governance is presented as an option in the planning and destination management, approaching the cooperation and synergetic efforts of key actors, getting as output a dynamic process and complex to negotiate to decide the future of a community. In this sense, the aim of this research is to examine the model of the multilevel governance in community destination, with the purpose of making an approximation to the actions of the public, private and community sectors in the global framework. In the same way, the evidence demonstrates how do the participation and inclusion of the guilds and representative groups of the communes stimulate the local development, without deducting the merit to the state work.

Keywords: multi-level governance, multi-actor, community-based tourism, competences.

Introduction

Without a doubt, tourism planning is one of the most complex objectives that need to be taken into consideration within a place if it wishes to become a preferred tourist destination when it is time for travelers to decide where to go. Aligning the work done by each one of the key actors involved in tourism activities is quite a challenge, since goals may differ, becoming then, a barrier that may limit its management and development.

On the other hand, tourism is one the most fragile industries, since it depends on a series of factors -in some cases uncontrollable such as seasonality- which may affect the extent of proposed objectives within development plans, as well as the benefits that a recipient community can gain. (Llorca, 2017)

As a means to solve the numerous problems related to planning process and Tourism management, governance arise as a fundamental tool, which focuses on the creation of cooperation and coordination networks between the different actors directly or indirectly involved in this area. (Moscoso, 2014)

In such a way, even if the cooperation idea comes from any of the actors involved, public entities must be the ones in charge of conducting this process. (Muñoz & Velásco, 2015). However, government agencies usually convert the members of a recipient community in passive actors of the local development process.

It is evident in the world context that in some localities there is little interest of the communities' representatives in participating in the promotion of tourism in their territories because they are not empowered by the available resources and show interest in other types of activities unrelated to tourism.

Likewise, public entities work according to other political interests and not in response to the communities 'needs.

In addition, there is little knowledge related to the management of the resources of the territory by the communal authorities generating then a lack of organization and population teamwork. This prevents them from generating proposals that would improve their economy, discourages them from investing in undertakings and tourist activities that would catch the visitor`s attention, weak community empowerment of their ancestral and technical knowledge, well as the realities that affect the territory, reduced protection and rescue of traditions of the locals, public interventions with works that lack meaning and importance for local development and use of the communes resources in isolated activities, and not in planned projects.

In that sense, the objective of this research is to examine the multi-level governance model in management of community destinations in order to approximate the actions of public, private and community sectors in the global framework. To this end, the specific objectives are: determine the components of good governance and multi-level governance in the international context, analyze the application of governance in community destinations and detail the interactions between multi-actors of different levels and competences.

Governance: framework review

The term "governance" begins to be used as a result of two central facts such as:

1. Fiscal crisis of the State and governability: the terms "governability" and "ungovernability" are used for the first time in the study: "The crisis of democracy: report on the governability of democracies to the Trilateral Commission"

After several years of research, it was concluded that due to the abuse of power, problems arise among the authorities of the country, such as economic crisis, ungovernability, among others, generating conflicts within the community, public and private entities. Therefore, it is important to improve behavior and discipline with the different entities and assume responsibility for the country, in order to meet the needs of the communities.

2. Globalization: occurs together with the expansion process of world market, several issues are related, such as deepening economic, social and political relations across regions and continents. This way, political proximity with its citizens increases its value in order to strengthen the country's competitiveness. (OMT, 2010a, p.1-3)

In other words, governance is reflected with the economic crisis and ungovernability, redirecting the way of governing and the actions to be carried out in today's society.

Governance is a term that has not been clearly defined, but it has been described by different authors as: "the totality of theoretical conceptions on governing" (Kooiman, 2003, p.4) it has also been referred to as a new process of the government to lead society (Rhodes, 2005, p.100). Furthermore, it has been portrayed as "the loss of relative autonomy, sovereignty, centrality and / or control over economic and social dynamics, as well as collective, interdependent and associated leadership, as a condition for effective and valuable social management". (Aguilar & Bustelo, 2010, p.37) According to OMT, (2010c), contemporary governance "implies substantial changes verified both in the way of governing and in the form and role played by governments" (p.1).

As a result, there is no unique accepted definition of this term, however, the governance intention is the coordination and participation among the various governmental or non-governmental multi-actors to promote joint work for the decision-making process of a destination.

Governance is associated with basic components that result in a new governance itself. Among the identified components of this new governance are: *territorial planning* according to the particularities and needs of the receiving community; *cooperation* of state and non-state institutions in formulating and applicating public policies; *public-private-social coordination* in processing public affairs; networks as a communication bridge and rapprochement between the different actors; construction of *public policies* related to social reality; *decentralization* of functions and agreements aligned with the principles of good governance. Figure 1 stipulates the components mentioned for the new governance.

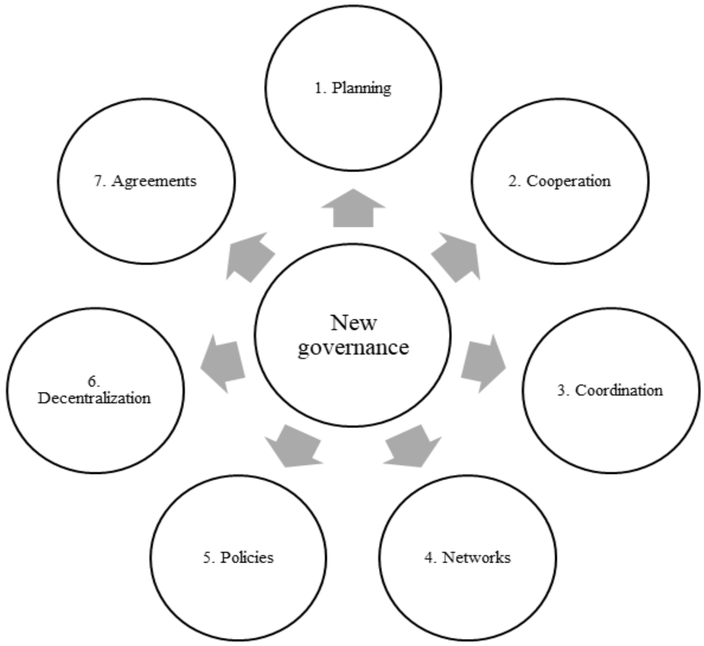

Figure 1. New governance components

Governance and its relationship with tourism

Tourism, as explained earlier, includes the participation of diverse actors who, through the role they play (entrepreneurs, local community, public institutions, among others) try to make this sector their main source of economic income. For this reason, governance is the main axis in territorial planning processes in order to achieve benefits that would favor all those involved.

In this sense, there are communities around the world that try to make governance their main tool in the process of development and growth of tourism, so, to measure compliance with it, the UN has suggested nine principles that are presented below:

Principle	Content
Participation	All men and women must intervene in decision making, either directly or through legitimate intermediary institutions that represent their interests. This broad participation is based on freedom of association and expression, as well as the capacity to participate constructively.
Rule of law	Legal frameworks must be fair and impartially enforced, particularly human rights laws.
Transparency	Transparency is based on the free flow of information. Processes, institutions and information are directly accessible to the interested parties and enough is provided to understand and monitor.
Answer ability	Institutions and processes that try to serve all those interested.
Consensus orientation	A good government intervenes to reach a broad consensus on what is in the best interest of society and, where possible, on policies and procedures.
Equity	All men and women have opportunities to improve or maintain their well-being.
Effectiveness and efficiency	Processes and institutions must produce results that meet the needs, and at the same time, make the best use of resources.
Accountability	Those who make decisions in the government, the private sector and civil society organizations are responsible to the public, as well as to the institutions concerned. This responsibility varies depending on the organization and whether the decision

	is internal or external to the organization.
Strategic visión	Leaders and the public have a broad and long-term perspective on good governance and human development, along with a sense of what is needed for such development. There is also an understanding of the historical, cultural and social complexities on which that perspective is based.

Note. Elaborated from the United Nations Development Program – UNDP (1994) and Edgar, L., Marshall, C. & Bassett, M. (2006) and quoted by Pulido-Fernández & Pulido-Fernández (2014)

An approach of multi-level governance

The multi-level governance model appears for the first time in the White Book elaborated by the Committee of the Regions, which was celebrated by the European Union in 2009, defining it as "the coordinated action of the Union, the Member States and the regional bodies, based on the association, on all the sources of democratic legitimacy and on the representativeness of all the agents involved". (Committee of the Regions, 2009, p.1)

According to Piattoni (2009) multilevel governance is a "dynamic concept that can be approached from three dimensions, which correspond to the horizontal and vertical aspects of the idea of governance, as well as to the borders between international politics and internal politics, respectively. " For

Durán (2013), Fernández and Weason (2012), as cited in Pulido (2014) multi-level governance is considered as a dynamic process that has two dimensions shown in figure 2.

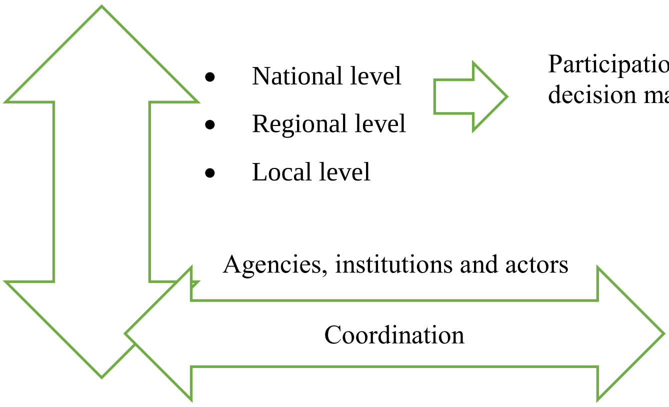

Figure 2 Multi-level Governance Model

The concept of Multi-level governance (MLG) tends to refer to systems of governance where there is a dispersion of authority upwards, downwards and sideways between levels of government – local, regional, national and supra-national – as well as across spheres and sectors, including states, markets and civil society. (Daniell & Kay, 2017)

The multi-level model makes it possible to apply policies, actions and strategies more effectively, since it works with the different government levels to guarantee more effective communications and establish coordination and participation mechanisms among the different actors.

Community based tourism in destination management: study cases

Case Study: Mompiche, Ecuador.

<u>Geographic location:</u>

Mompiche is an enclosure that belongs to the Bolívar parish of the Muisne canton from the province of Esmeraldas in Ecuador. It is located near the Mompiche estuary mangrove swamp, which is part of the Bunche-Cojimíes hydrographic system and houses seven mangrove species and more than 300 wldlife species. It has 457 permanent inhabitants, which can vary in the so-called high tourism seasons. (Balarezo Vinueza, 2012)

<u>Justification:</u>

The selection of Mompiche to perform the analysis of the applicability of good governance focused on two fundamental aspects, its beach inclusion within the so-called Surf Route promoted by the ecuadorian Ministry of Tourism approximately five years ago, and the increased number of tourist services companies within the last decade, standing out among its main works the Royal Decameron Hotel construction located 2 km. from the populated center operating since 2009 with an annual occupation of 98 percent. (Balarezo Vinueza, 2012a).

Additionally, Mompiche was included in the Integral Territorial Intervention Program (ITIP), which is led by the Ministry of Urban Development and Housing, (MIDUVI in Spanish), and aims to encourage equal opportunities and facilitate access to basic services, health, education, nutrition, decent habitat and productive resources (Ministry of Urban Development and Housing).

Economic Structure:

The economic activities which the inhabitants of Mompiche dedicate themselves are the artisanal fishing and activities linked to tourism. (Balarezo Vinueza, 2012b).

Form of organization of the management entity:

In Ecuador, since 2008, a new administration model has been established that is based on the government in a decentralized manner, which aims to lead to a more equitable, solidary, redistributive and organized state, which according to art. 105 of the Organic Code of Territorial Organization, Autonomy and Decentralization, is defined as: *"the mandatory, progressive and definitive transfer of competencies with the respective human talents and financial, material and technological resources, from the central government to the decentralized autonomous governments"* . (Battles Gómez, 2013)

Therefore, under this approach and considering that Mompiche is an enclosure of the Bolívar parish of Muisne canton, its management is under the Parochial Board of the mentioned place, which must work according to the guidelines presented in the parish plan for the development and territorial ordering, coordinating actions for an efficient management with different public entities like the Municipal Autonomous Decentralized Government (GAD in Spanish) of Muisne, ministries, among others.

Good governance principles:

In the present study, carried out by Sánchez, E. & Domínguez, D. (2017), both the role as well as the relationship between the different actors involved in the tourism development process of Mompiche are highlighted, denoting that, the main barrier it faces is the distrust generated in the whole system that accompanies territorial planning of the site, making observations regarding socio-cultural problems caused mainly by migration, since most of the population are people from the Ecuadorian highlands and foreigners, who fail to reach agreements that allow them to work together with the local community. On the other hand, the public sector representatives, who consider that work is being done on improvements that contribute to tourism development, seem to ignore the divorce they have with the natives and migrants of the site, since both the community and the tourism businessmen assure that the actions carried out by the governments in turn are not enough to consolidate tourism.

Table 1 Intervention of the involved actors in the Mompich***e*** governance

Actors	**Criteria**	
	Positive	**Negative**

Public institutions	Meetings convened by the Parish Board. Paving of the main road that connects with *La Troncal del Pacífico* (a highway which crosses Esmeraldas). Improvements in electric power service in some sectors.	Little coordination between local, cantonal, provincial and regional entities, which does not allow to define concrete work actions. There is no consensus communication with other stakeholders involved in tourism when planning or executing actions. They do not meet the immediate needs of the actors in the tourism offer and the local community (there is no sewer or drinking water service).
Private institutions	High purchasing power to invest. Improvement and expansion of tourist services. (hotels, restaurants). Predisposition to work in community with the natives of the site.	Low demand with low consumption of services (there is the presence of backpackers and Europeans of low economic profile). The lack of basic services such as drinking water are a limitation to provide service to tourists.
Civil society	Recognition of tourism as the main economic resource. Organizing of an improvements committee.	Consumption of narcotic substances. Drug trafficking has increased, which is transported through fishing boats. Low self-esteem, people consider yhemselves inferior to tourism entrepreneurs. Resistance to work together with tourist entrepreneurs.

Note. The Information was gathered from Sánchez & Domínguez (2017)

Case study: Community Tourism in Ciudad Bolívar of Bogota, Colombia

Geographic location:

Ciudad Bolívar is located in the south of Bogota, Colombia`s capital city. It limits to the north with the locality of Bosa, to the south with the locality of Usme, east with Tunjuelito and Usme, and west with the municipality of Soacha. Its extension is 12,998.46 (Ha) divided into urban land, expansion land and rural land. According to studies carried out by the District Department of Planning (2011), it has 639,937 inhabitants. (Burgos Doría, 2016)

Justification:

The factors for which Ciudad Bolivar was selected as part of this analysis are that, the Pasquilla Route formed within its territory obtained scientific recognition for promoting care of water, in addition, other fundamental aspects were considered as the intention of public entities in participating in the process of tourism development, as well as, predisposition of the local community to participate in tourism, as a result creating the first Association of Rural Community Tourism.

Economic Structure:

Ciudad Bolívar is dedicated to livestock and agriculture (temporary crops) mainly, and agricultural activity on a smaller scale, since supplies have a high cost which affects the profitability of the business. (Burgos Doría, 2016a). In the same way, tourism has been promoted in recent years through agro-tourism or community projects, which has allowed to boost the economic and local development.

Form of organization of the management entity:

Colombia`s territorial organization is structured by departments, municipalities and districts, and there are other special divisions such as provinces, indigenous and collective territories. The departments resources administration is autonomous and is an entity of coordination between the nation, municipalities and districts for the allocation of resources, however, Bogotá, despite being a district, has special treatment and receives direct resources from of the state, enjoying the same autonomy as a department. (Colombia CO, 2013)

Regarding internal administration of the districts, these are divided into localities, which are represented by the local Administrative Boards who have the authority to contract the construction of works, public services and personnel to carry out the positions of authorities, and to assume the powers delegated by district mayor. With regard to the budget allocation, they receive no less than ten percent of the current revenues of the central administration of the district, considering their unmet needs. (Medellín, 2018)

<u>Good governance principles:</u>

Ciudad Bolívar has managed to take advantage of the opportunities that tourism has presented to it, considering that the proximity to Bogota, the capital of Colombia, has been a key factor in the process of its development. (Burgos Doría, 2016) In addition, in the demographic aspect, a part of its population is constituted by foreigners who have arrived at the site in order to have a better quality of life. (Cardona Prieto & Burgos Doría, 2014)

The main economic activity of Ciudad Bolivar is agriculture, due to the properties of its soil, however, in the last decade, community tourism has been presented as an alternative of local development, since demand has had a significant growth. The cooperation of the District Institute of Tourism (DIT) together with the contribution of Fundacion Natura, has been fundamental for the installment of tourism activities in the area, obtaining favorable results in the design of tourist products such as the Los Quinches Farm Route, Los Encenillales Ecological Interpretativa Trails, Pasquilla Route, Santa Bárbara Route, among others. (Burgos Doría, 2016a)

In the same way, actions have been carried out that show the predisposition of the community to participate as active entities in the process of strengthening tourism activity (they created the first rural tourism association in 2009). In addition to that, one of the main objectives of the state when promoting tourism within Ciudad Bolivar is to combat social segregation (Mayor's Office of Bogota, 2013), since, according to the study presented by Cardona & Burgos (2014) *"76 percent of households were below the poverty line, 25 percent are in indigence"*, thus making this new productive activity an alternative solution for this socio-economic problem.

Methodology

The present investigation is theoretical, so conceptual approaches are made about what "Multilevel Governance" is from the perspective of different authors or entities of high international recognition such as the UN (United Nations), WTO (World Tourism Organization), among others, to later contrast and understand its applicability in the tourism field. As part of the data collection techniques, the review of secondary and tertiary bibliography was used, which includes books, articles and scientific essays, as well as postgraduate theses and written press articles that meet the minimum reliability characteristics of the presented data.

In the same way, an analysis of the multilevel governance applied to two places of tourist recognition located in South America was carried out, for which the methodological sequence of the case study elaborated by Pulido-Fernández & Pulido-Fernández (2014a) was used. Since it shows the development of good governance in selected tourist destinations and has the following structure:

a. Location of the tourist destination and population.
b. Justification: Why this tourist destination has been chosen for study.
c. Brief study of the economic structure of the destination.

d. Analysis of the form of organization of the management entity of the tourist destination in question.
e. Detection of principles of good governance that are applied in the management of the tourist destination in question.

Findings/Results Discussion

The principles of good governance are one of the challenges to be implemented in each of the territories because the duty of public institutions recognizes that their role in the implementation process of multi-level governance is to lead the mentioned process. Therefore, why are they limited to executing plans, programs or projects that focus more on the distribution of budget for a specific purpose (strengthening of competences through training or studies for product design) and do not empower the whole process that implies the applicability of good governance? Also, why, despite defined participation processes of the community when it comes to planning process of the territories, is the community seldom involved?

In another aspect, why do not public institutions promote full participation of the community and private enterprise? What is desired through multi-level governance is that all actors work in coordination towards the same end, which is the common benefit.

On the other hand, what strategies could public institutions design to integrate efforts and attributes of the private sector and the local community? Considering that from an economic point of view, private companies have always had greater advantages and privileges because of the economic power they possess.

Conclusion

Good governance in tourism in Mompiche is not evident, since:

- The actors involved in the consolidation process as a tourist destination work independently.
- The work of public entities for the local community and businessmen is almost nonexistent, they do not manage to transmit a sense of commitment with the progress of this site in the tourist field, since tourism businessmen feel unattended and to a certain extent cheated for the promises made when presenting Mompiche as a site with potential for tourist growth, but where few are the actions that are evident from the public sector to promote it.
- The natives of the site resist changing to work in a coordinated manner with the touristic actors, given that, despite the enormous economic, social and cultural advantages that migrants and foreigners have, they have little benefit from the economic resources that have been generated from them. tourism activity and have created feelings of inferiority.

For the Ciudad Bolivar case:

- The management carried out by public agencies of Ciudad Bolívar is recognized by the community, in aspects of training, in addition to the existing regulations in force that are aligned to the promotion of this type of sectors, however, they have not been empowered yet by the role they must play within the process of leading the tourist activity.
- Situations that do not favor the consolidation of this activity are observed, since, they require work articulation of the one that promotes, sells and directs the activity of the territory. On the other hand, although the government recognizes community tourism as a vector for local sustainable development, the management carried out for its consolidation is almost nonexistent, cooperating so far exclusively, in the academic training of the community actors involved. Finally, although the community recognizes the efforts in the field of learning, they have complained from a lack of accompaniment and facilities to access loans, since, to be part of the tourism activity they must formalize and that represents a significant investment.

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La imagen del destino turístico a través del patrimonio cultural: Caso de estudio Quito

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Resumen

El trabajo de investigación, está enfocado a realizar un acercamiento conceptual de la imagen del destino turístico y el patrimonio cultural. El caso de estudio es la ciudad de Quito, declarada como Patrimonio Cultural de la Humanidad. De esta manera, la imagen combinada con los servicios prestados en el destino juegan un papel protagonìco, con la finalidad que el turista puede disfrutar de su estancia placentera en el lugar visitado. Se bede resaltar que la oferta de sitios con patrimonio cultural es amplia, por tal razón, los servicios ofertados deben ser de calidad, para lograr la satisfacción del turista y superar las espectativas, con al finalidad de regresar o recomendar el destino. Consecuentemente, la investigación se llevará a cabo a través de la técnica de ecuaciones estructurales, que están basadas en análisis factorial y regresiones lineales. Técnica estadística multuvariante para probar y estimar relaciones causales a partir de datos estadísticos. Se hace indispensable la aplicación de 500 encuestas a turistas nacionales y extranjeros, con la finalidad de validar o rechazar las hipótesis planteadas, para conocer cuál es el verdadero interés por parte del turista en conocer Quito.

Palabras claves:
Imagen del destino turístico, patrimonio cultural, motivación

1. Introducción

La investigación se centra en abordar conceptos relacionados con la imagen del destino y estos como se relacionan directamente con el patrimonio cultural. El caso de estudio se centra en la ciudad de Quito (Ecuador), principalmente, en su Centro Histórico, que comprende una superficie de 375.2 hectáreas, donde se encuentran monumentos, iglesias, plazas, conventos, entre otros, además, se considerara la Mitad del Mundo, ya que es uno de los sitios más visitados en Quito, por encontrase en la Latitud Cero sobre la Línea Ecuatorial. Dichos sitios han sido considerados por la afluencia de turistas nacionales y extranjeros, cuya principal motivación turística es conocer el patrimonio cultural de la ciudad. Prats (2011) manifiesta la importancia que tiene el patrimonio para atraer por sí mismo flujos de turistas, permitiendo la creación y mantenimiento de la infraestructura para recibir a los visitantes. Además, Abuamoud et al. (2014) citado en Prada & Pesántez (2017) hacen un análisis de la demanda a zonas de interés patrimonial, las cuales están influenciadas por la gama de servicios prestados en el lugar. Todo esto, con el propósito de comprender como la sinergia de los elementos pueden ser influyentes o motivacionales para que el turista tenga la intención de regresar o recomendar el destino.

2. Destinos y productos turísticos

Uno de los primeros conceptos hacer analizados, comprende el de destino turístico, desde la perspectiva de diferentes autores. Bigné y Sanchez (2001) y Bigné (2005) citado en Beltrán-Bueno & Parra-Meroño (2016) conceptualizan el término del destino turístico desde el punto que "no debe ser solamente como un área geográfica con un conjunto de instalaciones y servicio a disposición de los turistas, sino que también se debe tener en cuenta la experiencia personal del propio turista (p.3). Por consiguiente, para que el turista disfrute del destino, es necesario combinar todos los elementos que hacen que su estancia sea cómoda y agradable y, la experiencia en el sitio será valorado como parte fundamental de su visita.

López y López (2007) citado en García (2015), señalan que el "destino turístico se convierte en el conjunto de productos turísticos que se sitúan en un lugar geográfico" (p.336). De esta manera, para que exista el deseo de viajar es necesario poseer productos diferentes que llamen la atención a los turistas convirtiéndose en el pieza clave del viaje. Autores como Vera et al. (2013) citado en Falcón (2017) definen al destino turístico como "un lugar con infraestructura y equipamiento turístico que es frecuentado por población no residente de tal manera que es esta presencia de visitantes la que justifica su existencia y funcionamiento" (p.11). Es imprescindible la existencia de infraestructura y servicios que permiten que la estancia de los turistas, sean más acogedores en los destinos.

Desde el análisis de Bieger (2008) citado en Ryglová, Rašovská, & Šácha (2017) se define el destino como un espacio (región) que el visitante elige como un objetivo de su viaje. Dispone de todas las instalaciones necesarias para el alojamiento, el embarque y entretenimiento. Además, Buhalis (2003) citado en Ryglová et al. (2017) identifica cinco componentes que forman parte del destino como: atracciones, accesibilidad, amenidades, paquetes disponibles y actividades. Estos elementos en conjunto dan la oportunidad de desarrollar una actividad turística positiva en el destino visitado.

Otro parámetro a ser considerado es el concepto de producto turístico, Acerena (2004) citado Shaadi, Palido, & Rodríguez (2017) señala que "el producto turístico no es más que un conjunto de prestaciones, materiales e inmateriales que ofrecen con el propósito de satisfacer los deseos y expectativas de los turistas" (p.135). Siendo el producto turístico creado con la finalidad de brindar una experiencia única hacia el turista. Sin duda el producto turístico es parte substancial del destino, donde el turista puede disfrutar de todo el potencial que el lugar presenta. Para autores como Vera el al. (2011) citado en Cañas & Arnandis (2014) lo identifican como "un servicio diseñado para satisfacer las expectativas de ocio y recreación de la demanda" (p.70). En este contexto el producto turístico está formado por la oferta de servicios que presenta un lugar con el afán de apoyar y permitir que la visita en el destino sea placentera.

Motivaciones turísticas

Dentro del estudio es necesario responder la interrogante, ¿Cuáles son los factores determinantes o motivacionales que el turista tiene que enfrentar a la hora de elegir un determinado destino turístico? Bajo esta premisa, se analiza la teoría motivacional de Dann (1977) *push* (presión) y *pull* (atracción), la primera, "son necesidades y deseos internos de los viajeros, que generan la demanda de viajar; y las motivaciones", la segunda, "son fuerzas externas de los destinos o factores atribuidos a los destinos" (Araújo & de Sevilha, 2017, p. 65). La combinación de estos dos factores es el punto de partida para comprender las verdaderas motivaciones que tiene el turista al momento de desplazarse a un lugar distinto de su entorno habitual y emprender una nueva experiencia turística.

Pearce (1982) citado en Beltrán- Bueno & Parra-Meroño (2017) determina que la "motivación es un factor dinámico que cambia en función de la experiencia, el status y la edad" (p.43). Siendo la motivación algo no estático, sino que varía en relación a sucesos positivas o negativas que experimento el turista en el destino, sin dejar de lado, el poder adquisitivo combinado con su estilo de vida y edad en la que se encuentre, son factores influyentes en la elección de un determinado destino. (Iso-Ahola, 1982) citado en Beltrán- Bueno & Parra-Meroño (2017) "las motivaciones son las fuerzas socio –psicológicas que predisponen a los individuos a elegir y participar en una actividad turística" (p.43). Entre más actividades presente el destino mejor será la experiencia del turista.

Para profundizar el análisis de las motivaciones culturales que pueden tener los turistas, se abordó el enfoque de Chhabra, Healy & Sills (2003); Prentice, Witt, & Hamer, (1998;) citado en Rodríguez, Talaya, Mondéjar, & Martinez (2011) "que concluyen un perfil de estos visitantes caracterizándolos como de "gama alta", con un nivel socioeconómico elevado" (p.3). Por consiguiente, la parte cultural es un factor fuerte en el desplazamiento de turistas hacia un destino, considerando que el turista invierte dinero en conocer el patrimonio cultural y enriquecerse de conocimientos históricos y artísticos, más aun, cuando este sitio tubo una declaratoria de Patrimonial, ya que una declaratoria de este tipo hace suponer una relevancia única del lugar, frente a otras.

Swarbrooke & Horner (2002) citado en Araújo & de Sevilha (2017) identifican el concepto de motivación en relación a varios factores como: "diferentes segmentos del mercado, identificados por perspectivas demográficas (género, edad, estado civil, hijos, etc.) y diferentes tipos de productos de turismo, pueden provocar variaciones en las motivaciones de los turistas" (p.66). En consecuencia existen diferentes factores que influyen a la hora de desarrollar un viaje y, como parámetro fundamental están los sociodemográficos que nos permite tener una visualización clara de las preferencias de los turistas.

Pero con la finalidad de comprender esté término de forma más profunda se considera a Beltrán- Bueno & Parra-Meroño (2017) sobre *Perfiles turísticos en función de la motivaciones para viajar*. En base al modelo de Crompton (1979) quienes dan a conocer un perfil turístico en función de las motivaciones turísticas. Prat (2014a) citado en Beltrán- Bueno & Parra-Meroño (2017) identifican que la "motivación es multidimensional, el turista canaliza su comportamiento en función de una combinación de emociones" Prat (2014a) citado en (Beltrán- Bueno & Parra-Meroño, 2017, p.43). Por consiguiente, cuando las emociones y sentimientos son positivos del destino, se viaja al lugar identificado.

Imagen del destino

En primera instancia, es necesario conocer cómo se forma la imagen de un destino y cómo este puede influenciar en la concepción que el turista tiene en el proceso de elegir uno de varios destinos. Por una parte, Reynolds (1965) citado en (Gómez, García, & Molina, 2013) "describe como el desarrollo mental de un concepto basado en un flujo de información" (p.168). En consecuencia, la información que se tenga del lugar antes de la visita, será un factor clave al momento de decidir viajar, entre mayor información positiva se obtenga, mayor será la posibilidad de visitar el lugar.

Narváez et al. (2011) hacen énfasis en la "relación imagen-destino como factor determinante de los procesos de decisión" (p. 127). Tiene una connotación significativa ya que la imagen se vuelve parte importante en la elección de un destino turístico y como esto puede aportar de forma positiva o negativa en la visita a un lugar.Considerando la importancia que los destinos turísticos poseen se abordó a Guthrie and Gale (1991) analiza que "…las imágenes son más importantes que los recursos tangibles" todo porque "las percepciones, más que la realidad, son las que motivan a los consumidores a actuar o no actuar"(Gallarza, 2002, p. 57). Por tal motivo, la imagen del destino turístico es fundamental y conjugado con las apreciaciones y percepciones que el turista posee sobre determinados lugares aporta para relacionarse o no relacionarse en los sitios de visita, siendo un parámetro clave para sentirse motivado a conocer un determinado lugar.

Por lo tanto, haciendo un acercamiento literario la imagen del destino desde el análisis de Beerli, Santana, & Nazzareno (2017) afirma que está formada por tres componentes interrelacionados "(1) perceptual/cognitivo, que está relacionado con las creencias de los individuos sobre los atributos que caracterizan a un lugar turístico; (2) afectivo, que se refiere a la respuesta emocional o sentimientos que los individuos expresan del lugar y (3) global, que se corresponde con la impresión global, positiva o negativa del lugar" (p. 157). Haciendo referencia a estos lineamientos, la imagen se convierte en un aspecto fundamental para que turista recomiende el sitio y a su vez regrese a visitar Quito.

3. Metodología

Con el propósito de alcanzar los objetivos planteados, se selecciona el método de investigación cuantitativa. Hernández, Fernández, & Baptista (2010) "permite la recolección de datos para probar hipótesis, con base en la medición numérica y en el análisis estadístico para establecer patrones de comportamiento y probar teorías" (p.4). Se llevará acabo, mediante una investigación de campo, donde se recopila información a través de la aplicación de encuestas personales, que están construidas en una escala de Likert con una calificación que va desde el 1 "totalmente en desacuerdo" a 7 "totalmente de acuerdo". Estas puntuaciones se correlacionan con las del grupo de toda la escala y todos los ítems tienen igual peso.

La encuesta está estructurada en dos pilares: uno de ellos se refiere a las características sociodemográficas, con el objetivo de conocer información relevante del turista: nacionalidad, género, edad, nivel socioeconómico y nivel de estudios. En un segundo pilar, se encuentran preguntas relacionadas con los interrogantes planteados desde la imagen del destino (componente afectivo-componente cognitivo), el patrimonio cultural, conjugados con la calidad y satisfacción como parámetros para determinar si el turista tiene la intención de regresar o recomendar el destino turístico.

Población y muestra

La investigación se llevará a cabo en Quito, como Destino Líder de Suramérica**,** como destino Líder de Reuniones y Conferencias, así como Ciudad Cultural Líder de la región. Busca de esta manera posicionarse a nivel mundial como uno de los destinos más importantes. En cuenta a los turistas que llegan a este sitio, datos obtenidos de la Empresa Metropolitana de Quito, en el año 2017 llegaron un total de 652.912 turistas, con un incremento del 4% en relación al 2016. Además, con la proyección que se tiene para el año 2018 se espera captar aproximadamente 683.245 turistas que lleguen a la ciudad, lo que supone un incremento del 4.6 % en relación al año anterior.

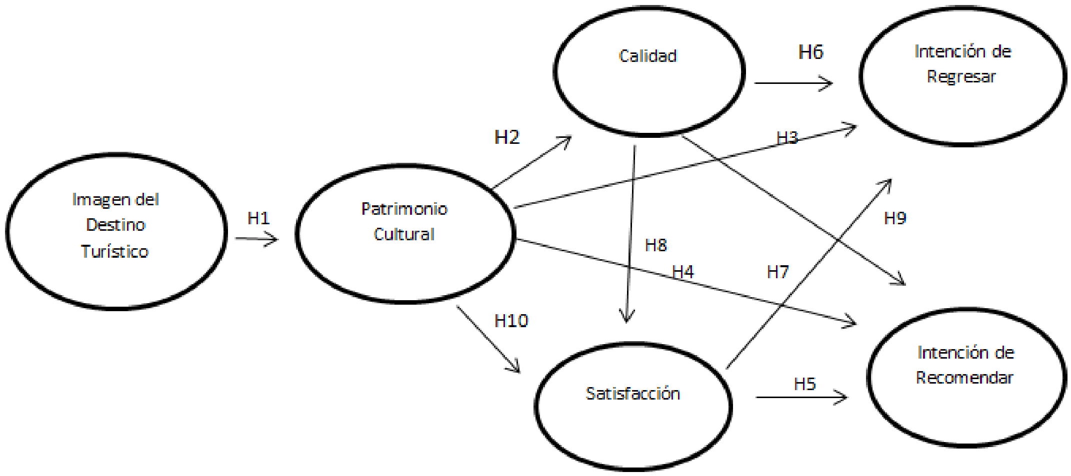
Para calcular la muestra se sigue a Aguilar-Barojas (2005) que hace un análisis de cada uno de los parámetros que compone la fórmula, considerando el nivel de confianza de un 95%, un margen de error del 5%, p y q de 0.5, y d (precisión) del 5%.

Modelo de investigación

La investigación se llevará a cabo a través de la técnica de ecuaciones estructurales, que están basadas en análisis factorial y regresiones lineales. Técnica estadística multuvariante para probar y estimar relaciones causales a partir de datos estadísticos. Se caracterizan por dos elementos principales. El primero, evaluar las relaciones de dependencia tanto múltiples como cruzadas. El segundo, el grado para representar conceptos no observados en estas relaciones y tener en cuenta el error de medida en el proceso de estimación (Escobedo, Hernández, Estebané, & Martínez, 2016). Considerando que el objetivo es diagnosticar como el patrimonio cultural influye en la imagen del destino y a su vez conocer si el turista regresaría o recomendaría el destino turístico.

Hipótesis de investigación

Figura 1. *Hipótesis planteadas para resolver la investigación*



Nota. Hipótesis planteadas para el caso de estudio en la ciudad de Quito. Elaboración propia.

Las hipótesis se convierten en el camino conductor de la investigación (Cacciamani, 2014) señala que plantear hipótesis, "se vincula directamente a elaborar una posible explicación de cómo funciona el mundo, un modelo general que, naturalmente, hay que comprobar" (p.20). Con la finalidad de dar validez a los supuestos planteados.

Concepción del cuestionario

El cuestionario se desarrolló considerando dos aspectos: el primero, relacionado con las condiciones sociodemográficas del turista (género, edad, nivel de estudios y procedencia). El segundo, referente a probar las hipótesis planteadas dentro de la investigación, relacionadas con la imagen del destino, el patrimonio cultural, la calidad de los servicios y la satisfacción. Todo esto con el propósito de conocer si el turista tiene la intención de recomendar o regresar al destino.

En primera instancia, en relación a la imagen del destino turístico y cómo puede ser influenciada por el patrimonio cultural, se aborda el concepto desde el análisis de Crompton (1979), citado en (Folgado, Di- Clemente, Hernández, & Campón, 2013), que señala que es "la suma de creencias, ideas y las impresiones que una persona tiene de un lugar" (p. 97). Por tanto, la relación existente entre los factores creados a partir de lo que pensaba el turista del destino antes de la visita, combinados con las impresiones que el destino genera en él, se convierten en factores claves para conocer cómo se formará la imagen del destino.

Haciendo referencia a la literatura analizada por Beerli, Martín, & Nazzareno (2017), quienes consideraron varios autores los que analizaron la imagen del destino, reflejando en tres partes específicas relacionadas directamente con lo perceptual/cognitivo, vinculado con las características y atributos de los lugares; afectivo, relacionado con los sentimientos y emociones que el turista puede experimentar; y por último la imagen global, vinculada a aspectos negativos o positivos que el turista obtuvo del sitio. Por lo tanto, la imagen juega un papel crucial en la visita a un determinado destino, en este caso con el "patrimonio cultural" como eje clave, vinculando conocimientos con emociones, de esta manera formar una imagen global de Quito.

(Prats, 2011), señala que el patrimonio logra atraer por sí mismo flujos de turistas, permitiendo la creación y mantenimiento de la infraestructura para recibir a los visitantes. La infraestructura que se ofrece al turista debe ser de calidad que permita el disfrute del destino seleccionado. Adicionalmente, autores como Nguyen & Cheung (2014), citado en (López-Guzmán, Prada-Trigo, Pérez-Gálvez, & Pesantez, 2017) señalan que una declaratoria por parte de la UNESCO, ayuda al incremento significativo del número de visitantes a la zona geográfica, consiguiendo un aumento de los ingresos económicos derivados del turismo. De esta manera, la categorización de Patrimonio de la Humanidad permite que sea conocido a nivel mundial, lo que hace atractivo para que nuevos turistas quieran visitar el destino Quito. Considerando, que la visita que el turista desea realizar está dada por el propio viaje cultural que el destino ofrece (Prat & Cànoves, 2017). Por tanto, es necesario analizar la imagen del destino, en relación a la expectativa que genera el patrimonio cultural al momento de realizar un viaje.

La información analizada refuerza la Hipótesis H1*:* La imagen del destino turístico es influenciada a través del patrimonio cultural para el desarrollo de la actividad turística.

Al relacionar el patrimonio cultural con la calidad y satisfacción dentro del destino y las implicaciones en la intensión de regresar o recomendar el lugar, nace una de las interrogantes sobre el concepto de "patrimonio". (Cánovas, 2012) señala que patrimonio "es todo aquello que merece ser conservado porque la sociedad considera que es un elemento identificativo de su razón de ser, de su historia, de su forma de entender y comprender el mundo" (p. 48). Por tal razón, el patrimonio juega un papel importante en la revalorización por parte de la población local, así como, de los turistas al disfrutar de sitios con alto valor cultural. Por otro lado, Urry (2008), citado en Cánovas (2012), analiza la importancia del valor y autenticidad de los elementos para convertirse en objetos patrimoniales.

Abuamoud et al. (2014), citado en (Prada & Pesántez, 2017), hacen un análisis de la demanda a zonas de interés patrimonial, las cuales están influenciada por la gama de servicios prestados en el lugar, relacionada con la viabilidad a la comunidad local. De esta manera, las autoridades juegan un papel protagónico en la gestión de los servicios prestados en el destino, con la finalidad de que el turista pueda disfrutar de su estancia en el lugar visitado. Por otra parte, se analiza la diferenciación entre calidad y satisfacción, la primera, está vinculada estrechamente a los servicios y es controlado por los prestadores de éstos; mientras la segunda tiene una relación con emociones generales después de la exposición, como señalan Baker & Crompton (2000) citado en Prada-Trigo, Armijos, Crespo, & Torres (2017). Por consiguiente, la calidad ofrecida en los sitios patrimoniales es fundamental para que el turista se sienta a gusto con la visita. Por tal razón, la calidad vista desde la perspectiva del consumidor~~,~~ es "entendida entre la diferencia entre las expectativas o deseos y la realidad percepción vivida" (Zeithaml, Parasuraman & Berry, 1990 citado en Sevilha, Silva, & De Freitas, 2016, p.462). En este sentido, los servicios ofertados deben ser de calidad, que se relacionen directamente con lo que espera el turista.

Desde el análisis de (Bigné, Mattila, & Andreu, 2008) se señala que la satisfacción de un turista es influenciada por los aspectos afectivos y cognitivos. Por tanto, dentro de la visita que realiza el turista, se debe conjugar conocimientos del patrimonio cultural, con las emociones que puede sentir al visitar el destino. Para autores como Chen y Chen (2010) citado en (Prada & Pesántez, 2017) determinan que la satisfacción en este tipo de destinos está determinada por la experiencia global que incluye aspectos relacionados con cuatro factores: ocio, cultura, educación e interacción social (p.80). Existe una relación entre la satisfacción con el viaje y el deseo de volver al mismo, es decir, la lealtad al destino, entendiéndola como la intención de repetir el viaje y recomendar el mismo (Antón, Camarero, & Laguna-García, 2014). Por consiguiente, cuando la experiencia del turista fue satisfactoria tendrá la intensión de volver o recomendar el destino.

La información analizada refuerza Hipótesis H2: El patrimonio cultural promueve la calidad de un destino turístico; Hipótesis H3: el patrimonio cultural promueve la intención de regresar al destino turístico; Hipótesis H4: El patrimonio cultural como pieza clave en la intención de recomendar el destino turístico; Hipótesis H8: La calidad en el patrimonio cultural genera satisfacción a los turistas que visitan el destino. Hipótesis H10: El patrimonio cultural genera satisfacción al turista;

Por otra parte, para responder el interrogante relacionado con la intención de recomendar el destino turístico, se consideran autores como (Antón et al., 2014), quienes describen que "la intensidad de la visita puede reflejar objetivamente la información acumulada del turista en un destino y puede ser una prueba de su disfrute de un destino" (p.6). Por lo tanto, la cantidad y calidad de información entregada antes y durante su visita al Patrimonio Cultural de Quito, será una pieza clave para lograr que el turista se sienta satisfecho en el destino.

