

DESIGN OF A THEMATIC TOURIST ROUTE FOR THE AMAZON REGION OF ECUADOR

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ABSTRACT

In the Amazon region province of Napo despite being a very tourist province has not completely ventured into its tourist development, however, the few tourist routes it has are impressively welcomed by nationals and foreigners. That is why the following work aimed to design a thematic tourist route covering the different tourist attractions of the Amazon region, in order to publicize its potential, generating the arrival and influx of tourists through actions that allow the dissemination of the route. According to the research carried out, it can be expressed that tourism in Ecuador has been considered as the future of the country, which is why many ways have been developed to evolve tourism and exploit it in sectors that were unknown long ago, always fighting for sustainable, sustainable development and without affecting the ecosystem. Once the review of research work related to the project has been carried out, it can be established that there are several documents indicating the importance of publicizing the tourist alternatives that the various sectors of the country have, as long as their infrastructure is improved to better welcome tourists and originate the progress of the sector.

KEY WORDS: Tourism, tourist route, attractions, theme, advertising

INTRODUCTION

This project is feasible to carry out because through this it can contribute to develop tourism in the Amazon region of Ecuador, and in different provinces of the region that do not have a specialized tourist route covering all the tourist attractions offered by the Ecuadorian Amazon. In the Amazon region province of Napo despite being a very tourist province has not completely ventured into its tourism development, however, the few tourist routes it has are impressively welcomed by nationals and foreigners since in each of these routes you can enjoy the flora and fauna of the place. The present topic selected for this research aims to develop a proposal to develop tourism in the Amazon region through the creation of a thematic tourist route and the means of action for its dissemination. Therefore a tourist route of this type could have great importance for recreation, distraction, research, and in turn for the study of the tourist field and the economic development that tourism would generate with the creation of a thematic tourist route, likewise the influx of tourists would increase in a greater range, which is a very important advance since this would promote the tourist places of the Amazon including several services and tourist activities such as the practice of sports, the exploitation and use of different tourist resources, which makes this activity very interesting for visitors. It will be possible to make an interaction between inhabitants and tourists, so that in this way the culture of the sector is shared, which greatly favors cultural exchange, contributing to the

tourist and economic development of the sector always based on the conservation of flora and fauna, which is the most important point you want to reach. A fundamental aspect is that the financial resources that were used for the research are not expensive; As far as the environmental impact is concerned, it will be minimal, since each site has an established trail and its carrying capacity is still wide, necessary elements that must be taken into account when proposing a tourist route. For the development of this research project, the following research background has been taken as a reference:

"THE ROUTES OF NOCTURNAL RELIGIOUS TOURISM AND ITS INCIDENCE IN THE TOURIST DEVELOPMENT OF THE CITY OF AMBATO, TUNGURAHUA PROVINCE."

Carried out by Gamboa (2012), from which the most relevant and original conclusions and recommendations were taken.

Conclusions:

- The city of Ambato has a number of tourist resources including religious but for various reasons have not been used as a contribution to the tourism development of the city and province.
- Religious tourism in the city of Ambato has lagged behind in the background, since it has not been possible to identify and recognize practices of this type of tourism.

Recommendations

- Establish strategic alliances between public and private sector companies with the objective of achieving a better and greater tourism development in the city
- Take corrective measures in order to give religious tourism the place it deserves within the tourist field in the city of Ambato.

Argument: In the city of Ambato many of the attractions have not been used for its dynamization, the same happens in the Amazon region where tourism has remained in the background thus giving minimal importance to the tourism development of the sector, with strategic alliances between the public and private sectors can achieve a correct dynamization thus helping an appropriate link between both main actors.

"THE PROMOTION OF NEW TOURIST ROUTES AND THEIR IMPACT ON TOURISM DEVELOPMENT IN THE PROVINCE OF TUNGURAHUA"

Carried out by Tamayo (2009) whose main objective is to determine the incidence of tourism promotion in the city of Ambato in the tourism development of the province of Tungurahua.

Conclusions:

- It was concluded that it is necessary to publicize the new alternatives on tourist routes that are available in the province.
- The routes designed will be of great interest to tourists whether national or foreign which will provide a large influx of them and a great source of economic income for the progress of the province.

Recommendations:

- It is recommended to put the necessary interest to this project since through the elaboration of tourist packages with the new routes the number of visitors to the province will increase.
- Maintain the interest of carrying out new investigations of these places and ask for help from the Ministry of Tourism to promote the proposed projects.
- Develop tourist packages to offer tourists as new alternatives.

Argument: It is important to publicize the tourist alternatives that have the various sectors of the country, it is important that these alternatives welcome domestic and foreign tourists in the best way, so that the economic activity of each sector improves.

"DESIGN OF THE TOURIST ROUTE OF LA CAÑA IN THE PARISHES OF PUYO, TARQUI, VERACRUZ AND FATIMA OF THE CANTON PASTAZA-PROVINCE OF PASTAZA"

Carried out by (Sàenz, 2014) its objective was to design the "Tourist Route of the Cane" in the Pastaza canton, to contribute to the improvement of the quality of life of the sugarcane population.

Conclusions:



- The city of Puyo and its rural parishes (Tarqui, Veracruz, Fatima) have a unique tourism potential which has not been fully exploited, which prevents the tourist development of the rural parishes of the Pastaza canton.
- In the Market Study carried out, it was possible to determine the Tourism activities preferred by the market segments surveyed; These are focused with