Memg et al. (2008) citado en (Prat & Cànoves, 2017) señala que la satisfacción está relacionada directamente con la imagen del destino, la repetición de las visitas y su percepción y/o recomendación a otros turistas potenciales. Por consiguiente, es imprescindible llegar a la satisfacción dentro del destino que oferta patrimonio cultural, para lograr que el turista tenga la intención de volver y recomendar el destino. Además, los "turistas con un alto nivel de implicación, tanto psicológica como situacional, tendrán una imagen positiva del destino, estarán dispuestos a recomendar el destino a otras personas y a repetir la experiencia" (Beerli et al., 2017, p. 159). Desde esta perspectiva, es necesario mantener al turista siempre motivado para que su visita se satisfactoria, donde se cumpla con lo que pensaba recibir y lo que el obtuvo del viaje.

En cuanto a la intensión de regresar, no existen tantos estudios que aborden esta temática, por tanto, se consideró a estudios de (Prada-Trigo et al. 2016; Prada-Trigo et al. 2017) para comprender los atributos considerados en la intensión de regresar al destino. Para ello, los autores hacen un acercamiento relacionado~~s~~ con: "la satisfacción con el viaje, la valoración de precios, la satisfacción con los servicios turísticos, la valoración del aspecto de la ciudad, y la actitud de la población hacia la actividad turística" (p. 875). Siendo estos parámetros fundamentales para ser valorados cuando los turistas visitan un destino con alto grado de valoración cultural y patrimonial.

La información analizada refuerza las Hipótesis H6: Cuanto mayor sea la calidad desarrollada en un destino turístico permitirá la intención de regresar; Hipótesis H7: El grado de satisfacción de los turistas influye en la intención de regresar al destino; Hipótesis H5: El nivel de satisfacción de los turistas influye en la intención de recomendar; Hipótesis H9: La calidad del patrimonio cultural desarrollada en un destino turístico aporta para la intención de recomendar.

4. **Conclusiones**

Mediante esta investigación se concluye que existe un sin número de autores que identifican la importancia de la imagen en un destino turístico, al momento de elegir un sitio para ser visitado, pero no muchos estudios lo combinan con el patrimonio cultural y la influencia que esté puede generar en la experiencia en el destino.

El patrimonio cultural es un eje clave para el desplazamiento de turistas donde se aprecian aspectos históricos, culturales y únicos, teniendo como expectativa los sitios que poseen una declaratoria de Patrimonio Cultural de la Humanidad. En ese sentido se consideró a Quito. Para lo cual se plantearon varias hipótesis que deben ser con características necesarias para comprobar a través de varias hipótesis, analizadas desde el destino, patrimonio, calidad, satisfacción, con la intención de conocer el comportamiento del turista frente a la intención de recomendar o regresar al destino.

Finalmente, la investigación aportará para determinar como la imagen del destino turístico, influye en el patrimonio cultural, como parámetro clave para que nuevos turistas se sientan motivados a visitar la ciudad de Quito, valorando la calidad de los servicios turísticos, para conocer si el turista logro la satisfacción de en su visita.

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Ecocultural heritage, tourism, resilience and landscapes dynamics in border mountains of the Iberia central range

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Abstract:

The border of central Portugal with Castylla y Leon and Extremadura in Spain, combines ecocultural resources of great value. These should be articulated in a complementary way in an integrated territorial vision, reinforcing a wider market that, due to the differences and proximity, allow the construction of a composite tourist product.

The perceptions of the past, associated with the constraints and barriers that these spaces represent, have been attenuated and present at the present time a greater relationship, through the approximations generated by the physical and technological communication routes, as well as by the forms of formal and informal cooperation developed.

These territories, in addition to their natural value, represent their own ways of life, with systems of agricultural and forestry use, revealing a sustainable appropriation of the physical elements and their resources, allowing the construction of landscapes and ecosystems of ecoculture relevance, associated to the cultural heritage existing. At present, new opportunities are emerging as a result of tourism demand and its condition as international spaces of circulation. Mountain border areas, due to their patrimonial value and resources, require the coordination of efforts between the management entities and the various touristic actors. Thus, the study seeks to clarify the current dynamics and evidence management models that value and mobilize the historical and ecocultural resources in the tourist promotion of the border regions.

Keywords: Tourism, heritage, Mountain, Policies and Territorial Cohesion

Resumo:

A fronteira do centro de Portugal com Castylla y Leon e Extremadura em Espanha, conjuga recursos eco culturais de grande valor, que devem ser articulados de forma complementar numa visão territorial integrada, reforçando um mercado mais amplo e conjugando produtos que, pelas diferenças e proximidade, permitam construir um produto turístico compósito.

As perceções do passado, associadas aos constrangimentos e barreiras que estes espaços significavam, atenuaram-se e apresentam na actualidade um crescendo de relacionamento, quer por via das aproximações geradas pelas vias de comunicação física e tecnológica, quer pelas formas de cooperação formal e informais desenvolvidas.

Estes territórios, para além do seu valor natural, representam modos de vida particulares, com sistemas de aproveitamento agrícola e florestal, reveladores de uma apropriação sustentável, permitindo construir paisagens e ecossistemas de relevância eco cultura, associado ao diverso património cultural existente. Na actualidade, emergem novas oportunidades induzidas pela procura turística e pela sua condição de espaços internacionais de circulação. Os espaços fronteiriços de montanha, pelo seu valor patrimonial e recursos detidos, exigem a coordenação de esforços entre os organismos de gestão e os diversos atores turísticos. O estudo procura clarificar as dinamicas e os modelos de gestão para a valorização do património histórico e ecocultural, na promoção turística das regiões de fronteira.

Palavras-Chave: Turismo, Património, Montanha, Desenvolvimento e Coesão Territorial.

1. Introduction

The mountain areas have seen a growing appreciation ecocultural and tourist in the face of natural and cultural resources and housing to the perception of integrity and authenticity associated with it. However, in Portugal, the mountains have stayed away from policy interventions with specific territorial as well as guidelines for concerted development of tourism and its development. It appears that the practices of recreation and leisure are becoming wider, which implies new forms of tourism and environmental planning.

The adaptation of the mountain to the demands of society, taking into account its productive structure and organizational forms, implies the definition of guidelines that safeguard its multifunctionality and heritage, allowing the diversity of activities and increasing the level of comfort of the population. This territorial appropriation generates problems and conflicts, because the exploitation sometimes takes place through the destruction of natural and cultural values and of the resources themselves, but also because the social and economic conditions for their development and exploitation are different from urban models.

Thus, mountain areas, with natural resources of great interest and fundamental functions for the environment and society, are threatened by the presence of a "new" model of land use and by the regressive tendency of the traditional economic and organizational system. They are presented as depressed and conflicted areas, because of their physical and economic structure, they present particular difficulties in achieving the balance and harmony between a valuable but fragile natural environment and the use of their resources; Between the forms of traditional occupation and the policies of state intervention.

These aspects should be attenuated in view of their environmental importance and the need to promote the protection and sustainable development of these regions, enabling their communities to obtain the means and living conditions that are the same as those of other areas, respecting their cultural identity and conservation the natural and cultural heritage.

The traditional economic structure of the mountains of the Cordillera Central has been disjointed, with the reconfiguration of lifestyles, while preserving many of their cultural identity and heritage elements that promote new forms of ownership, with motivations and connotations preferably related to tourism activities. This has been a dynamic factor of economic and social regeneration, promoting services that improve the welfare and value of existing resources. However, there is a territorial management policy and integrated tourism recovery.

In this context, the aim of the research is to highlight the Ecocultural value of these territories and the absence of concerted strategies of articulation and public management of these border mountains and tourist activities associated.

2. Dynamics of mountain areas and cross-border cooperation

The mountain constitutes a space of risk and permanent challenge, due to the topographic and climatic conditions, which condition structurally the activities and the forms of use and occupation of the mountain. Diverse spatial practices generate conflicts with social groups and with the territory itself. These conflicts between natural values, economic activities and the populations themselves often arise from the different social and cultural values associated with the activities carried out on the mountain than by the economic differentiations. The existence of diverse groups and forms of occupation, permanent and other temporary, implies the adoption of unequal space practices, corresponding to representations and different perceptions that are urgent to create, creating principles and guidelines of land use and occupation. The floating population is a result of physical conditions, agricultural and pastoral cycles or seasonal jobs, generating discontinuities in occupations and in their intensities, without political and planning guidelines in accordance with their specificities (Broc, 1984; Cabero, 1998; Veyret, 2001; Fernandes, 2015).

The influence of relief, particularly altitude, implies a change in the physical elements, which highlights the decrease in temperature, increased precipitation and cloudiness. This combination results in concrete and sharp reproductions in the landscape, although with very different situations depending on the type and intensity of the elements, which are translated by ecotopes, revealing different landscapes and forms of appropriation, both by the ecological elements and by the man himself (Cunha, 2003; Gerbaux, 2004; Fernandes, 2007, Hortelano Mínguez, 2013). These differentiations imply conditioned uses and call for management models that allow balances without detracting from the natural and cultural value of these territories.

Human intervention is increasingly present in the mountain due to the exploitation of its resources, the increase of accessibility and the expansion of economic activities that, with varying significance, have transformed these regions, although in a discontinuous way in space and time. This occupation implied changes in the territory, to obtain from it the necessary conditions for their stay, both as places of residence and as areas of exploitation and transformation of their resources. Generally, we can say that the mountain landscape can be defined by high lands, where the natural domain is bigger, and valleys where the anthropic action is significant (Garcia Fernandez, 1990; Bordessoule,, 2002; Gaskell, 2005). To the former correspond the main natural values and a reduced extension of territory dedicated to productive activities; and to the latter a greater human presence and transformation, despite the existing constraints. Between both areas there are intermediate and transition spaces, usually associated with strong slopes and forest occupation, which functionally constitute spaces of articulation and complementarity, which today tend to be occupied by forest and activities related to the tourism sector.

Economic activities have always been conditioned by the physical characteristics of these territories, which limit their presence and the development of functions indispensable to the broader satisfaction of the needs of their populations. In this sense, the mountain was, and remains, although with different contours in the face of the dissemination and diffusion of knowledge and techniques, an archaic space where human activities and relationships find traditional traits of a rural society governed by values of cohesion and social integration that the restrictions and constraints increase and approximate, due to the permanent harshness imposed to the practice of productive activities (Mignon, 2002; Fernandes, 2011 e 2015).

Nowadays, change tends to dominate the social and economic life of these areas, associated with the challenges and potential of the mountain, especially related to the natural dimension, the cultural heritage and the diversity of uses and functions. In this context the average mountains suffer from several problems that can be structured in 3 major orders: perception, ecological and socioeconomic.

Perception:

- Distance and even isolation from the economic and social dynamics of the lower areas, mainly urban agglomerates;
- Absence of a specific model of ordering, due to the present ecocultural conditions;
- Tendency for the real estate promotion and construction of infrastructures, without cautioning the physical conditions and the mountain integral economy.

Ecological:

- Forest fires and soil erosion;
- De-structuring of landscapes due to the progressive disappearance of traditional productive activities associated with the agro-pastoral system;
- Introduction of fast-growing species;
- Decharacterization of the landscape by the disorderly increase of real estate construction (tourism), recreational, leisure and sports infrastructures.

Socioeconomics:

- Negative demographic evolution with a tendency towards depopulation;
- Progressive aging of the population;
- Low level of training;
- Lack of collective services and equipment;
- Rupture of local communities' traditional organization forms.;
- Lack of appreciation and recognition of mountain communities with specific policies;
- Rupture of the agrosilvopastoral system;
- Poor accessibility and scarcity of community support infrastructures;
- Problems of institutional relationship and qualification of resources.

The transformations experienced by mountain spaces, especially in the last half century, led to a differentiated perception, with expectations, protagonists and problems that originated the reconfiguration of the productive bases, social organization and landscapes (Fernandes, 2005). Many of their activities have stood still in time, recording a departure from the patterns of progress of adjacent territories, especially urban ones. Nowadays we see a general revaluation of the mountain, in terms of its image, productive processes and ways of use, due to the emergence of a new social value system, which rewards the natural and cultural qualities of these territories. These changes of perception, even of occupation, mean that these spaces, previously isolated and hostile due to natural impositions, now have a distinct vision and appropriation, because of their knowledge and openness to the outside (Fernandes, 2008, 2015). The increase in accessibility, the exploitation of resources, the diffusion of ecocultural values, the expansion of recreation and leisure activities and the increase of visitor flows, have contributed to its revitalization as a space of production and consumption, associated to quality standards.

Cooperation tends to be a vitalizing factor, generating instruments that reduce the weaknesses that the borders tend to represent and assume. These spaces, due to their historical trajectory and the eco-cultural resources they possess, stand out in the central Iberian range of international rivers, classified natural areas, nature reserves, castles and fortresses, historic villages, Gastronomy, festivities and traditions associated with both cultures, arguments with high potential for leisure and tourism activities. The development of tourism functions and services, supported by sustainability strategies, allow the creation of new opportunities for employment and socio-professional integration of communities. Each border carries its own imagery, which will only be fully understood when involved in the local atmospheres and in the tourist and cultural experiences offered. They are space for cultural exchanges and hybridisms that incorporate memories, histories and ways of life of their own.

The interpretation of the frontier space by its communities assumes two dimensions, which manifestly interact in a contrary way in the perception and potential of these spaces. One in which the border region is assumed as an international territory and another where the frontier is perceived as a regional area, not including the elements that make up the frontier of the colliding countries. If we take into account that the peoples who inhabit each side of the frontier line are part of a distinct nation and that "nation is not only a political entity but something that produces meanings - a system of cultural representation" (Hall, 1999, P. 49), we will understand that, in the mentioned cases, there is the possibility of a tension space. It should be pointed out that border regions have a dual periphery: either in terms of their geographic positioning or in decision-making centers (Lange, 2011b), thus presenting social, economic and structural disadvantages. Furthermore, these regions have been marginalized for decades in the face of decision-making centers and limited by a real and legal barrier (the frontier), agravating their condition in such a way that in the 1960s the Raia Ibérica became known as the "frontier of underdevelopment "(Cabero Diéguez, 2001; Lange, 2011a, 2012, Fernandes, 2017). Nowadays, dynamics are designed to increase the value of its assets, to recover buildings, to preserve natural areas and to increase accessibility, thus increasing the size of tourism and the wide range of leisure activities.

On both sides of the border we have seen strategies for boundarylessness, which have promoted and facilitated mobility between the populations on both sides of the border, the increase in institutional relations, which has benefited from support and development programs and community openness and political representatives to the creation of channels of cooperation and approximation. Among these processes, it is worth mentioning:

-Increase of the accesses and circulation facilities; which have acted not as a factor of localization of productive activities but as facilitators in the access to the great cities of the coast and in particular to the capital, favoring more the exit of the territory than the entrance of people, investments and services. However, it makes the centers on the other side of the border closer constituting an opportunity to explore.

- Institutional relations increment; promoting the articulation of interests and forms of collaboration and improvement of results, acting as a lever in the increase of the relations between the private sector and the populations on both sides of the border and facilitating forms of connection and collective benefits, attending to the present context costs..

- Increase in sociocultural relations; resulting from an increase and dinamization at Cultural, educational, sport and recreational activities exchange , creating deeper and lasting effects, and contributing to the blurring of this system of borders and to the creation of an identity. Existing infrastructures and equipment can be made more profitable by increasing the scale of users and sustaining diverse functions, qualifying the territory

- Existence of cooperation programs; which stimulated various activities between the two territories, with the constitution of territorial communities and working groups involving both sides of the border. Also, environmental and asset valuation programs are aspects of the qualification of existing resources and their allocation to tourism and leisure functions.

- Consciousness of communities to increase formal and informal partnerships and relationships; which is the first step towards changing mentalities for the development of a common and motivating project and for the joint solutions to achieve satisfactory levels of well-being for these regions.

-Increase of infrastructures to support the community; in particular to support the elderly, sports among others and that can serve both sides of the border and fill any shortages of the territory and in the capacity to organize events..

- Political effort to establish collaborative bases; which will erase the previous constraints and constitute a catalyst of long-felt needs and wants in these territories. These processes have been developed with the support of Community programs and an increasing involvement of local and regional administrative entities.

- Decrease of the mental perception of the frontier as a barrier, which facilitates the institution of the desired common and motivating project that can leverage the development of border territories, as well as the identification and definition of anchor projects, based on specificities as differentiating elements and advantages in central territories vis-à-vis the European Union, encouraging the exploitation of the endogenous resources held, such as to counteract their emptying and socio-economic and environmental disarticulation.

This set of aspects has contributed to the knowledge of the border, its permeability and mobility, to cooperation, to the promotion of leisure and recreational activities, to the dissemination and qualification of the natural and cultural heritage, to the valuation of the environment and promotion of communication activities and strategies between countries and regions.

In this context, the image of space of passage and of connection between countries, suffers new perceptions, sustained in heritage, hybridity and cultural traditions, in equipment created and the recovery of spaces for tourism and leisure activities, able to allow a permanence in these spaces and the enjoyment of existing resources.

3. Tourism, heritage and landscape in the mountains of central Iberian border

The western extremity of this mountain range includes the mountains of Béjar, Francia and Gata in Spain, and Malcata, Estrela, Gardunha, among others, in Portugal.So, set translates a varied morphological structure, of conjugation, of a corrugated relief with successive separations and contrasts between saws and basins. It is worth highlighting that of Cidade Rodrigo and Celorico da Beira to the north and those of Campo Amarelo, Cória - Castelo Branco - Moraleja and Cova da Beira in the south All this territory presents a remarkable integrity of its natural and historical-cultural heritage. This patrimonial value subsists, in great part, due to the peripheral location, in relation to the coastal areas and main urban agglomerations, and to the deficient accessibility. The structure of the landscape in the Cordillera is complex. The mountainous complex is affected by a vigorous erosion, which alternates valleys and interfluves surmounted by surfaces of aplanation, with a marked interdependence of the raised areas with the base. This originates a spatial organization staggered at various levels, sometimes well differentiated, depending on the variation in altitude and bioclimatic conditions, imposing specific occupations and ways of life.

This territory encompasses, in a cross-way, natural spaces with others of great historical and cultural value, referring to its morphological structure, the richness of its fauna and flora, built heritage, cultural and ethnographic dimension. There are also various forms of settlement and productive systems, where agriculture and pastoralism are highlighted, which give it the genuineness and authenticity of the mountain.

Man's connection with this territory has been unevenly and precariously measured by the landscapes created and the benefits of his presence (FERNANDES, G., 2011). Throughout the ages, the mountain range has been occupied in a differentiated way, due to political, economic and social factors that, in an integrated way or individually, give it different uses and valuations. The settlement, disseminated, follows specific alignments, defined by the foot of the mountains and valleys of the main waterways. These constitute the channels of connection and preferential articulation, between mountain spaces and low areas, representing for their wealth the areas of greatest human occupation. This settlement is a result of the physical constraints, that structure the economic activities present there, giving rise to spaces of great scenic value and holders of cultural values associated with the local ways of life, supported in the agriculture, forest, wool transformation and mining activity.

The most contemporary phase is marked by how land use and livelihoods have been affected, which is translated into the accelerated decline of the population, especially since the middle of the last century, and the decline of traditional activities. The most striking reflections of this crisis have led to the emergence of new vocations and exploitations with different economic, social and territorial implications. These changes introduce ruptures into the existing structure and interrelationships. Alongside this process, innovative initiatives are emerging, capable of taking advantage of endogenous resources and promoting development, with emphasis on leisure and recreational activities. It is also worth noting the marginalization of this territory and its resources by administrative entities, which only recognize their specific characteristics in the last two decades in terms of the potential for tourism and cultural valorization.

The border areas of the Center of Portugal and Castyla and Leon, particularly the mountain ranges enclose rural habitats, population clusters and a unique eco-cultural heritage (Hortelano Mínguez, 2013). However, abandonment, the introduction of urban planning models and the emergence of new functions and uses are beginning to call into question the secular and collective heritage of these communities. Concern for conserving biodiversity and local culture, as heritage and resource for development, is notorious, especially since the 1980s.

In both countries, this cross-border mountain range presents several hills whose physical characteristics and ecosystems reveal continuity and even some uniformity (landscape and biological), justifying joint policies for their management, in order to effectively transnational protection of their natural resources. In Portugal, the Natural Reserve of the

Sierra de la Malcata, which has continuity in Spain by the Natural Area of Sierra de Gata and Reserva de las Batuecas, the Natural Park of Serra da Estrela and in Spain the Park Natural of the Sierra de Francia, the reserve of Caza de la Buitrera, Candelaria Natural Park, Valle del Jerte and Tiétar (south slope of Sierra de Gredos) have protection status .

The protected areas, the diversity of natural resources (fauna, flora, water lines, geomorphology ...) and the existence of some operators / services in sport and adventure, are aspects of great interest for this market, provided they are properly ordered and promoted. This set allows the construction of a diverse mosaic of landscapes, environments and practices of tourism and leisure, where they are articulated from the observation of species, hiking, climbing, winter sports, among other sporting and recreational activities.

These territories, in addition to their natural value, represent ways of life, with systems of agricultural and forestry use, revealing a sustainable appropriation, the physical elements and the resources they inhabit, allowing the construction of landscapes and ecosystems of great cultural value, associated with to the diverse existing assets. Due to their status, as peripheral (and peripheral to power centers), they have been distanced from the main development orientations of the respective states, reinforcing the depressed socio-economic profile where rural areas are deeply penalized, presenting a productive structure based on the agro-sector in a crisis and a regressive demographic trend (Fernandes, G., 2005).

Together, the border region of Beira Interior Norte and Salamanca (BIN-SAL) has a diversity of resources that foster the development of tourism, to complement the natural and cultural resources that can be typified as follows:

- International river basins - Douro and Tagus Rivers and respective Dams
- Iberian Central Mountain Range -classified natural areas
- Bioclimatism - Air quality
- Diversity of geomorphological elements - Landscapes, geomorphology and geosites
- Hydrogeological characteristics - Spa - Termas
- Forest resources (Flora and Fauna) - Environment and biodiversity of fauna and flora
- Extension of agrarian areas (vineyard, olive groves, soutos, cattle.) - Rurality
- Archaeological remains - Engravings and patrimonial elements representing ancient civilizations
- Ethnographic traditions and representations - Fairs, pilgrimages, historical celebrations
- Gastronomy - Agro-livestock products and wines
- Castles and Fortresses - Military heritage
- Cathedrals, Churches and Religious Monuments and Festivities - Religious Heritage.

These elements provide conditions for the promotion of diversified tourist activities throughout the year, which should be complemented by a qualification of the hotel offer and an increase in the promotion and promotion of these tourist products. It should be emphasized that the tourist seeks to access information levels that are increasingly diverse, that allow prior knowledge of the destination or enable it to collect data capable of establishing / designing its stay, the activities to be developed and the interaction with the territory and its resources The tourist information assumes, besides a relevant role in the promotion of tourist destinations, a great influence in the creation of its image, which implies that it is assumed as a critical factor in the qualification of the destination, in the way it is diffused and in the capacity to generate attractiveness.

The image of destiny and its capacity to promote attractiveness, according to Kastenholz, E. (2002), is formed via information acquisition and processed with the effect of eventually prioritizing an image or changing the content of it. The formation of the image is close to the process of perception, reason why the quality of the information is fundamental, understood as the technical precision, the visual quality and the detail of the explanations. The visitor is grateful to receive recommendations / guidelines from qualified technicians or entities about the places that deserve to be visited, the quality products and identity, the services provided and the best ways to access them.

In this context, tourism reconstruction of borders recognizes in the mountainous areas arguments of great importance for a strategy to strengthen this function, in the sense of valorization of its resources, attraction of visitors from both countries and prolongations of stays.

In territorial terms, there is an expansion of housing units by the reconstruction and revaluation of historic properties or economic activities (former factories and estates), improvement of connections and knowledge of resources by communities on both sides of the border, extension of tourist products and creation of sports and recreational equipment.

At the socio-cultural level, there is a promotion of new employment opportunities, heritage enhancement, greater sociability and knowledge of the cultures of both countries, broadening experiences and practices of tourism and leisure in these territories, by their communities and abroad.

In productive terms, there is an increase in investment, with enlargements of tourist services and commercial activity, stimulating entrepreneurial initiatives, valorization of endogenous resources and their replication through the cultural industries, promotion of activities of restoration and application of local agro-pastoral and forestry products.

The protected areas, the diversity of natural resources (fauna, flora, water lines, geomorphology ...) and the existence of some operators / services in sport and adventure are aspects of great interest for this market, provided they are properly ordered and promoted. These spaces hold a diverse mosaic of landscapes, environments and practices of tourism and leisure, where they are articulated from the observation of species, hiking, climbing, winter sports, among other sporting and recreational activities.

The glacial geomorphology, constitute in the Serra da Estrela, through its valleys, morays, fluvo-glacial deposits and lagoons an eco-cultural argument of great interest, for its uniqueness in portuguese territory and for the aesthetic and cultural dimension that it introduces into the territory. On the Spanish side the Bejar and Gredos mountains give mountainous continuity and possibilities of a wide diversity of winter sports, nature contemplation and outdoor activities.

In cultural terms, the prehistoric remains, megalithic monuments, castles and fortified settlements stand out, most of them classified as national monuments and historical villages. Finally, festivals and pilgrimages, handicrafts and gastronomy, are elements of great patrimonial interest and tourist attraction, boosted by their genuineness and beauty. Agri-pastoral activities, such as transhumance and threshing / peeling of cereals, constitute tourist festivities and posters that highlight the ways of life and the traditions of these regions.

The expansion of the tourist market should be promoted within a framework that guarantees the sustainability of the values, natural resources and territorial identity, promoting employment opportunities and socio-professional integration of the communities, modernization of the agricultural sector, valorisation of authenticity and refunctionalization of the units the promotion of stable and proactive organizational networks for the development of tourism.

4. Conclusions

The valorization and dissemination of heritage, the restoration of real estate and traditions, the promotion of agricultural and pastoral products, the interest in sporting practices associated with water and forestry resources increase the potential of these destinations in the national and international context. However, they experience strategic management problems, which result from their not being valued and promoted by local administrative structures. here is a need for the development of initiatives to raise awareness of the diverse potential of these regions, to promote their space, culture and economy, to call for a specific development model in which tourism and leisure activities find favorable conditions for their expansion and appreciation of local ways of life.

In the context of the frontier regions, resources are sought to attract populations on both sides of the border, in the face of the attractiveness resulting from cultural differences and existing natural conditions, promoting those who move to the possibilities of stays with arguments enriching for leisure activities. Simultaneously as they are places of international permeability, they contain conditions for an increase in visitors who can stay in their travels and enjoy the hybridity and the existing patrimony, requiring communication formats that allow exploring these territories and find attractions of visit and stay. In this approach, it is urgent to develop joint communication channels that allow an integrated border offer from both countries, strengthening the existing offer and broadening the reasons for visiting. In this context, the eco-cultural heritage, livelihoods, hybridity and landscapes of border regions are key factors for their resilience and ability to attract visitors. They demand greater promotions and concerted strategies between governments and tourism promoters

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Valoración del desarrollo turístico gastronómico a través de las páginas web oficiales de los países de Sudamérica.

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Resumen

Hoy el turismo gastronómico es un apasionante campo de estudio. Varios países buscan ser atractivos debido a su patrimonio gastronómico, sin embargo, es muy difícil determinar cuál de ellos está haciendo lo mejor para convertirse en un destino turístico gastronómico. El objetivo de esta investigación es evaluar el desarrollo del turismo gastronómico de los países de América del Sur por medio de sus sitios web oficiales. La metodología se basó en una valoración a través del método de conteo, compuesto por 41 indicadores de tipología general, que miden la naturaleza del valor agregado en una cadena de valor. Los resultados son impresionantes porque, aunque hay varios esfuerzos de las OGD de los países de América del Sur para promover el turismo gastronómico, sus sitios web no lo demuestran, por lo tanto, pierden muchas oportunidades para lograr este objetivo.

Palabras clave:
Turismo gastronómico, páginas web oficiales, valoración, países de Sudamérica

Abstract

Today gastronomic tourism is a passionate field of study. A lot of countries want to be attractive because of their gastronomy heritage, but it is quite difficult to understand who is doing the best to become a tourist gastronomic destination. So, the aim of this paper is to assess the gastronomic tourism development of the south American countries using their official websites. The methodology is based on a counting methods assessment with 41 indicators of the general typology of the extent and nature of value added in a value chain. The results are impressive because, even though there are several efforts of the DMOs of the south American countries to promote gastronomic tourism, their websites don't show them, so they are losing a lot of opportunities to accomplish this goal.

Keywords:
Gastronomic tourism, Official websites, Assessment, South American Countries

Introducción

El continente sudamericano es un territorio diverso. Su geografía es compleja ya que acoge a dos ecosistemas muy acentuados: la selva Amazónica y la cordillera de los Andes, por lo tanto, los 13 países de esta región disponen de una alta biodiversidad y son multiétnicos.

Su patrimonio gastronómico se ha beneficiado de esta particularidad en su territorio y sus manifestaciones culturales, relacionadas con los alimentos son muy valiosas. La mezcla de sabores precolombinos, coloniales y republicanos muestran hoy en día el sincretismo de cientos de años de intercambio cultural.

Este patrimonio ha tenido diferentes valoraciones a lo largo del tiempo, sin embargo, en los últimos años, se observa cómo han nacido varias acciones para protegerlo y aprovecharlo. Desde el año 2003 con la Convención para la Salvaguardia del Patrimonio Cultural Inmaterial por parte de la

UNESCO, se ha comprendido la importancia de la conservación del patrimonio gastroalimentario y de sus autores. Además, el desarrollo del turismo gastronómico a nivel mundial ha permitido su puesta en valor. En la actualidad se reconoce como un fenómeno con un enorme impacto, principalmente económico, en los territorios que han sabido aprovechar su coyuntura.

La gestión de este tipo de turismo es un gran reto para las Organizaciones de Gestión de Destino OGDs y su eficiencia depende en gran medida de la extensión geográfica a la que deben atender (Bieger, Beritelli, & Laesser, 2009). Por eso es posible entender que la OGD de un país, en este caso un ministerio, secretaría de turismo o afín tiene una gran tarea que realizar.

Por otra parte, la tecnología ha facilitado el encuentro entre la oferta y la demanda y las páginas web se han convertido en verdaderas guías turísticas digitales. Su administración debería ser adecuada para garantizar una buena experiencia en los usuarios que cada día buscan información útil y que debe ser obtenida de manera eficiente. Sin embargo, como se mostrará a continuación, la comunicación sobre el nivel de desarrollo en turismo gastronómico que promueven los países de Sudamérica en sus páginas web oficiales de turismo presenta varias inconsistencias.

Revisión literaria

La gastronomía, el turismo y la teoría de Hjalager

El turismo es un fenómeno social que impulsa la valoración del patrimonio cultural. La gastronomía es una manifestación cultural que conecta el paisaje con los habitantes mediante los alimentos y las preparaciones que se producen en un determinado territorio. Así, el alimento se convierte en un poderoso marcador de identidad cultural. Todos los países de la región sudamericana gracias a su riqueza histórica y natural en mayor o en menor medida tienen desarrollado este tipo de turismo.

La gastronomía es una oportunidad para dinamizar y diversificar el turismo, así como una de las motivaciones turísticas que cada vez gana más protagonismo y muchas veces constituye un eje fundamental del turismo, lo que motiva a que se empiece a utilizar el término "turismo gastronómico". Sobre la asociación de estos términos, Taleb Rifai, Secretario General de la Organización Mundial de Turismo (2017) menciona:

> "Vincular la gastronomía y el turismo también proporciona una plataforma para la promoción de las culturas a través de su cocina. Esto no solo ayuda en la marca del destino, sino que también ayuda a promover el turismo sostenible a través de la preservación de un valioso patrimonio cultural, potenciando y fomentando el orgullo entre las comunidades y mejorando la comprensión intercultural."

Por lo tanto, la relación del turismo con la gastronomía es un fenómeno de estudio destacado que ha llamado la atención de investigadores de forma especial desde principios del siglo XXI para comprender conceptos, enfoques, relaciones e importancia. De acuerdo con Kivela & Crotts (2005) el "Turismo Culinario", fue el primer término sugerido por Long (2003) para expresar la idea del turista experimentando otras culturas por medio de los alimentos, a la vez, mencionan a Wolf (2002) quien define al turismo culinario o turismo gastronómico como viajar con el fin de explorar y disfrutar alimentos y bebidas del destino y saborear experiencias gastronómicas únicas y memorables. Tikkanen (2007) indica que la gastronomía se relaciona con el turismo como una atracción, una experiencia, un componente del producto turístico, y un fenómeno cultural. Por otra parte, López-Guzmán & Sánchez-Cañizares (2012) mencionan en función del turismo gastronómico, que el enoturismo y el turismo culinario han emergido con el objetivo de permitir un mayor disfrute de todos los sentidos y destacan que los turistas modernos están mayormente motivados por la búsqueda de nuevas experiencias y sensaciones.

Para comprender otras dimensiones del turismo gastronómico que no se relacionan únicamente con experiencias en restaurantes, la Organización Mundial del Turismo OMT (2012) en su revista *Global Tourism on Food Tourism* cita a Hall, Mitchell, & Sharples (2003) quienes hacen referencia a visitas a productores primarios y secundarios de alimentos, festivales gastronómicos, ferias de alimentos, eventos, mercados de agricultores, espectáculos de cocina y demostraciones, degustación de productos alimenticios de calidad o cualquier actividad turística relacionada con alimentos.

Como se aprecia el turismo gastronómico como fenómeno produce un interés que va desde el nivel más básico de producción de alimentos, pasando por la manufactura y finalmente la venta de servicios, procesos relacionados al concepto de cadena de valor propuesto por Porter (1985).

Hawkins & Nikolova (2005) indican que para el caso de la cadena de valor turística se hace referencia a un sistema que detalla como las empresas del sector privado en colaboración con el gobierno y la sociedad civil reciben o conceden recursos como insumos, agregan valor a través de varios procesos (planificación, desarrollo, financiamiento, marketing, distribución, precios, posicionamiento, entre otros) y venden productos resultantes a los clientes. La cadena de valor describe la gama completa de actividades que son necesarias para traer a un producto desde su concepción hasta su uso final y más. Es un enfoque común en los estudios turísticos. Es usada para analizar las necesidades acumuladas de los turistas durante sus vacaciones (hospedaje, alimentación, transporte, información y diversión) (Hjalager 2002).

La misma autora para sistematizar algunas oportunidades y limitaciones sobre la creación del "turismo gastronómico" propone su desarrollo, mediante un modelo jerárquico, el cual define sistemáticamente "cuatro órdenes" para el turismo gastronómico que reflejan la creciente sofisticación y complejidad en las cadenas de valor gastroalimentario.

1) Primer orden / Desarrollo primitivo: La construcción del turismo gastronómico dentro de las estructuras económicas existentes, redes colaborativas y conocimiento base.

2) Segundo orden / Desarrollo horizontal: El aumento de pasos en el proceso de producción e integración de proveedores primarios y secundarios, pero solo en la parte material de la cadena productiva

3) Tercer orden / Desarrollo Vertical: El desarrollo y el incremento de elementos análogos para servicios de provisión material de alimentos. Creación de nuevos tipos de vínculos y colaboraciones, integrando el alimento en otras actividades económicas.

4) Cuarto orden / Desarrollo diagonal: El aumento del conocimiento base de la experiencia gastronómica y la creación de clústeres "inteligentes" en la economía

Gestión pública del turismo gastronómico

La gran tarea que tienen en la actualidad las organizaciones de gestión de destino OGD de Sudamérica es la de promover el turismo de forma eficiente en cada uno de sus países. El turismo gastronómico es un componente más que deben gestionar y sus redes de acción no se limitan a un solo organismo, sino que dependen de otras instancias como es el caso de agricultura, ganadería, cultura o medio ambiente. Las OGD tienen titularidad pública y sus recursos económicos son clave para la articulación de propuestas de desarrollo turístico. En Sudamérica se identifica que los ministerios y secretarías dedicados a la actividad del comercio exterior y el turismo son los que cumplen con dichas funciones. Estos organismos están reconocidos por la OMT, en español como organizaciones de gestión de destino OGD, o en inglés *destination management organization* DMO.

De acuerdo con Crouch (2011) la gestión de destinos turísticos se encuentra caracterizada por diferentes complejidades. Una de ellas es porque el destino, por su naturaleza, es muy diferente a la de los productos tangibles, la experiencia que reciben los turistas no solo está producida por una empresa, sino por diferentes involucrados, es decir empresas turísticas y otras organizaciones e industrias de apoyo privadas y públicas. Bornhorst, Brent Ritchie, & Sheehan (2010) citan que los roles de las OGD a grandes rasgos son: trabajar para elevar el bienestar de los residentes en los destinos; hacer todo lo necesario para asegurar que las experiencias que tengan los visitantes sean altamente satisfactorias y en lo posible altamente memorables y mientras esto se consigue, asegurar la provisión de una eficiente administración y gestión del destino

Por otra parte, Volgger & Pechlaner (2014) indican que mientras se ha prestado menor atención al éxito de un destino en función de la oferta o desde una visión basada en recursos, en particular, lo más sorprendente es que pocos han investigado explícitamente la relación entre el éxito de la OGD y el éxito en el destino, y que aún menos se han analizado los principales factores determinantes del éxito de las OGD que han sido efectivos. Así, este estudio, de cierta manera, contribuye a entender la eficiencia que las OGD deben desarrollar para la promoción del turismo gastronómico de sus destinos por medio de sus páginas web oficiales Tabla 1.

Tabla 1 Titularidad y páginas web oficiales de los países de Sudamérica

N:	País	OGD	Web oficial
1	Colombia	Ministerio de Comercio, Industria y Turismo	http://www.colombia.travel
2	Venezuela	Ministerio del Poder Popular para el Turismo	http://www.mintur.gob.ve
3	Guyana	Autoridad del Turismo de Guyana	https://www.guyanatourism.com
4	Surinam	Fundación turística de Surinam	https://www.surinametourism.sr
5	Ecuador	Ministerio de Turismo	https://ecuador.travel
6	Perú	Ministerio de Comercio Exterior y Turismo	https://www.peru.travel
7	Chile	Ministerio de Economía, Fomento y Turismo	https://chile.travel
8	Argentina	Secretaría de Turismo de Argentina	https://www.argentina.travel
9	Uruguay	Ministerio de Turismo del Uruguay	https://turismo.gub.uy
10	Paraguay	Secretaría Nacional de Turismo	https://visitparaguay.travel
11	Bolivia	Ministerio de Culturas y Turismo	http://turismo.minculturas.gob.bo/
12	Brasil	Ministerio de Turismo	http://www.visitbrasil.com/es/
13	Trinidad y Tobago	Ministerio de Turismo	https://www.visittobago.gov.tt/ http://www.gotrinidadandtobago.com/

Páginas web turísticas y promoción del turismo gastronómico

Richards (2004) menciona que, si la gastronomía puede ser relacionada a regiones o países específicos, se transforma en una potente herramienta de marketing. La autenticidad ha sido siempre vista como un aspecto importante del consumo turístico, y buscar alimentos locales y regionales auténticos puede llegar a ser un motivo para visitar un destino particular. Muchos países y regiones alrededor del mundo han empezado a realizar esto, y están usando la gastronomía para venderse a sí mismos. En la actualidad es innegable el hecho de que el internet influye en la actividad turística, por lo que existe un mercado "digital" turístico, sin embargo, Da Silva (2016)señala que los destinos turísticos poseen niveles diferenciados de desarrollo de las Tecnologías de la información y la comunicación. Buhalis & Matloka (2011) concuerda mencionando que hoy los viajeros a través de internet evalúan, comparan, y establecen diferencias entre ofertas desde los productos individuales hasta paquetes de viajes de grupos. Aun cuando las tecnologías se han desarrollado a nivel mundial, el acceso al espacio digital sigue siendo desigual, lo que influye en la competitividad entre los destinos.

Para los destinos turísticos las organizaciones de gestión de destinos (OGD) las TIC se presentan como una herramienta que brinda la oportunidad para ampliar la visibilidad de su oferta en el mercado, lo que provoca que su competitividad aumente, Da Cruz & De Camargo (2008) refieren que sin la utilización correcta y adecuada de estrategias basadas en los recursos, estructuras, diseños, productos, servicios e información que puedan estar disponibles en los sitios Web de los destinos difícilmente la promoción turística en la Web logrará sus objetivos y metas o en este caso lograr competitividad.

El valor añadido que generan las acciones de marketing web a diferencia del realizado por vías tradicionales se debe a que en la web, la promoción se basa en la oferta de productos y servicios personalizados, además asistencia en tiempo real en todos los procesos correspondientes a un viaje, todos los destinos, independientemente de su tamaño deberían estar presentes y ofrecer adecuados y significativos productos, servicios e información tomando en cuenta que los costos para su desarrollo ya nos son tan elevados, así procurar una mayor presencia en la web aplicando y desarrollando estrategias asertivas.

La promoción web según lo señalan Da Cruz & De Camargo (2008) debe estar insertada en una planificación turística global del destino, es decir, relacionada con las políticas y planes existentes así como la vocación turística del destino.

Metodología

La metodología que se ha utilizado por tercera vez con fines similares se encuentra basada en estudios previos, como el de Iturralde (2014) quien interpretó e identificó por primera vez el desarrollo del turismo gastronómico por medio de las páginas web oficiales de cinco gastroregiones europeas: Girona, Norte de Portugal, Euskadi, Provenza y Emilia Romaña, demostrando como resultado de la investigación que Euskadi tuvo el mejor desempeño. De igual manera, la investigación de Knott (2016) que consistió en usar la misma metodología pero ampliándola con un número mayor de indicadores y presentando resultados muy destacados sobre las páginas web de las provincias de España. Este estudio tuvo como resultado a la provincia de Barcelona como la más efectiva.

En estas investigaciones se han propuesto en mayor o menor medida indicadores de valor agregado en una cadena de valor basados en las dimensiones de la teoría de Hjalager (2002) previamente descrita y sin perder el sentido central de su contenido como se indica en la Tabla 2. Para el presente estudio sobre la valoración del desarrollo turístico gastronómico a través de las páginas web oficiales de los países de Sudamérica se emplearon 41 indicadores; 13 indicadores para el desarrollo primitivo, 11 para el desarrollo horizontal, 10 para el desarrollo vertical y 7 para el desarrollo diagonal.

Tabla 2 Dimensiones para los indicadores de desarrollo turismo gastronómico

Desarrollo primitivo	**Desarrollo horizontal**
Incluir aspectos gastronómicos en materiales de promoción de la región. Campaña de productos conectados a una región o temporada. Insertar marcas de alimentos relacionadas a una región. Fomentar interés turístico por ferias y eventos gastronómicos. Planificar de forma pública y privada del sector de A&B con nuevos proyectos de desarrollo urbano y resorts.	Implementar y promocionar estándares de calidad. Certificar y branding de proveedores y restaurantes basados en diferentes criterios y valores. Reinventar, modernizar y comercializar tradiciones gastronómicas históricas
Desarrollo vertical	**Desarrollo diagonal**
Reestructurar la experiencia gastronómica. Establecer y promocionar rutas. Establecer centros de visitantes, museos, etc. Crear eventos basados en la gastronomía y el turismo. Proponer clases de cocina y vacaciones para cocinar	Preparar profesionales en gastronomía, ciencias de alimentos y turismo. Investigar y desarrollar proyectos Gestionar medios de comunicación Exportar proyectos demostrativos

Para verificar el cumplimento de estos indicadores en las páginas web se aplicó el conteo de elementos (*counting methods*). Un método que ha sido utilizado ampliamente en otros estudios para valorar el desempeño de un sitio web o su riqueza Law, Qi, & Buhalis (2010) y por lo tanto, resultó consistente con los objetivos de la investigación. Además los autores tomaron en cuenta el Anexo 1 del estudio de (Knott, 2016) para justificar la calificación de cada indicador. Luego con el objetivo de obtener resultados cuantificables, se elaboró una matriz y en cada uno de los indicadores se respondió de forma binaria, donde 1 fue "sí" y 0 fue "no". Todas las páginas web fueron revisadas, durante la primera semana de septiembre de 2018, por cada uno de los dos autores contrastando sus posiciones para evitar subjetividad. Finalmente se obtuvieron promedios que se interpretan en la siguiente escala:

de 0.01 a 0.25 - no cumple, de 0.26 a 0,50 - cumple insuficientemente, de 0,51 a 0,75 - cumple medianamente y de 0,76 a 1.00 cumple satisfactoriamente.

Resultados y discusión

La información que presentan las OGD sobre turismo gastronómico en las páginas web de los países de Sudamérica no se obtuvo de forma sencilla. Uno de los principales inconvenientes fue definir la página adecuada para realizar la evaluación. La información turística ofertada en buscadores está totalmente atomizada por otros promotores ajenos a los oficiales. Una vez que fue descubierta la página web oficial, encontrar la información que cada indicador solicitaba fue complejo y en muchos casos se obtuvieron resultados después de una búsqueda profunda.

Tabla 3 Resumen promedio por desarrollo páginas web América del Sur

Tipo de desarrollo gastronómico	Promedio
Desarrollo primitivo	0.39
Desarrollo horizontal	0.13
Desarrollo vertical	0.13
Desarrollo diagonal	0.10

En el promedio general, el desarrollo primitivo fue el más elevado, pero su calificación corresponde en la escala a un cumplimiento insuficiente, es decir, las OGD de Sudamérica en conjunto, no han podido demostrar por medio de sus páginas web oficiales indicadores básicos que corresponden a las dimensiones de la Tabla 2. El promedio del desarrollo horizontal, vertical y diagonal refleja en la escala, el incumplimiento de los indicadores evaluados.

Tabla 4 Promedio por país

Ranking	País	Desarrollo				Promedio
		Primitivo	Horizontal	Vertical	Diagonal	
1°	Perú	0.85	0.55	0.20	0.28	0,47
2°	Ecuador	0.69	0.45	0.20	0.28	0,41
3°	Uruguay	0.31	0.09	0.50	0.57	0,37
4°	Paraguay	0.62	0.18	0.40	0.00	0,30
5°	Colombia	0.62	0.30	0.11	0.14	0,29
6°	Chile	0.46	0.09	0.50	0.00	0,26
7°	Argentina	0.46	0.00	0.20	0.00	0,17
8°	Brasil	0.46	0.00	0.00	0.00	0,12
9°	Guyana	0.23	0.00	0.00	0.00	0,06
9°	Surinam	0.23	0.00	0.00	0.00	0,06
10°	Trinidad y Tobago	0.08	0.00	0.00	0.00	0,02
11°	Venezuela	0.00	0.00	0.00	0.00	0,00
11°	Bolivia	0.00	0.00	0.00	0.00	0,00

Para el análisis de los promedios obtenidos después de la evaluación, se agrupan 3 grupos. El primero con las páginas que obtuvieron los mejores resultados: Perú, Ecuador, Uruguay, Paraguay y Colombia; el segundo con las páginas con menor calificación: Argentina, Chile, Brasil; finalmente, el tercer grupo con las páginas que no obtuvieron resultados más bajos: Guyana, Surinam, Trinidad y Tobago, Venezuela, Bolivia.

Las páginas que obtuvieron un promedio más alto, en ningún sentido son las que tienen un mejor desempeño ya que según la escala de resultados, los promedios pertenecen a un cumplimiento insuficiente con los indicadores que fueron evaluados. Por lo tanto, resulta necesario analizar de forma individual y por cada tipo de desarrollo los resultados obtenidos, destacando a Perú como el país que presente el promedio más alto y Venezuela y Bolivia el más bajo.

Tabla 5 Resultados individuales

País	Aspectos relevantes positivos
Perú	Presenta una guía digital de restaurantes segmentados a nivel nacional e internacional. Gastronomía por regiones, productos certificados y relacionados a una región específica, por lo tanto, en el desarrollo primitivo, su web es la única que cumple satisfactoriamente con los indicadores que fueron evaluados.
Ecuador	Muestra una clasificación de su gastronomía por regiones y productos agrícolas, además las recomendaciones para probar la comida típica en lugares tradicionales.
Uruguay	Promociona sus enlaces del Instituto Nacional de Carnes, el Instituto Nacional de la Leche y prácticas de enoturismo en la Ruta de los Caminos del Vino.
Paraguay	Presenta rutas gastronómicas, gastronomía típica y recetas.
Colombia	Indica los festivales o eventos gastronómicos próximos a realizarse.
Argentina	Resalta experiencias gastronómicas con espectáculos de música folclórica.
Chile	Promociona enlaces a rutas vinícolas.
Brasil	Resalta la visita a Mercados.
País	**Aspectos negativos**
Guyana	Destacan el hecho de que su gastronomía se ha formado gracias a la confluencia de varias culturas, muestran imágenes bastantes buenas, sin embargo, no hay redireccionamiento a páginas netamente gastronómicas, relevantes para la actividad turística.
Surinam	Resalta la variedad de culturas que han influido en su gastronomía, además de limitados lugares en los que se puede degustarlos. La información es bastante limitada y básicamente es solo una descripción
Trinidad y Tobago	Encontrar información sobre aspectos gastronómicos resulta todo un reto. En la página oficial del Ministerio de Turismo no existe información accesible y está página promociona dos enlaces que también se consideran como sitios de promoción oficial y que de igual forma restringen completamente la información gastronómica.
Venezuela	La página web del Ministerio del Poder Popular para el Turismo no contiene información sobre aspectos gastronómicos y la página de comercialización VENETUR ha excluido a los restaurantes y solo muestra información de alojamiento.
Bolivia	La página web oficial para la promoción turística pertenece al viceministerio de Turismo. La información sobre gastronomía se encuentra totalmente relegada y casi es inexistente.

Conclusiones

El estudio presenta limitaciones debido a que fue realizado en un determinado periodo de tiempo. La información de las páginas web es variable y su control no depende únicamente de los investigadores. Por otra parte, la valoración que se ha realizado podría presentar algún tipo de subjetividad, no obstante, es la tercera ocasión en la que la evaluación coincide con un resultado casi esperado, como es el caso de Euskadi 2014, la provincia de Barcelona 2016 y ahora Perú 2018. Entonces el estudio se convierte en una guía referencial para la construcción de sitios web oficiales que deseen promocionar turismo gastronómico y desconozcan cuáles son los aspectos más importantes que deben incluir y destacar y por qué deberían hacerlo.

El acceso a la información no debería resultar un proceso complicado. Las OGD de Sudamérica en la medida de lo posible deben esforzarse en demostrar por medio de sus sitios web oficiales los alcances de su desarrollo turístico. Se entiende que los objetivos de cada OGD pueden ser distintos y no estar únicamente relacionados con gastronomía, pero la especialización podría facilitar la gestión de sus actores *stakeholders* y beneficiar de forma amplia a otros tipos de turismo.

Con este estudio se llega a la conclusión de que las OGD no promocionan todo el potencial del turismo gastronómico que poseen sus territorios ya que muchos componentes de los indicadores evaluados no son visibles de manera digital, entonces, se infiere una desconexión entre los diferentes actores turísticos a pesar de que existan muy buenas iniciativas.

Para futuros estudios sería conveniente también determinar, desde los sitios web oficiales, cómo la dimensión territorial de un país puede incidir en la efectiva gestión del turismo gastronómico, así mismo, no solo evaluar el desempeño en el contenido que presentan las páginas web, sino también, la facilidad con la que permiten a los usuarios navegar para encontrar información, finalmente, entender como benefician a sus stakeholders por medio de la promoción web.

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Anexo indicadores evaluados para medir el desarrollo del turismo gastronómico

Desarrollo primitivo	**Desarrollo horizontal**
1. ¿Posee una apartado o sitio web de promoción turística – gastronómica? 2. ¿Se presenta una breve reseña histórica sobre la gastronomía del país? 3. ¿Hay publicidad o imágenes con alimentos? 4. ¿Existe promoción de productos particulares conectados a una región o por temporada? 5. ¿Hay información sobre platos típicos? 6. ¿Se promueve la gastronomía por zonas? 7. ¿Existen campañas para promocionar platos típicos conectados a una región? 8. ¿Se promueve la gastronomía por especialidades (vegetariano, local, gourmet)? 9. ¿Hay un listado de restaurantes? 10. ¿Hay un listado de otros tipos de establecimientos tipo bares, cafeterías? 11. ¿Se promocionan eventos gastronómicos? 12. ¿Posee una marca y/o eslogan gastronómico? 13. ¿Hay listado de mercados tradicionales?	1. ¿Existen colectivos para la promoción gastronómica del destino? 2. ¿Tienen certificados de calidad en sus productos? 3. ¿Hay un apartado de recetas? 4. ¿Existen recetas donde se remarque el uso de un producto típico o que la haya proporcionado un restaurante/cocinero local? 5. ¿Tiene un motor de búsqueda de establecimientos de alimentación? 6. ¿Existe un ranking de restaurantes o una marca de calidad o excelencia? 7. ¿Existen premios de la calidad / certificaciones para productos gastronómicos? Ejemplo: denominación de origen. 8. ¿Existe un embajador de marca de su gastronomía? 9. ¿Existen productos y/o cocinas de recuperación patrimonial o ancestral? 10. ¿Existe redireccionamiento con páginas de valoración de restaurantes? 11. ¿Existe un apartado / enlace para comprar productos gastronómicos de calidad? Ejemplo: (tienda virtual)
Desarrollo vertical	**Desarrollo diagonal**
1. ¿Se promocionan rutas gastronómicas con diversos servicios turísticos? 2. ¿Hay experiencias gastronómicas? 3. ¿Se ofrecen cursos de cocina? 4. ¿Se promocionan tiendas de souvenirs especializados en gastronomía? 5. ¿Se mencionan competiciones de cocina para Chefs? 6. ¿Existen museos o centros de interpretación vinculados con la gastronomía o la enología? 7. ¿Se promocionan canales de video? Ejemplo: (Youtube) con videos vinculados a la gastronomía 8. ¿Existe en la página o hay un enlace a agencias de viajes que oferten productos de turismo gastronómico? 9. Existe un apartado / enlace para comprar souvenirs vinculados a aspectos gastronómicos (tienda virtual) 10. Se incluyen propuestas de turismo gastronómico sostenible, sustentable, *slow food.*	1. ¿La página web cuenta con calidad de contenido gastronómico (artículos, noticias)? 2. ¿Se destacan restaurantes como producto turístico? 3. ¿Existe un apartado profesional para el desarrollo del turismo gastronómico? 4. ¿Existe promoción de establecimientos educativos para formación en gastronomía? 5. ¿Hay enlaces hacia aplicaciones móviles de productos turísticos gastronómicos? 6. ¿Se presentan investigaciones gastronómicas realizadas en el territorio? 7. ¿Son visibles todos los agentes vinculados al turismo gastronómico de la región?

El abordaje del espacio turístico: Un análisis de la producción científica colombiana.

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Resumen

La Geografía del Turismo es una disciplina que contribuye al entendimiento del fenómeno turístico, permitiendo analizar los impactos que ocasiona la actividad turística en los territorios con dicha vocación. Dentro de esta disciplina, el espacio turístico emerge concretamente para estudiar aquella porción de dicho espacio que se destina exclusivamente para la actividad turística, mostrando de forma más detallada dichos impactos. En el territorio Colombiano, tanto la teorización relacionada con la geografía turística, como el estudio del espacio turístico, son tareas aún pendientes. El presente artículo muestra como, a nivel nacional, los estudios científicos del turismo se centran principalmente en análisis económicos y administrativos, dando prioridad a resultados que se limitan a la oferta y la demanda como ejes centrales, en donde la geografía emerge como herramienta meramente descriptiva, desconociendo el potencial analítico que las diferentes corrientes de la geografía actual dan para el análisis turístico El estudio hace una revisión bibliométrica y un análisis de categorías que sustentan las anteriores afirmaciones, a través de un estudio de los grupos de investigación de las facultades de turismo presentes en Colombia, que publican sus resultados en revistas indexadas.

Palabras clave: Geografía del Turismo, Espacio Turístico, Territorio, Fenómeno Turístico

Abstract

The Tourism Geography is a discipline that contributes to the understanding of the tourist phenomenon, it allows to analyze the impacts caused by tourism activity in the territories with that vocation. Within this discipline, the touristic area emerges specifically to study that part used exclusively for tourism. In the Colombian case, the theorization related to the tourism geography, as well as the study of its space, are still pending tasks. This article shows how, at a national level, scientific studies of tourism focus mainly on economic and administrative analysis, giving priority to results that are limited to offer and demand as main axis ; from which the geography emerges as a merely descriptive tool, ignoring the analytical potential that the different actual currents give for the tourism approach. The study makes a bibliometric review and an analysis of categories that support previous thesis, through the revision of the scientific articles related to the subject, developed by the college of geography and faculties of tourism in Colombia.

Keywords: Tourism Geography, Tourist Area, Territory, Tourist Phenomenon

1. Introducción

Desde lo académico, en la última década el desarrollo de la formación en Colombia experimenta una amplitud de 47 programas profesionales en turismo y afines y la estructuración y desarrollo de nuevos grupos de investigación turística, en el mismo contexto los estudios geográficos de línea crítica, humana y social han incursionado en la investigación del turismo desde su impacto, incidencia y desarrollo; creando un espacio para la consolidación de proyectos con este enfoque. El estudio de la geografía del turismo se ha transformado, dentro de la dimensión temporal, las temáticas y abordajes del fenómeno turístico han variado; se ha pasado de una visión descriptiva a una analítica e integral, los estudios de turísticos en Colombia también deben migrar hacia enfoques que permiten visiones más amplias como las anteriormente nombradas a partir del análisis de sus realidades y contextos.

Aunque se han desarrollado propuestas de geografía turística en otros países y su estudio posee una bibliografía extensa desde la aparición de esta rama geográfica en los años setenta. Para nuestro país existe una carencia de documentos que permitan su análisis teórico y práctico. Por otro lado, la documentación turística se limita a los guías y otras publicaciones donde el énfasis es netamente informativo, dirigida al turista más no al estudio de la actividad. Por otra parte, la mayoría de los estudios geográficos turísticos se han enfocado en la visión estructuralista como eje de la planificación turística, dejando de lado el enfoque fenomenológico del turismo, donde el análisis del territorio requiere una visión más amplia que integre los componentes sociales, económicos y ambientales que se presentan en cada destino de manera dinámica. Influenciados por los anteriores enfoques, los estudios turísticos en Colombia tienen una tendencia hacia el estudio de la actividad turística con sesgo económico, donde se enfrentan a prestadores de servicios y consumidores de servicios como ejes principales del debate, haciendo que los demás componentes de análisis solo sean vistos en un segundo plano.

En este sentido, se desarrolló un análisis bibliométrico con el fin de identificar la evolución de la literatura respecto al campo de investigación de la geografía del turismo, profundizando en concepto de espacio turístico. A continuación, se presenta como un primer aspecto, el marco referencial y teórico de la temática estudiada. Posteriormente, se aborda todo el desarrollo metodológico del análisis bibliométrico con los resultados producción de los grupos, sub temáticas abordadas, relación con la geografía del turismo y el espacio turístico y finalizando con la presentación de las conclusiones.

2. Marco Teórico

2.1. La Geografía del Turismo

La Geografía del Turismo, clasificada por Daniel Hiermaux como una de las geografías emergentes, en su Tratado de Geografía Humana (2006), se convierte en un tema obligatorio desde la formación académica en turismo hasta la planificación del espacio turístico. Sin embargo, el protagonismo que este campo tiene en la actividad turística pasa a un tercer plano cuando la geografía es abordada de manera clásica, centrada únicamente en la determinación de aspectos físicos, desconociendo la evolución misma de la Geografía y sus aportes a la planificación turística. El mismo autor menciona que la geografía del turismo es vista, en muchos casos "como un fenómeno exógeno a las sociedades locales en donde está inserto y en las cuales genera -impactos-" (2006, p. 402). Desconociendo así el carácter integrador que tiene en la planificación turística para los desarrollos regionales.

Hiermaux llama a la geografía del turismo "un campo emergente" a pesar de recalcar el papel del Alemán Walter Christaller, quién en 1933 fue el primer teórico en integrar al turismo en el campo de la geografía humana, sin embargo destaca como los libros que se inscriben dentro de la geografía del turismo, principalmente aquellos de formación estudiantil, basan su contenido en la fragmentación descriptiva de algunos lugares del mundo y aplicada para uso del turista, dejando a un lado su contribución al análisis del territorio para entender la relación sociedad/espacio impactada por el fenómeno turístico. Al respecto resalta:

> "El análisis, la planificación y la gestión del turismo es un campo de actividad en expansión y donde se abre un amplio abanico de posibilidades. El geógrafo aporta una visión transversal y territorial del fenómeno turístico y puede analizar las interrelaciones y los efectos de los diferentes factores que intervienen en cada caso o situación"

Latinoamérica no ha sido ajena a estas visiones, teniendo en cuenta que, al igual que en otras disciplinas, la geografía es básicamente una aplicación de las teorías europeas que se aplican, en muchos caos, sin tener en cuenta los contextos diferenciadores entre uno y otro continente. El turismo bebe de las fuentes del viejo mundo para justificar teóricamente sus desarrollos y por ende su academia. A lo anterior se deben sumar características especiales de esta porción terrestre, donde Hiermaux aclara que en Latinoamérica "las visiones extremadamente crítica del turismo, ven esta actividad como una inserción violenta en donde los discursos oficiales imponen la actividad turística como alternativa para salir del subdesarrollo, visión extrema que no ha permitido analizar las implicaciones geográficas de la actividad" (2006, p. 415). Para el caso Colombia, teniendo en cuenta las actuales circunstancias de postconflicto, la visión del turismo como herramienta que contribuya a cerrar brechas sociales dejadas por la guerra es evidente y se constituye como bandera de desarrollo económico.

2.2.La concepción del espacio turístico.

De acuerdo con R. Boullón El espacio turístico es la consecuencia de la presencia y distribución territorial de los atractivos turísticos considerados como la materia prima del turismo (1997). En cada una de estas partes está inmerso el concepto de región geográfica, características del espacio físico, las clases de espacio físico, y el espacio turístico en sí mismo con sus respectivos elementos (superficiales, de áreas reducidas, y como corredores longitudinales). Este mismo autor comenta que este espacio turístico es real, tiene un uso potencial, y posee elementos culturales, y dentro de él está el rural y el urbano. Asimismo, el paisaje natural se subdivide en virgen y en adaptado. Finalmente, está el paisaje vital que contempla aspectos ecológicos. Para Vera Rebollo (1997) la complejidad del fenómeno turístico y en, particular, sus vinculaciones al medio geográfico abren una gran variedad de "regiones" o "espacios turísticos" espacio o región turística de carácter internacional, o región de orden nacional, según su funcionalidad: y también entre otras diferenciaciones, aparecen las regiones por sus atractivos- recursos (litoral, montaña…)

Otra definición de espacio turístico lo presenta Alfredo Ascanio (2005) de la Universidad de Venezuela con las siguientes palabras: "… los espacios geográficos planificados y en especial aquellos que, según los criterios de la sustentabilidad, deberían ser dedicados a la preservación de áreas frágiles, ya que ello formaba parte de la estrategia de los planificadores." Y el mismo autor concluye sobre este tema: "Si el turismo en un espacio geográfico determinado, se va a convertir en un sector de servicios dominante, entonces es necesario buscar nuevos modelos para planificar, sin profundizar los contrastes entre un centro lúdico agradable para el turista y los centros residenciales que pueden transformarse en marginales." (A. Ascanio, 2005, 82).

"El espacio turístico planificado tiene entonces que armonizar dos problemas:

> 1) concebir una nueva manera de organizar los espacios turísticos en piezas escenográficas autónomas, donde el equipamiento recreativo sea primordial y más importante incluso que las unidades de vivienda; y,
>
> 2) concebir una ciudad dormitorio para los trabajadores, de manera que se asegure un modo de vida digno y se diseñe el espacio considerando las previsiones demográficas, tanto del crecimiento vegetativo de la población como de las corrientes de emigrantes que provienen de otros lugares rurales y urbanos, respondiendo a las expectativas de un empleo estable y una mejor calidad y género de vida."
>
> (A. Ascanio, 2005, 85).

De la misma manera, otros especialistas en la materia como lo es Plan Estratégico Regional del Turismo – Pertur (2009), afirman que el concepto de "espacio turístico nace de la presencia y distribución territorial de los recursos turísticos, que constituyen el "patrimonio turístico" de un determinado territorio. Estos recursos, sumados a la planta turística, infraestructura, centros de servicios y el flujo de turistas definen el espacio turístico de cualquier país y/o región. Los recursos turísticos que se encuentran próximos, sólo excepcionalmente se tocan unos con otros, por ello el espacio turístico puede ser discontinuo y distinto de la demarcación territorial que lo acoge."

En forma paralela, enseguida se retoman explicaciones sobre el tema de espacio turístico, lo expuesto por v. Almirón (2004) de la siguiente manera:

> "… el espacio del turismo no es sólo el elemento que posibilita desarrollar prácticas sociales distintas a las tradicionales, socialmente aceptadas o rechazadas, es decir el que permite cambiar de mundos (del trabajo al ocio): es también un factor constitutivo de la experiencia del turismo... De esta manera, el espacio del turismo no es un mero soporte donde la práctica turística ocurre. El turismo, como otras prácticas sociales, utiliza y precisa del espacio, como uno de sus componentes fundamentales. El espacio turístico es consumido a partir la visión del mismo, de los actos de recorrer o de ubicarse, y de la asignación de valores simbólicos a los sitios donde el turismo se ubica (Hiernaux Nicolas, 1996).
>
> Entre tanto, Bustos Cara (1995), afirma que ese consumo de espacio, si bien en su etapa final debe efectuarse en in situ (en el lugar de destino), comienza a realizarse mucho antes de que el pasajero emprenda el viaje; por lo tanto, el turismo es, al mismo tiempo, productor y transformador del espacio." Almirón (2004, pág. 172 y 173).

Como elementos del espacio turístico lo integran según el mismo autor en: la zona turística, el área turística, el centro turístico, tipologías de los centros turísticos, el complejo turístico, la unidad turística, los núcleos turísticos, el conjunto turístico, los corredores turísticos en sus diversas modalidades, entre otros componentes. A continuación, se describen algunos de los grupos más representativos, y que antes se enunciaron.

También en forma complementaria el espacio turístico involucra tipologías específicas para su estudio en función de su superficie. Por tanto, es aquí donde surge la concepción de: Zona, área, núcleo, entre otras variables, que se citaron en el párrafo anterior, y que a continuación se retoman del libro titulado: Planificación del espacio turístico (Bullón 1997).

Zona turística: El mismo autor la explica así: "Es la unidad mayor de análisis y estructuración del gran conjunto espacial turístico de un país. Su superficie es variable, ya que depende de la extensión total de cada territorio nacional y de la forma de distribución de los atractivos turísticos…"

Clases de espacio geográfico: En el mismo material bibliográfico, se comenta que la propuesta física o material maneja,

> "… siete tipos distintos de espacio físico (real, potencial, cultural, natural, virgen, artificial y vital). Algunos de éstos corresponden a distintas expresiones materiales del espacio físico (cultural, natural, virgen, artificial), otros son calificaciones conceptuales propias del planeamiento (real y potencial) y uno de ellos pertenece al campo de la ecología (vital).
> (Boullón, 1997, 61).

También el mismo Hiernaux, expone que se reconocen varias clases de espacio territoriales que son:

ESPACIOS FÍSICOS	**CARACTERÍSTICAS**
REAL	Pueden ser captados por el ser humano a través de sus sentidos, como lo es la capa solida de la tierra y la misma atmósfera, o biosfera como el mismo lo dice**.**
POTENCIAL	Este espacio físico no existe en el presente, su escenario pertenece al sueño de los planificadores turísticos.
CULTURAL	Es la consecuencia del trabajo de la sociedad humana a lo largo de su permanencia en un sitio especifico. Este espacio está destinado a la adecuación de la tierra para sus necesidades. A este entorno modificado también se le denomina espacio transformado.
TURÍSTICO	Es discontinuo, no se puede recurrir a las procesos de regionalización para proceder a su demarcación.
ZONA TURÍSTICA	Debe contar con un número mínimo de diez atractivos turísticos suficientemente próximos, sin importar a qué tipo pertenecen y de qué categoría son. (Boullón, 1997, 66).

Tabla 1. Clases de espacios territoriales (Hiernaux 1996)

En síntesis, el espacio turístico contribuye al análisis pormenorizado de aquellas regiones concretas en donde se reúnen un conjunto de variables que hacen posible que el fenómeno turístico tenga realización. De igual manera, es importante destaca que el espacio turístico va más allá de una visión física de un territorio, dado que allí se entremezclan visiones más subjetivas que tienen que ver con experiencias que se dan entre visitantes y comunidades locales, permitiendo así el intercambio cultural, que también genera impactos positivos y negativos para los actores en cuestión.

3. Metodología

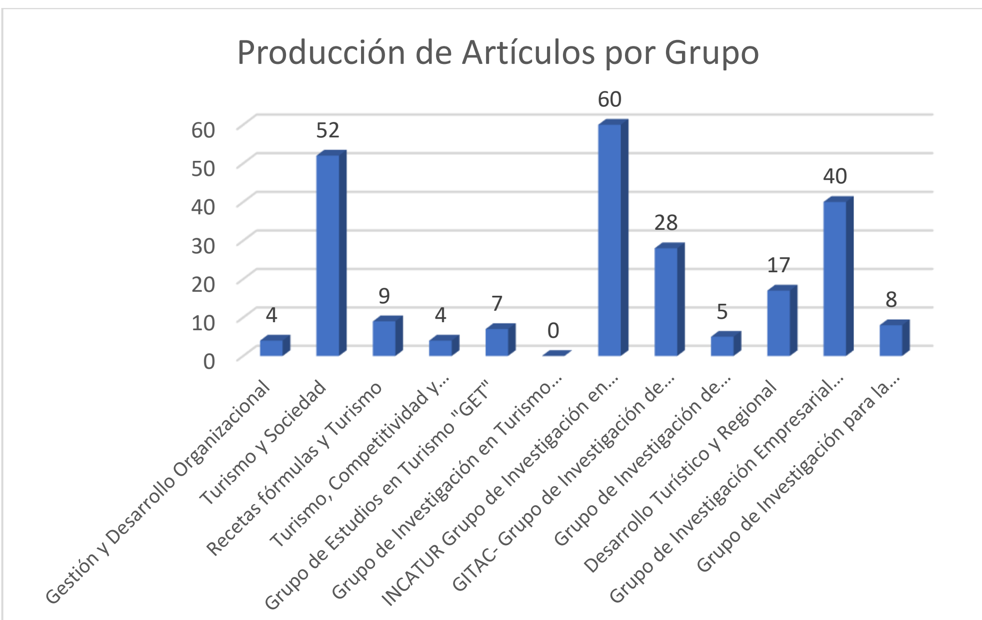
El propósito de esta investigación es realizar una evaluación sobre los artículos de investigación asociados al espacio turístico en la producción colombiana. Este proceso se realizó en los grupos de investigación categorizados por Colciencias, pertenecientes a las escuelas de turismo del país. A partir de un análisis bibliométrico basado en el buscador del Departamento Administrativo de Ciencia, Tecnología e Innovación- COLCIENCIAS dentro del indicador denominado producción bibliográfica.

Para realizar un análisis bibliométrico es necesario establecer temas de interés, que para el caso de esta investigación se concibió como el espacio turístico. La búsqueda bibliográfica en la plataforma Scienti Colciencias arrojó 234 registros. A continuación, se realizó una clasificación por tema de estudio, dando como resultado 12 temáticas, que permitieron catalogar 65 artículos en los que se planteaban las variables de concepción, análisis espacial, corrientes y teóricos abordados y su aplicabilidad en la planeación del turismo nacional. En los apartados siguientes se exponen los principales resultados en cada una de las variables seleccionadas y se plantea una discusión acerca de la insuficiencia del abordaje de la geografía del turismo en las investigaciones nacionales.

4. Discusión y Resultados

4.1.Producción científica en las facultades de turismo en Colombia

Los artículos de investigación, son los procesos de comunicación escrita a partir de los cuales se presentan los productos finales de investigación y representan a su vez el volumen de investigación establecida de los grupos e investigadores que ponen a consideración de la comunidad académica. En la figura 1, se puede observar la producción de artículos consignada en la plataforma Scienti – Colciencias, que obtuvieron el reconocimiento y medición de grupos de investigación, desarrollo tecnológico o de innovación, pertenecientes a las facultades de turismo del país, con un total de 11 categorizados y con una producción de 234 artículos, en diferentes plataformas, que abordan el tema turístico y áreas afines desde diferentes ámbitos. Cabe la pena destacar que en su gran mayoría los artículos están dedicados a las áreas administrativas y de gestión turística y hotelera o se encuentran entrelazados con temas empresariales. De igual manera por su producción los grupos Turismo y Sociedad, INCATUR Grupo de Investigación en Ciencias Administrativas y Turismo y Grupo de Investigación Empresarial y Turístico en la medición se encuentran clasificados en "B", los demás 8 grupos alcanzaron la clasificación "C". Resulta importante destacar que solo dos (2) artículos de los grupos estudiados son publicados en cuartiles, los demás pertenecen en un gran número a las plataformas Latindex, SciELO y Redylac, estas condiciones se pueden explicar debido a la juventud de los grupos con un promedio de 4 años y a la carencia de publicaciones en cuartiles en castellano que respondan a las necesidades de los grupos.



Grafica 1. Producción de Grupos

4.2. Sub temáticas abordadas

A partir de los 234 artículos se seleccionaron 65 artículos con dos condiciones explícitamente, la primera que el artículo abordara directamente el tema turístico y la segunda que dentro de él se tocara el tema de espacio turístico directa o indirectamente. Lo anterior permitió apreciar que los temas tomados en cuestión, dentro de los artículos de los grupos de investigación de las facultades de turismo en Colombia, son muy heterogéneos, cuestión que obedece a que el turismo es un fenómeno que está impacto por múltiples factores que hacen posible su desenvolvimiento.

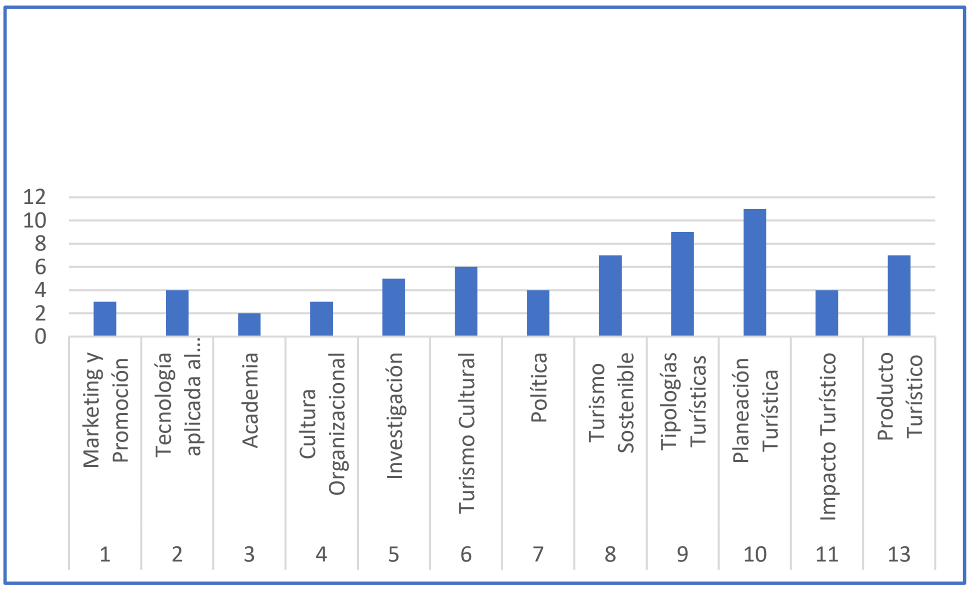
En la tabla 2, de los 65 artículos finales es posible apreciar temas que van desde la creación de software para diferentes usos en el turismo; la formación académica en turismo, donde se discuten temas de contentos curriculares, docencia, investigación y proyección social; el análisis de la investigación turística en Colombia; la planeación, la cultura, el turismo sostenible, las políticas públicas, el turismo comunitario entre otras. Las diversas temáticas dividieron finalmente en 12 grandes temas. Siendo de mayor relevancia dentro de los artículos que presentan productos turísticos, factores que contribuyan al turismo sostenible, estudios de impacto turístico se pueden centrar en una tipología concreta como es el turismo de sol y playa con una visión desde las políticas públicas analizadas a la luz de la planificación turística.

No	Tema	Descripción
1	Marketing y Promoción	Investigan sobre las estrategias de marketing y promoción turística tomando casos específicos
2	Tecnología aplicada al turismo	Se enfocan en el diseño de herramientas tecnológicas que contribuyan a mejorar procesos turísticos
3	Academia	Analizan temáticas involucradas en aspectos curriculares dentro de los programa de educación en turismo
4	Cultura Organizacional	Abordan dentro de las organizaciones turísticas cuáles son los derroteros que marcan el direccionamiento de las diferentes empresas del sector
5	Investigación	Reflexión en torno a la investigación sobre turismo en Colombia desde diferentes tendencias y enfoques
6	Turismo Cultural	Temas culturales como atractivo principal de los destinos revisando su crecimiento y aporte al sector
7	Política	Temáticas de legislación relacionados directamente con turismo o que en alguno de sus apartes afectan al gremio
8	Turismo Sostenible	Revisión de la aplicación de las máximas de sostenibilidad en temas turísticos midiendo el desarrollo económico, sociocultural y el cuidado ambiental en las prácticas turísticas.
9	Tipologías Turísticas	Concentración en alguno de los tipos de turismo enmarcados en lo tradicional, lo alternativo y otras tendencias.
10	Planeación Turística	Medición de la planificación turística como referente administrativo en algunos destinos Colombianos
11	Impacto Turístico	Visibilización de los impactos generados por el turismo en áreas específicas del país
12	Producto Turístico	Creación de un producto turístico o el posible desarrollo de un producto a partir de una potencialidad detectada

Tabla 2. Temas de estudio de las facultades de turismo

4.3.Relación de la investigación con la geografía y el espacio turístico

A partir de las temáticas seleccionadas, se realizó un seguimiento del abordaje del Espacio Turístico como categoría de análisis, teniendo en cuenta las herramientas de la geografía turística descritas al inicio de este documento. Se buscó en los 65 artículos finales el uso de los conceptos de la geografía del turismo y la manera en que esta era abordada, para determinar si su utilización se daba desde un enfoque clásico o existían posturas recientes. Así mismo, se hizo una pesquisa del uso del concepto "Espacio Turístico" para establecer si era abordada para desarrollos turísticos de planificación y creación de nuevos productos y en general para temas que impactaran el territorio teniendo el turismo como eje. En el gráfico 2 se puede apreciar el total de producción por temáticas seleccionadas:



El uso de la geografía está ligado directamente a la descripción de un territorio, destacando sus cualidades ya sea de ubicación, relieve, climatología u otros elementos netamente físicos, reafirmando el uso tradicional que se le ha dado a la geografía y refirmando una vez más que las corrientes actuales de la geografía, como la crítica y la cultura. Por su parte, el uso del concepto de "Espacio Turístico" no aparece reseñado textualmente, aunque los estudios se centren en dicho espacio para realizar sus análisis.

En el artículo "Papel de las instituciones en los territorios subnacionales" publicado en 2016 por Rodríguez, Ramos y Sanabria, en el mismo grupo de investigación, toma la geografía como un conjunto de características destacables como las costas, las montañas, los nevados, llanuras y selvas (p155); dando un uso meramente descriptivo a la geografía a través de las características físicas de Colombia y aunque el espacio turístico es analizado no hacen una referencia a esta categoría directamente.

Otro artículo seleccionado es el de "La planificación turística desde el enfoque de la competitividad: caso Colombia, del grupo de investigación Turismo y Sociedad, de la Universidad Externado de Colombia, del año 2015, el cual se fundamenta en los factores de atracción, soporte, producción y gestión de destino. En este artículos se pueden apreciar 4 referencias sobre geografía, el primero hace relación al espacio geográfico relacionado con los elementos físicos; el segundo, basado en la clasificación que hace Porter de las ventajas competitivas, citando por Gonzales y Mendieta (2009), donde se habla de aglomeraciones geográficas; el tercero citando a Mara & Varzin,

(2008) hablando de localización geográfica como calificadores y potenciadores que determinan la competitividad; y finalmente la palabra geografía aparece tomando la definición de clúster que hace Bolinorsagua en 2009 "“un aglomerado de empresas localizadas en un mismo entorno geográfico que se identifican bien sea por su cercanía o su vocación y que se interrelacionan entre sí”.

Como resultado final de esta primera revisión se aprecia cómo el 17% de los artículos está centrado en la planificación turística, temática que debería abordar en gran medida el espacio turístico como eje de desarrollo, sin embargo los artículos de esa temática se centran en aspectos de competitividad de los destinos, por ejemplo el artículo “Línea base de indicadores de competitividad turística como herramienta para la gestión de destinos”, del grupo de investigación INCATUR, de la Universidad Autónoma del Caribe, donde el espacio turístico no es mencionado y la geografía es usada como un factor del llamado ambiente natural al igual que el clima y el paisaje. Arrojando, entre otras, la siguiente conclusión:

> En el proceso de planificación y gestión de los destinos turísticos, los indicadores de competitividad permiten determinar los factores carentes de gestión y los componentes que deben ser modificados para lograr una mayor competitividad en el destino. Ello facilita tanto la toma de decisiones como la gestión con los diferentes entes encargados de planificar el turismo en el área gubernamental de influencia. (Díaz y Márquez, 2016, p. 14)

5. Conclusiones

El conocimiento geográfico del territorio es un elemento fundamental para el turismo en sus diferentes ámbitos, desde lo académico hasta la planificación territorial que se hace de los destinos, Colombia por ser un lugar estratégicamente ubicado, necesita de un conocimiento geográfico más profundo como herramienta base del turismo para conseguir que sus destinos más representativos se desarrollen acorde a las necesidades que exigen los nuevos retos del desarrollo sustentable y en este caso el turismo sostenible, sirviendo de soporte a los destinos en potencia que van emergiendo y que también requieren de estos lineamientos. Sin embargo como lo manifiesta Francisco Muñoz de Escalona (2012) Citado por Korstanje (2014), la mal llamada disciplina turística se orientada a proteger al turismo como producto o diseño, que en comprender el fenómeno como enraizado en la historia y en la naturaleza humana, siendo no solo evidente en la práctica del desarrollo de la actividad sino en la producción académica.

Los artículos de investigación relacionados con las temáticas de geografía del turismo y espacio turístico en particular como le presenta Bullón han recurrido al método empírico, que permita observar la distribución territorial de los atractivos turísticos y de la planta, a fin de detectar las agrupaciones y concentraciones. Por medio de un procedimiento sistemático de aplicación de las metodologías específicas. A partir de la teoría del espacio se puede planificar de manera física, guiando el análisis y el diagnóstico del sector simplificado. El análisis de la evolución de los destinos, generalmente mediante modelos descriptivos, se ha desvinculado excesivamente de las estrategias de intervención. Por tanto, es necesario avanzar hacia un marco analítico, con una perspectiva territorial y no meramente sectorial, capaz de interpretar la creciente complejidad de los destinos consolidados y de establecer las bases para propuestas de reestructuración que incorporen de manera efectiva los principios del desarrollo turístico sostenible. (Rebollo 2010).

A partir de lo anterior expuesto, la geografía del turismo y específicamente el concepto del espacio turístico, en el campo de la investigación en Colombia, ha sido en su gran mayoría olvidada y utilizada desde una percepción meramente como una herramienta y no desde su estudio. El análisis bibliométrico muestra que en los grupos de investigación clasificados en Colciencias, es incipiente su abordaje y profundización, con referencia a las investigaciones de tipo administrativo y de gestión, las cuales son ampliamente estudiadas y en muchos casos aplicadas a la planificación de destinos turísticos. Otro aspecto a resaltar es que los títulos de denominación de los artículos plantean una discusión en torno al espacio turístico, pero al momento de exponer se centran únicamente en modelos económicos de planificación.

Finalmente, los resultados de este estudio son limitados y aplicados solo en la población estudiada y para la información disponible en la plataforma Sienti- Grupos de Investigación de las facultades de turismo nacional. Sin embargo, cabe destacar que desde lo anterior la búsqueda para un mayor entendimiento del tema se extendió a la producción de especializaciones y maestrías relacionadas con espacio y planificación del turismo, la producción de maestrías y doctorados de geografía relacionados con el mismo tema y por último los documentos gubernamentales relacionados con los procesos de concepción y reglamentación del espacio turístico.

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Academic tourism: international students' perception through their experiences and adaptation with the university and the tourist destination

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Abstract

Tertiary education has become increasingly 'internationalized'. That is, students appear to be increasingly willing to move to another country to gain their post school education. This continuous mobility of international students thanks to the efforts on internationalization in Higher Education, represents benefits not only for the universities, but for the host country and for the international student himself. Since tourism and travelling are strongly associated with students' mobility leading to an important contribution on the national/local economy, according to different investigations, a research gap still exists in the academic literature when exploring the factors that influence the students' satisfaction with the university and the tourist destination of choice. Hence, this case study and an exploratory qualitative investigation, introduces under the academic tourism perspective, an analysis based in the perceptions of international students obtained through their experiences with different aspects of the university and the city where the institution is located and its adaptation along the course of study. Through in-depth semi-structured interviews to international students from the University of Girona, that have finished or are about to finish a master's degree course and have lived in the city of Girona for at least 4 months, the factors with a greater level of influence related a) to the university include the academic offer, physical environment and services; b) to the city are the expected image, core resources and supporting factor; and c) to the adaptation and integration of the students comprise sociocultural, educational environment including teaching and learning systems, and language. In addition to the factors exposed before, these findings may be used by higher education institutions to understand their existing and potential students, in order to develop marketing strategies for attracting this type of segment.

Keywords:
Academic tourism, tourist, perception, destination, students.

Introduction

Tertiary education has become increasingly 'internationalized'. That is, students appear to be increasingly willing to move to other country to gain their post school education. There is also an increasing mix of domestic and international students in classes emphasizing the upward trend of internationalization in Higher Education institutions (Dalglish & Chan, 2005). Internationalism nowadays is a central force in higher education. Even though, the proportion of the increased demand for international education that results in student mobility remains unknown, the movement of programs and education providers across national borders will significantly grow. The international activities of universities dramatically expanded in volume, scope, and complexity during the past two decades. (Altbach & Knight, 2007). According to the Organization for Economic Co-operation and Development (2014), there have been an exponential growth of 114% since 2000 regarding international student mobility, with annual growth rate over 8%. If the 8% annual growth continues to 2020, the students enrolled in higher education abroad will be 8.3 million students (OECD, 2014).

The continuous mobility of international students thanks to the efforts on internationalization in Higher Education, represents benefits not only for the universities, but for the host country and for the international student himself. For international students, among the benefits from studying overseas was the exposure it would provide to a different culture and language, followed by the chance to see whether they would like to live and work overseas, being able to list a semester at an overseas university on their CV, and the prestige of attending a top overseas university. Being immersed in another language, and the opportunity to study subjects not available in their home country were also part of the perceived benefits of overseas exchanges (Doyle, et al., 2010).

In the IAU (International Association of Universities) Global Survey, the benefits identified by global universities itself regarding the reasons for implementing activities for internationalization in higher education were the following: increased international awareness of/deeper engagement with global issues by students; improve quality of teaching and learning; and enhanced international cooperation and capacity-building (European Parliament's Committee on Culture and Education, 2015).

From the point of view of the host countries, attracting international students is appealing for many reasons like the fees and other living expenses that students pay, and the social and business networks with their home countries that they help to build (OECD, 2016). Moreover, tourism and travelling play an important role in the international student's experience. They might be attracted to travel prior to, during or on the completion of their studies; friends and family can come to visit students while studying; and students themselves can also be likely to spread the news of their tourism experience to other travelers and to return for future visits. Thus, both sectors could therefore benefit by working more closely together to contribute to local economic development (Cerdeira, 2014). According to the International Student Economic Value Tool, from NAFSA (National Association of Foreign Student Advisers), international students studying at U.S. colleges and universities contribute $32.8 billion to the U.S. economy and support 400,812 jobs. For every seven international students enrolled, three U.S. jobs are created and supported by spending occurring in the higher education, accommodation, dining, retail, transportation, telecommunications, and health insurance sectors (NAFSA, 2016).

The education sector is an important contributor to every national economy, as a substantial amount of public spending is invested in this sector which generates a large number of employment and revenues (Min, Chor, & Leing, 2012). Australia is the perfect example on how important can become the education industry. International education's value to the country during the period 2015-2016 has surged past $20 billion australian dollars, becoming the third biggest earner industry and easily the largest services export. Most of the income came from foreigners studying at universities, with the higher education sector attracting about $14bn (Ross & Hare, 2016). Deloitte Access Economics estimates that those who come to Australia to visit friends and relatives contributed a total of $222 million in value added to the Australian economy as a result of tourism expenditure (Deloitte Access Economics, 2015).

Nations and organizations should be given to the mobility of talent (international students) great importance. With the advent of the era of knowledge economy, talent has become the key driving force of economic development and the guarantee of improvement of national strength. Since international students of higher education level are an important part of the international talent flow, any country should attach great importance to the international talent flow and the service trade of higher education to attract talents, so as to transform its economic growth pattern, optimize its trade structure and strengthen its economic status in the world (Wei, 2013).

The present global environment and the need for students to explore different cultures, learn new ways of thinking and behaving, make new friends, and improve their cross-cultural knowledge and skills (Sherry, Thomas, & Hong, 2010); have contributed to increase the number of international students in search of higher education in other countries. The proportion of international students is different within the many levels of tertiary education. The highest proportion is found in the most advanced tertiary education programmes, at the master's or doctorate level, or equivalent. In 2014, within the OECD (Organization for Economic Co-operation and Development), 12% of students in master's programmes or the equivalent were international students, as were 27% of students at the doctorate level. In countries like Spain, according to the European Parliament's report in Internationalization of Higher Education (2015), from the period 2012-2013, the international student presence is much more visible at master's level where the population accounts for 18.4% of total master's student enrolment in Spain.

In the face of these statistics, that summarize the importance of the international student mobility, specifically at master's or doctoral level, the need for understanding the behavior of students (consumers at the same time) from a cross-national perspective is imperative to keep attracting new students (Cubillo, Sanchez, & Cerviño, 2006). Today, students are much more sophisticated in their life styles, working at a more intense pace and often combining study with employment. They are more introspective, seeking greater balance and meaning in the choices that they make, including a desire for more flexible means to participate in educational programs. Never before have institutions experienced students with such high levels of technological knowledge, communications savvy and brand sophistication (Perkins&Will, 2005). Binsardi and Ekwulugo (2003) point out that students are not buying degrees; they are buying the benefits that a degree can provide in terms of employment, status and lifestyle, among others. Hence, students are becoming extremely critical and analytical when choosing their educational institutions (Cubillo, Sanchez, & Cerviño, 2006). Indeed, Wood (2001) suggests that international students who pay for education are more sensitive to internal and external quality issues and are also likely to be less understanding of a failure of the institution to meet their expectations (Russell, 2005).

Therefore, this study will analyze the different perceptions of international students through their experiences with the different aspects of the university and the city where the institution is located and their adaptation through the course of study. Analyzing the factors that at the end will determine the students' satisfaction with the university and the destination is very relevant, not only for attracting more international students in the future, but also for a solid and global development of countries and cities.

Literature Review

International student mobility and tourism

The mobility of international students across borders has gradually demonstrated its major importance among all the international economic activities, with its scale and complexity still rapidly growing (OECD, 2008). According to many studies (Wiers-Jenssen, 2008; Enders and Fulton, 2002; Becker and Kloster, 2012) student mobility is described as a traditional form of internationalization, that is very related to the globalization of mobility markets, with positive effects for higher education considering the fact that as student enrolments abroad are increasing so is the number of higher education institutions seeking to attract those enrolments. The OECD indicators regarding education stated that "In 2012, more than 4.5 million students were enrolled in tertiary education outside their country of citizenship. Australia, Austria, Luxembourg, New Zealand, Switzerland and the United Kingdom have the highest proportion of international students as a percentage of their total tertiary enrolments" (OECD, 2014).

There is also an interest for many countries in educating these students, since they represent human capital and a benefit to domestic economy. "The education market is growing and globalizing, as well as international demand for know-how on the international education market as part of the global service economy" (Cerdeira, 2014). According to Payne (2009), traveling for educational purposes has become a multibillion dollar industry due to huge numbers of people going outside of their country to study, and who are called international students. They are considered to have a great tendency to travel while studying abroad in an effort to better understand the national culture and people, that give as result considerable revenue as well as employment opportunities for the host country (Varastech, Marzuki, & Rassolimanesh, 2015).

The World Tourism Organization (UNWTO) supports the consideration of international students as tourists establishing that a visitor is a traveler taking a trip to a main destination outside his/her usual environment for less than a year and for any purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited (Department of Economic and Social Affairs, 2010). Among the categories of visitors, the same organization determines one for students taking short-term courses (less than one year) and includes education and training as one of the categories inside the classification of tourism trips (Garcia-Rodriguez & Mendoza, 2015). Taking the previous considerations, travel and student activities performed by international students who move between different geographical locations outside their usual place of residence for less than a year to pursue their higher education studies can be referred to as "international academic tourism" (Cerdeira, 2014).

Although the term "educational tourism" is preferred among the literature, many studies (Bodger, 1998; Ritchie et al, 2003; Williams, 2010; Pitman, Broomhall, & Majocha, 2011) agreed that is a type of tourism where participants travel to a location to undertake programmes or activities, for purposes of obtaining education and learning experiences from their trip. Rodriguez et al. (2012) complement and defines the term "academic tourism" as to "all stays lasting less than one year and carried out in higher education institutions outside the person's usual environment. The main purpose of such a stay would be to complete university degrees and/or attend language courses organized by these schools".

Following these definitions, the existence of a relationship between universities and tourist destinations it is clearly recognized within this segment when taking the decision to study abroad. In fact, several studies (Wilkins, Balakrishnan, & Huisman, 2011; Llewellyn Simth & McCabe, 2008; Souto Otero & McCoshan, 2006; Krzaklewska & Krupnik, 2005) highlight that the different factors considered for the decision of a destination to study are a combination between those related with the university (quality of courses, university reputation) and destination (cost of living, tourist attractions, finding out about new cultures); which at the end leads to an increase on expenditures related to not only in education but in travelling during the periods of study abroad. Hence, the importance on establishing a solid relationship between tourist destinations and university factors to cope with the demands of international students.

The role of higher education institutions and the destination in student mobility

Tertiary education is a high involvement service, which has become less national and more internationally oriented, and its intangibility makes it difficult for potential clients (students) to assess its quality. Olson and Jacoby (1972) and Huber and McCann (1982), agreed that when intrinsic cues (taste, design, performance) are unknown or not available, consumers more frequently evaluate products by using extrinsic cues (country of origin, brand name) (Srikatanyoo & Gnoth, 2002). According to Patterson et al. (1998), tertiary or higher education is a professional service, which differs in many respects from other services, and warrants separate treatment. Similar to other professional services, tertiary education is at the pure service end of the goods-services continuum, and typically characterized by a higher degree of interpersonal contact, complexity, divergence, and customization than other service businesses (Srikatanyoo & Gnoth, 2002).

Most of the quality attributes in higher education cannot be perceived, felt, or tested in advance. This nature brings difficulties to the evaluation of a programme, especially for an international student (Patterson et al., 1998; Harvey and Busher, 1996; Srikatanyoo and Gnoth, 2002). Thus, education institutions seeking to achieve success in international markets must undertake a range of activities designed to attract prospective students from around the world since for many students and their families, the decision to study overseas is one of the most significant and expensive initiatives they will have ever undertaken (Mazzarol T., 1998).

Since education can be classified as a marketable service in the same way as any other service (Russell, 2005), it requires a solid anchor to which all the marketing and communication activities can be linked and which serves as a factor of identity that defines the different activities of a given organization and distinguishes it from others. This anchor is the brand (Rekettye & Pozsgai, 2015). Universities today are increasingly competing for international students and top academics, a competition that drives the need for universities to focus on clearly articulating and developing their brand. The university brand knowledge and university brand prestige play a key role in determining the student–university identification. The university brand knowledge and university brand prestige play a key role in determining the student–university identification. The more attractive students perceive the university's identity, the stronger will be their identification with the university, which results in shared goals, identities, and values between the university and the students (Hemsley-Brown, Melewar, Nguyen, & Wilson, 2016).

When referring to branding and marketing strategies in higher education, Noir Sur Blanc Agency, (2015) emphasizes that branding requires patient and rigorous effort and relies on timing; that it is very important for institutions to be committed to maintaining and improving quality; it is essential to ensure consistency among positioning, identity, strategy, stated goals, and communications; and last but not least institutions should leverage multiple angles in order to maximize growth of a brand and that includes mobilizing alumni networks and current students to be brand ambassadors, maximizing merchandising potential, etc. "Universities must now go to greater lengths to differentiate themselves from competitor institutions. Successful branding can help with increasing enrollment, expanding fundraising capabilities, and other outcomes" (Hanover Research. Academy Administration Practice, 2014).

In international education, the prospective student will likewise consider various aspects related to living in the host country such as safety, security, cultural activities, international background, university environment, quality of life, and visa and entry requirements, among others. Some of them are related to the host city, and others are related to the host country (Cubillo, Sanchez, & Cerviño, 2006). Wynne and O'Connor (1998) affirmed that students are eager consumers of cultural and recreational products and in this way, cities with a large student population sustain a leisure infrastructure that could normally be found only in cities of higher rank, improving the quality of life of the resident population. Furthermore, according to Allinson (2006), the informal, bohemian, and extrovert climate of student habitats enhances the attractiveness of cities with important impacts also in terms of increasing numbers of visitors who value intangible elements of the local identity, like animated public space, trendy lifestyles, and multiculturalism (Richards & Wilson, 2004; Russo, Van den Berg, & Lavanga, 2007).

According to Popescu (2012), fostering a city's higher education and innovation environments can make the city more competitive at the international level. Therefore, including education as a pillar of a city's branding strategy, positions the city as a location to attract talents, innovative companies and foreign direct investments, moving beyond the promotion of its tourism or its exports. Kotler et al., (1999) argue that the use of branding techniques for cities aim to achieve three main goals: to create prosperity and improve the city life standard; to protect enterprises and their brands from the governmental or political or other unnecessary or negative influences; and to support enterprises and their brands participate in global competition. City branding is thus considered to be a strategy to increase competitive advantage, by providing cities with an image, a source of economic value, political and cultural significance, and socio-economic development.

It is important for good educational systems to be emphasized in place branding strategies (Porter, 1990). It is generally seen as the foundation of the society which brings economic wealth, social prosperity and political stability (Popescu, 2012). Therefore, the direct links that higher education institutions sustain with the local business sector are increasingly seen as strategic for both parties and are on the rise (Russo, Van den Berg, & Lavanga, 2007), hence, university and place branding should work together to help the potential students in their decisions to choose the place of their study.

International students: their choices and their experiences

In higher education, students pursue their education programs with different underlying motives that ultimately affect their decision to study abroad; the selection of a destination country, school and subjects (JWT Education for the British Council, 2008). Wang (2004), developed a typology of motives of foreign students in which three primary motives of international students were classified as: Academic, seeking purely high quality, high standard education with recognition from employers, quality teaching, seriously studying. Career, seeking opportunities to get a job, now or later, attracted by job market conditions in the host country, aiming to settle down in the host country. And experiential, putting high value on the experience of staying abroad, particularly the host country of study, looking for opportunities to actively participate in social and cultural events, expecting to meet with people from different countries, learning the international culture and host country's culture (Min, Chor, & Leing, 2012).

Previous studies of student-choice on institution have tended to focus on the impact of factors such as price, infrastructure, cost, location, ambience, program choices (Aurand, Gorchels, & Judson, 2006; Franklin & Shemwell, 1995; Vrontis, Thrassou, & Melanthiou, 2007), human capital, recognition, academic instruction, and campus life (Bailey, Bauman, & Lata, 1998; Garfield, Braker, & Graham, 1999) on students' intent to enroll at specific universities. Special relevance has been given to the tradition and prestige of the university. Bowers and Pugh (1973), one of the first authors on conducting studies on students' choice of their host institutions, identified the prestige of the school or the department as the key variable to students' choice. Conard and Conard (2001), complemented this conclusion by stating that the curriculum rigor, individualized faculty attention and social/cultural activities can significantly predict an institution's academic reputation (Shanka, Quintal, & Taylor, 2005); and universities with good reputation attract students from other countries, whose aims are to benefit from studies at a higher quality level or specialization not available in their countries (Kearney & Huisman, 2007).

Furthermore, there are several studies (Mazzarol and Soutar, 2002; Cubillo et al., 2009; Darchen & Trembaly, 2010) that agreed the perception about countries and cities have also a relevant role in the election of the host university. The image created in the mind of the students based on their perceptions of the location, the installations and the city's infrastructure, plays an important role by influencing in the choice of the educational program (Keskinen et al., 2008; Darchen & Tremblay, 2010). City image has been associated with factors such as job opportunities, lifestyle, quality of life, cost of living, safety and security and cultural diversity, among others (Cubillo et al, 2006; Darchen & Tremblay, 2010; Zenker et al., 2013). As the city represents the space where the educational service is offered and consumed, the students as temporary citizens in that place, will definitely take into consideration when evaluating the institution (Cubillo et al,. 2006).

Students expectations are another aspect of studying abroad that must be explored in order to have better knowledge of their experiences. Previous research has already established that expectations play a pivotal role in the decision to study abroad, the adjustment process, and the outcome of the study abroad experience (Pitts, 2005; Goldstein & Kim, 2006; Kim & Goldstein,2005). Peterson et al. (1999), found that, as well as believing that a higher education qualification would get them a good job, most university students expected to have access to learning support services and quality teaching. East (2001) found similar expectations from international students: Quality teaching, wanted the university to respond to their education needs, improvement in their english language skills and mix with local students. In addition, Hellsten (2002) found that the expectation of being "taken care of" by the host community and institution was prevalent among the international students (Sherry, Bhat, Beaver, & Ling, 2004).

Giving the importance of international students for higher education institutions, the question of whether these students feel that the university and the host community are helping them adapt to their new academic, social and linguistic environments has practical implications for the university, for the development and adjustment of the students and for the personnel working for the students: counselors, international student office staff, academic and administrative staff (Lewthwaite, 1996). Indeed, the physical journey from the native country to a new country often parallels a psychological journey of cross-cultural adaptation which includes changes to the sojourner's ways of behaving, thinking, and feeling (Ward, Bochner, & Furnham, 2001). Separation of the home and host cultures (cultural distance) (Furnham & Bochner, 1982), unsatisfying relations with host country nationals, and poor language proficiency (Ward & Kennedy, 1993a) predicted social difficulty and reduced sociocultural adjustment among international students (Pedersena, Neighborsb, Larimerc, & Leec, 2011).

Authors like Furnham and Bochner (1982) and Anderson (1994) called these experiences: transition experiences. They found that some of the problems confronting international students were natural and predictable, faced by all those crossing cultures. Lewthwaite (1996) later added that crossing of cultures can be considered a learning process, where many obstacles can be overcome (depending on aspects of personality, style of learning and motivation); even though these experiences bring as consequence a high degree of cross-cultural anxiety. Thus, the importance of intervention of higher education institutions to enhance their adaptation and reduce impediments.

Methodology

The population that was selected for this study were international students, men and women, that were enrolled either in a full master's degree programme or in master's degree courses (the case of Erasmus students) in the University of Girona from the period 2016-2017.

For the sample, based on a purposive sampling, 15 students were selected from different nationalities, that had finished the master's courses or were almost finished with the master's degree program, and had lived in the city of Girona for at least 4 months; to ensure that all the key constituencies of relevance to the subject matter were covered, and to guarantee that within each of the key criteria, some diversity is included so that the impact of the characteristic concerned can be explored. The following table 1 will explain into detail the group of international students selected for the study:

Table 1 International Students' Background

Continent	Nationality	Title	Age	Master's Degree	Length of Stay
America	Ecuadorian	Student 1	25	Planning and Management of Tourism-Destinations.	1 year.
	Ecuadorian	Student 2	30	Planning and Management of Tourism-Destinations.	1 year.
	Ecuadorian	Student 3	26	Planning and Management	1 year.

				of Tourism-Products	
	Colombian	Student 4	28	Planning and Management of Tourism-Destinations.	5 months.
	Argentinian	Student 5	24	Planning and Management of Tourism-Destinations.	1 year.
	Argentinian	Student 6	26	Planning and Management of Tourism-Destinations.	1 year.
Asia	Lebanese	Student 7	25	Planning and Management of Tourism-Products.	1 year.
Europe	German	Student 8	27	Business Administration	4 months (Erasmus).
	Polish	Student 9	26	Marketing and Tourism.	1 year (Erasmus).
	Polish	Student 10	24	Business Administration.	4 months (Erasmus).
	Rumanian	Student 11	32	Communication and Public Relations.	4 months (Erasmus).
Europe/Asia	Russian	Student 12	24	International Relations	4 months (Erasmus).
	Russian	Student 13	23	International Business	4 months (Erasmus).
	Russian	Student 14	22	International Relations	4 months (Erasmus).
	Turkish	Student 15	28	Planning and Management of Tourism-Destinations.	1 year.

Source: Own elaboration from students' interview.

The method of data collection was through in-depth interviews and semiotic analytic technique was used in order to maximize the extraction of useful information. The interview was semi structured, with a questionnaire containing 53 questions, these at the same time were divided in 4 parts: the first regarding the profile of the students, the second part was formed by questions formulated to analyze the experience that students have regarding the university; the third part contained questions intended to analyze the experience of international students with the city; and the last part of the questionnaire was formed by questions elaborated to find overall experiences with the educational programme and the city, and if the students expectations were accomplished.

The interviews lasted between 35 min to 50 minutes that were transcribed for later identify and summarize keywords or key phrases, make inferences, and group inferences under common theme and categorization into sub-themes. It is important to state that the semi structure questionnaire for the interviews were sufficiently flexible to allow topics to be covered in the order most suited to the interviewee, to allow responses to be fully probed and explored and to allow the researcher to be responsive to relevant issues raised spontaneously by the interviewee.

Results Discussion

Students' motivation and expectations for studying abroad: education and experience

The student's inner's motivation to take this opportunity were in its majority three: aspiring to complement and improve their education in order to obtain better opportunities for their future professional careers; living and experiencing something different abroad and learn or improve a language different from their native one.

"Living abroad and meeting new people, can help you to understand life, culture and society". (Student 11, personal communication, June 26, 2017). "I was looking to learn more, to specialize my education even more… and the program that was offering the university had the elements that I was looking for studying". (Student 5, personal communication, May 4, 2017). These findings related to education and experience are also stated by Mazzarol and Soutar (2001), where they pointed out that the quality of higher education, the desire to learn about a foreign culture, and the immigration possibilities were among the international students' motivation for studying abroad. In addition, Doyle, et al. (2010) detailed in his study the factor personal growth/independence.

Factors affecting the perception of international students' experience with the university

Reputation of the university and its internationalization

According to Mazzarol (1998) quality of reputation, and level of market recognition/profile are two factors that have been highlighted in several studies as being important to the development of competitive advantage. This statement is supported by the majority of students admitting they found the university through scholarships and exchange programs offered by respected and well-known institutions, a situation that prompted them to relate reputation of the university with the recognition of these institutions. "I felt motivated about applying to the university it was because Carolina Foundation was offerings scholarships for the Tourism Management and Planning Master. I considered it a very good precedent because not many universities are in the portfolio of such foundation" (Student 4, personal communication, June 23, 2017).

Reputation through academic recognition was a feature that students relied when choosing the university. This is the case of several students, that despite of having options when it comes to choose a university for studying abroad, they decided to study in this university due to the recognition that it has in the tourism field of education. "I was interested in tourism programs since I wanted to complement my studies back in Russia with another perspective from a different industry. And the university of Girona offered really interesting tourism' programmes among many other universities in Spain" (Student 14, personal communication, June 22nd, 2017).

Reference made by a third person was another relevant aspect international students related with reputation. They admit that the positive references that received regarding the level of education and the prestige of the university, encourage students to make further research about the institutions and ultimately led to apply for the program. "I had a friend who was an Erasmus student a year ago and studied at UDG. I came to visit her and she talked to me about the university, the classes, the teachers and the student life, and I really liked it. So when I got into the Erasmus programme, I decided to come to study at UDG too" (Student 9, personal communication, June 12th, 2017).

Academic offer and staff expertise

The academic programs and its cost were also a subject of concern between international students. The majority agreed that they were looking for a program or courses that would adjust to their educational needs. Inside of educational needs, the investigation found two factors: programs or courses related to the students' interest; and programs or courses that were accredited in their home countries (for example, official or non-official master). In addition, the cost was also an important consideration among students. "The master program and the price fit exactly what I was looking for" (Student 1, personal communication, May 4, 2017).

There are several studies (Krampf & Heinlein, 1981; Qureshi, 1995; Turner, 1998; Bourke, 200) stating that the suitability of the program is one of the most important factors in the decision making process for selecting an institution. Prospective students will compare programs offered with those being promoted by competing institutions in order to check their suitability measured by the diverse of courses, their quailty, international recognition of the degree, availability of courses, entry requirements, costs, and availability of financial support (Cubillo, Sanchez, & Cerviño, 2006).

Inside the academic offer, this investigation also analyzes the expertise of staff. Mazzarol (1998) pointed out that quality and expertise of staff and the ability of institutions to recruit and retain quality staff was considered as a critical success factor in international education. In fact, the importance of organizational learning and expertise was a source of competitive advantage. Following this argument, the majority of the students were very pleased that professors who were given the master classes had a lot of recognition and an impressive curriculum. They liked the fact that they all have a doctoral degree, the majority were investigators with published investigations in important journals, they were in charge of important projects that benefit not only the university but the community as well. And these perceptions, were accompanied by a comparison with their home universities. For many students, a foreign degree means a superb education with better teachers.

Physical environment: Infrastructure and location

The physical environment of the service production constitutes an important element in the decision-making process. Authors like Price et al. (2003) have found that, when provided with a high standard, facilities are considered as a relevant factor in influencing the students' selection of the institution where they will pursue their studies (Cubillo, Sanchez, & Cerviño, 2006). Thus, the effective management of physical evidence is also important in education. (Russell, 2005). In this investigation the entire group of students affirmed that the buildings were an aspect which definitely called their attention. Most of them agreed that it gave a feeling of entering into a different world, a medieval world, with so much history behind; not the conventional modern buildings they are used to have in their home university. The library was also a place that was praised due to the diversity in books and its facilities well organized. The cafeteria also complemented the infrastructure since students agreed that the size of the cafeteria was according to the size of the campus.

Location as well was also mentioned between students. The campus located in Barri Vell and in the top of a hill where a stunning view could be appreciated from classrooms, was the main aspect that many students agreed transformed their experience of attending classes. "I remember the first time that I walked towards to the university, passing by la Muralla, and when I got there, I was shocked really". (Student 5, personal communication, May 4, 2017). For many of the students it was one of the first thing that they mention among their first experiences with the university, for others, the location was considered as the main advantage of the university. "I loved the view and the buildings. It's like going into the medieval times. I think that is an aspect that the university needs to take advantage" (Student 2, personal communication, May 4th, 2017). The work of Price, et al. (2003) highlight the importance of the characteristics of the institutional environment, including the physical, academic, social and psychological variables, where facilities management has the most impact (including the physical design of the campus) in the student choice for institution.

Services provided by the university

The delivery of the service that students experience, its bureaucracy and level of complexity, provides evidence by which they judge the service. Indeed, Wood (2001) suggests that international students who pay for education are more sensitive to internal and external quality issues (Russell, 2005). For this investigation, regarding the use of the services provided by the university, students confirmed the importance of the speed in the application process. It was a vital aspect that led to a prompt acceptance letter, that at the same time could help to speed up the paperwork that international students go through in their home countries in order to get the student visa. In addition, the services provided by the administrative staff and the library were praised among the majority of the students.

Issues related with the webpage of the university (adapt a user-friendly design), internal communications (use of universal language like english) and housing (availability of an up to date database of residents for students) were mentioned and suggested to improve in order to increase their level of satisfaction with these services.

City/country resources affecting the perception of international students

Students' image of a preferred destination for studying

When students were asked about what they were looking in a city for studying abroad, the majority of the students were looking for small and affordable city, that at the same time has everything that students might need like cafes, restaurants, open spaces like parks. Public transportation is also an important aspect for many students, a well-connected city makes a big difference, as well as finding everything close or walking distance from where they live. Features like security and cleanliness were also important for students, since the majority associate small towns with security. Nightlife is also another characteristic very popular among international students. Culture, history, and language are also aspects that certain students look for at the same time.

Overall, students agreed that the place where is located plays an important role in the decision for studying abroad. The majority agreed that the city and the country is part of the whole experience as international students. It was also considered part of their knowledge to be in a different and interesting culture with another language. These finding brings place branding as an important tool for enhancing the capability of the country or city to attract not only valuable inputs and resources but to also attract talented people, such as students, high-qualification professionals or human resources in general (Herrero, San Martin, García, & del Río, 2015).

Core resources and attractors

The physiography of a destination is so important that it might also be considered a determinant of visitation. Because it includes the overall nature of the landscape and the climate of the destination, it defines the nature of the environmental framework within which the visitors exists and enjoys the destination (Crouch & Ritchie, 1999).

"I think Girona is a singular city. The river, the mountains, the cathedral, the little streets. The view from some places. I consider it a very romantic city" (Student 5, personal communication, May 4th, 2017). Students when asked about why did they choose Girona as their preferred location, they agreed that they were attracted to the city through the pictures they have seen in the internet. Images showing the Old Town or Barri Vell, the houses along the Onyar river, were things that called their attention. The beautiful landscapes of the city, the medieval image that evoked, the calmness that transmit, were elements that influences students in the decision for a destination to study. These statements also show that the choice of a study destination may be influenced by promotional material directly relating to the academic benefits of the chosen location and institution, as well as other sources, including tourism promotional material and general destination information (Glover, 2011).

Culture and history was considered very relevant and appealing. The most representative element of these factors is Barri Vell, also considered as well as the most interesting part of Girona. Students found interesting the strong presence of the Catalan culture, including the majority of the community speaking its mother tongue: Catalan. Therefore, among the different dimensions that Crouch and Ritchie (1999) explained regarding the core resources and attractors of a destination appeal, for the students, the most important dimensions and for which they are extremely satisfied are physiography, culture, and history.

Supporting factors and resources

The infrastructure of a tourist destination is considered a firm foundation upon which a successful tourism industry can be established. The range and quality of local transportation services, a reliable and potable water supply, sanitation, communication systems, public facilities, etc., are all critical to any economic and social activity (Crouch & Ritchie, 1999).

The majority of the students agreed that the city provides good connectivity through public transportation with other cities like Barcelona and its surroundings. "I think Girona it is well connected to the Costa Brava which is very amazing and close to visit. The connectivity that the city has makes everything close" (Student 4, personal communication, June 26th, 2017).

Restaurants and nightlife venues was also considered very important to maintain the students' level of satisfaction with the city. This was followed by the green spaces that the city offers. Students claimed that parks like La Devesa and Migdia were places where they frequently went either to spent time with friends, for exercising, or for enjoying some time alone. And last but not least, the bicycle stations along the city, was a resource that many of the students found very useful and was perceived as a positive collaboration from the city in order to conserve a good environment.

International students' adaptation and integration

Socio-cultural adaptation

Students attending universities in a culture different from their own have to contend with novel social and educational organizations, behaviors and expectations, as well as dealing with the problems of adjustment common to students in general (Zhou, Jindal-Snape, Topping, & Todman, 2008). As foreign students adapt to life in another country, they are faced with many opportunities to either integrate into or separate from the host culture (Pedersena, Neighborsb, Larimerc, & Leec, 2011).

Findings reveal that students assured that comparing the local culture with their culture, it is definitely completely different. Minimal resembles they found in comparison with their home countries. Students perceived the host country culture through its people and they all agreed it took time to adapt in a society where the culture is very different from theirs. The local culture was described as "too protective" with a community that struggles to accept diversity turning process of adaptation and integration in the community for the majority of the students difficult at the beginning of their stay.

Part of their integration was also trying to familiarize with the city and performing several leisure activities like walking around the city, hiking, meeting with friends in cafes and restaurants. Maintaining an active nightlife was very important for them as well as traveling around Girona and Costa Brava and also to other countries inside the European Union. The majority of the students claimed to travel a lot during the course of their studies. And, among the activities the students incurred the less were going to the movies or theaters and to museums. Which means there is a lack of interest for cultural activities.

Educational environment

Students stressed the need to have not only a coordinator but a person who can actually guide them through the process of applying to an international program in the university as well as the adaptation once students have arrived to their destination. The orientation week and the welcome meeting were very helpful experiences, increasing positive feelings.

A social support initiative that might make overseas exchange more attractive to students is providing an academic and personal mentor while overseas (Doyle, et al., 2010). Given the "apprenticeship" and "gatekeeping" nature of the supervisee and supervisor relationship and the expectations of post-graduate study (Rudolph, 1994), it is important that a good relationship be established. This can be a make or break time for successful acculturation of the student into academic culture and has a marked influence on student contentment and productivity (Lewthwaite, 1996).

Students also went through a phase of adapting to new learning techniques and grading systems. For many, weekly projects and essays was a practical way to understand and acquire the theory learnt in class. But it was also challenging because they were not used to these techniques back in their home university. A similar experience happened with grading, many students were used to have feedbacks after the grades are given, as a method to conclude with the learning process of a subject.

Language

From the group of international students interviewed, students whose mother tongue was not spanish, experienced difficulties when speaking and understanding, as well as reading and writing in the academic context. Circumstances alike were found in the social context. Students encounter issues trying to communicate with locals and their surroundings. "Language was a challenge. I was afraid people wouldn't understand me" (Student 14, personal communication, June 22nd, 2017).

The European Commission's report on obstacles to transnational mobility for teachers, students, and workers, identified linguistic and cultural factors as the major obstacles to mobility, with the inability to speak a foreign language being the most important (Commission of the European Communities, 1996).

Even though for students, language represented an obstacle sometimes, they were also eager to learn a different language. For them, it was important to learn another language to improve their curriculum and for others it was a way to understand better the culture.

Conclusion

The present investigation has accomplished to analyze the perception of international students through their experiences and adaptation with factors associated with the University and the city of Girona during the course of study under an academic tourism perspective, for not only understanding the growth of international student mobility nationwide and the importance that have acquire to the economy of a city thanks to their expenditures related to education and tourism as well, but to continuing implementing and elaborating new marketing strategies for attracting new international students based on the perceptions and experiences that past students went through during their academic program and their stay in the city, through in depth interviews that allowed to discover insights regarding the experience of individuals that had the chance to perform the role of a student and a tourist in a touristic destination like the city of Girona.

In international academic tourism, internationalization is an aspect that needs to be accomplish in higher education institutions in order to attract international students. The efforts made by the University of Girona to continuing implementing activities that promote internationalization on its education is seen through the international students that knew about the university through programs like Erasmus, agreements with international foundations for sponsoring scholarships to international students, as well as partnering with different countries' government around the world for also offering the opportunity to study abroad through scholarships. Thus, the internationalization becomes an important instrument in the academic development, meeting the requirements of the environment, and allowing the improvement and alignment of the standards of quality that exist at institutional and national levels (Nicolescu, Pricopie, & Popescu, 2009).

At the same time, these international students that were attracted to the university, had their own motives to take the decision for studying abroad: acquiring higher education to increase better opportunities in their professional careers, to experience a different culture in another country, and to learn or improve a language other than their native one. Once their motives were clear, students set two important aspects that were going to influence the decision for studying abroad: the institution and the destination where the program was going to take place.

In the educational aspect, the first factors associated with the university that students took into consideration was the reputation of the institutions and its academic offer and staff expertise. The prestige or reputation for quality of an institution is often being more important than the institution's actual quality, because it is the university's perceived excellence which, in fact, guide the decisions of prospective students and scholars considering offers (Russell, 2005). Other features that international students mentioned and highlighted as very important to their experience were the surroundings of the university and the services that it provides to the students.

The second aspect that influenced their decision to study abroad was the destination. It is important to mention that these students already had an image of what the destination should be like or at least what it must have in order to feel comfortable and satisfy since for the majority, the decision of a destination for studying abroad was also influenced by the place where the institution is located. Among the characteristics the investigation found that a destination needs to have to attract this type of students / tourists were: affordable city; infrastructure appropriate for students like cafes, restaurants, bars, open spaces; good system of public transportation; as well as security and culture.

All these perceptions that international students have regarding their experiences with the university and the city are also subject to how well was their adaptation in between these two aspects, to complete their experience. When it comes about social-cultural adaptation, students mentioned their admiration for the local culture. Often defined as very relax with people who enjoy life, very liberal, that have respect for each other and work together towards a common benefit. Nevertheless, an interesting point that is highlight is how protective the community can be of their culture up to the point of not accepting foreigners. This caused a slower process of adaptation. But students agreed that with time, they found acceptance among the community.

It is important to mention that as part of their lifestyle as students, they were avid consumers of cafes and restaurant, enjoy bars and nightclubs, attend local festivals, and travel a lot around the city and its surroundings. But they didn't show enough interest for museums, theatres or cultural events. A student mentioned that her lack of interest was because "probably, there was no one either individuals or organizations to promote these types of activities among students" (Student 8, personal communication, June 23rd, 2017). These finding illustrate as well that students can become tourist at the same time. Thus, the possibility for Girona to promote international academic tourism.

Regarding their academic adaptation, it was mentioned as very important the presence of an individual who can guide and introduce students to their new experience. The support of a coordinator or another student (a preferred option) would give them more confidence and improve their adaptation.

Language for international students represented a barrier in their adaptation, but students were willing to overcome this challenge.

With these findings, the investigation finally contributes to understand the needs of this segment that is of great importance in the educational sector for the University of Girona and can become an important market for the city of Girona as students can be part of a type of tourism called international academic tourism. This investigation as well can help destinations that are looking to attract a new type of tourism and want to be able to compete against other cities. And finally, the study can represent a guideline to develop branding strategies at city and university levels to maintain and develop competitive advantages for the future.

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Do stars matter? A comparison of operating ratios and indicators among hotels

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Abstract

Hotels use operating ratios and indicators for their performance evaluation. In many countries, including Portugal, there is an official classification of stars for hotels. The rating ranges from 1 star to 5 stars. This rating depends of features of facilities and equipment, reception and concierge service, cleaning and laundry service, food and beverage service and complementary services.

Does this classification influence the use of operating ratios and indicators? The Uniform System of Accounts on Lodging Industry (USALI), in its Part III, presents ratios and indicators for all hotel departments. On the other hand, these ratios and indicators could be used to make comparisons among hotels, and there is the possibility of USALI adaptation to all kinds of hotels.

This study investigates the relationship between the hotel rating and the use of operating ratios and indicators, as well as their importance.

To accomplish the aim and objectives, the Portuguese case was analyzed by conducting a survey to obtain data, which has then been submitted to a statistical analysis. The questionnaire was applied to hotels in Leiria region (87 hotels presented in SIGTUR platform), where was determined a sample of 70 hotels.

It was concluded that, concerning operating indicators and ratios, the most frequently used are: room occupancy percentage, average daily rate (ADR), revenue per available room (RevPAR). For these ratios there is not any difference of use among hotels, except for RevPAR. Nevertheless, it was found out a relationship between hotel rating and the use of operating ratios and indicators regarding some food and beverage ratios.

Keywords: USALI; hotels; lodging industry; ratios and indicators; star rating

1. Introduction

The hospitality sector in Portugal represents an important part of the economy. Despite its contribution it is mostly composed by small independent hotels which need to be more and more competitive faced with chain hotels in a global market. Performance measurement is crucial for hospitality and hoteliers need to know and apply operating ratios and indicators in order to optimize the decision making process.

There are operating and financial ratios, but this research focused on operating ratios. In a previous research it was identified a set of ratios as the most used: occupancy rate, ADR and RevPAR. However, there are more useful operating ratios and indicators for rooms management and for food and beverage management too. Then, a question arises: shall the use of the indicators differ according to the stars rating of hotels?

This research investigates the relationship between the hotel stars rating and the use of operating ratios and indicators, as well as their importance for hoteliers in Portugal.

This article is structured as follows: first, there is a literature review about tree subjects; the hospitality sector; the importance of the star's classification for consumers and for management, namely for price determination; and about the importance of operating ratios and indicators for hotels management. Then, the methodology used on the research is described. The last part is dedicated to a detailed analysis of research findings and conclusions.

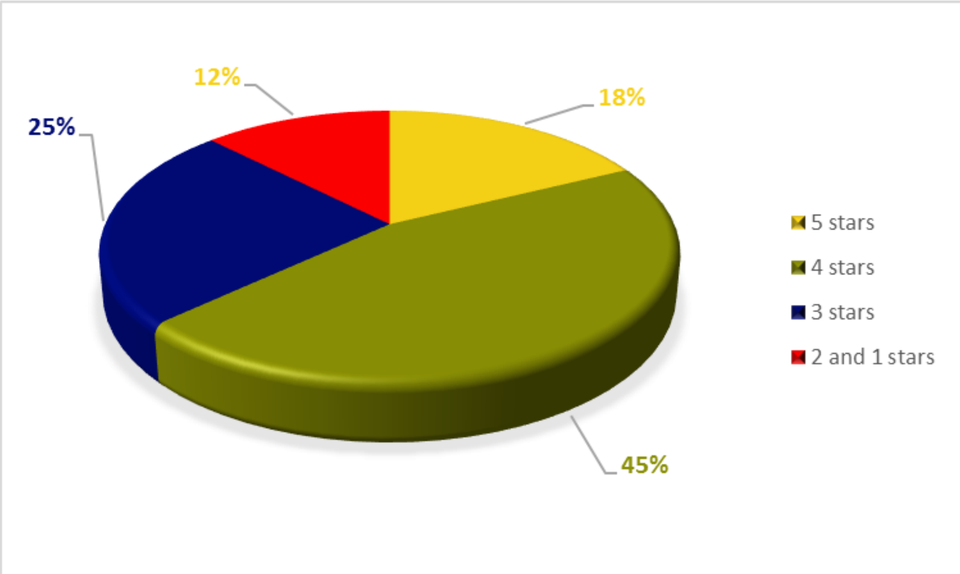
2. Literature review

The travel and tourism industry is an important sector for the Portuguese economy. Indeed, in 2017, it represented a direct contribution of 6.8% for the Gross Domestic Product (GDP) and a direct contribution of 8.5% for employment. However, as the tourism activity is multidisciplinary, its contribution goes beyond the direct effect and, if the statistics were analysed, it will be found out a total contribution of 17.3% for the GDP and a total contribution of 20.4% for employment (WTTC, 2018).

The Portuguese hotel industry is essentially composed of micro-enterprises with 94% of the lodging enterprises having less than 10 employees (INE, 2017), and the supply is divided into several types of accommodation, with guest houses and hostels representing 16% of the rooms, traditional hospitality 78% and rural and home-stay tourism 6%. In 2017, hotels represent 72% of the hospitality offer and 57% of the total tourist accommodation offer in terms of rooms (INE, 2018).

Regarding the star's classification, it is showed in the figure 1 that the capacity in Portuguese hotels is offer mostly by 4 stars' hotels.

Figure 1 – Hotels rooms by star classification



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Regarding the performance, the hospitality sector reaches the occupancy rate of 52.9% in 2017 and hotels, in particular, reach 2 606 950,59 € of total revenue and a RevPAR of 54.80 € (INE, 2018).

The star classification is an important attribute, as it indicates a level of service quality for the consumers, for example, in a study about consumer's expectations and disappointments, Dolnicar (2002) find out differences based on hotels star classification. Agusj et al. (2017) refer that star rating transmits how quality is measured and perceived. So, to progress on the rating it will be necessary an improvement on the services quality, what is related with a change on the hotel's performance. In the same line Kiplagat et al. (2014) refer that an increase on the quality of services implies an improvement on star rating. This classification has a strong relationship with hotel revenues. Narangajavana and Hu (2008) corroborate this idea, since they refer that hoteliers increase room and non-room revenue when they improve their properties and their service delivery. Normally one and two star hotels loose interest in being inserted in the system.

Nevertheless, for others authors the star's classification is not the best way to assess hotel quality (Fernández and Bedia, 2004), in one hand, this system is not applied in every country (Thrane, 2006), in other hand, the online travel agency classification became more important, as they are based on consumers real and shared experiences (World Tourism Organization, 2014; Blomberg-Nygard and

Anderson, 2015; Abrate and Viglia, 2016; Soler and Gemar, 2018; Yang et al. 2016).

Star classification is also important for price determination and has a direct influence on the results of the hospitality enterprises. Indeed, it is expected that the more stars the hotel has, the higher will be the prices charged. Many authors have already confirmed a positive relationship between stars and rates (Israeli, 2002; Espinet et al., 2003; Zhang et al., 2011; Soler and Grema, 2018; Pawlicz and Napierala, 2017). Castro et al. (2016) verified the same relationship in hotels of Lisboa and Porto, in Portugal.

This relationship is more evident in higher classification Andersson (2010), indeed for hotels classified with 2 or 3 stars some authors did not find out significant differences (Espinet et al., 2003). In the same way, Coenders et al. (2003) verified differences between 3 and 4 stars' hotel. Other factors have influence in price determination, as the competition (Coenders et al., 2003) or events (Herrmann and Herrmann, 2014)

Regarding performance measurement, it might exist differences in performance measurement, for example, most of 5 stars' hotels are associated to a chain that gives them a solid management structure (Aissa and Goaied, 2016). In a study realized in China, Yang et al. (2017) investigated the differences of performance between hotels considering endogenous and exogenous factor, and find out differences regarding the star classification. They used ARR, occupancy rate and RevPAR.

The performance evaluation based on operating ratios appears to be a useful tool for day-to-day operation of companies seeking success and future expansion. Schmidgall (2011) refers that operations ratios aid hotel managers in evaluating the operating activities of a hotel.

Anderson *et al.* (1999) state that managers have been using performance indicators with the objective of attaining efficiency, like average occupancy rates and average room rates.

More specifically, the most commonly used ratios in the studies of the operating performance of hotels are occupancy rate, ADR and RevPAR (Sainaghi and Mauri, 2018; Ivanov and Ayas, 2017; Bhamornsathit & Katawandee, 2016; Tuţă and Micu, 2013; Sainaghi *et al*., 2013; Hua *et al.,* 2015; Lamelas & Filipe, 2012; O´Neill & Carlback, 2011; Phillips, 1996; Chin & Barney, 1995). Sainaghi *et al.* (2013) also mentioned the total revenue per available room (TrevPar) and the gross operating profit per available room (GOPPAR).

Still, there are several authors that open the range of operating ratios and indicators in the performance evaluation. Kim et al. (2013) add TRevPAR, restaurant F&B revenues per occupied room and banquet revenue per occupied room. Melia and Robinson (2010) utilize, in addition to the most used, in a structured model of performance measurement the following operating ratios: wage percentage, labour cost, food cost, beverage cost and RevPAS. Other indicators are revenue/wage cost, gross profit/revenue, net profit/revenue, according to Baker and Riley (1994) cited by Anderson et. al. (1999). Wijeysinghe (1993) cited by Anderson et al. (1999) and Chen (2009) refer breakeven room occupancy, highlighting that the indicator is accurate in its results. Kimes (1999), cited by Anderson et al. (1999), introduces a basic concept, Perishable Asset Revenue Management (PARM), which has the aim of finding out an optimal point between average daily rates and occupancy rates. Wassenaar and Stafford (1991), cited by Anderson et al. (1999), recommend a lodging index - average revenue per room (vacant or occupied). Similarly, Chin and Barney (1995) add other operating ratios and indicators that should be used by hotels for a best performance: sales per employee hour worked, average spend per head and seat turnover.

Food, beverage and labour costs are the most regularly used by restaurant managers (Bhamornsathit & Katawandee, 2016; Miller et al., 2002; Dittmer, 2003), but there are other relevant ratios and indicators that can be very useful to improve the operating result, such as seat turnover, average check (average meal price) and techniques like menu analysis (for example, menu engineering, that uses contribution margin and sales percentages of each menu item) (Jagels & Coltman, 2004). Besides these, there are other lesser-known and underused, like RevPASH (Otto, 2012; Louise, 2004).

The use of ratios is imperative to measure the performance of hotels. Nevertheless, there are some principles that have to be assumed: ratios have to be carefully chosen; managers have to understand what kind of number originated the ratios; they have to allow corrective actions; they have to be periodically analysed (Schmidgall & DeFranco, 2004).

At this moment, the Uniform System of Accounts for the Lodging Industry (USALI) has reached the 11th edition. In its Part III it provides several financial ratios and operating metrics. It is not a complete list, but even so it is the most widespread. The objective of USALI is to provide a uniform list and a definition of ratios and metrics (HANYC, 2014). Moreover, according to HANYC (2014), ratios and metrics are a way to simplify the huge statement and schedule's data.

According to the literature, the operating ratios considered as the most useful were divided into three categories: rooms, F&B and all operating departments.

In relation to operating ratios of rooms, through a deep literature review it was found out a set of operating ratios: Room occupancy percentage; Paid occupancy %; Average daily rate (ADR); Average room rate per revenue segment; Revenue per available room (RevPAR); Average occupancy per room; Total revenue per available room (TRevPAR); Revenue per available customer (RevPAC); Cost per occupied room (CPOR); Gross operating profit per available room (GOPPAR); Gross operating profit per occupied room (GOPPOR); Yield percentage; Cost per available room (CostPAR); Number of rooms serviced per employee; GOP per employee; Revenue per occupied room (RevPOR); Complimentary occupancy; Multiple occupancy; Employees per available room; Average length of stay (Chin & Barney, 1995; Phillips, 1996; Harris, 2013; Anderson et al., 1999; Amat & Campa, 2011; Lamelas & Filipe, 2012; Jones et al., 2012; Tuta & Micu, 2013; O´Neill & Carlback, 2011; Hua et al., 2015; Planas, 2004; Pine & Phillips, 2005; AECA, 2005; Larry & Gu, 2007; Jagels & Coltman, 2004; Dodu & Patrichi, 2014; HANYC, 2014; Guilding, 2014; Melia & Robinson, 2010; Sainaghi et al., 2013; Bhamornsathit & Katawandee, 2016; Santos et al., 2016; Jones et al., 2012; Schmidgall, 2011; O´Neill & Carlback, 2011; Hua et al., 2015)

It is noteworthy that the same calculation will be necessary among hoteliers. Sometimes different variables are used to calculate the same ratio. For example, regarding occupation ratio, some authors use occupied rooms while others use rooms sold. Occupied rooms are different from rooms sold, because a room can be occupied but not be sold, like complimentary rooms. According to Bhamornsathit & Katawandee (2016), ADR is typically different, because it depends on the room type, market segment and seasonality. Nonetheless, it is considered as a critical indicator of operations. Even if the country does not have a database in relation to hotel operating ratios, there are advantages to compare the ratios over a period of time for the same hotel.

Secondly, the operating ratios of F&B, namely Food inventory turnover; Beverage inventory turnover; Food cost percentage; Beverage cost percentage; Covers per employee hour worked; Number of guests per employee; Revenue per employee; Revenue per employee hour worked; Seat turnover ratio; Revenue per available seat (RevPAS)/average food sale per seat; Revenue per available seat hour (RevPASH); Revenue yield per seat; Percentage of Beverage Revenue to Food Revenue/Beverage/food sales ratio; Average food service check (AFSC)/average spend per head/sales revenue per server/F&B venue revenue per customer/ Average food check; Average food cost per guest (AFCG); Average cost per guest (ACG); Average operating income per guest (AOIG); Average beverage spend; Catering/banquet per square foot; Profit per available seat hour (ProPASH); Profit per available square meter (ProPASM); Total F&B revenue per available room; Cost per customer (Jagels & Coltman, 2004; Schmidgall & DeFranco; 2004; Santos et al., 2016; Harris, 2013; Miller et al., 2002; Dittmer, 2003; Schmidgall, 2011; Cote, 2012; Bhamornsathit & Katawandee, 2016; Melia & Robinson, 2010; HANYC, 2014; Guilding, 2014; Chin & Barney, 1995; Harris, 2013; Lukianoff, 2005; Barrash & Alexander, 1999; Kimes, 1999; Planas, 2004; Heo, 2017).

The problem repeats itself, in other words, there are ratios calculated differently. According to Bhamornsathit & Katawandee (2016) there is a cost target to compare food cost percentage and beverage cost percentage.

Thirdly, ratios and indicators related to all departments: Efficiency Ratio; Operating efficiency ratio; Labour cost percentage (Planas, 2004; Santos et al., 2016; Schmidgall, 2011; Harris, 2013; Jones et al., 2012; Schmidgall & DeFranco, 2004; Jagels & Coltman, 2004; Melia & Robinson, 2010; Bhamornsathit & Katawandee, 2016).

Labour cost percentage is the most discussed ratio. It is clear because according to Bhamornsathit & Katawandee (2016) labour cost is the largest proportion of hotel operating cost.

It is concluded "that there is a need for these hotel operators to adopt a more structured formal approach to performance measurement" (Melia & Robinson, 2010:2).

3. Methodology

A structured survey was developed to serve as main data for this study. The survey was available on an online platform and was conducted between 2016 and 2017. The questionnaire was applied to hotels in Leiria region (87 hotels presented in SIGTUR platform).

The sample was defined considering a confidence interval of 95% and a margin of error of 5%. It was determined a sample of 70 questionnaires. An email was sent to the CEOs of these hotels, containing an individual link to the online survey.

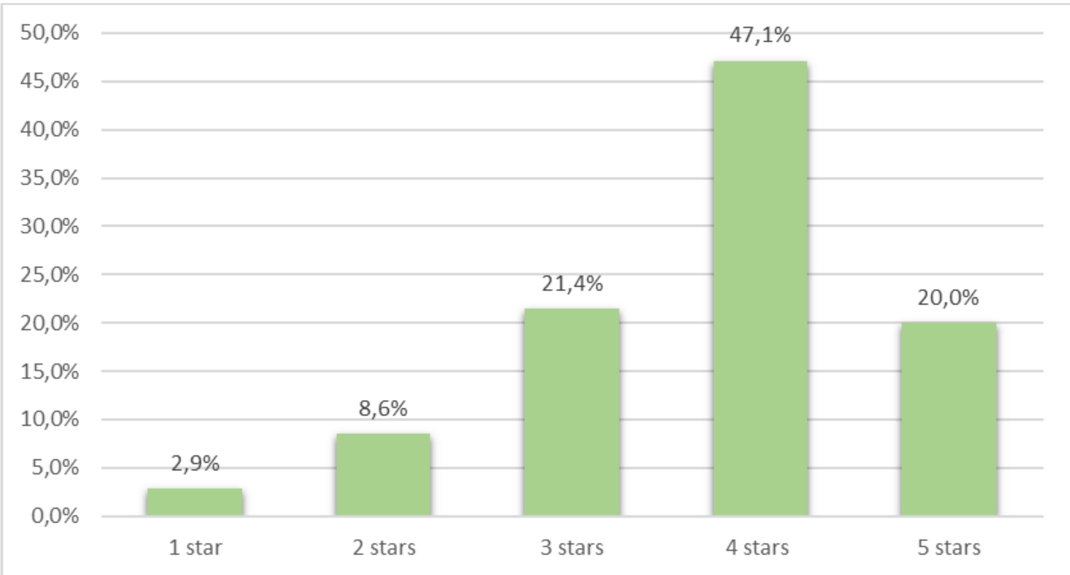
CEOs were asked to provide information about the hotel unit description (management type, number of stars, employees, rooms and available F&B seats, last available year turnover, existing departments) and they were also asked to indicate the significant operating ratios that should be used by hoteliers.

A total of 72 survey responses was collected, but 2 responses needed to be removed from the sample as they do not answer the question about the official stars. Data was processed using SPSS. Descriptive statistics was used, in order to characterize the sample, ascertain what ratios were used and determine their importance. In descriptive statistics the missing values were not used. The Chi-square test (Pestana and Gageiro, 2008) was used to analyse the relationship between the stars variable and the variables related to operating ratios. To measure the strength of the relationship between stars and the usage of operating ratios it was used Cramer's V (Pestana and Gageiro, 2008; Juvan and Donicar, 2016). Kruskal-Wallis's nonparametric test was applied to compare the importance of operating ratios and indicators among hotels' groups (groups were defined according the official star rating) (Pestana and Gageiro, 2008). The tests were performed with IBM SPSS Statistics, Version 25 software.

4. Findings and discussion

In this study, 70 hotels in Portugal were analysed and the majority of hotels falls under the 4-star classification (Figure 2).

Figure 2 – Hotels distribution by stars



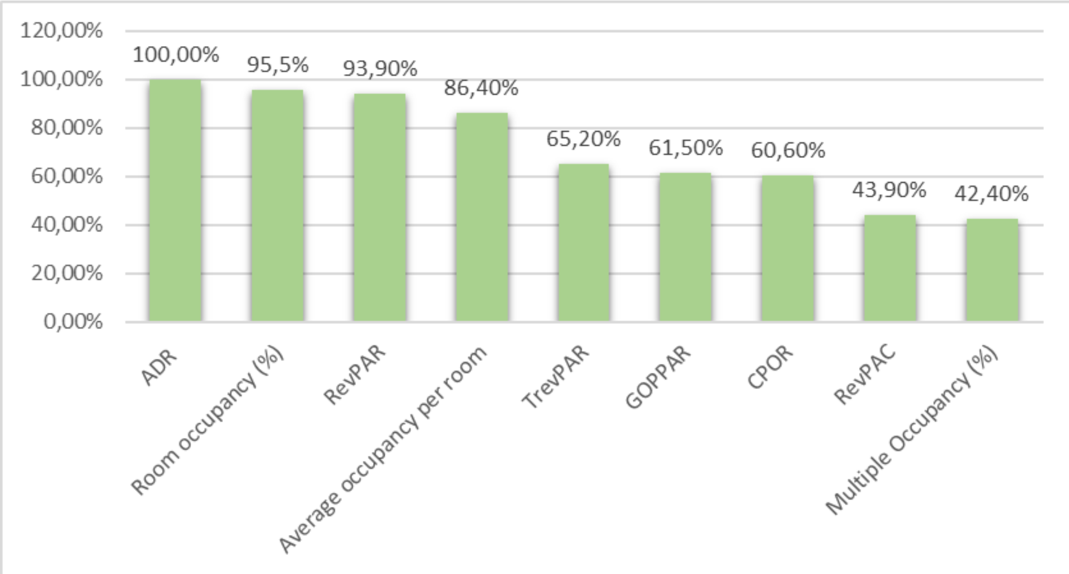
Source: prepared by authors

Regarding the number of employees, the sample is featured with a mean of 44 employees. The turnover has got a mean of 39 EUR millions.

When asked about departmental management, 75.7% of hoteliers replied that their units were organized by departments. The two most common departments are the two traditional major operating departments: "Rooms" and "Food & Beverage" (F&B). Considering other mentioned departments, some hoteliers mentioned the following: "Golf", "Parking", "Health club", "Maintenance", "Conferences and Banquets", "Swimming pool", "Marketing", "Human resources", "Administrative" and "Surf".

To analyse the results about the use of the operating ratios and indicators, three groups were created: rooms and F&B ratios and indicators and another group of ratios that can be used in all operating departments. For the calculation of the percentages it was not used the missing values. As it can be seen in Figure 3, seven of the nine room ratios are being used by more than half of hospitality managers.

Figure 3 - Usage rate of operating ratios - rooms



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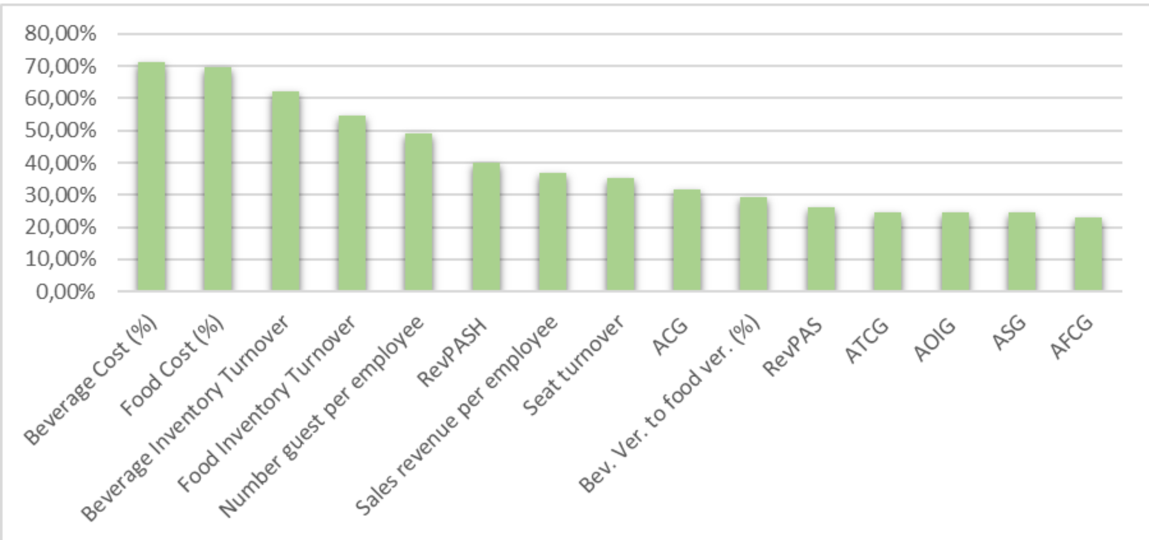
As it can be observed in Figure 4 and regarding the F&B ratios and indicators, only four ratios are being used by more than half of hospitality managers, namely the "beverage cost percentage", "food cost percentage", "beverage inventory turnover" and "food inventory turnover". The use of the remaining ratios is within a range of 49% and 23%. They still represent a relevant percentage.

Figure 4 - Usage rate of operating ratios – F&B



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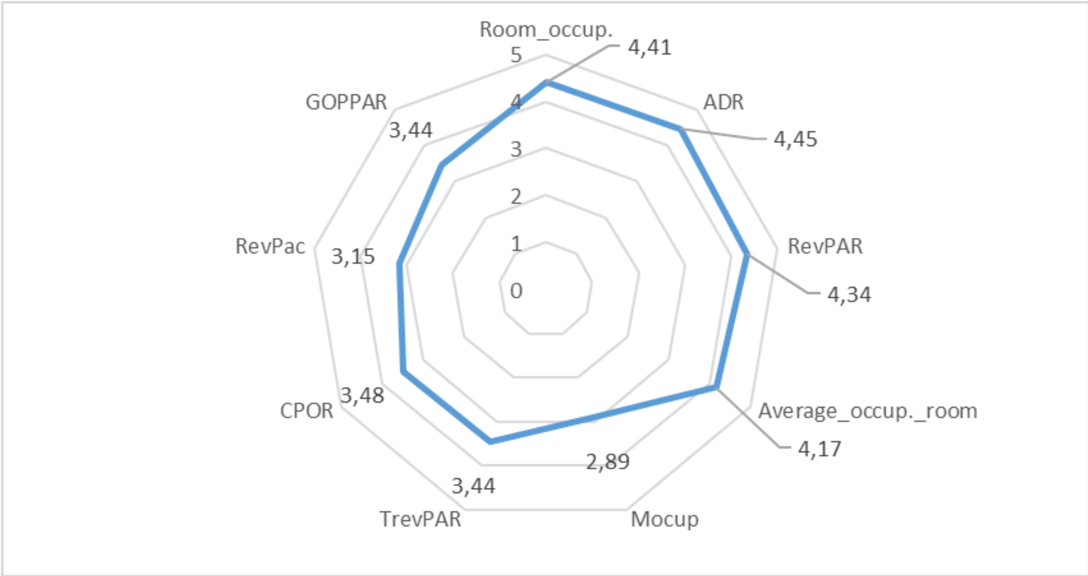
Following, it was measured the importance rate of operating ratios for the decision making process, independently of the use. All the ratios and indicators that reached a mean equal to or higher than 3 were presented in Figures 5 and 6. These two figures correspond to the groups that were created to represent the results. Similarly, to the previous analysis, rooms and F&B ratios and indicators were separated.

Figure 5 - Importance of the operating ratios – rooms



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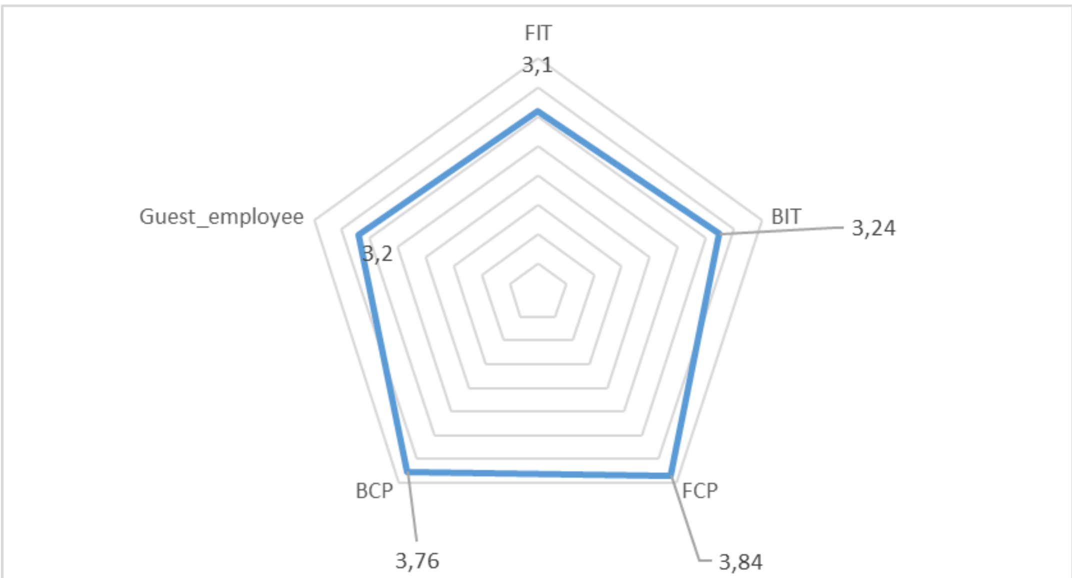
Comparing room ratios and F&B ratios, as observed in Figures 5 and 6, the first group reached higher means. That is also consistent with the literature review and with the characteristics of this activity, where the rooms department is traditionally the department that generates more revenue.

Figure 5 shows that "ADR", "room occupancy", "RevPAR" and "average occupancy room" are the four ratios with the higher means of importance (higher than 4).

It should be highlighted the case of "CPOR" which is not in the group of the most discussed ratios in terms of statistical news but it obtained an interesting result regarding the importance given by hoteliers, as it appears immediately after the most important room ratios.

The remaining ratios "TRevPAR", "GOPPAR", "RevPAC" and "multiple occupancy" stand in the last positions.

Figure 6 - Importance of the operating ratios - F&B



Source: prepared by authors

The results of F&B indicators importance can be observed separately in Figure 6. In this group, the higher mean is 3.84, and the most important ratios are "food cost percentage" and "beverage cost percentage". In this case, the results confirmed what was found in the literature review and the "food cost percentage". Despite the second position in the usage percentage, food cost percentage reaches the first position in terms of importance. Among the F&B ratios, five ratios obtained mean equal to or higher than three, in terms of importance, namely "food cost percentage", "beverage cost percentage", "beverage inventory turnover", "food inventory turnover" and "number of guest per employee". The ratio considered less important was RevPAS.

Table 1 - Importance of the operating ratios – all departments

Ratios/indicators	Usage rate	Importance
Labour Cost (%)	78.80%	3.84
Wage cost (%)	42.40%	3.49
Efficiency ratio	56.90%	3.27

Source: prepared by authors

The "labour cost percentage", "wage cost percentage" and the "efficiency ratio" can be used in all departments of the hotel, so they were separated from the rooms and F&B departments. As it can be seen in Table 1, all of the three reached high levels of importance and usage.

Findings of this research show that hoteliers use the best known operating indicators and ratios, in particular in the case of rooms department, but demonstrate also that they consider as important other indicators and ratios that they are not using. The fact that some ratios are neither used nor considered important could be explained by the fact that hoteliers do not know that they exist and what is their interest for hotel management. Nevertheless, it should be important to analyse what factors influence the usage of ratios. Do stars influence the usage and importance of operating ratios?

Regarding the usage of operating ratios, it was used the Chi-square test to measure the relationship between the ratios and the hotel stars. In order to be able to use the Chi-square test, the hotels were grouped into: 1-2 stars, 3 stars and 4-5 stars. However, the violation of the assumption remained. Comparing the way the usage of operating ratios and indicators are distributed by each of the hotels groups, there is the table 2. Cramer's V was used to measure the association between the variables (0- absence of association and 1- perfect association) (Juvan and Donicar, 2016). Observing the Cramer's V, it can be realized that a significant association ($p<0.05$), between ratios and stars, was found out only in ten pairs (RevPAR; Beverage Cost (%); Food Cost (%); Beverage Inventory Turnover; GOPPAR; Efficiency ratio; Food Inventory Turnover; RevPASH; RevPAS; AFCG). For the most pairs the association is considered strong, except for beverage cost (%) and food cost beverage (%) that is considered redundant, in other words, the two variables are probably measuring the same concept.

On the one hand, the hotels with 1, 2 or 3 stars stand out because they have a greater imbalance between use of ratios, and, on the other hand, there is a balance between the usage of ratios in the hotels with 4 or 5 stars. Nevertheless, it can be stated that the percentage of these ratio usage is higher in hotels of 4 and 5 stars than in remaining hotels.

Table 2 – Comparison of the usage of the operating ratios with the stars of hotels

Ratios/indicators	$\chi^2(2)$	Cramer's V
Room occupancy (%)	2.308*	0,187
ADR	-	-
RevPAR	7.34*	**0.333*** **
Average occupancy per room	1.251*	0.138
Labor Cost (%)	2.850*	0.208
Beverage Cost (%)	27.317*	**0.643****
Food Cost (%)	44.776*	**0.824****
TrevPAR	3.890*	0.243
Beverage Inventory Turnover	14.733*	**0.472****
GOPPAR	10.528*	**0.402****
Multiple Occupancy (%)	1.140*	0.131
RevPAC	3.823*	0.241

CPOR	2.575*	0.198
Efficiency ratio	7.816*	**0.347*** **
Food Inventory Turnover	17.190*	**0.510** **
Number guest per employee	1.920*	0.172
RevPASH	8.547*	**0.363*** **
Sales revenue per employee	1.849*	0.397
Seat turnover	1.922*	0.172
ACG	5.352*	0.285
Beverage revenue to food revenue (%)	0.556*	0.092
RevPAS	7.474*	**0.339*** **
ATCG	1.784*	0.166
AOIG	3.936*	0.246
ASG	3.936*	0.246
AFCG	5.996*	**0.304*** **
Wage ratio	0.880*	0.115

*violation of the assumption of Chi-square
** p <0.01
*** P<0.05
Source: prepared by authors

According to the comparison of the importance of operating ratios and indicators with the official stars of the hotels, it was applied the *Kruskal-Wallis test*. This is a nonparametric test that can be used to determine if there are statistically differences among the hotel groups in relation to the importance of the operating ratios. It was found out that there are not differences among the hotel groups, except for "food cost percentage" (p=0.016) and "beverage cost percentage" (p=0.033). For these two ratios, with a level of significance lower than 0.05 the null hypothesis (H0: The population medians are all equal) was rejected. It can be concluded that not all the group medians are equal.

If the mean of the importance of the ratios is analysed among hotel groups, it will be found out that hotels with 4 or 5 stars give more importance to the ratios "food cost percentage" and "beverage cost percentage" than the remaining hotels (figures 7 and 8).

Figure 7 – Importance of food cost percentage according to stars

Source: prepared by authors

Figure 8 – Importance of beverage cost percentage according to stars

Source: prepared by authors

Hotels with more stars offer more services, so they need more ratios for their performance evaluation.

5. Conclusions

This research is part of a broader investigation about the use of operational ratios and indicators in hospitality and its importance from the manager's point of view. The intention of this research was to explore the relationship between star rating and operating ratios and indicators. There are many studies in scientific literature about the importance of the stars for consumers to measure service quality level. However, the number of stars is also important for manager because traditionally the level of star classification of a hotel also indicates the structure of management board and also because this classification has a strong relationship with hotel revenues.

The sample of this study is illustrative of the sector since the hotels classified with 4 stars have greater weight. Regarding the organization chart, the two most common departments are "Rooms" and "Food & Beverage" which is in line with most of the case find in literature review.

Regarding rooms department, seven of the nine ratios are being used by more than half of hospitality managers, namely "ADR", "occupancy room rate", "RevPAR", "average occupancy room", "TrevPAR", "GOPPAR" and "CPOR". On the other hand, "RevPAC" and "multiple occupancy rate" are not being used in the same proportion by the managers that participated in this study. Concerning F&B department, four of the fifteen ratios are being used by more than half of hoteliers, specifically: "beverage cost percentage", "food cost percentage", "beverage inventory turnover" and "food inventory turnover". For example, in the case of "Food cost", this ratio is considered as one of the most used in literature, which is in line with our results.

In rooms department, "ADR", "room occupancy", "RevPAR" and "average occupancy room" and are the four ratios with the highest means of importance, and appear in the same order, compared to the result obtained in the usage analysis. In the case of "CPOR", it is not in the group of the most used ratios and obtained an interesting result regarding the importance given by hoteliers, as it appears immediately after the most important room ratios. In F&B department, "food cost percentage" and "beverage cost percentage" are considered the most important ratios.

In all operating departments, "labour cost percentage", "wage cost percentage" and the "efficiency ratio" have reached high levels of importance, and, regarding usage, only "wage cost" was indicated by less than 50% of the managers.

Concerning the relationship between star rating and operating ratios and indicators, our study indicates that for ten of them (RevPAR; Beverage Cost (%); Food Cost (%); Beverage Inventory Turnover; GOPPAR; Efficiency ratio; Food Inventory Turnover; RevPASH; RevPAS; AFCG) the percentage of these ratio usage is higher in hotels of 4 and 5 stars than in remaining hotels.

Regarding the importance, some differences were found in hotel groups for two ratios "food cost percentage" and "beverage cost percentage", indeed hotels with 4 or 5 stars give more importance to the ratios "food cost percentage" and "beverage cost percentage" than the remaining hotels.

The hotel classification can be considered as a factor that influence the usage of ratios and the importance that hotelier give to them but only for some, in other hand, the differences underline the 4 and 5 stars hotels in terms of higher usage and importance. It can be supposed that the hotels classified with 1 to 3 stars are essentially familiar enterprises then, they are not familiarized with ratios and indicators in the same way. It might be important to improve knowledge in this field near to these hoteliers in order to increase the use of this kind of management tools for performance analyses.

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Business dynamics in touristic and accommodation fields towards the massive hiring of Venezuelan immigrants and the general perceptions of these types of companies: a study in "La Mariscal" area

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Abstract

The debate about migration and human mobility has been generalized in almost all spheres throughout history, even they were not completely aware and willing to leave their countries or receive foreigners as well. However, during the last years the Venezuelan crisis has forced their peoples to leave the country and look for new places to live. Several countries have hosted millions of those immigrants; countries the world. Latin America and the Caribbean have experienced this phenomenon throughout their such as Colombia., Ecuador, Peru, Chile, Argentina and Brazil. Unfortunately, several xenophobic breakouts have been witnessed already. Ecuador receives thousands of Venezuelan immigrants that have settled in some of its cities. Our country is considered as a transit country as well, being part of the route to southern destinies. The presence of this increased amount of people has affected different fields, and tourism and accommodation is one of these. It is sad to mention that several companies have decided to hire immigrants, some of them do not even have a legal status which promotes unequal and unfair treatment. Some of them pay less than the minimum wage, others have also physically abused their workers, among others. There are several consequences in terms of xenophobia however the affections to the image and reputation of the touristic destiny are still unknown. One of the aims of this research is to identify the perception that touristic business owners that operate in Quito have towards Venezuelan immigrants; as well as the opinions of people whose area of incidence is La Mariscal (Touristic Special Area) of what they think about the image of this place. We used a descriptive and quantitative focus which was based on surveys that were applied to the owners of business that are part of the registry of the Ministry of Tourism that are located in the study area. The citizens that were present were asked as well. The results were analyzed using R studio software. We could conclude that in Europe there are xenophobic breakouts that respond to race and work inequalities while in Quito owners see immigration as an opportunity to lower costs and therefore make more money. The hiring of Venezuelan immigrants is also detrimental to the image of the touristic destiny since people have xenophobic attitudes towards this population.

Keywords:
Xenophobia, migration, business dynamics, tourism and hospitality companies, special tourist areas, image of the destination.

INTRODUCCIÓN

No existen sociedades sin cultura, como tampoco sociedades sin migración. Cultura y migración son procesos sociales profundamente humanos, radicados en su esencia misma, de relación necesaria y continua (Arce, 2016). La migración ha sido parte del devenir del ser humano, en los últimos años las causas de migración por diferentes motivos han ido en aumento, resultando ser un fenómeno que está presente en la mayor parte del globo. Los flujos migratorios en el siglo XXI han variado considerablemente, lo que hace cada vez más necesario comprender las estrechas relaciones que existen entre el turismo y el fenómeno migratorio a fin de evitar ideas preconcebidas y estereotipos que alimentan fenómenos sociales como la xenofobia, el racismo, el chauvinismo exacerbado y otras formas de intolerancia (Lanquar, 2007).

La migración está estrechamente relacionada con el turismo, sin embargo, las motivaciones suelen ser diferentes, no obstante, la confusión que se puede generar entre los dos fenómenos debido a la desactualización de políticas migratorias es alarmante, cabe señalar que en 2016 el turismo aportó el 1,8% del Producto Interno Bruto (PIB) mundial, que representó el 6,5% de la exportación de servicios en todo el mundo (Serrano López, Freire Chaglla, Espinoza Figueroa, Andrade Tenesaca, & Villafuerte Pucha, 2018).

En el año 2000 se estimó que la migración internacional alcanzó cifras del 2,8% de la población mundial, en el año 2015 se estimaron 244 millones de migrantes internacionales (3.3% de la población mundial), además, la migración interna es más frecuente, la estimación global más reciente indica que más de 740 millones de personas han emigrado dentro de su propio país de nacimiento (International Organization for Migration, 2018). Entre las principales causas destaca la desigualdad en términos económicos, sociales y demográficos, la búsqueda de mejores condiciones de vida y trabajo, los conflictos y la violencia, así como aspectos culturales e incluso medioambientales, entre otros (International Organization for Migration, 2018). En el año 2013, los migrantes trabajadores (112.3 millones) se movilizaron a países de ingresos altos (75%), mientras que otros 34.4 millones a países de ingresos medios (23%) y solamente el 2% a países de ingresos bajos (International Organization for Migration, 2018).

Particularmente en Sudamérica, específicamente en Venezuela la emigración creció un 110% entre 2015 y 2017, superando el millón y medio de personas, motivados por aspectos relacionados a la economía, política, inseguridad, violencia, entre otros (International Organization for Migration, 2018; Noticias ONU, 2018). Probablemente las mayores dificultades a las que se enfrentan los migrantes venezolanos son a su condición migratoria en otro país, al acceso a sistemas de salud e inserción laboral en los distintos países de la región que los han acogido (Noticias ONU, 2018). Países como Brasil, Colombia, Perú, Ecuador, Chile y otros, han llevado a cabo distintas estrategias para administrar sus fronteras para tratar de mitigar estos flujos migratorios.

A medida que la crisis venezolana se profundizaba, el número de ciudadanos que emigraron a otros países, se incrementó, tal es el caso del Ecuador que en los último 18 años ha tenido varios eventos que han provocado inestabilidad debido a factores internos, pero también externos (absorción de crisis internacionales) (Serrano et al., 2018).

> "En este lapso de tiempo, el turismo receptivo ecuatoriano (personas ingresadas no residentes) puede perfilar una onda económica reflejada en sus cifras turísticas, desde un crecimiento negativo de 3% en 1998 respecto de 1997, o un período de recuperación entre el año 2000 y 2003, así como un lapso de inestabilidad interna hasta el año 2007, posteriormente una cifra negativa de 4% en el año 2009 y un incremento sostenido hasta 2014, concluyendo con un crecimiento negativo de 8% en el año 2016" (Serrano et al., 2018, p. 12).

En Ecuador el tema de la emigración venezolana ha generado todo tipo de debates, según datos oficiales en lo que va del 2018 se han registrado 710.306 llegadas de procedencia venezolana (Ministerio de Turismo, 2018), no obstante, la migración de tipo laboral que es regulada en la legislación de los distintos Estados (International Organization for Migration, 2018) es un tema acuciante en la actualidad, debido a las acusaciones de competencia desleal representada por los venezolanos en el mercado laboral, considerando que estos hacen trabajos similares por menores ingresos.

Específicamente, en el sector de la hospitalidad, no existen datos fidedignos del número de personas procedentes de Venezuela que trabajan dignamente y cobijados por la ley en distintas empresas privadas, debido principalmente a que se ha vuelto común contratar extranjeros indocumentados y no pagarles lo que exige la ley, la necesidad obliga a estas personas a tomar aquellos trabajos. En empresas de hospitalidad como bares, restaurantes, hoteles, entre otros, de ciudades como Quito, Guayaquil y Cuenca están presentes los extranjeros venezolanos, no obstante, al momento de consultar su situación laboral, la mayoría de veces se niegan a responderla.

La Zona Especial Turística La Mariscal Sucre de Quito tiene 1.85 km^2 (Distrito Metropolitano de Quito, 2018) sus límites son: al norte la Avenida Orellana, al sur la Avenida Patria, al Occidente la Avenida 10 de agosto y al oriente la Avenida Isabel La Católica, la calle Alfredo Mena Camacho y la Avenida 12 de Octubre (Quito Alcaldía, 2018) convergen distintos servicios turísticos como hospedaje, alimentación y sobretodo entretenimiento. De un total de 3.743 establecimientos turísticos según el catastro de establecimientos turísticos del año 2012, existen 521 negocios registrados como establecimientos de alojamiento y 2.416 de restauración. El 24% de la oferta de alojamiento se concentra en el sector de La Mariscal con un total de 123 y el 9% con 47 establecimientos en el Centro Histórico, en alimentación el 25% con 615 establecimientos se ubican en La Mariscal y el 10% con 247 establecimientos se localizan en el Centro Histórico lo que convierte a La Mariscal en el centro de servicios turísticos de la provincia de Pichincha y de la ciudad de Quito. (Distrito Metropolitano de Quito, 2017, p.12).

Este estudio pretende identificar las percepciones que tienen las personas que habitan ese sector en relación a la presencia de individuos de nacionalidad venezolana en trabajos del sector turístico, con la intención de tener un estudio exploratorio de base para generar una línea de investigación sólida sobre turismo, migración, mercado laboral y dinámicas empresariales tomando en cuenta que el turismo como sector de servicios puede beneficiarse por estos procesos migratorios. Cabe aclarar que, desde la perspectiva migratoria ecuatoriana, un ciudadano venezolano inicia siendo clasificado como turista con un visado que lo identifica, pero al cabo de unos meses pertenece a un estatus de residente.

Las migraciones han provocado inversiones bastante modestas que hacen posible la creación de empleos tanto formales como informales en todos los continentes (Lanquar, 2007) sin embargo, la empleabilidad informal ha crecido en la Zona Especial Turística La Mariscal que cuenta con una población total de 8.163 personas (4.368 mujeres y 3795 hombres) (INEC, 2018a). Para empezar este estudio se ha levantado la cantidad de empleados por nacionalidad en la zona de estudio en el sector de alojamiento, siendo 325 personas, hay 82,5% ecuatorianos, 2.2% colombianos, 0.3% argentinos, 0.6 estadounidenses, 6.2 venezolanos, 0.3 alemanes, 0.3 paquistaníes.

En ese sentido, la productividad, se aprovecha del capital humano y experiencia de los inmigrantes en la prestación de los servicios lo que conlleva a impactos paralelos, el más interesante sea posiblemente la elaboración de una taxonomía útil para analizar el grado de implicación del turista, inmigrante o refugiado en la población local. Puede observarse cuatro categorías según el grado de implicación: integración, separación, asimilación o marginación.

Otro efecto, es la conglomeración y excesiva demanda laboral que hace que se deteriore la imagen del destino por el incremento de los problemas sociales que se evidencian dentro de la zona de estudio, la cual se ve afectada por el incremento de la inseguridad, prostitución y consumo y venta de drogas y sobretodo de explotación a personas que no tienen legalizada su situación, probablemente generando fenómenos como brotes de xenofobia en la población local, no obstante, es preciso explorar primeramente la percepción alrededor de este tema.

REVISIÓN TEÓRICA

Los procesos migratorios a nivel mundial han crecido de manera exponencial en todos los territorios a consecuencia de la acumulación del capital en espacios en donde se evidencia una calidad de vida adecuada o son polos de desarrollo industriales. La migración es un fenómeno como resultado de crisis económicas periódicas que ha experimentado un país durante su historia, debido a los procesos de concentración de la riqueza resultantes de políticas neoliberales (Sanmartín, 2016). En ese mismo sentido, las necesidades sociales insatisfechas, los problemas políticos, sociales, religiosos, entre otros, continúan desplazando a miles de millones de personas, sin encontrar soluciones que puedan evitar la vulnerabilidad de sus derechos.

La movilidad humana posee variadas formas en dependencia del espacio, tiempo y motivaciones, involucra el cruce de límites espaciales como resultado de viajes recreativos de manera voluntaria hasta movimientos obligatorios (Gössling & Schulz, 2006). En el contexto de la globalización contemporánea y de los procesos políticos que regulan la circulación de las personas y el capital, las relaciones entre migración y turismo son cada vez más imbricadas, debido a que el espacio es utilizado de manera imaginativa para reunir en el mismo lugar la producción y el consumo. Así lo subrayan Williams y Hall (2000) al afirmar que "[…] las nuevas tendencias del turismo y las migraciones hacen difícil determinar dónde vivimos, cuál es nuestra identidad y por qué estamos aquí" (Lanquar, 2007, p. 222)

De igual forma Urry (2007) considera que, el turismo y las migraciones comparten una serie de características que nos permiten abordarlas de forma similar: la movilidad, las diferencias culturales, el cambio de normas sociales de conducta y el espacio de vida. Sin embargo, hay tres cuestiones que las diferencian: su duración, su finalidad y la posición social que ocupan quienes llevan a cabo alguno de estos movimientos. En este referente, los movimientos de población que tradicionalmente se consideran turísticos son de corta duración, persiguen el ocio y el placer y son generados por personas con disponibilidad de recursos económicos. Mientras tanto, los movimientos migratorios son procesos con una cierta duración en el tiempo, originados por motivaciones ajenas al ocio, provocados generalmente, por razones económicas. (Alcázar, 2013 citado en Perelló, 2015, p. 52).

En ese mismo sentido, el turismo, siendo una de las ramas pioneras en el consumo de servicios fuera del territorio de origen, parte de procesos migratorios no regulados hasta que en la actualidad se han complejizado, incluso hasta convertirse en circunstancias burocráticas. Existen varios estudios en donde la migración está estrechamente ligada al turismo ya sea por la mano de obra, la migración transfronteriza, se puede incluso hablar de migrantes laborales (Gössling & Schulz, 2006; Lazaridis, G. & Wickens, 1999; Paniagua, 2002). La migración en sí misma, es un claro impulsor de la demanda turística, espoleando un creciente flujo de doble dirección de expatriados que visitan sus países de origen, así como de parientes y amigos que visitan a sus compatriotas en los nuevos países receptores (Organización Mundial del Turismo, 2018).

En cuanto al turismo en América Latina y el Caribe "[…] transitan en una onda de crecimiento sin sobresaltos, alrededor de 6% entre 1995 y el año 2015 (Serrano et al., 2018, p. 8). El desarrollo turístico puede conllevar la afluencia masiva de turistas y migrantes trabajadores, sobre todo si como caso de estudio se tienen algunos países europeos (Gössling & Schulz, 2006), no obstante, en otros países como en Sudamérica en donde el desarrollo turístico aún no ha superado los ingresos por actividades de extractivismo, resulta ser una situación compleja. El incremento de las migraciones y el crecimiento del turismo son dos de las manifestaciones más significativas de la globalización. La migración tiene consecuencias sociales y económicas importantes para los países de destino puesto que enriquece culturalmente a sus sociedades, mejora los productos turísticos y ofrece mano de obra para el sector de la hospitalidad (Organización Mundial del Turismo, 2018).

Los efectos del turismo sobre un territorio suelen ser reconocidos de forma positiva debido a las fuentes de empleo, la diversificación en la economía, entre otros aspectos que puede generar, también es retratado de forma negativa debido a la afectación de recursos culturales y naturales, cambios significativos en la comunidad anfitriona, entre otros (Poli Sperb & Torres Bernier, 2013). La satisfacción de los residentes en torno a la actividad turística es fundamental para su sostenibilidad y permanencia, acciones hostiles alejarían a los potenciales turistas (Poli Sperb & Torres Bernier, 2013), se debe considerar que el turismo lo concretan las personas, es una práctica social con efectos sobre la economía y el medio cultural y ambiental, su gestión debe tener una fuerte mirada sobre estos ámbitos, ya que son los destinatarios de las consecuencias (Capece, 2012). Estas personas no solo son recursos, gobernantes, empresarios, entre otros, sino capacidades, esfuerzos, es decir seres que van más allá de producción y consumo, seres que quieren desarrollo humano, tanto en visitantes como en la comunidad anfitriona, dejando de lado esa tendencia clasificatoria de los otros y nosotros (Capece, 2012; ICOMOS, 1999).

En ese sentido, la praxis del turismo se lo desarrolla en un territorio que Pearce (1989) lo define como destino, es decir una amalgama de productos y servicios disponibles en una localización determinada y capaces de atraer visitantes desde cualquier lugar de origen. Autores como Bull (1994), Cooper, Fletcher, Gilbert, Shepherd y Wanhill (1998) definen destino turístico como la concentración de instalaciones y servicios diseñados para satisfacer las necesidades de los turistas. En el mismo orden de ideas, Leiper (1990) define destino como un lugar escogido por una persona para visitar y pasar por lo menos una noche, a fin de tener una vivencia de alguna faceta o característica que se percibe como satisfactoria para una experiencia del tiempo de ocio.

Un elemento esencial dentro de la competitividad y posicionamiento de los destinos turísticos es la imagen que, desde mediados de los años 70, se ha venido estudiando y que todavía hoy no ha terminado y se sigue estudiando. La imagen representa una simplificación de un amplio número de asociaciones cognitivas y emocionales relativas a una zona, siendo un producto de la mente que pretende resumir y simplificar la vasta y compleja información que el individuo tiene del lugar (Millet, 2010).

De igual forma, la evaluación y el análisis de la imagen de destino ha sido objeto de estudio en la literatura académica y ha constituido una significante contribución para el entendimiento del comportamiento del turista (Beerli y Martín, 2004). Hunt (1975) fue uno de los primeros en demostrar su importancia dada su capacidad para aumentar el número de turistas que visiten cierto destino (Millet, 2010)

En ese mismo sentido, Chon (1990) menciona que "la imagen de destino juega un papel determinante en la decisión de compra de viaje del individuo y que la satisfacción o insatisfacción de viaje depende en gran medida de la comparación entre sus expectativas antes del viaje o su imagen del destino preconcebida y su percepción del mismo al estar allí".

La percepción basada en la teoría de Jung (1964) que se tiene de la imagen están relacionados a los medios por los cuales la conciencia obtiene la orientación hacia la experiencia, se divide en percepción sensorial (indica que algo existe), pensamiento (indica qué es ese algo), sentimiento (indica si es agradable o desagradable), e intuición (indica de donde viene o hacia dónde va) (Capece, 2012).

No obstante, al tratarse de un concepto tan complejo, amplio y transversal, no solo se ha estudiado desde el ámbito del turismo, sino que existen diferentes estudios desde diversas áreas de conocimiento, como la psicología (Russel y Pratt 1980; Hanyu 1993), la antropología, la sociología, la geografía o el marketing (Gallarza, Gil y Calderón, 2002). Y aunque, como ya se ha comentado, los estudios en torno a esta figura comenzaron en los setenta, en los últimos años este concepto no ha centrado el interés únicamente de los académicos, sino que ha despertado también el interés de los gestores de los propios destinos, lo que subraya la importancia del estudio del mismo (Gallarza, Gil y Calderón, 2002).

Nuevamente, a pesar de la evidente trascendencia de este concepto, nos encontramos ante un término definido de forma vaga y con significados cambiantes (Pearce, 1988), que no se ha construido de modo uniforme (Kim y Richardson, 2003) y que se encuentra todavía en un estado inicial que precisa de una mayor investigación (Ahmed, 1994). Por esta razón, son numerosos los estudiosos que se hacen eco de la falta de un marco teórico sólido que lo sustente y permita realizar un análisis del concepto de manera precisa (Fakeye y Crompton, 1991; Walmsley y Young 1998; Beerli y Martín, 2004).

Al momento de establecer la definición de imagen turística, Gartner (1993) tiene como base las percepciones de los turistas y no la realidad del destino que visita. De manera muy similar, Gallarza, Gil y Calderón (2002) dicen que la imagen de un destino es un concepto subjetivo ya que depende de las percepciones y gustos de cada turista.

Otro enfoque de imagen de destino turístico se aborda mediante la exposición de dos grandes perspectivas. En primer lugar, se revisa aquella postura que reivindica la existencia de dos componentes básicos dentro de la imagen de destino turístico –cognitivo y afectivo–, y cuya interacción contribuye a la generación del denominado componente conativo de la imagen (Olga Femenía Millet, 2010). La imagen de un destino turístico se caracteriza por su complejidad y multidinámica es un concepto difícil debido a que admite más de una interpretación ya que la imagen de un destino se forma a través de la relación entre componentes cognitivos, evaluativos y conativos (Sergio Moreno, 2003).

La imagen del destino se produce por la cohesión social y las integraciones de los migrantes a los destinos turísticos, los cuales tienen retos desde varios enfoques, el político, económico, socio-cultural. Independiente de cuáles sean las razones que motivan el desplazamiento de los migrantes, "llevan consigo, al menos inicialmente, las prácticas, valores, tradiciones y representaciones culturales que han definido su identidad" (Lanquar, 2007). No obstante, se pueden generar dentro de los territorios turísticos 3 escenarios adicionales a la integración, estos pueden ser de: a) separación, el grupo mantiene su propia cultura sin establecer contacto alguno con la sociedad de acogida. b). la asimilación significa que la cultura del grupo es subsumida en la cultura dominante de la población de acogida. Finalmente, c).la marginación simboliza que el grupo de turistas, emigrantes o refugiados pierde su propia cultura, pero sin llegar a formar parte de la sociedad de acogida, produciéndose un fenómeno de aculturación (Berry, 1984).

El mercado del trabajo de las zonas turísticas se vincula claramente a los flujos migratorios, debido a la rotación del personal especializado y a la naturaleza específica de las tareas desarrolladas en el sector: tareas poco cualificadas, no automatizadas y poco remuneradas, que suelen ser desempeñadas por trabajadores inmigrantes durante temporadas más o menos cortas (Lanquar, 2007). De igual forma, las remesas de los migrantes y los ingresos derivados del turismo pueden ser instrumentos poderosos para promover proyectos relacionados con el turismo e inversiones en infraestructuras básicas entre las comunidades en los países de origen de los expatriados, por lo que pueden tener un verdadero impacto en la reducción de la pobreza (Organización Mundial del Turismo, 2018). Las prácticas turísticas no son sólo acciones individuales, sino también experiencias sociales sujetas a modas, normas y acuerdos entre Estados -pasaportes biométricos o simples DNI, con visado o no, espacio Schengen, entre otros- (Lanquar, 2007).

Cabe mencionar que se han generado conflictos de coexistencia dentro del territorio de estudio, no solo en el ámbito laboral, sino que se atribuye a estos varios problemas de índole social que "afectan a la gente, dificultan la convivencia, desdibujan la posibilidad de vivir juntos y, en consecuencia, de proyectar personal y colectivamente el futuro. (Belvedere, 2000), esto a consecuencia de carencias en oportunidades de trabajo, incertidumbre laboral, bajos sueldos, entre otros.

METODOLOGÍA

El estudio es de tipo exploratorio con enfoque mixto de corte transversal, tuvo varias fases, en primera instancia se tomó información secundaria (Fondo Monetario Internacional, 2015; INEC, 2018b; Ministerio de Turismo, 2018) para evidenciar la evolución de llegadas internacionales de inmigrantes venezolanos (ilustración 1), mediante el software Microsoft Excel 2016.

Luego se consideró el documento llamado: Una aproximación a los principales indicadores y preguntas sobre islamofobia, antisemitismo y xenofobia en España (Colectivo IOÉ, 2004), así como el reporte mundial de migración (International Organization for Migration, 2018) con la intención de obtener las variables de análisis. Se identificaron variables sociodemográficas como género, formación, ocupación, así como variables de percepción sobre la migración venezolana, de contratación laboral y finalmente de imagen del destino; cabe mencionar que todas las variables fueron categóricas.

Posteriormente, con base a conversaciones abiertas con trabajadores del sector turístico (10) se realizó un análisis de discurso mediante el software Atlasti versión 7, a través de una red hermenéutica (ilustración 2) con la intención de validar el cuestionario propuesto de acuerdo a la revisión de literatura y obtener variables y sub-variables de estudio, se usó un código cromático (azul es el tema central de estudio, amarillo, las variables identificada, rojo y verde las sub-variables en mayor y menor grado) para resaltar las variables de mayor importancia, así como las que se mencionan con mayor frecuencia.

El cuestionario se aplicó desde el 12 de septiembre al 25 de septiembre de 2018 en la zona de estudio. El tamaño de la muestra se basó en el trabajo de Wunsch (1986), en donde se afirma que las predicciones sobre una población de tamaño infinito se pueden realizar con un tamaño de muestra de 384 encuestados, dentro de un rango del 95% de precisión y con un factor de probabilidad de 5%, en el afán de ser más precisos se realizaron 479 encuestas mediante muestreo por conveniencia a administradores de hoteles, restaurantes, agentes de viajes, empleados y visitantes de la zona de origen ecuatoriano. Los datos recabados de las encuestas fueron ingresados en el software SPSS versión 24.

Se presenta una ilustración (3) que relaciona dos variables categóricas como la postura frente a los inmigrantes ilegales de origen venezolano presentes en el Ecuador y la percepción sobre la contratación de personas de origen venezolano. Asimismo, se presenta una ilustración (4) similar a la anterior, pero esta vez se cruzan variables como la percepción de la contratación de venezolanos en sus lugares de trabajo con el principal problema que perciben con la contratación de personas de origen venezolano. Estas ilustraciones fueron realizadas mediante la función tablas de contingencia del software SPSS versión 24. Finalmente, se realizó en el software Microsoft Excel 2016 una ilustración (5) sobre la variable de percepción sobre la afección de la imagen del destino en relación a la presencia de trabajadores de origen venezolano.

RESULTADOS

El dinamismo económico de la zona de estudio es un polo de atracción para migrantes. De acuerdo al caso de estudio enfocado en la migración venezolana, es conveniente observar cómo ha sido la evolución de llegadas provenientes de Venezuela según cifras oficiales (Fondo Monetario Internacional, 2015; INEC, 2018b; Ministerio de Turismo, 2018) en el periodo del año 2000 hasta septiembre de 2018:

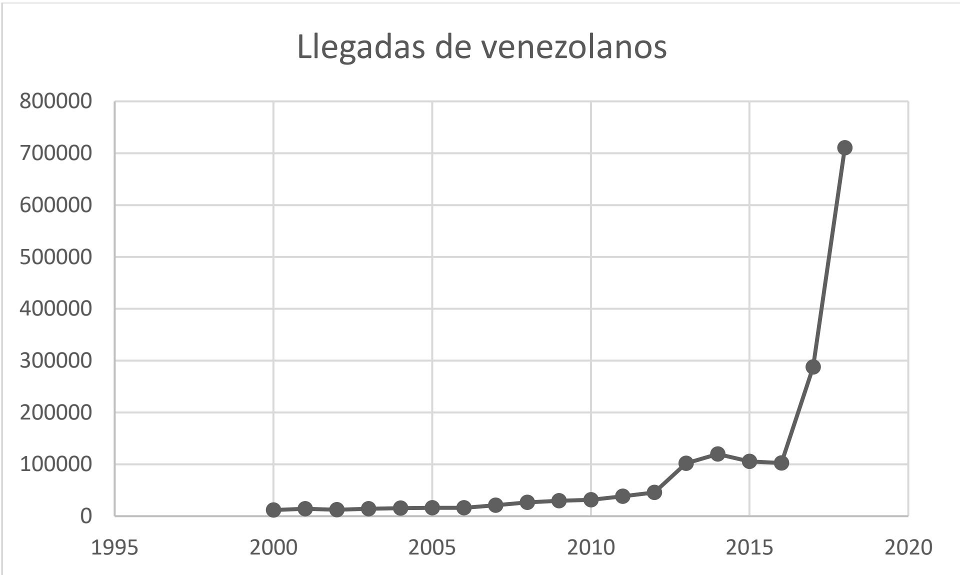

Ilustración 1.
Llegadas de venezolanos al Ecuador periodo 2000-2018
Nota: Información tomada de Ministerio de Turismo (2018).

En la anterior ilustración se exhibe la evolución de la llegada de venezolanos al Ecuador registrados en todas las jefaturas de migración desde el año 2000 hasta septiembre de 2018. El comportamiento desde el año 2000 (11.891 llegadas) al 2012 (45.701 llegadas) es sostenido, sin embargo, en 2013 cuando Venezuela registraba una tasa de crecimiento positiva del 1.3% (Fondo Monetario Internacional, 2015), llegaron 101.643 personas y se establecieron 501 venezolanos (INEC, 2018b). Al siguiente año llegaron 119.763 y el PIB venezolano se contrajo aproximadamente 4% (Fondo Monetario Internacional, 2015), se radicaron 3.112 venezolanos (INEC, 2018b). En 2015 disminuyó levemente la cifra de llegadas a 105.533, no obstante aumentaron los radicados en Ecuador a 9.650, en 2016 fueron 102.619 y se radicaron 23.611, en 2017 fueron 287.972 y se registran 61.138 personas radicadas (INEC, 2018b). En lo que va del año 2018 hasta septiembre han llegado 710.309.

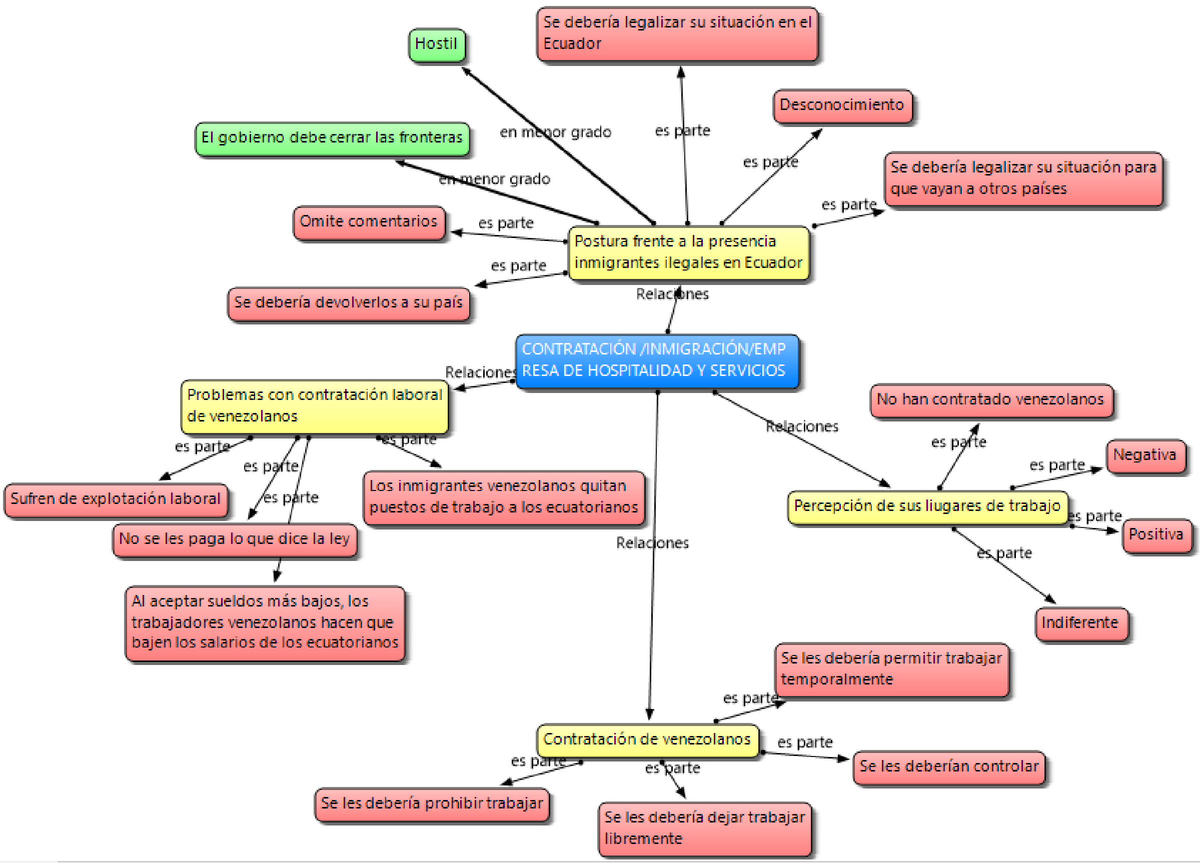

Ilustración 2.
Red hermenéutica

La anterior ilustración exhibe un análisis de discurso de las conversaciones con los trabajadores del sector turístico de la zona de estudio, en azul está están las variables de estudio, en amarillo los temas que más sobresalieron en las conversaciones y en rojo lo que se nombraba con mayor frecuencia, en verde se encuentra lo que se dijo en menor grado. Existen mayoritariamente opiniones en contra de la contratación de personas de origen venezolano, sin embargo, no se evidenció rasgos de xenofobia.

A continuación, se exponen tres gráficos que exponen de manera exploratoria la percepción de los ecuatorianos de la zona de estudio en relación a la migración, contratación y la imagen del destino por la llegada de venezolanos, cabe indicar que la totalidad de encuestados es de nacionalidad ecuatoriana.

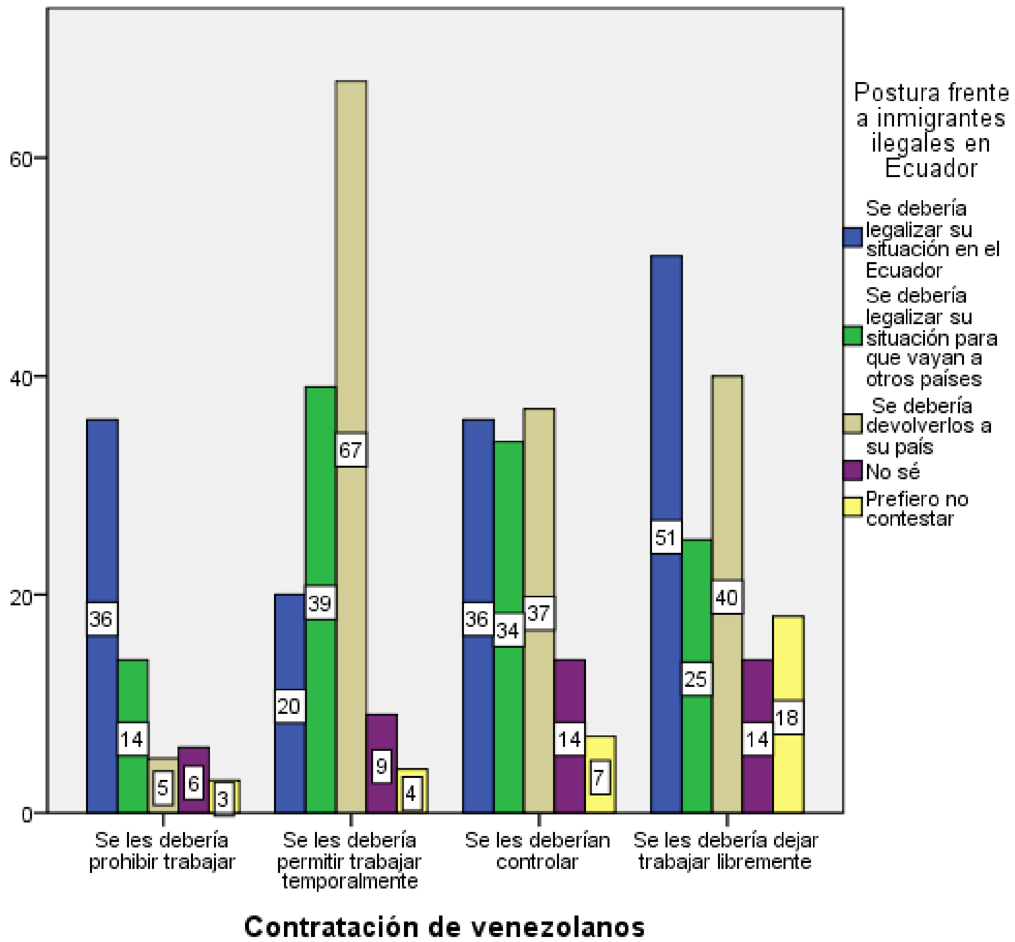

Ilustración 3.
Cruce de variables entre contratación de venezolanos y postura frente a inmigrante ilegales en Ecuador

En la anterior ilustración, se expone gráficamente un cruce de variables entre la contratación de venezolanos y la postura frente a inmigrantes ilegales en Ecuador. Los encuestados que se decantan por la opción de prohibición para que trabajen tienen mayor pronunciamiento hacia legalizar su situación en el Ecuador, en menor grado se escogen las otras opciones. Los encuestados que eligieron la permisión para trabajar temporalmente, se decantan abultadamente por la opción de regresarlos a su país y legalizarlos para que se marchen a otros países, en menor grado se escogen las otras opciones. Los que escogen que se les debería contratar tienen un comportamiento parejo en las opciones escogidas a excepto de las opciones no sé y prefiere no contestar que son muy bajas. Finalmente, los que escogen que se les debería trabajar libremente escogen mayoritariamente la legalización, no obstante le sigue de cerca la opción devolverlos a su país y en menor grado las restantes.

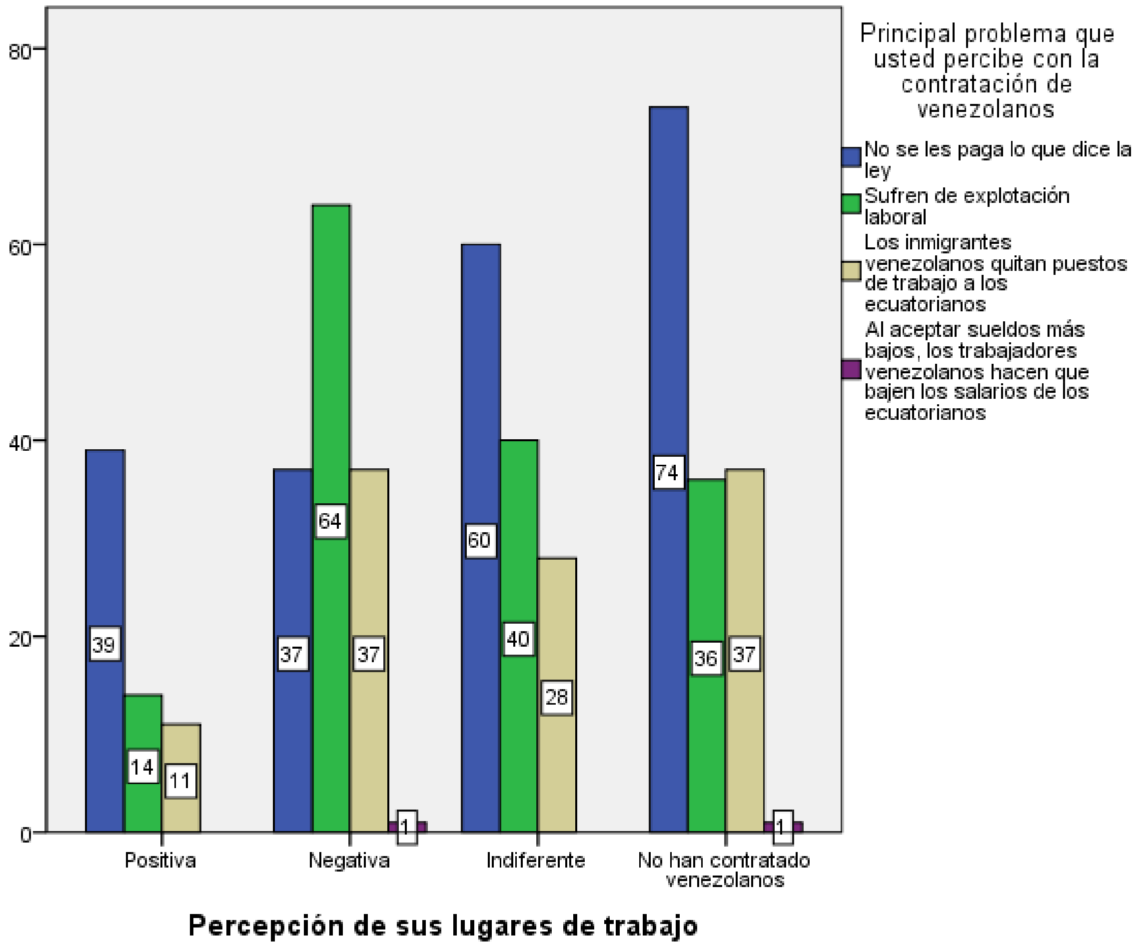

Ilustración 4.
Cruce de variables entre percepción de contratación de venezolanos en lugares de trabajo y postura frente a inmigrante ilegales en Ecuador

En la anterior ilustración, se expone que las personas que perciben que en su trabajo ven de forma positiva la contratación de inmigrantes venezolanos siente que el principal problema en torno a la contratación de venezolanos es en referencia a que no se paga lo que se establece en la ley, en menor grado se exhibe explotación laboral y la opción de que los venezolanos quitan puestos de trabajo a los ecuatorianos. Los encuestados que mencionan que en sus puestos de trabajo ven la contratación de venezolanos como algo negativo, han escogido mayoritariamente la opción de explotación laboral y en menor grado, pero en igual cantidad la opción de que no se paga de acuerdo a la ley y los venezolanos quitan trabajo a los ecuatorianos. Los que se han decantado por la opción indiferente han escogido en su mayoría que no se les paga lo que la ley establece y en menor grado las otras (explotación y venezolanos quitan trabajo). Finalmente, los que no contratan ha venezolanos tienen un comportamiento similar a los descritos anteriormente (indiferentes).

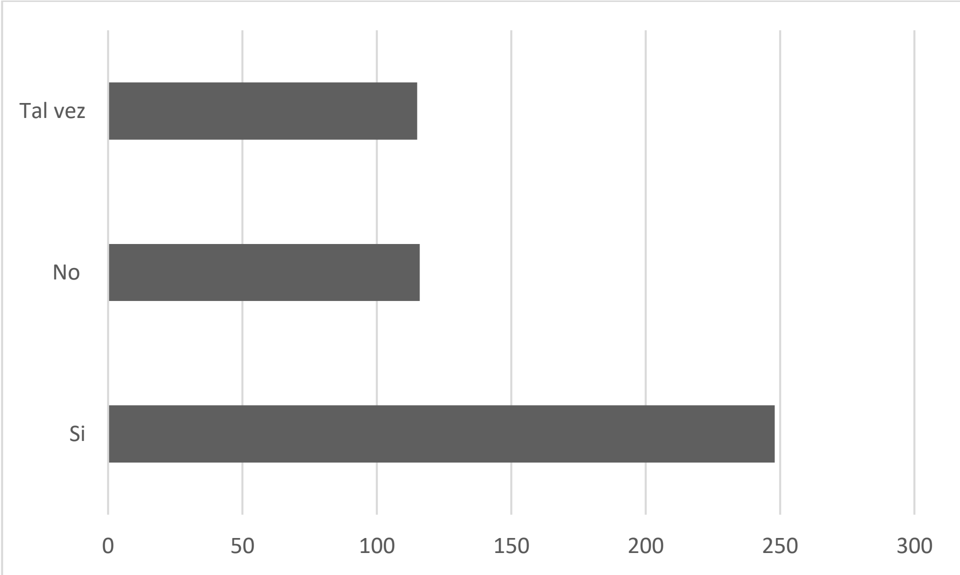

Ilustración 5.
Percepción sobre la imagen del destino turístico acorde a la presencia de inmigrantes venezolanos

La anterior ilustración, expone la percepción en cuanto a la existencia de afección de la imagen del destino turístico debido a la contratación de venezolanos, la mayor parte de encuestados percibe que si hay afección (52%), luego están los que perciben que no hay afección (24%) en iguales proporciones que los indecisos (24%). Esta cifra puede ser preocupante, sin embargo, se deben construir mayores relaciones en torno solamente a esta variable.

DISCUSIÓN Y CONCLUSIÓN

En primer lugar cabe mencionar que un pilar fundamental de todo destino turístico es la planificación territorial -sin fórmulas prescriptivas- tomando como base los componentes del sistema turístico (Boullón, 2006; Capece, 2012), carecer de una planificación y gestión en consonancia con la realidad, hace que los costos del desarrollo del turismo en los países de tercer mundo se acumulen, en la medida en que sus beneficios se agotan (Zhao & Li, 2006), considerando que el turismo tiene efectos en la economía, en el entorno natural, en zonas edificadas, en la población local y en los mismos visitantes (UNWTO, 2008), hacer turismo implica el desplazamiento temporal y voluntario, el consumo y la experiencia atrayente y la ruptura de lo cotidiano (Fuller, 2009), sin embargo, el comportamiento del turista genera incertidumbre estadística debido a la naturaleza transversal de este fenómeno, más aún cuando las políticas migratorias registran a los inmigrantes como turistas durante cierto periodo y posteriormente se convierten en residentes, tal es el caso de los venezolanos en Ecuador (ilustración 1).

Es preciso indicar que la Tarjeta Andina de internación temporal lícita y condicionada, registra como únicas formas de motivaciones de ingreso al territorio ecuatoriano las siguientes opciones: turismo, negocios, eventos, estudios y otros, sin embargo, todas esas motivaciones están relacionadas a la actividad turística y sus distintas tipologías, excepto de la opción otros que no se tiene claro a que hace referencia. Regularmente estos procesos pueden representar una gran fuente de información, pero no son explotadas, se limitan al balance migratorio (Freitez, 1987) , tal como se puede observar en la ilustración 1

Las situaciones antes descritas, han tenido efectos políticos, económicos y sobre todo sociológicos. El primer ámbito desde la generación de políticas públicas que promuevan la movilidad y derecho al trabajo, el segundo en la dinámica empresarial en donde la relación más evidente es el costo-beneficio y el tercero generando brotes de xenofobia relacionados a la oferta laboral por parte de los locales. Cabe indicar que actualmente los ciudadanos venezolanos han sido limitados en su estadía dentro del Ecuador, además, se ha reducido su tiempo de estadía, también se registra un incremento en el costo de los visados, y los procesos de naturalización y adquisición de seguro médico. (Mnisterio de Relaciones Exteriores y Movilidad Humana, 2018), conllevando un leve control de la migración venezolana en el Ecuador, la cual se ha incrementado de manera exponencial en los últimos años (ilustración 1).

La Zona Especial Turística La Mariscal es un espacio reconocido como un centro de convergencia de pobladores de distintos sectores de la ciudad capital, ha tenido una evolución marcada por los impulsos del mercado que ha incidido en la especialización de funciones de prestación de servicios para el ocio y recreación urbana, para satisfacer necesidades de la demanda de visitantes extranjeros y nacionales, así como de los habitantes locales, aquello ha producido una reconfiguración del antiguo barrio residencial con la adaptación de su estructura urbano-arquitectónica hacia los nuevos usos y por ende se ha generado una ocupación caótica del territorio (Distrito Metropolitano de Quito, 2013).

El discurso actual de los ecuatorianos, por lo menos en esta porción de territorio, está cargado de tintes xenofóbicos en relación directa a la oportunidad de empleo (ilustración 2), denominada xenofobia laboral (Rubio Arribas, 2010), probablemente el turismo sea el sector con mayor demanda por parte de los inmigrantes venezolanos en Ecuador, sin embargo, aquello está todavía sujeto a comprobación.

La postura que tienen los ecuatorianos frente a la situación migratoria de Venezuela es bastante polarizada, principalmente debido a la desinformación al respecto, pero también debido a que muchos empresarios están contratando inmigrantes motivados por que aceptan sueldos bajos y jornadas extraordinarias, aquello ha generado un efecto de rechazo en el local, convirtiéndose en un problema social. Es recurrente la falta de control y la temporalidad de los contratos, así como las opiniones divididas entre regresarlos a su país y arreglar su situación en el país (ilustración 3), sería muy conveniente comparar la ola de migraciones hacia el país, según el ciclo económico, por otro lado, también se debería indagar sobre la certeza de las entradas al Ecuador por motivos de turismo, siendo una duda recurrente, la necesidad del Estado de disfrazar las cifras para justificar su gestión turística y hasta inversiones realizadas en el sector.

Durante muchos años, los responsables de la formulación de políticas del país, han sostenido que el turismo tiene gran potencial para el desarrollo de empleos especialmente en situaciones de recesión, además, se han convertido en una rápida solución para que varias comunidades del mundo puedan evitar el incremento del desempleo y subempleo, inspirados en los efectos multiplicadores (Gascón & Cañada, 2017; Ioannides & Zampoukos, 2018) que ostenta la actividad según algunos autores (Parsons, 1987; Secall, 1983; Wall, G., & Mathieson, 2006). Esa retórica tan positiva es muy criticada, en muchos casos los trabajos relacionados con el turismo son mal pagados, no requieren formación académica y los toman migrantes (Ioannides & Zampoukos, 2018), son emergentes los estudios sobre el campo laboral del turismo, incluso coadyuvarían a evaluar si es que la oferta académica actual es la necesaria para el país.

Es preciso indicar que el empleo adecuado en junio de 2018 a nivel nacional se registró en un 38.9% (urbano: 47.6%, rural: 21.8%) de la PEA[1], el subempleo se registró en 19.4% (urbano: 18.4%, rural: 21.1%), el desempleo fue de 4.1% de la PEA (urbano: 5.2%, rural: 2%), debido a la cantidad de inmigrantes procedentes de Venezuela es necesario un estudio sobre las condiciones laborales que tienen, considerando que la misma Constitución de la República del Ecuador garantiza sus derechos como ciudadanos (Asamblea Constituyente, 2008). Cabe indicar que el ecuatoriano percibe varios problemas dentro de la contratación de inmigrantes venezolanos, sin importar su grado de conocimiento o aceptación –positiva o negativa-, deduce que los empresarios evaden la ley, la existencia de explotación laboral, por otro lado, hay un enfoque xenófobo al mencionar que quitan puestos a los ecuatorianos y provocan la disminución de sueldos (ilustración 4). No se refleja un enfoque utilitarista como en otros países específicamente en España en donde recurrentemente mencionan que los inmigrantes hacen el trabajo que no quieren y que estos pagarán sus pensiones (Rubio Arribas, 2010), o es el caso de que los migrantes generan inversión dentro de los destinos turísticos a través de la migración y posterior permanencia (Moreno, 2003) debido a la diferencias existentes entre ambos países.

Debido a que la Zona Especial Turística La Mariscal está considerada como una centralidad de escala metropolitana por su radio de influencia y además es una de las zonas con más variedad

[1] Población Económicamente Activa

de uso, ha adoptado nuevos modelos de ocupación de suelo, especialmente en el área del turismo, con un alto porcentaje de concentración de hoteles, hostales, restaurantes, cafeterías, tiendas, zonas financieras, entre otros. Es un territorio atrayente por su dinámica comercial, es uno de los sectores que evidencia fuertemente la migración venezolana. Además, es considerada como una de las zonas de mayor conflictividad social, principalmente vinculado al tema de seguridad ciudadana según el informe de seguridad del Municipio de Quito (Distrito Metropolitano de Quito, 2013).

El sector La Mariscal es una zona con alta diversidad de actividades económicas de altos niveles de aglomeración, estas actividades se caracterizan especialmente por la presencia de negocios de escala micro-empresarial.

Según los datos obtenidos para iniciar este estudio, la micro empresa es la escala económica-productiva predominante con el 77% agrupada en ramas económicas como:

- Comercio al por mayor y al por menor; reparación de vehículos automotores y motocicletas (1303 empresas).
- Actividades de alojamiento y de servicio de comidas (710 empresas).
- Actividades profesionales, científicas y técnicas (500 empresas).
- Industrias manufactureras (329 empresas).
- Entre otras.

La parroquia cuenta con un total de 4.455 empresas encuestadas, de 75 no se obtuvo información. Los datos reflejan el tipo de economía en el sector La Mariscal, lo que demuestra que el micro empresario promueve la actividad económica en la zona. ((Distrito Metropolitano de Quito, 2017 p. 71)

Siendo las PYMES uno de los sectores económicos primordiales de La Mariscal y que las actividades de turismo y hospitalidad destacan con 710 empresas, se vuelve imperante analizar las tendencias y cambios que afecten tanto en las dinámicas económicas-empresariales como en la movilidad de las personas, debido a que se constató en la ilustración 3 que estos efectos han traído brotes de xenofobia debido a que la mayor parte de encuestados no están de acuerdo con la contratación de mano de obra exógena, evidenciando una imperfección en el mercado de oferta que está teniendo efectos, altamente negativos sobre la demanda y sobre la imagen del destino.

Adicionalmente, otro problema que se identificó en el estudio es que la migración venezolana elevó la tasa de desempleo de los trabajadores locales, debido a que los migrantes incrementaron la oferta laboral. Sin embargo, se ha generado un "valor neto ecuatoriano" al contratar personas nacionales dentro de los establecimientos de La Mariscal. Empresas reconocidas como Cherusker –cervecería artesanal-, Bungalows6, Juan Valdez, Azuca Latin Bistro y Sweat & Coffee han optado por la contratación de ecuatorianos, dando importancia a mano de obra local, esto se podría a dar factores como el manejo de la Responsabilidad Social Empresarial o a políticas internas de las empresas, lo anterior expuesto desarrollaría otra línea de investigación sobre este fenómeno migratorio y de las dinámicas empresariales dentro de la zona especial turística, además dentro de los sondeos de opinión se evidenció lo que refleja la ilustración 3 que existe un desacuerdo e inconformidad por la contratación de mano de obra venezolana, existieron comentarios con una alta frecuencia *que no se contratan venezolanos dado que generan pérdida a la empresa por el robo de insumos*.

Sin embargo, en la visita in situ, también se pudo constatar que discotecas como: Blue House, Mongos, restaurantes como las Menestras de la Almagro, fuera de la plaza el Quinde, en donde la cantidad de migrantes es alta-, perciben que la relación costo-beneficio juega un papel importante para la permanencia de éstas dentro del mercado, por lo cual su mano de obra en los actuales momentos es venezolana, lo que genera la percepción analizada en la ilustración 3 la cual refleja que hay una resistencia para que ciudadanos venezolanos se les contrate dentro de las empresas locales. ¿Acaso los migrantes en situaciones de recesión económica, o tiempos de austeridad benefician al empresario ecuatoriano?

Se evidencia, según los datos nivel exploratorio una probable afección a la imagen de la zona especial turística La Mariscal como destino turístico, afectando tanto a la percepción global y mental que son factores externos que el turista considera antes de su desplazamiento (Bigné, J.E., Sánchez, M.I. Y Sánchez, J. , 2001 citado en Millet, 2010), probablemente exista relación con problemas sociales como la delincuencia, la prostitución, el consumo y venta de drogas, entre otras. Es importante plantear en futuras investigaciones el valor e implícitamente el conocimiento (Capece, 2012) que tiene el sitio para la comunidad anfitriona y que es lo que quieren comunicar a los potenciales turistas en cuanto a emitir percepciones, ya que la actual imagen que deja este sector es deplorable, quizá el zoning no sea la respuesta a la planificación turística territorial.

La migración después de su análisis y su afección al turismo tienen dos efectos claramente diferenciados dentro del estudio, el primero proporciona una imagen globalizadora de destino turístico incluyente y cosmopolita debido a procesos migratorios que han generado inversión de empresas, desarrollo de la cultura, modernización de procesos y la segunda los problemas que ha surgido por la falta de direccionamiento público para el control de la seguridad y de los problemas sociales que se han atenuado debido a la migración especialmente venezolana, que concuerda que los trabajos realizados hasta la fecha y las leyes a las que arribaron autores como De Souza (1889), Eisenstadt, (1954), ningún estudio considera a la migración como producto de *atracciones positivas*. En casi todas las investigaciones se examina el fenómeno migratorio como una respuesta forzosa a condiciones desfavorables (Marion, 2005). Sin embargo, se puede considerar para futuros estudios sobre fenómenos migratorios a Richmond (1995), que considera la compleja y variada naturaleza de los fenómenos migratorios para establecer luego el papel de los factores en el proceso. Propone una visión alternativa a partir de la construcción del fenómeno entre dos extremos: *migración proactiva* y *migración reactiva*, que podrá direccionar a la migración desde varios enfoques.

Por lo tanto, las relaciones entre el turismo y la migración caso del territorio son preocupantes debido a la carencia de políticas efectivas para el control tanto laboral como la resolución de problemas sociales que se han generado dentro del territorio, solamente se ha tratado de generar más procesos de encarecimiento de visado, tiempo de trabajo, entre otros, los cuales a nivel internacional no guardan los acuerdos generados en procesos migratorios. Las empresas y sus dinámicas aprovechan la oferta laboral excedente del territorio para mantenerse en el mercado con sueldos y salarios mínimos que los trabajadores locales no aceptan.

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Souvenirs and purchases in religious tourism and pilgrimage

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Abstract

Preserving the memory from the visit of a tourist destination plays an important role in a tourist activity. In pilgrimage in particular and in religious tourism in general, the preservation of this memory constitutes a spiritual process associated with the sanctity of the place. Obviously, the degree of spirituality varies according to the traveler's personality and religious beliefs.

Following the return home, the religious memorabilia ("souvenirs") play an important role in the "confirmation" of the trip or the fulfillment of the vow, as well as in the preservation of the memory. At first one could claim that religious memorabilia serve or have similar functions and symbolisms with the memorabilia bought usually in a traditional tourist trip. However, in their case, the symbolisms as well as the uses are differentiated since this type of memorabilia carries special personal and social value and serves different functions. Frequently, apart from their liturgical or salvation character they simply exhibit "pseudo-religious" characteristics.

In every case, the market of religious memorabilia is growing into a profitable commercial activity and its financial cost rates high in the amount of money spent at the tourist destination.

The above stated conclusions are based on a survey conducted via the use of structured questionnaire during the summer of 2017 among the visitors of the Church of Saint Dionysios in Zakynthos Island, Greece.

Keywords:
Religious souvenirs, religious tourism, pilgrimage, St. Dionysios, Zakynthos

1. Introduction

Tourist destination offers to the traveler memories that accompany him for a long time after returning to his place of residence. To enhancement the memory of this experience, but also to «prove» it to third parties, (Gordon 1986, p. 136; Littrell et al, 1994; Swanson 2004) the traveler returns to his place of residence by bringing back souvenirs[1].

The word «souvenir[2]» is French and literally means «to get back to myself» (Collins-Kreiner & Zins, 2011, p. 18). It refers to object that remind people, places and events, revive the past and connect with it. According to researchers (Gordon, 1986, p. 136; Stewart, 1993; Cohen, 2000; Love and Kohn, 2001) souvenir allows the past to «invade» the everyday life and make memories real (Love and Sheldon, 1998). Furthermore, Morgan and Pritchard (2005) consider that souvenirs allow the recreation of the tourist experience.

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[1] The word souvenir, used as it is in Greek, means everything that reminds us of past moments, memories (Babiniotis, 1998, p. 1624)

[2] A lot of people make a distinction between souvenirs and mementos. They regard souvenir as commercial products, which are the subject of a commercial transaction, while mementos are not commercially traded but are kept by individuals because of their personal value and importance (Gordon, 1986, p. 135).

The kind of mementos / «confirmation» varies not just from the experience of travel but also related to the personality of the traveler. It may be a simple postcard or a photo of the place, a small object, a hat, a t-shirt, an object that refers to the culture of the tourist destination, a jewel, etc. It may have several forms and represent different values for example a simple object, special and original, fancy, unique, expensive or cheap, etc.

2. Symbols of travel memory

Souvenirs are an important part of commercial transactions in tourist destinations (Morgan, Lugosi & Ritchie, 2010, p. 202) and are considered by scholars as one of the most important parameter of the tourist trip (Law and Au, 2000).

Surveys have also shown spending on purchases account for almost one-third of total tourist expenses (Littrell et al. 1994; Fairhurst, Costello, and Holmes, 2007). According to Timothy (2005), for many tourists shopping can be an important motivation for making a trip or choosing a destination.

A subject of research has been also the motives of buying a souvenir, such as a gift (Kim and Littrell 2001; Gordon 1986), or as signs (Gordon 1986) or as a reminder (Littrell et al. 1994; Swanson 2004).

Moreover, noteworthy are the special meanings and functions of the souvenirs. Thus, after returning from the trip, souvenirs function as images and symbolic reminders of the destination, as symbols of reminding of a moment, as memories of the local environment or as artifacts from a special culture. At the same time buying a souvenir satisfies the tourist's desire for innovation, authenticity (Littrell, Anderson & Brown, 1993), as a sign of social status or even for creating a sense of «jealousy» to others (Pine & Gilmore, 1999). More generally, when souvenirs offered as gifts they determine relationships, strengthen links with family and friends, point out social differences, support the difference of validity and prestige, show love, friendship, affection (Mauss, 1979, p. 12).

3. Religious Memorabilia

A special category of souvenirs is religious memorabilia. It is supported that modern religious memorabilia are rooted in the Christian pilgrimages in the Holy Land, Rome and Constantinople (Houlihan, 2000; Teague, 2000; Tythacott, 2000; Shackley, 2006).

In religious tourism and pilgrimage, the «souvenir» associated with the religious monument or, more generally, with the religious site, gives the owner special importance. Especially for the pilgrim, this «souvenir» has greater importance, as it also serves as evidence of the fulfillment of a vow, the accomplishment of the pilgrimage. Religious memorabilia initially seem to have similar functions - symbolism to the souvenirs of the traditional tourist trip. In reality, however, symbolisms and uses are differentiated; souvenirs of the pilgrimage are charged with both personal and social significance and have different functions.

By giving souvenirs, pilgrims uphold the importance of individuality (as consumers and as believers), while also fulfilling what they believe is their special responsibility to bolster collective faith, particularly amongst networks of female friends and family. Crucial in this endeavor is how pilgrims negotiate the fluid line between commodity and religious object. Sometimes they imbue these commercial objects with divine presence, thereby creating powerful tools for asserting «soft» authority at home. At other times, they present religious souvenirs as commodities, downplaying their spiritual value in order to circumvent rejection (Kaell, 2012).

In any case, the market of religious memorabilia is an important economic activity. Professionals in places of pilgrimage or religious interest generally have recognized and have capitalized the interest of pilgrims and religious tourists in the purchase of religious memorabilia. Thus, in modern times, religious sites are flooded by outlets selling memorabilia that they connected with the religious places.

These vary from prayer books, crosses, icons, biblical symbols, rosaries, to garments, handkerchiefs and other items depicting the holy place, a saint, etc. These objects may have ritual characteristics and can be used such as (i.e. crosses, icons, prayers etc) or simply have religious features (biblical symbols, wax figures, etc.). Furthermore, objects are also sold which depict or symbolize the holy place or holy person, which have no ritual significance (Moira, 2009, p. 80).

Although, no targeted surveys have yet been carried out to find the type, the purpose, and the money spent on souvenirs, especially during a pilgrimage or a religious tourism trip, however, questions have been raised as part of a more general survey of religious tourism. Thus, a survey carried out from October 20th 2013 to January 22nd 2014 in Zakynthos, for the development of religious tourism and pilgrimage, revealed that the majority of visitors (93,4%) did shopping, during their stay on the island of Zakynthos. This shopping was: *local products* (87,2%), *souvenirs* (59,7%), *religious souvenirs* (27,4%), *clothing and footwear* (28,1%), and other items such as *jewelry* (14%). (Moira, Parasxi & Mylonopoulos, 2015; Moira & Parasxi, 2015, p. 47).

4. The research

In order to identify the motives of pilgrims or religious tourists for the purchase of souvenirs, the kind of souvenirs they buy, the amount spent for their purchase and the place where the purchases took place, a research was carried out at the pilgrimage of Saint Dionysios on the island of Zakynthos[3].

The survey was carried out between August and September 2017, in the quarter of the church of Saint Dionysios, to the visitors – tourists of the site. It was carried out using the simple random sampling method by distributing a structured questionnaire. The questionnaire is consisted of eighteen (18) questions, closed type. In particular, 150 questionnaires were distributed, of which 115 (76,7%) were answered.

From the 115 people who participated in the research, 43 were men (37,4%) and 72 were women (62,6%). Regarding the age of the visitors, most of them (38,3%) were in the age group of 31-40 years old, followed by age groups of 41-51 years old (20%) and 18 to 30 years old (17,4%). As to the country of origin of the responders, was found that the highest percentage (39,1%) were Greeks, followed by visitors-tourists from Great Britain (13,9%) and Italy (11,3%).

35,7% of the respondents declared private employees, 14,8% were freelancers and 14, 8% were civil servants, a percentage of 8,7% were on pension.

Then the respondents were asked to declare their religion if they so wished. From the 115 participants, only 3 persons (2,6%) refused to declare their religion, while 112 persons (97,4%) responded positively. From these, 67,8% (78 persons) declared Christian Orthodox, 14,8% (17 persons) Christian Catholics, 12, 2% (14 persons) Protestants, 0, 9% Buddhist and 1,7% atheists.

Regarding the reason for the visit, 67 (58,3%) of the 115 said they visited the temple of Saint Dionysios for the pilgrimage. At the same time 63 persons (31,3%) confirmed that they wanted to learn about this religious site and 42 visitors (36,5%) stated that they wanted to see the temple as cultural monument. There were also 31 persons (26,9%) stated that they visited the temple from curiosity.

As expected, if the personal religious beliefs are taken into consideration (affinity analysis), it is revealed that only Orthodox Christians (67 individuals) admitted that the purpose of the visit was the pilgrimage, while for another 14 visitors (also Orthodox Christians) the motivation was a vow fulfillment.

In the question whether the motivation of the visit was the acquaintance with the religious monument, a positive answer was given by 49 Orthodox Christians, 11 Catholics Christians, two Protestants, and one person who declared Atheist.

Finally, in the question of whether the motivation of the visit was to know the temple as a cultural monument; positive responses were given by 16 Orthodox, 15 Catholics and 8 Protestants, proving the significance of the temple as an important religious and cultural monument for visitors regardless their religion.

About making purchases during their stay on the island, 97,4% (112 visitors - tourists) said that they had purchased and in particular 65,2% (75 visitors - tourists) bought religious souvenirs/memorabilia, 55,7% (64 persons) bought local products, 32,2% (37 visitors - tourists) bought clothing/ footwear, while 76,5% (88 visitors - tourists) bought various kind of souvenirs.

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[3] Zakynthos is located in the Ionian Islands (Greece) and is the eleventh largest island in the country. It is also the southernmost and the third in size (410 km^2) and population (42,000 inhabitants) island of Ionian Sea (Moira, 2005, p. 250). Saint Dionysios is the patron saint of Zakynthos. The relics of St Dionysios are kept in a carved silver larnax in the church. Saint Dionysios is celebrated twice a year and processions are taking place (August 24th and December 17th).

From the 75 visitors - tourists who said they bought religious souvenirs, the majority of the visitors, 69,33% (52 persons) bought icons, 57 visitors - tourists (76%) bought crosses, rosaries and other related religious memorabilia, 13 persons (17,33%) bought souvenirs with pseudo –religious characteristics, 10 visitors – tourists (8,7%) purchased jewelry with symbols of pilgrimage, and 7 people (6,1%) bought guides, books or CDs / DVDs related to the pilgrimage.

The total cost of shopping ranged from 50,00 euro (26 visitors – tourists /23,2%), from 51,00 to 100,00 euro (49 persons/ 42,6%), from 101,00 to 300,00 euro (33 persons/29,5%) and more than 300 euro (4 visitors – tourists/3,6%).

According the reasons for the purchase of religious memorabilia, 45 visitors - tourists (39,1%) stated that they bought it as a souvenir of their visit to the temple, 37 visitors - tourists (32,2%) as a souvenir of the pilgrimage, 38 of them (33%) said they bought the item as an amulet, 34 visitors - tourists (29,6%) said they bought it in order to offer it as a gift to relatives, 17 (14,8%) said they had bought it to offer it to their friends and 13 (11,3%) said they had bought the religious memorabilia for the iconostasis of their house (altarpiece).

3. Conclusions

It is obvious that souvenirs are an important parameter of travel activity in a religious site or a holy place. Remarkable evidence emerged from this research, that visitors in significant percentage (65,2%), whether they are pilgrims or are religious-cultural tourists, they are buying religious memorabilia. Most of these purchases are crosses, rosaries and other religious memorabilia (76%), icons (69,33%), and other «pseudo-religious» souvenirs (17,33%) which are related to the pilgrimage. Parts of the purchases are jewelry related to the monument/ pilgrimage but also books, guides and CD/DVD. The purchases are for the visitors themselves, as they are purchased as a souvenir of their visit to the temple (32,2%), as a souvenir of the pilgrimage (33%) as an amulet (29,6%), or simply for their liturgical character, for example for their iconostasis in their house/ altarpiece (11,3%). Many times though, they are purchased to be offered to third persons, e.g. as a gift to relatives (29,6%) and to friends (14,8%).

Is worth mentioning, the amount of money the visitors have spent for the above (religious items) purchases. 81% of the visitors spent on purchases 50,00 euros, and 17% spent from 51-100 euro, leading to the conclusion that the market of religious memorabilia is a significant proportion of total travel costs.

Further research is needed in order to determine the religious memorabilia market from merchants' point of view, as well as the total economic benefit for the religious places and the national economy.

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Employment situation for the development of tourism projects in three localities of Manabí, Ecuador

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Abstract

The development of the Ecuadorian rural localities is today an emerging issue that stimulates the investigation of potentialities for the improvement of the quality of life. For this reason, the generation of jobs by local development projects is of paramount importance. In the communities "La Estancilla", "Salango" and "Jipijapa" of the province of Manabí, a descriptive study was carried out with the objective of determining the potential of implementation of a local development project, which allows the tourist management of the cultural and natural heritage for the generation of employment. Techniques such as semi-structured interview and key informants, document analysis, observation and statistical methods were used. The results showed that the current situation in the communities is characterized by being agricultural and / or fishing the main source of employment, with a tendency to reduction due to migration of its population to places of greater urbanization, there is a greater number of inhabitants working outside the localities, all the covered places, as well as the young people and the women are the main unemployed groups. It is assumed that the project can generate approximately 60 new jobs in each community. It is concluded that the current situation of employment would be improved with endogenous development from tourism management projects as an alternative for the promotion of new occupations. The project is established as an important alternative that has the potential to change the employment situation in the area due to the favorable opinion about it by the local population.

Keywords:
Employment, endogenous development, tourism management, local development

1. Introduction

The lack of employment and the global crisis is evident from remote times, negatively impacting the quality of life of the population in general. For this reason, government administrators are called to search for alternatives to overcome the economic crisis. The best way is the use of indigenous sources for employment generation, which are usually not used because of the lack of a clear vision of the potential that it has.

According to the International Labor Organization (OIT), global unemployment levels and rates are expected to remain high in the short term, as the global workforce continues to grow. The global unemployment rate is expected to register a modest increase and go from 5.7 percent in 2016 to 5.8 percent in 2017. This increase represents 3.4 million more unemployed people worldwide. Total unemployment would exceed 201 million in 2017. While the global unemployment rate is projected to remain relatively stable in 2018, the rate of growth of the labor force (OIT, 2017).

Among the main strategies, to avoid unemployment at the global level, are the realization of different programs in social, forceful, greater investment of the private and public sector, the strengthening of the educational, cultural and environmental sector of cities, the generation of incentives to the small businessmen in the hiring of personnel, the training to the commercial sector in attention to the client and the fortification of the tourist infrastructure.

Employment in the tourism sector is evaluated more favorably in developing economies due to its capacity to generate employment alternatives in the service-related sectors, where few opportunities of this kind can exist (Abby & Hsiou-hsiang, 2008). In countries such as Sweden, it is a factor of attraction for the immigration of highly qualified and well-paid people (Thulemark *et al.*¸2014), although the jobs that are found in the tourism sector are placed with relatively low salaries compared to the rest of the economy (Lillo-Bañuls & Casado-Díaz, 2015; Brandt, 2018).

The objective of the work was to know the employment situation to face tourism projects in the towns of La Estancilla, Salango and Jipijapa, taking into account the various natural and cultural resources that are not well used by the owners of the areas and the population in general. The communities present tourist attractions visited by national and international hikers. Despite their positions, they have limitations that do not benefit the tourism sector for both the community and Manabí. To this is added the potential limitations for the creation of a local development project on sustainable tourism management. The implementation of sustainable tourism projects will have a positive impact on the alternative for generating employment and therefore will allow the improvement of the quality of life of its inhabitants.

2. Literature Review

2.1 Importance of work and the role of human capital

Work is considered as a source of all wealth, according to some specialists in Political Economy. Like nature, provider of materials, which man converts into wealth. However, work is more than that, because it is considered the basic and fundamental condition of all human life (Engels, 1876). In spite of the above, it is expected that the global economic crisis will produce an increase in the number of unemployed, working poor and workers with vulnerable jobs (Martí Gutiérrez, 2016).

The review of the literature on the subject, showed that the analysis of jobs (Valenzuela & Ortiz Pacheco, 2004) is a procedure responsible for establishing the obligations, competencies, skills and requirements required by a particular job, as well as the type of people who must be hired to fill said position (Fernández-Ríos, 1995, Chiavenato *et al*., 1983, García López, 2011). Currently many institutions close the doors to young people for having a commitment to other people, however it is something that is trying to eradicate, because as Moreno León & Lunar Leandro (2006) argues, any professional can not exercise a certain type of position, and less in the tourism sector. On the other hand, the job determines to a large extent the role that people play in organizations (Tresserras & Matamala, 2005); this causes that certain behavior is expected in an individual for the simple fact of occupying a certain job position.

It is well known and manifested by several authors such as Schulte (2003), Bañuls *et al*. (2007), Bañuls (2009), Peña Miranda & Serra Cantallops (2012) and recently by Salazar *et al*. (2017) on the importance of the role of human capital as a strategic element for achieving competitiveness and differentiation objectives in tourism industries. According to Sassón Rode (2005), the multiple variety of jobs that exist in the economy determines the need for their grouping for the purposes of work organization, taking into account a series of factors and the specific characteristics of the activity that is included in them. it executes, for that reason the suitable organization in the positions of works becomes every time a fundamental factor for its good function.

Finances are the ones that have been best studied within any sector, also demonstrated by Sandoval, (2017) where research was carried out on the influence of intellectual capital on the competitiveness of manufacturing MIPYMES in the Tacna-Peru region, demonstrating that the Level of human capital is regular tending to a high level and low level competitiveness, except in Financial Function.

Technological innovation presents an opportunity in the sector and it is essential to be at the forefront to achieve business success. But the knowledge on digital transformation will not be the only requirement that the sector will demand to qualify for jobs, experience, knowledge of customer service and especially the mastery of foreign languages will be key to finding work in the sector (Martin del Campo, 2018).

2.2 Tourism as a tool of development Tourism as a tool of development

Tourism as a tool for development was discussed for the first time in the 1970, paying much attention in underdeveloped countries, although it has not produced broader economic growth and development (Sharpley, 2009). The focus has been on the role of ecotourism, pro-poor tourism and community tourism, with international tourism as a vital source of foreign exchange and employment, and an important feature of the government's strategy of poverty alleviation (Harrison & Schipani, 2007).

Currently the lack of employment has risen to unprecedented levels, so it is necessary to place the problem at the center of economic and social policies. Aykac (2010) proposes to address the issue through the integrated policy approach, in order to improve employment in the tourism sector in all its areas, where tourism policy, education policy and labor policy can be combined. Therefore it is necessary to go beyond existing ways of theorizing tourism and explore the heuristic of its conceptualization (Van Der Duim & Caalders, 2008). For example, many communities have reformed their economies by introducing tourism as the main attraction, experiencing adverse consequences, resulting in threats to the sustainability of communities, mainly indigenous ones (Tsung-Chiung *et al*., 2017). On the other hand, it is stated that receiving the benefits of ecotourism promotes an appreciation of biological diversity and conservation in the surrounding communities, in practice, these benefits may be difficult to measure, rural communities are moving towards a commitment to The market economy as a result of ecotourism operations, households can invest in goods, education and "luxury" goods, which improves financial security and social welfare in remote rural areas (Lynne Snyman, 2012).

Major travel and tourism organizations, including the World Tourism Organization (UNWTO) and the World Travel and Tourism Council (WTTC), agree that tourism will continue to grow significantly over the next two decades, the limiting factor for successful growth is the availability of sufficient qualified personnel, with appropriate technical and interpersonal skills, to allow the expansion of tourism to continue without loss of service standards. Appropriately designed and appropriately resourced education and training programs are essential to provide such qualified personnel. It is necessary to create education and training standards in the tourism sector, to help destinations ensure the quality of tourism personnel. In addition, such regional schemes could be used for marketing purposes to assure international visitors and travel organizers of the high standards available in those destinations (Pine, 2001).

The growing diversity of tourists and workers in the tourism industry means that there is a greater need for people in the tourism industry to possess skills to manage this diversity. Employment in tourism is a factor attracting the immigration of highly qualified and well-paid people (Cohen, 2006). In developing countries, tourism initiatives benefit marginalized groups, mainly by creating employment for migrants (Cohen, 2006; Raoul, 2010; Bianchi, 2000) and women (Phommavong & Sörensson, 2014). In particular, the inherent nature of service transactions and the growing competitiveness of destinations and businesses require foreign skills to be a necessity. The presence or need of foreign skills will have implications for human resources policy, educational institutions and the immigration policy of a company (Aitken & Hall, 2000, Hazra *et al*., 2017, García-Almeida & Hormiga, 2016). On the other hand, the authenticity of the products offered by the sector is a great concern for tourists, being the cultural commodification acceptable, but over-commercialized cultural shows cause discontent and devalue local traditions (Yang & Wall, 2010).

3. Methodology

This study was carried out in the towns of La Estancilla, Salango and Jipijapa of the Province of Manabí, Ecuador, and was carried out between January 2017 and June 2018. The area is located in the Ecuadorian coastal region, where the cultural complexes of Valdivia predominate. Machalilla and Chorrera (Staller, 2001, Zeidler, 2008). The climate is arid semi-desert, with a climatic projection (2011-2099) that yields annual increases in the average temperature of +2.7ºC and precipitation of + 8.2% (García-Garizábal, *et al*., 2017). The region is considered a priority for the conservation of biodiversity (Cadilhac *et al*., 2017).

For the realization of tourism research on the potential employment for the implementation of tourism projects can take different methods of collecting information, such as observation, individual interview, group interview, expert meeting, structured questionnaire, questionnaire questions open, checklist or checklist, work diary, recordings of activities, available records and content analysis of documents. In this work only direct observation, surveys and interviews were taken into account. These methods are the most frequent used for tourism sector studies, as shown by different scientific articles reviewed in Brazil (Moreira *et al.*, 2010), Chile (Sanino & Yáñez, 2000) and Mexico (Zúñiga Ortega, *et al*., 2014). As well as in specific studies of human resources in tourism carried out (Torres & Consuegra, 2012).

This study adopted a cross-sectional survey design with the target population being national residents willing to collaborate with the research. To classify the population with employment, the criterion of Castillo (2004) was followed. During the study, a total of five hundred and seventy-five (575) respondents completed the questionnaires through a simple random sampling technique, resulting in 15 from La Estancilla, 164 from Salango and 397 from Jipijapa. Interviews were carried out with key informants taking into account those persons who, due to the relevance of their knowledge of the history and development of the community, could provide valuable information to managers and officials of institutions that supported the collection of data processed statistically by them.

The data were analyzed by descriptive statistics, the percentage analysis of the qualitative data was done for the regularities of the data once they were codified, for example in the assessment of the employment situation it was considered good: if it refers that there is work for all, regular : if you say that approximately half have to look for work outside, bad if you say that more than half have to seek employment outside. Thus they were regularized, which allowed to know what is the most widespread perception of the inhabitants about the employment situation, the rescue of cultural traditions, and the tourism management project.

4. Findings/Results Discussion

4.1 Sociodemographic characterization of the surveyed residents

In terms of gender, the majority of respondents were men (65.91%) followed by women (34.26%). In terms of age, 37.39% of the respondents belonged to the group of 48 - 62 years, followed by 33 - 47 years (33.22%), 15 - 18 years (11.30%), 18 - 32 years (9.57%) and above 53 years (8.70%). Regarding the level of education, 44.42% had reached the level of higher education, 59.17% did not have any educational level, and more than half of the residents (51.23%) are studying at least one training related to tourism issues (Table 1).

There are few homes, where only young people live. In a home several generations coexist, motivated by the deficient particular economy to assume the construction of houses or the purchase of a house. A decent home in a safe environment is a necessity and a fundamental right of Ecuadorian citizens. For this reason, ensuring that this need is met helps alleviate poverty and social exclusion. However, it is still a considerable problem in the localities studied.

The current situation of employment, in the localities, is characterized by the lack of other sources than the agricultural and / or fishing in the case of the Community of Salango. There is an increase in the number of unemployed, and insufficient development of private work, and its coincidence with what happens in other South American countries, expressed in the trend of multiple jobs and a bad assessment of employment opportunities for women and young people as main affected groups. Which makes the population have to emigrate or work in distant places of their homes. These results allowed demonstrating that the population considers that the employment situation is low since there are no employment sources in the localities, so implementing alternative tourism actions can be considered as a variant to improve the quality of life of the population.

Table 1 Sociodemographic characterization.

Ítem		Community La Estancilla (No. 15)		Commune Salango (No. 164)		Jipijapa Cantonal Headboard (No. 397)	
		No	Percent	No	Percent	No	Percent
Gender (%)	Male	10	66,67	**103**	62,80	266	67,00
	Female	5	33,33	61	37,20	131	33,00
Age	15 to 18 years of age	0	0,00	65	39,63	0	0,00
	18 to 32 years of age	0	0,00	31	18,90	24	6,05
	33 to 47 years of age	11	73,33	33	20,12	147	37,03
	48 to 62 years of age	4	26,67	21	12,80	190	47,86
	63 and older	0	0,00	14	8,54	36	9,07
Professionals	Professional	4	26,67	25	15,24	218	54,91
	No profession	11	73,33	139	84,76	179	45,09
Studying studies	1	1	6,67	38	23,17	175	44,08
	2	0	0,00	5	3,05	24	6,05
	3 or more	0	0,00	3	1,83	0	0,00
	Any	14	93,33	118	71,95	198	49,87
People who live in the house.	1 - 2	1	6,67	31	18,90	40	10,08
	3 -4	8	53,33	67	40,85	0	0,00
	5 - 6	6	40,00	42	25,61	0	0,00
	3 - 5	0	0,00	0	0,00	114	28,72
	6 - 9	0	0,00	0	0,00	238	59,95
	7 or more	0	0,00	24	14,63	0	0,00
	More than 10	0	0,00	0	0,00	5	1,26
Busy people or with employment	Proper (full-time job)	6	40,00	30	18,29	191	48,11
	Inadequate (for hours and income)	7	46,67	89	54,27	113	28,46
Unemployment	Unemployed	1	6,67	43	26,22	85	21,41
	Retired	1	6,67	2	1,22	8	2,02
Job search	Yes	10	66,67	54	32,93	95	23,93
	No	5	33,33	110	67,07	302	76,07
Practice at moonlighting	Yes	8	53,33	40	24,39	282	71,03
	No	7	46,67	124	75,61	115	28,97
Opportunity to practice in moonlighting	Yes	11	73,33	33	20,12	72	18,14
	No	4	26,67	131	79,88	325	81,86
Assessment of employment in the community	High	0	0,00	0	0,00	0	0,00
	Medium	11	73,33	48	29,27	24	6,05
	Low	4	26,67	70	42,68	107	26,95
	Regular	0	0,00	46	28,05	266	67,00

4.2 Potentialities of development of a tourism project for the generation of employment

A descriptive and qualitative analysis of the data obtained shows that all the informants are aware of the importance of implementing alternative tourism projects, as an essential tool to maintain cultural contexts and natural resources. The new tourism products would be based on agrotourism, cultural and / or community tourism in a traditional way or incorporating innovative alternatives for nature conservation. The visitors or tourists that visit the localities are related to different trends in tourism (for example, community and scientific) and ways of life (for example, better mobility, safety, healthy environments, biological diversity with curative and ornamental uses). The need to train residents on the different services that can be provided to the visitor, as well as on global modern cultures and lifestyles is pointed out. This corroborates what was raised by Abby & Hsiou-hsiang, (2008) related to the dynamism of tourism, where tourism employment must be located in a broader context that covers issues of culture, religion, ethnicity and ideology, and requires attention adequate to build the capacity of the hosts to capitalize on the opportunities offered by tourism.

The residents expressed their concern about the depletion or deterioration of their natural resources, due to the use and continuous practices that the implementation of projects with tourism exploitation would generate. Confirmed the need to train in the number of tourists or visitors to receive daily (carrying capacity), to draw up accounts on how many wild species could be extracted from natural areas to meet the needs of food and crafts that demand tourism, and on environmental, tourism and agricultural policies in coastal areas, which in most cases are unknown.

Alternative tourism (Joseph & Wearing, 2014), requires the use of an area with sustainability principles, to protect the ecological structure of the area and its surroundings (Pirselimoğlu Batman & Demirel, 2015). This tourism increases in Ecuador, therefore the design and implementation of alternative tourism projects (ecotourism) is emerging as a need to generate jobs and the development of local communities. For example, the successful exploitation of cultural and rural tourism in Ecuadorian localities. However, there is an insufficient supply of extra-hotel options close to several resorts in Manabí and a lack of tourism training in correspondence with the demand, which in the near future with the appearance of new tourism products in this territory should increase.

La Estancilla, Cantón Tosagua

In La Estancilla it was found that the current employment situation is characterized by agriculture as the main source of employment, with insufficient development of work for personal entrepreneurship. The greater number of inhabitants of working age does their work outside the locality, the tendency to employment is temporary, to a high occupation of full-time work and an average valuation of the possibility of formal employment.

Although the results of the interviews showed the limited capacity of the personnel for the confrontation of sustainable tourism management projects (Food Engineer, Agricultural Engineer, Artisan Mechanic, and Environment), the importance and potentialities of implementation of a project were determined of endogenous development to be seen on the "Sustainable Tourism Management" to ostensibly modify the employment situation. The project aims to promote the wealth of tangible and intangible heritage of the local population to contribute to its conservation and to raise the quality of life of this community. In this aspect we are working through a program of analysis of traditional practices that can become a tourist attraction, and its close relationship with the environment.

Salango, cantón Puerto López

In the community of Salango, it was determined that the current employment situation is represented by fishing, which is the main source of employment, and there are few own employment progresses. The majority of its working-age population is engaged in fishing and women are engaged in caring for their families and informal jobs, others have had to emigrate due to the lack of formal jobs in the town and the people they work full-time, some work in the flour factory, others are teachers and the rest have jobs in nearby towns. Although the flour factory is a source of employment, the population is aware that it would hinder the implementation of long-term tourism projects. The implementation of tourism projects would improve the quality of life of the population with the generation of jobs and therefore the rate of migration of its inhabitants would be reduced.

There are few professionals who have the Salango community, but most in areas necessary to establish tourism projects, such as Systems Engineers (communication and networks), teaching professionals, Ecotourism Engineers, Hotel and Tourism Technologists, Engineers in Hotel Business Administration, Forestry Engineers and Economists. This shows us that most of the professionals are trained to exercise tourism businesses, but they are not enough to move the community forward. There are few people who are studying. So it is important to generate training actions to be able to execute a tourism project.

Residents believe that the town has enough attractions to generate employment and get a pleasant stay for tourists. The study identified 21 tourist attractions that are: Parcela Marina, Salango Island, Salango Beach, Punta Mala (Islote Las Locas), La Playita Beach Punta Piqueros, Gorilla Head, Rio Chico Beach, La Playita and La Tortuga Interpretation Center and Viewpoint, Playa Dorada, Whale Watching, Bird and Wildlife Spotting, Cerro Salango Viewpoint. Mirador El Caracol, Machalilla National Park, La Josefina Ecological Trail, Poma Rosa Ecological Trail, El Guayacán Ecological Trail, La Cuchilla Ecological Path and Viewpoint, La Josefina Ecological Nursery, Research Center, Archaeological Museum and Hacienda La Tropical House (Cultural Heritage of Ecuador) and Crafts.

The residents think, in order of priority, the necessary measures to increase the tourist activity, which would be through the tourist activation of the boardwalk, the recreational centers and the recreational parks. They also raise the need to improve tourism services related to typical foods, cultural and natural attractions. It shows the need for the maintenance of the tourism sector, image, promotion and safety of the community, promoting sun and beach tourism, community, adventure and cultural tourism.

Jipijapa, cantón Jipijapa

In the cantonal capital of Jipijapa, employment is uncertain for women and young people, therefore, the creation of tourism projects could generate a decent work source for this sector of the population, where cultural traditions can be exploited, the history of localities and the nature of interest for tourists. Local tourism is capable of generating employment varieties, and represents an important item in the economy in Jipijapa. The importance and potentialities of implementation of an endogenous development project was determined to be seen on "The tourist offer of restoration" which will serve to modify the employment situation, trying to promote the resources and the wealth of the tangible and intangible heritage of the local population. contribute to its conservation and to raise the quality of life of the inhabitants. The results of the interviews show that a high percentage of residents are looking for stable employment, and are willing to practice moonlighting.

It was evidenced that the creation of tourism projects would be beneficial for the cantonal capital of Jipijapa. Although a high number of residents do not recognize tourist attractions in the locality, 16 tourist attractions considered cultural heritage were established within the cantonal capital of Jipijapa that would help generate employment within the area. Among the main attractions to develop are the patrimonial houses, the sulfur wells, the Chocotete volcano, the gastronomy and the recreational centers. The interest of the inhabitants to face tourism projects as a way to generate employment that would favor the creation of employment and therefore improve the economy of the inhabitants is demonstrated. The tourism segment with the greatest potential is gastronomic and cultural tourism

The tourist activation in the cantonal capital of Jipijapa is an example that aims to promote the wealth of tangible and intangible heritage of the local population to contribute to its conservation and to raise the quality of life of the inhabitants. As for tourism, people who are engaged in the provision of tourism services such as dining rooms, hostels, recreational centers and night entertainment centers among others that benefit from this segment, has a total of 1,528. There are formal public and private employment, whether the latter for professional services, own businesses, as well as those who are legally established to craft work. Within the area, tourist signage is null. In this sense, the route to go to sites with tourism potential is often unknown. On the other hand, there are no signs that indicate the locations of major establishments, such as tourist information center, heritage sites, hotels, restaurants, shopping center, among others. This deficiency is an obstacle to the value and incorporation of the consumption of the resources that make up the tourist heritage of the locality. With the implementation of tourist signs, visitors are expected to easily find the places they wish to visit.

Table 2 Potentialities to develop tourism projects.

Ítem		**Community La Estancilla (No. 15)**		**Commune Salango (No. 164)**		**Jipijapa Cantonal Headboard (No. 397)**	
		No	**Percent**	**No**	**Percent**	**No**	**Percent**
Creating tourism projects for the benefit of the community	Excellent	10	66,67	15	9,15	329	82,87
	Very Good	3	20,00	44	26,83	0	0,00
	Good	2	13,33	72	43,90	68	17,13
	Regular	0	0,00	33	20,12	0	0,00
Increase the tourist activity of the community	Image and Promotion	4	26,67	24	14,63	52	13,10
	Tourist activation	4	26,67	96	58,54	155	39,04
	Security	0	0,00	0	0,00	40	10,08
	Improve the service	4	26,67	0	0,00	91	22,92
	Maintenance of the tourist sector	3	20,00	6	3,66	59	14,86
	Promote the tourist activity	0	0,00	38	23,17	0	0,00
Attractions that can be developed	Recreational center	1	6,67	12	7,32	147	37,03
	Tourist malecón	10	66,67	29	17,68	0	0,00
	Typical meals	2	13,33	70	42,68	170	42,82
	Cultural attractive	1	6,67	35	21,34	0	0,00
	Recreational park	1	6,67	12	7,32	0	0,00
	Patrimonial houses	0	0,00	6	3,66	36	9,07
	Chocotete volcano	0	0,00	0	0,00	16	4,03
	Wells sulfur	0	0,00	0	0,00	28	7,05
Create tourism projects that generate employment in the Community	Yes	15	100,00	152	92,68	397	100,00
	No	0	0,00	12	7,32		0,00
It has enough attractiveness for the generation of Employment.	Yes	14	93,33	76	46,34	302	76,07
	No	1	6,67	15	9,15	95	23,93
	Lack of activities		0,00	73	44,51		0,00
Most potential tourist segment.	Adventure ecotourism	2	13,33	0	0,00	0	0,00
	Cultural	7	46,67	15	9,15	87	21,91
	Other	0	0,00	0	0,00	0	0,00
	Sun and beach tourism	0	0,00	93	56,71	0	0,00
	Adventure tourism	0	0,00	20	12,20	0	0,00
	Community tourism	4	26,67	36	21,95	0	0,00
	Gastronomic tourism	2	13,33	0	0,00	310	78,09
Problems that affect tourism development.	Contamination of the flour factory		0,00	75	45,73	0	0,00

	Lack of basic infrastructure		33	20,12	
	Potable water		5	3,05	
	Sewerage		32	19,51	
	Sanitation		13	7,93	
	Architectural matter		4	2,44	
	Other		2	1,22	

5. Conclusions

In Ecuador, there are territories that have difficulties with employment, as demonstrated in the La Estancilla, Salango and Jipijapa communities, therefore developing local potentialities as their cultural traditions, history and nature constitute an alternative way to implement of tourism development projects, being able to generate employment varieties that represent an important item in the Ecuadorian economy. The results demonstrate the need to train residents to face tourism projects, promoting alternative tourism and especially gastronomic, cultural and ecotourism.

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Plan de desarrollo turístico para el barrio Itulcachi, ubicado en el cantón Quito en Ecuador

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Resumen

Ecuador país conocido por su riqueza cultural y natural, esconde dentro de la Sierra Centro a Itulcachi, barrio destacado por su variedad de recursos naturales, su gente carismática y luchadora quiénes en los últimos años han tenido que abandonar las prácticas agrícolas, por buscar trabajo en las urbes cercanas y en las fábricas industriales del sector, provocando la pérdida de sus costumbres, la desvalorización de sus recursos y el abandono de sus tierras. Por tal razón, para comprender la dinámica de la población en cuanto al turismo, se realiza un investigación de tipo cuantitativa y cualitativa, la primera enmarcada en la realización de 365 encuestas, la segunda entrevistas a los actores protagónicos de la actividad turística dentro del sector, todo esto combinados con el sistema turístico de Molina (1997), quién analiza los seis elementos turísticos (superestructura, infraestructura, comunidad receptora, atractivos turísticos, demanda, equipamiento e instalaciones). Por consiguiente, el plan de desarrollo aportará para mejorar la actividad turística en el sector, sobre todo desde la base del turismo rural como eje fundamental para el desarrollo de la población local. Como parte de este proyecto se levantó una guía para la observación de aves y un folleto histórico cultural en el cual se recopila información del barrio desde 1550.

Palabras claves:
Sistema turístico, plan de desarrollo, atractivo turístico, turismo rural.

1. Introducción

El Ecuador es un país que brinda todas las posibilidades para desarrollar diferentes modalidades de turismo y con su evolución ha permitido que todos participen de manera directa e indirecta, obteniendo beneficios socio – económicos para su gente y el país en general.

El turismo es una herramienta muy importante para el desarrollo económico de los pueblos, barrios y comunidades del Ecuador. El desconocimiento de la actividad turística en el barrio Itulcachi, ha hecho que la población desconozca el valor de sus recursos naturales y culturales provocando la destrucción y la pérdida de los mismos, sin saber que estos recursos podrían generar una fuente de ingresos económicos para su subsistencia.

Itulcachi es un pueblo netamente rural, con historia desde 1555, que cuenta con servicios básicos como son agua potable, energía eléctrica, alumbrado público, alcantarillado, centro de salud, servicios de internet y telefonía fija, en los últimos años el barrio ha experimentado una transición de zona agrícola a zona industrial, debido a esto su principal fuente económica en la actualidad es la prestación de servicios a las fábricas instaladas en el sector.

En este contexto se pretende estudiar al barrio Itulcachi, como un sitio en el que se puede desarrollar un tipo de turismo rural, ya que cuenta con recursos naturales y culturales, permitiendo que los turistas tengan una permanencia satisfactoria y generando experiencias personales y auténticas.

2. Revisión bibliográfica

Etimológicamente Itulcachi proviene de dos palabras quechuas Itul: voz o llamado Cachi: sal. Significa un llanto de sal o voz de sal, nombre que se debe a que en aquella zona antes existían minas de sal. La hacienda Itulcachi como también se la conoce, fue entregada a los huasipungeros que trabajaban en el sitio, en total se entregaron 101 hectáreas, de las cuales 52.7 hectáreas son útiles para vivienda y agricultura y el resto de hectáreas corresponde a laderas. Debido al origen indígena del barrio, el sector cuenta con costumbres, tradiciones y conocimientos propios de las culturas andinas.

Después de mencionar brevemente información del lugar en el cual se desarrollará el proyecto, se analizarán ciertos conceptos que ayudarán al Plan de Desarrollo Turístico, mismo que servirá como herramienta de gestión, para promover el desarrollo social en el sector de Itulcachi. Logrando atender las necesidades insatisfechas y por ende mejorando la calidad de vida de la comunidad local.

Podemos recordar que el desarrollo hace referencia a dar incremento o acrecentar algo, que puede ser físico o intelectual. Cuando el término se aplica a una comunidad humana, aparece relacionado con el progreso económico, cultural, social o político.

El desarrollo visto desde diferentes puntos de vista, es el crecimiento consiente de un individuo o una sociedad en el entorno en el que se desenvuelven. Territorio, es otro concepto importante para entender como el turismo puede ayudar a mejorar las condiciones de los pueblos y comunidades, Territorio, del latín territorĭum, es una porción de la superficie terrestre que pertenece a un país, una provincia, una región, etc. El término puede hacerse extensivo a la tierra o terreno que posee o controla una persona, una organización o una institución. (Julián Pérez Porto y María Merino, 2011).

Otra definición importante, es la que plantea Beduschi y Abramovay mencionan que el territorio es "Una construcción social, que va moldeando a lo largo del tiempo una determinada identidad y formas particulares de relación entre ellos" (Beduschi y Abramovay citado en López, 2011)

Cabe mencionar que la definición de territorio es amplia, ya que comprende procesos, condiciones, circunstancias e historia, ayudando a conocer y entender nuestra verdadera cultura. Por ello no solo de debe entender al territorio, como un espacio geográfico, se lo debe entender también como tiempo, el cual ha ayudado a nuestra sociedad a apropiarse más de nuestro territorio.

Continuado con la conceptualización, se analiza lo que es turismo y para el autor Boullon (2018) el turismo es el "Conjunto de relaciones y fenómenos producidos por el desplazamiento y permanencia de las personas fuera de su lugar de residencia; en tanto esto no esté motivado por una actividad lucrativa principal."

Se consideró también, el concepto que da la Organización Mundial de Turismo (OMT) en el cual señaló que el turismo es un fenómeno social, cultural y económico relacionado con el movimiento de las personas a lugares que se encuentran fuera de su lugar de residencia habitual por motivos personales o de negocios/profesionales. Estas personas se denominan visitantes (que pueden ser turistas o excursionistas; residentes o no residentes) y el turismo tiene que ver con sus actividades, de las cuales algunas implican un gasto turístico.

En un concepto más simple podemos definir al turismo como el desplazamiento de personas a un lugar diferente al de su residencia, motivados por distintas necesidades (entretenimiento, trabajo, etc.) en el cual los turistas o visitantes pueden generar gastos económicos y colaborar con el desarrollo de un pueblo o lugar determinado. Es importante señalar que cada vez los turistas son más exigentes y desean ser partícipes de nuevas experiencias turísticas y estas experiencias deben ser enriquecedoras, para ello Crosby (2009) señaló que, la actividad turística en la actualidad se ha diversificado del turismo tradicional, dando cabida al turismo cultural, de naturaleza y rural (Crosby citado en Camarena at al, 2013).

Antes de continuar con la definición de turismo rural, debemos conocer que es ruralidad, algunos autores señalan que la ruralidad es "el ámbito en el que las ocupaciones principales de sus miembros están relacionadas con la agricultura". (Reis, 1992)

Para Merino (2018) la ruralidad es el conjunto de los fenómenos sociales que se desarrollan en un entorno rural y que permiten construir identidad.

Aún encontramos conceptos erróneos y muy marcados en los habitantes de las zonas urbanas que ven al campo como atrasado en el desarrollo social, económico y cultural asociándolo con miseria.

Según la OMT, (2009) turismo rural se define como "las actividades turísticas que se realizan en el espacio rural y que tienen como fin interactuar con la vida rural, conocer las tradiciones y la forma de vivir de la gente y los atractivos de la zona".

Para Valdés Peláez (1996) es la actividad turística desarrollada en medio rural y cuya motivación principal es la de la búsqueda de atractivos asociados al descanso, paisaje, cultura tradicional y huida de la masificación.

En el turismo moderno podemos ver que existe una marcada tendencia de turistas a realizar actividades de esparcimiento, que generen experiencias más personales y auténticas. Ahí entra en escena el turismo rural como un destino que pueda satisfacer las necesidades de las nuevas tendencias.

Desde la época de los sesenta se empieza a apreciar al turismo como una herramienta de desarrollo social para las poblaciones rurales, es por ello que a lo largo de la historia del desarrollo del turismo rural, se ha visto muchos ejemplos de proyectos que han fracasado porque solo han sido visto desde la perspectiva de lo económico, por esta razón muchos poblados consideran que este tipo de turismo no es factible, pero el turismo rural no solo es fuente de economía sino también de afianzamiento cultural y de desarrollo social. El turismo rural es una combinación de naturaleza y cultura, las actividades que se pueden realizar son variadas y dependen de la influencia geográfica y social del sector en el que se realiza.

En el caso particular de Itulcachi un poblado netamente rural, que ha experimentado grandes cambios en los últimos años, el modelo de turismo aplicable es el rural ya que posee condiciones como una cultura amplia, zonas naturales, gastronomía propia del lugar, con esto a más de incrementar el desarrollo económico del poblado, también se logrará un afianzamiento cultural, generando un sentido de identidad y amor hacia la comunidad.

En los últimos tiempos la palabra cultura es muy utilizada por diferentes medios de comunicación para referirse a lo "intangible" que define a un grupo extraño a nosotros. Harris (2011) define "La cultura… en su sentido etnográfico, es ese todo complejo que comprende conocimientos, creencias, arte, moral, derecho, costumbres y cualesquiera otras capacidades y hábitos adquiridos por el hombre en tanto que miembro de la sociedad." (Barrera Luna, 2013)

La cultura puede ser entendida como el entorno global de un pueblo, por ende, todas las actividades que realiza determinada comunidad son dadas por el entorno y las circunstancias a las que son sometidos, visto desde este punto la cultura es dinámica y cambiante.

Por otro lado, el patrimonio cultural inmaterial son los saberes, costumbres y tradiciones heredadas de generaciones pasadas a generaciones futuras. La Unesco (2018) define al patrimonio cultural inmaterial como: expresiones vivas heredadas de nuestros antepasados y transmitidas a nuestros descendientes, se compone por: tradiciones orales, artes del espectáculo, usos sociales, rituales, actos festivos, conocimientos y prácticas relativos a la naturaleza y al universo; finalmente, saberes y técnicas vinculados a la artesanía tradicional. Los saberes ancestrales son conocimientos que nos ayudan a mantener un equilibro físico y espiritual con nuestro ambiente, dentro de estos saberes tenemos: medicina natural-tradicional, ciclos agrícolas, cosmovisión y cosmogonía.

La cultura es un vínculo invisible que nos une entre personas y expone formas de pensar y vivir, de ahí la importancia de revalorizarla y mantenerla, ya que al identificarnos como un pueblo con determinada cultura podemos convivir de mejor manera con el prójimo y el entorno que nos rodea.

Hablar de turismo cultural puede ser de gran importancia, debido a los flujos económicos, renta y empleo que genera el sector cultural, la intervención pública ya que ven en el sector como una forma de desarrollo económico local y regional, además, se abre un campo de razonamiento teórico que comprende el comportamiento de los individuos, el mercado y las instituciones relacionado con la cultura (Tamayo, 2013).

El turismo cultural debe considerarse prioritario en las decisiones estratégicas de cada localidad debido a su crecimiento actual y futuro, partiendo de los procesos de sostenibilidad, ya que el crecimiento económico del sector turístico ha sido, en general, poco planificado, y en ocasiones ha provocado efectos negativos en la economía y en la población receptora, originando una importante degradación ambiental e incluso también social y cultural (López, Prada, Pérez, & Pesántez, 2017), y es así que las actividades que se desarrollen deben proteger y transmitirse a las generaciones futuras de modo que permita la supervivencia y el florecimiento de la producción cultural (González & Mejía , 2014).

A más de ello, el presente plan de desarrollo, estuvo enfocado a lo que menciona Molina Sergio (1997) acerca del sistema turístico, propone que es un conjunto abierto de procedimientos relacionados e integrados con su medio ambiente en el que establece una especie de trueques, y este se encuentra integrado por un subconjunto de subsistemas los cuales se relacionan entre sí, interactuando para llegar a un objetivo común, se ayuda del concepto económico en función del gasto, así como las necesidades físicas y emocionales del turista.

3. Metodología

Para la elaboración del proyecto se empleó la metodología cuantitativa y para ello se realizaron 365 encuestas, los datos obtenidos fueron analizados, cuantificados y comparados entre sí, arrojando un resultado favorable para la realización del proyecto que tiene como objetivo principal mejorar la economía del sector y consecuentemente lograr la conservación de sus elementos naturales y culturales, provocando un sentimiento de pertenencia y de amor propio, esto repercutirá en otras áreas sociales del sector, el proyecto también busca la revalorización cultural ya que dará a conocer costumbres y tradiciones de la zona de influencia del trabajo.

También se utilizó la metodología cualitativa, mediante entrevistas que se las realizaron a diferentes personas de la comunidad, los temas tratados estaban relacionados a aspectos históricos, culturales e identidad del sector en estudio, obteniendo información valiosa para la elaboración de la línea base para el plan de desarrollo turístico. A más de ello la información obtenida sirvió para desarrollar un folleto histórico cultural y un recetario de los platos típicos de Itulcachi.

La investigación de campo fue fundamental y se la realizó en tres partes estratégicas de la comunidad, con esta investigación se logró desarrollar un folleto con el listado de aves de la comunidad, a más de ello se detalló una lista de especies de flora y fauna y junto a esto un listado de plantas utilizadas tradicionalmente como medicina.

Es importante recalcar que la revisión bibliográfica fue clave para la elaboración del presente plan de desarrollo, ya que se analizó conceptos, tesis, artículos, relacionadas directa e indirectamente con el turismo, con el fin de clarificar la información y poder elaborar el plan de desarrollo turístico para el sector de Itulcachi.

4. Resultados

Los resultados obtenidos en la metodología cuantitativa son favorables para desarrollar el plan turístico en el sector de Itulcachi, ya que, del total de 365 personas encuestadas, el 97.8% que equivale a 357 encuestados, menciona que se siente interesados por conocer los atractivos turísticos del sector en estudio, como muestra la siguiente tabla.

Tabla 1. Resultados de encuesta

	Frecuencia	Porcentaje
No	8	2.2%
Si	357	97.8%
Total	365	100%

Asimismo, se puede observar los resultados del sistema turístico, en los que se analizaron los siguientes elementos: superestructura, infraestructura, demanda, atractivos, comunidad receptora y facilidades turísticas del barrio Itulcachi y se puede reflejar lo siguiente:

Tabla 2. Resumen del sistema turístico

Elementos	Información de línea base / situación actual
Demanda turística	0
Infraestructura turística	21
Superestructura turística	20
Comunidad receptora	22
Atractivos turísticos	18

Facilidades turísticas	19

En la investigación realizada, se identificó que el barrio de Itulcachi cuenta con 468 años de historia, es un pueblo mestizo campesino (chagras) con fuertes raíces indígenas, el cual cuenta con su vestimenta típica, un grupo de costumbres y tradiciones, sin embargo, muchas no se practican, siguen vivas en la memoria colectiva, entre estas costumbres tenemos: Matrimonio o boda, que consiste en una serie de tradiciones que incluyen baños rituales y celebraciones extendidas por varios días.

Otra tradición del barrio es el velorio o velatorio, aquí se realizan actividades de juegos tradicionales (cuscungo, buitre, 12 ponchos, gallo etc.…) con el fin de alegrar a la familia y a los dolientes del difunto, estas costumbres evocan creencias antiguas como el ave de mala güero también se obsequian víveres a la familia del difunto; Jahuaysha Jahuay es una celebración con por la cosecha de la cebada o el trigo en el cual todas las personas cosechan estos cereales de una forma sincronizada al ritmo de canticos y música; Jacchigua es una celebración en el tiempo del rupay pacha o tiempo de sequía por la cosecha del maíz; Juego de misha consiste en entregar a una persona una mazorca de maíz con una característica especifica con la finalidad de obtener algo a cambio.

El barrio también cuenta con una fiesta y una celebración muy importante, las fiestas patronales por la Virgen del Rosario y la Santísima Cruz (imágenes religiosas con aproximadamente 300 años de antigüedad) o más conocidas como fiestas de octubre, en esta fiesta podemos encontrar gran gama de costumbres tanto religiosas o de origen indígena; La celebración de San Pedro se ha practicado desde el tiempo de los huasipungos hasta la actualidad solo con variaciones en el total de días de festejo, consiste que un grupo de personas llamados tropa son guiados por un capitán de casa en casa por toda la comunidad visitando a los santos Juan, Pedro y Pablo, este grupo de personas realizan diferentes bailes de acuerdo a cada orden dada por su capitán, todos bailan al ritmo de flautas, bombos y guitarras.

En cuanto al conocimiento oral transmitido, encontramos el uso de platas medicinales, entre ellas tenemos el matico, la manzanilla, el yachak, entre otras. También se pudo recopilar información de las leyendas más conocidas, tenemos el origen de la Santísima Cruz y la Virgen del Rosario, el cuento del diez de agosto y relatos varios como el urku yaya.

Es importante mencionar la gastronomía del sector; Itulcachi cuenta con un total de 19 platos típicos entre los más importantes tenemos el mascasango de dulce y de sal, el dulce de sambo, tortillas de tiesto, pan de leche, huma chaqui, papa yana y ají de ashna yuyo. Todos estos platos son la combinación de diferentes tipos de harinas con plantas y productos obtenidos en el sector.

Entre los atractivos turísticos tenemos: las cuevas de cachi, son un conjunto de tres formaciones cavernosas en el cual podemos encontrar estalagmitas y estalactitas, rodeadas de un bosque de chaparral seco andino; la cascada Chagpito que fue una de las pacchas sagradas en la cual se hacían baños rituales, esta cascada cuenta con una altura de aproximadamente 60m y está rodeada de un valle flanqueado con peñones donde podemos encontrar nidos de aves rapaces y de cóndor andino; el valle de Conde que está enclavado el curso del río Itulcachi rodeado de un bosque montano pre paramo en el cual podemos encontrar un gran número de animales silvestres el más significativo es el oso andino.

En el sector encontramos un total de 56 especies de aves, el estudio fue realizado en tres sectores divididos en rangos altitudinales, la metodología realizada fue un estudio de campo dividido en tres meses, solo se tomaron en cuenta las especies observadas más de dos veces en este periodo en el mismo sector, esta lista fue revisada y aceptada por un conocido ornitólogo ecuatoriano.

5. Conclusiones

- El barrio cuenta con gran variedad de atractivos turísticos naturales y culturales ideales para realizar turismo rural.

- Se realizó un análisis del barrio en el cual pudimos obtener el poder de compradores y proveedores, se llegó a la conclusión que se debe trabajar en la creación de una planta turística para el sector y de esta forma poder satisfacer de mejor manera el requerimiento de los turistas.

- En la comunidad de Itulcachi encontramos personas deseosas de trabajar en turismo, siendo conscientes que el trabajo es arduo.

- El presente plan, pretende lograr que Itulcachi cuente con un sistema turístico consolidado, que le permita desarrollar una actividad turística de calidad, apoyando a sus moradores en el desarrollo social, económico y cultural.

- En el desarrollo del plan turístico, se propusieron proyectos, para mejorar la actividad turística del barrio, estos proyectos fueron realizados en base al sistema turístico con el que cuenta Itulcachi.

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Heritage Tourism and Entrepreneurship: Cases from the Welsh Context

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Abstract

The tourist industry in Wales accounts for 6.3. billion pounds of tourist spend every year (Welsh Government, 2017). Sixteen percent of overseas visitors are from North America. Over 2 million North Americans are of Welsh descent and there is an extensive Welsh population in *Y Wladfa*, the Welsh settlement in Patagonia, Argentina, thus many tourists from these markets visit Wales to explore their identity and heritage. With 79% of overseas visitors planning a trip to Wales via the internet, these visitors can experience personalized tours provided by innovative Welsh tourism entrepreneurs who are aligned with the needs and values of this unique market.

Various scholars have called for more research related to entrepreneurship in the tourism sector (Cheng, Li, Petrick, & O'Leary, 2011). Tourism entrepreneurship can be defined as activities that relate to creating and operating an enterprise to satisfy the needs of a tourist (Saayman & Saayman, 1998). Thus, an individual uses his/her knowledge or skills to develop a new tourism-related idea or diversifies a previous idea. There are two perspectives on entrepreneurship; innovation and opportunity. The innovation-based perspective can be seen through the work of Schumpeter (1934) where entrepreneurs are seen as innovators who make themselves unique to the market. The opportunity-based perspective puts opportunity recognition at the heart of the venture (Shane and Venkataraman, 2000). Tourism entrepreneurs need to be able to seek opportunity and be innovative in the products they develop.

Using three qualitative case studies and in-depth narrative interviews, this pilot research focuses on the tourism entrepreneurs themselves and their innovation journey (Rodriguez-Sanchez, et.al. 2018) allowing us to gain an insight into the entrepreneurial opportunities visualized within heritage tourism in Wales and the entrepreneurial behaviours, attitudes, and actions of business owners as they go through the innovation journey. It concludes with recommendations for the future of heritage tourism entrepreneurship and innovation in Wales.

Keywords:
Tourism Entrepreneurs, Innovation, Wales, Entrepreneurship, Heritage Tourism

Introduction

We already know a reasonable amount about innovation and entrepreneurship in the tourism sector (Gomezelj, 2016), yet what we need to know is how theory can be applied in different contexts in order to better understand how the industry is developing in regions in transition. This paper attempts to close the gap in the literature by exploring theories of innovation in Wales, an area of deindustrialization and economic change. As a reaction to deindustrialization, entrepreneurship, education, and tourism are seen as a means of increasing productivity in the country. Over the last ten years there has been an increase in funding for government policies that support the development of tourism and entrepreneurs, yet there is little empirical evidence that explores new-to-tourism entrepreneurs or the innovation journey (Rodriguez-Sanchez, et.al. 2018). What kind of innovations are tourism entrepreneurs in Wales bringing to the industry? What is the lived experience of their innovation journey? How can this study inform policy and what can these findings contribute to theories of innovation in the tourism industry? Such context-sensitive analyses within entrepreneurship can help to advance theory building (Welter, 2011; Zahra, 2007).

Tourism entrepreneurship is defined as activities related to creating and operating a legal tourist enterprise. Legal enterprises refer to those businesses that operate on a profitable basis and seek to satisfy the needs of tourists (Saayman & Saayman, 1998). This study focuses on new-to-tourism entrepreneurs, those who joined the industry from a different profession.

The Welsh Tourism Industry

Wales, a nation once supported by the coal mining and steel industries, is in need of economic and socio-cultural regeneration. The tourism industry in Wales has been promoted as a solution to the deindustrialization of the country. Over the last 20 years, efforts to position Wales on the map as a global tourism destination has received significant funding from the UK, Welsh, and European governments. In 1994, the Welsh Government developed Tourism 2000: A Strategy for Wales-Achieving our Potential: A Strategy to 2000, a robust policy outlining how to "improve professionalism and innovation by raising the profile of industry, enhancing skills, training and innovation in the [tourism] industry" (WTB, 2000). This was followed by a Taste of Wales initiative in 1999 developed by the Welsh Development Agency that focused on developing the food tourism industry of Wales, and the Partnership for Growth Strategy for Tourism 2013-2020. The current strategy focuses on improving product development, to define innovative and unusual products, believing that "future success is dependent on inspiring continued market innovation," "digital innovation," and "product innovation." The Welsh Tourism Board recognized that "innovative new tourism businesses will not get off the ground without government support". Thus, this study explores the innovation journey of such new tourism businesses to ascertain how innovation occurs in this sector and what relationship the entrepreneurs have with the government and other stakeholders.

Research by Powell et.al. (2010) on heritage tourism in the South Wales Valleys highlighted four main issues for tourism development on a macro level. First, partnerships and networking are seen "as crucial" (p.183) and that there are often too many meetings and not enough action. Second, that tourism business development needs a strategic approach. Third, community cohesion is necessary and apparent in the south, and finally, there is always the challenge of funding. Powell's paper looked at innovative heritage tourism development from a multiple stakeholder perspective yet this research attempts to focus more acutely on the individual tourism entrepreneurs themselves as the Federation of Small Business Owners in Wales, recently criticized government policies for focusing on larger businesses while not recognizing the challenges facing the smaller tourism entrepreneur, citing that small tourism business owners tend to view the Welsh Government in a poor light and are not receiving the support they need.

Not only does regeneration provide a strong case for entrepreneurship and tourism in Wales but additionally, the impact of Brexit is yet to be determined, heritage and ancestry tourism from the U.S. is currently at an all-time high high, and there is a general industry trend towards disruptive innovation in tourism, which has seen a move towards smaller independent providers that are disrupting the big players.

Brexit

In 2016, 52.5% of Welsh people voted leave the EU. The consequences of Brexit on Welsh public services are most likely to be felt financially in regional development, agriculture, and knowledge exchange. A report by the Wales Public Services think tank estimates that Wales contributes 442 million GBP to the EU while the EU spends 520 million GBP in Wales, in addition to various loans given to agriculture in Wales. There are approximately 69,000 EU citizens in Wales, making up 4% of the population and 23,000 EU citizens are employed in public services, including tourism, in Wales. The financial outcome of Brexit is uncertain and reports suggest a best-case scenario boost of 220 million GBP or a loss of 860 million GBP (Wales Public Services, 2017). Thus, outside investors who are likely to support start-ups in Wales may see more potential in supporting firms still within the EU. Start-ups in Wales that rely on knowledge-based services and labor mobility are most likely to suffer the uncertainty of Brexit.

The Wales Tourism Alliance, a group that represents all sectors of the tourism industry in Wales, drew up a plan for discussions with the government and other stakeholders outlining what Wales needs to do when it leaves the EU. The seven points are; 1). To agree on a new development plan for a post-Brexit world; 2). Adopt appropriate land and coastal management policies for the natural environment;

3). Introduce taxation policies that can help promote the competitiveness of the industry; 4). Allocate financial support for capital investment; 5). Set a meaningful marketing budget to promote tourism; 6). Maintain and improve skills needed by the industry; 7). Ensure key tourism infrastructure, specifically, expansion of broadband to rural tourist areas. The discussions are ongoing and it is difficult to predict the eventual outcome for the region.

Heritage and Ancestry Tourism

Heritage and ancestry tourism are two areas of the industry that are pertinent to the Welsh context. Of overseas visitors to Wales, 16% are from North America. With over 2 million North Americans of Welsh descent the heritage and ancestry tourism industry is essential in their search for community and identity. As Holloway (2002) expressed, there has been a rise in 'cultural' tourism of which heritage tourism is of importance as a means of developing the strong, unique selling point (USP) of a region. By traveling to Wales, visitors from the US can experience places, artifacts that authentically reproduce aspects of their heritage. As stated above, the Welsh Government has put emphasis on places of cultural heritage such as castles and former mining communities, and food tourism as means to reproduce authentic experiences. The Food Tourism Action Plan for Wales 2015–2020 defines food tourism as any activity which promotes high quality, distinctive, local, and sustainable food experiences linked to a particular place (Welsh Government, 2015). Data shows that 76% of visitors to Wales believe it is important for them to sample local food and drink (Visit Wales, 2009) and 75% of producers identify 'Welsh' as a key element of their USP (Welsh Government, 2014). In addition, once tourists have made a geographical connection with a particular place, there is an increased likelihood that they will seek to experience or purchase food products from that area (Ilbery & Kneafsey, 2000). By tapping in to the heritage and ancestry market, the tourism industry in Wales has an opportunity to diversify and innovate.

Tourism Entrepreneurs

Tourism entrepreneurs are important actors in the industry as they shape development of the industry (Glover, 1998). Research by Lerner & Haber (2000) and Morrison, Rimmington and Williams (1999) found that tourism entrepreneurs often lack basic business skills and thus they are not as innovative as they could be and if they are, it is on a small scale (Getz & Petersen, 2005). There is debate as to how 'innovative' certain tourism entrepreneurs are. Some entrepreneurs are considered 'lifestyle' entrepreneurs who view their businesses as a way to support a new lifestyle over a desire to make profit and as Shaw & Williams (1998) identified there are both 'non-entrepreneurs' those who are (semi)-retired immigrants and 'constrained' entrepreneurs who may be younger but who restricted by knowledge and capital. However, even if on a small scale, these entrepreneurs are "often instrumental in the creation and introduction of innovative products to the wider industry'' (Ateljevic and Doorne, 2000:378) and this research argues that the new-to-tourism entrepreneurs in this study are as Schumpeter (1934) argued, innovators; people that bring about change by means of new processes and/or products. Thus, their innovation journeys are worthy of study.

Innovation Models in Entrepreneurship and Tourism

Schumpeter (1934) established the innovation-based perspective on entrepreneurship and this research seeks to better understand the innovation journey of new-to-tourism entrepreneurs as they generate innovative ideas and products for the market. Research in tourism innovation was initially influenced by Marshall's (1920) concept of industrial districts. This is where particular industries were embedded in certain areas of a region. Thus, as particular areas have specific social networks and are close together, it is easier for innovation to be disseminated. This could be true in Wales and is an area that deserves more research. Yet, as the focus of this study is the journey of the individual entrepreneur we need to establish what theories exist to describe and define the innovation journey. Rodriguez-Sanchez (2018) provides the most comprehensive research to date that provides and overview and exploration of the journeys such entrepreneurs take. Through the journey, entrepreneurs are thought to move through different stages of discovery as they develop and transform their ideas into reality (Rodriguez-Sanchez, 2018; Van de Ven et al., 1999; Kanter,1988), broadly categorized as idea generation, coalition building, idea realization and transfer or diffusion (Fig. 1).

Figure 1. Stages of the innovation journey as expressed by Rodriguez-Sanchez (2018)

Rodriguez-Sanchez (2018) provides a comprehensive explanation of each stage, but to summarize, initially the entrepreneur goes through the process of generating ideas (idea generation). At this point the individual discovers and evaluates opportunities around them. They think creatively, often seek help and assistance from social networks and make a preliminary analysis of the viability of the ideas. The next step in the traditional model is coalition building where the entrepreneur gathers further supports and networks to gain more knowledge and expertise. However, as Rodriguez-Sanchez (2018) found in their study, the process of the journey is not linear as this stage is considered to be continuous. The third step is idea realization where ideas are prototyped and organizations and alliances formed to operationalize the innovation. It is at at this stage that capital is most often mobilized. The final stage of the journey is transfer or diffusion, when a decision on whether or not to adopt the innovation is considered in light of obstacles that might jeopardize the success of the innovation. Similar to Rodriguez-Sanchez's study this research seeks to corroborate the process of the innovation journey but in the Welsh context. As a pilot study, it also seeks to ascertain the appropriateness of the same narrative method in this context.

Methods

This research was conducted in June-September 2018. In-depth interviews were conducted with three female new-to-tourism entrepreneurs in Wales that were selected based on a document analysis of their websites and business data. Each narrative interview lasted between 90 minutes and two hours and data was transcribed and put into NVivo for analysis. The narratives provided a deep description (Geertz, 1973) of the innovation journey. This study is intended to be a pilot study to test the method and applicability of the theory for use in a more extensive study. Table 1 summarizes the interviews.

Table 1. Summary of entrepreneurs

Case	Age	Business	Previous employment	Notes
A	30-40	Food tourism business, gourmet tours, cooking classes, tailored, independent	Media production, presenter	Welsh, bilingual, previous exposure on Welsh TV and media. Self-funded.
B	60+	Heritage tours, Walking tours, tailored, independent, contract work through cruise ships	Town and country planning, working with EU funding community projects	Took early retirement through redundency, qualified tour guide. Self-funded.
C	50-60	Heritage Tours, small group tours, tailored, independent	Teacher	Couldn't find employment in the eduction sector so tourism seemed the next logical step with skill set and available resources. Self-funded.

The data was coded in a similar manner to Rodriguez-Sanchez's (2018) study and additional data-driven codes were added (Table 2).

Table 2. Themes and sub-themes from the data analysis

Characteristics of innovation and business	Degree of newness, motivation to innovate, identity*, high self-efficacy*,
Idea Generation	Opportunity discovery-networks, eureka moment, first-hand experience, prior knowledge, preliminary market testing, networks, benchmarking, context attributes*
Coalition Building	Networks with customers, networks with funding stakeholders, knowledge networks, identity*, power* language*
Idea Realization	Prototype building, dynamism, flexibility, finding and resources, bootstrapping, government support , self-efficacy*, identity* Welshness* work-ethic*
Transfer Diffusion	Obstacles (diffusion and overcoming), self-efficacy*, isolation*, language*, identity,* otherness*

Findings

There were a number of additional codes derived from the Welsh data, specifically, *identity, high self-efficacy, power, language, Welshness, isolation, context attributes* and *otherness*. An overall description of the findings is summarized below in line with the structure of the innovation journey model.

Characteristics

The characteristics of the entrepreneurs were somewhat similar to research by Rodriguez-Sanchez et.al. in that none of them had a background in tourism before entering the sector. The interviewees came from backgrounds in publishing, teaching, town planning and the media. Yet all stated that their previous careers gave them transferrable skills that are valuable in the tourism industry, specifically '*communication'* skills, the ability to be '*well-organized'* and '*professional.'* The respondents who moved into tourism later in life admitted that their businesses would provide additional income to supplement their pensions but also it was an important means of '*keeping the brain ticking over*.' They deemed it was important to '*genuinely like people*' when working in tourism and that *'you have to be honest and reliable'* and *'be prepared to work unsociable hours'* which was difficult at first when compared to their previous employment. Developing a '*culture of hard-work, flexibility, friendliness, motivation, self-belief, and resilience,*' were key characteristics the entrepreneurs felt they possessed.

Yet, two of the entrepreneurs were born in England and from the outset of the interviews expressed that '*not being Welsh'* was somewhat problematic as one had '*never been reminded so much that we are "English" since moving to Wales*.'

In terms of the characteristics of the businesses, each business offers a unique product to the market; food tours, specialist guide tours in North Wales, and tailored heritage tours in South Wales and the entrepreneurs felt strong in their belief they were offering something '*new'* or '*unique'* to the market. One respondent was very confident that '*no one else'* is doing the same business or offering the same product adding she believed she had a '*high degree of innovation*.' Each entrepreneur admitted that they were '*slow'* to make a profit initially and that they are in a very precarious situation financially. They also stated their motivation came from a desire to be self-sufficient, have flexibility in their work/life balance; one respondent stated she '*likes having the freedom,'* and another cited she needs '*money to survive*,' thus the motivation has emerged from a '*need'* to find an alternate career. Compared to other self-employment options, the tourism industry was seen to have low barriers to entry, and as all respondents had had personal experiences as tourists, they felt they '*knew what a customer would expect*' (Hall & Williams, 2008) – similar to the respondents in the Rodriguez-Sanchez (2018) study. However, they all cited that entering the industry is a '*high risk'* endeavor that is under increasing pressure from Brexit and that they '*fear'* the future of the industry.

Idea generation

The eureka moment for each of the entrepreneurs came from personal experience as a tourist and the belief that '*I can do this'* highlighting a high degree of self-efficacy, with Case C even citing that because Welsh people '*do not do it [tourism promotion] very well themselves*' she could '*do it better*.' There was a strong message that '*if they can do it, so can I.*' Following this initial idea generation, each entrepreneur recognized opportunity in their immediate local area, with Case A focusing on food tourism in South Wales, Case B specializing in heritage tours of North Wales and Case C specializing in heritage tours of South Wales. By evaluating their networks and considering their experience and knowledge they quickly made the decision to proceed. For example, Case B expressed that instead of reapplying for her job, she took redundancy and that she had had close contact with colleagues who were working on World Heritage Site bids which they gave her an insight into tourism. She was able to identify a potential new tourism market in her region and immediately looked for qualifications she could take to gain legitimacy.

In the evaluation stage, all the respondents cited that their region's '*natural attributes'* were part of their USP and that by showcasing the concepts of '*local*,' '*beauty*,' '*Welsh hospitality,'* and '*pride'* they could attract a strong customer base. A strong belief in the product meant that the entrepreneurs took a limited amount of time at the initial opportunity evaluation stage feeling a need to '*just do it'* and let their businesses be '*client led.*' Thus, the step of idea evaluation seemed to come somewhat later in the innovation process. They key aspects of idea generation are that innovation in these cases emerges from necessity and is driven by a high degree of self-efficacy.

Coalition building

Similar to research by Rodriguez-Sanchez (2018), coalition building was not seen to be a specific stage of the innovation journey but as dynamic and continuous throughout each stage. Information, resources, and or support, is gained through interactions with various stakeholders. Of particular interest in this study is the entrepreneurs' interactions with the government and other tourism business owners. With regard to government support, two entrepreneurs cited strong dissatisfaction with their interactions with government bodies, citing the Welsh Tourist Board as '*lazy*,' staff at key heritage sites as '*unprofessional'* and '*embarrassing*' and that '*help to expand was not forthcoming*.' One respondent stated that she '*used to attend all the tourism meetings but stays away now'* and they are '*not nice environments'*. She felt that instead of '*sticking together, there was jealousy and resentment*' among business owners that soon led to a sense of not '*fitting in'* with the '*in crowd.*' Initially this lack of collaboration was depressing but on reflection, the entrepreneur felt that she must have been '*doing everything right*' as others were jealous.

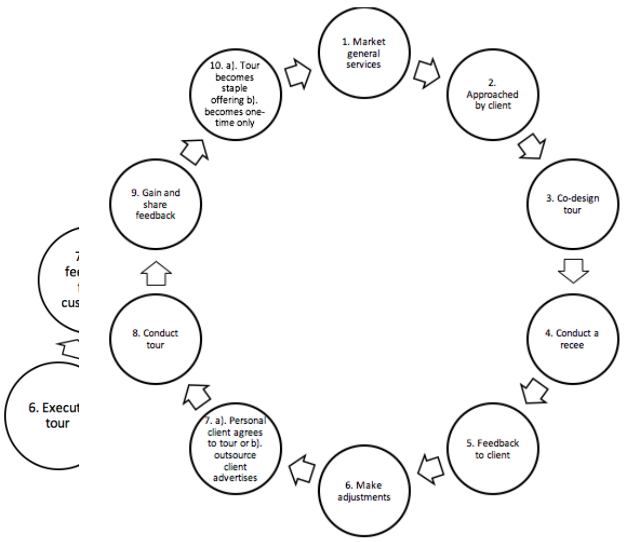
The one respondent who was reasonably happy with the support she received cited that being based in the capital city of Cardiff, may have had an impact as she is geographically closer to power and thus able to take full advantage of networking events and that media tie ups that may be more difficult to operationalize if based in a rural area. Due to the contacts she made in her previous media career, she had connections that she could utilize immediately. In addition, the Welsh government also sends bloggers and tour operators on her tours on a regular basis, a service that the other two entrepreneurs had never experienced. There seems to be very different levels of support from the government for all three businesses with a lack of consistency and what one entrepreneur deemed as '*unfair'* practices causing tension between the business owners.

Another issue pertinent to this study and not observed in other studies was the impact of language on the innovation process. The ability to be bilingual in Welsh and English was deemed extremely important in both coalition building and the transfer and diffusion stage. In terms of coalition building, Case A was able to use her Welsh language skills to cement relationships with Welsh language media outlets, thus increasing her exposure. Although both Case B and Case C have studied Welsh, they stated their rudimentary level limited their ability to engage with other tour operators and tourism professionals in their region and media outlets. At some meetings Welsh speakers tend to lapse into Welsh and there is a feeling of 'exclusion' among the non-Welsh speakers. There was a sense that being able to use Welsh added some form of legitimacy to the products they were providing and that even a '*smattering'* of Welsh would be helpful. Tied to this issue of language and legitimacy is the concept of identity. Not being Welsh by birth was cited as somewhat of a handicap when promoting Welsh language, culture, heritage and values. This interesting facet of the process shows how innovation is connected to ideas of legitimacy, language, culture, and power.

Idea Realization

In terms of innovation production, the entrepreneurs were predominately client-led and followed a similar cycle of production development (Figure. 2).

Figure. 2. Innovation Production Cycle A   Innovation Production Cycle B



In Cycle A, the entrepreneur has an initial idea for a product (tour), and conducts a recee of the tour to deem feasibility, cost, etc. Once the recee has been conducted, the specifics of the tour are decided, such as price point, marketing materials, contracts with collaborators, interaction with government and the external stakeholders. The next step is to advertise the tour via social media, company website, TV and radio. Once customers have signed up, the entrepreneur executes the tour, obtains customer feedback, makes modifications based on the feedback and the cycle begins again. In this cycle, the key point is that the product is a static basic offering that can be advertised nearly immediately and can provide '*bread and butter'* for the entrepreneur. All stakeholders and collaborators know what to expect, the tour only goes through minor modifications, and is relatively straightforward to execute. The entrepreneurs classify this as somewhat of a boilerplate tour.

In Cycle B, the entrepreneurs expressed that they felt these tours were more '*innovative'* as they were co-designed with clients. The entrepreneur has an online presence via social media, their personal website and/or through a hosting site (a site that advertises services of tourism businesses) and are contacted directly by a client. However, at times, '*paid-for advertising in certain'* outlets can be a '*waste of money*.' The client could be the individual customer who wants a tailor-made tour (such as an ancestry tourist) or a third-party client such as a tour organizer for a cruise ship, a travel agent, Airbnb, etc. In a process of collaboration, the entrepreneur works closely with the client to develop and execute a bespoke tour. The tour may eventually become a staple tour run by the entrepreneur or it may be one-off. The entrepreneurs stated that usually, if successful the tour will become a staple offering but and this is what they prefer as continually creating new tours can be time consuming and far from financially rewarding. Thus, to them, they see that products they co-develop are more '*innovative'* yet '*innovation takes time, money and resource*s' that they '*don't have in abundance*.'

In terms of organizational emergence, what was surprising was that all three entrepreneurs exhibited heroic leadership (Rodriguez-Sanchez, 2018) characteristics as they started their businesses alone and have added complementary partners as and when necessary. All entrepreneurs expressed a desire for more people to '*share'* the work but that financially that wasn't feasible. Similarly, all respondents showed a high degree of bootstrapping both at early and late stages of the innovation journey and they were constantly in a struggle as they withheld salary, had non-market salary, or delayed payments. Working from home was necessary for all the respondents and by employing human capital on a need-only basis significantly helped to reduce costs, particularly as funding from government sources was deemed '*inadequate.'* The idea realization stage of the journey was cited as the most time consuming and resource-heavy part of the process; where self-efficacy becomes more important as doubt begins to grow and isolation can be a real risk.

Transfer and diffusion

Obstacles and solutions to overcome them that were common in the previous study by Rodriguiez-Sanchez (2018) were identified through these three cases, yet unique themes also arose and they all have a common thread; that of the identity of the individual. Specifically, they are isolation, otherness and language.

All respondents felt a sense of isolation at some stage or another, whether that be as a result of '*not fitting in'* to local communities or because they were '*unable to hire more staff,'* making them sole employees. The sense of isolation worked both for and against the entrepreneurs; against in that they felt the '*risks were higher'* but for in that they were somewhat able to '*block out*' or '*ignore'* the competition and focus solely on what they thought was the best path and '*go with their gut*,' which helped them to become more '*innovative*.' Connected to isolation is the idea of otherness. The entrepreneurs of non-Welsh descent felt that their lack of Welsh heritage was at times perceived negatively by collaborators and potential customers and clients:

> *'Although both myself and my husband are Londoners born and bred, we both have never been reminded so much that we are "English" since moving to Wales. I always referred to myself as British but am reminded I am English. Our clients are surprised when meeting us that we are English and it makes me wonder why so very few Welsh people operate our type of business'.*

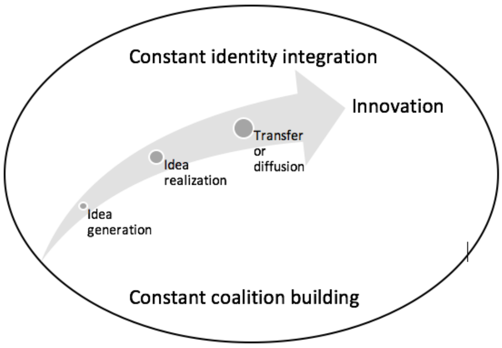
Welsh entrepreneurs were at times irritated by third part agencies who used non-Welsh/Wales-based tour guides, as those from England were usually cheaper (and arguably less qualified and knowledgeable) increasing competition in an already competitive industry. This tended to happed with cruise ships that dock in England but provide optional tours into North Wales. This raises a contentious point among the new-to-tourism entrepreneurs, how '*Welsh'* does the company and entrepreneur need to be to be successful and to provide an '*authentic Welsh'* experience? It also highlights the potentially '*precarious position [of the tourism industry] because of the personality of the Welsh*'.

The third integrated obstacle is language and whether or not a Welsh tourism business can be '*authentic'* if its actors do not speak Welsh. As mentioned in the previous section, the ability to speak Welsh can help the entrepreneur overcome a number of obstacles, not only related to the socio-cultural issues, but also in terms of funding. The ability to speak Welsh means that the entrepreneur may have greater access to grants and funds aimed at the promotion of Welsh language and heritage. Case A is a good example of how speaking the Welsh language can increase opportunities, particularly in terms of marketing and the development of innovative products.

Discussion

The main difference between the new-to-tourism entrepreneur innovation journeys in Rodriguez-Sanchez's (2018) study and the journey of these three Welsh entrepreneurs, is the psychological antecedents and processes that became apparent through the narratives. Cheng et.al. (2007) found that psychological management of multiple identities can affect individual innovation and as the heritage tourism businesses seen in this study are quite 'individual' endeavors, we cannot ignore the psychological aspects of power, language, identity and self-efficacy. The entrepreneurs in this study have multiple identities as they go through the innovation journey thus the theory of identity integration - the perceived compatibility of multiple social identities (Benet-Martínez, Leu, Lee, & Morris, 2002)- it is argued, is something that should be considered part of the innovation journey models. Reassessing one's identity is a continuous task through the innovation journey. Thus, this pilot research suggests that both coalition building and identity integration are key, integrated elements of the innovation journey (Figure 3).

Figure. 3. Innovation journey among pilot Welsh cases (author)



Connected to identity is the concept of self-efficacy. The role of self-efficacy in entrepreneurship has gained attention from Boyd and Vozikis (1994), Chandler and Jansen (1992), and Krueger and Brazeal (1994) among others, and is described as an individual's cognitive assessment of his/her capabilities to mobilize the motivation, resources and action needed to exercise control over event (Wood and Bandura, 1989). When choosing a career, often individuals seek out positions that they deem themselves capable of and prior to the innovation journey the individual needs to have a reasonable understanding of 'self.' It is important to ascertain where the 'self' is throughout the entire process; the self as 'Welsh,' the self as an entrepreneur, the self as a marketer, a connector, a collaborator, an accountant, a facilitator, etc. The three entrepreneurs in this study expressed the belief that they '*could do it*' and that more collaboration = more innovation and more '*Welshness'* = more innovation. We can argue that we need to better understand the innovation process through the lens of psychology and theories of self-efficacy and identity.

Conclusions

As previous studies have shown, context-sensitive analyses within entrepreneurship research is necessary to advance theory building (Welter, 2011; Zahra, 2007). And as Rodridriguz –Sanchez (2018) warn, the innovation process is culturally determined (Garud et al., 2013) and can differ by types of entrepreneurs in different contexts. This study contributes to the development of theory by suggesting that the innovation journey cannot be taken in isolation; it needs to be considered in conjunction with an understanding of psychology that will help us better comprehend issues of identity, coalition building, social networks, etc. This initial pilot study shows that Rodriguez-Sanchez's approach is a useful method for exploring the Welsh context and an expansion of this study would be a worthwhile exercise. Thus, how can we encourage and support more innovation in the tourism sector of Wales? There is a need to address obstacles related to language and identity, inclusion, equal participation and support for entrepreneurs from all regions of Wales, and improved entrepreneur-government communication. If the needs of these individuals is better understood by policy makers, there is great potential for new-to-tourism entrepreneurs to make a positive impact on the tourism sector and in turn the regeneration of Wales.

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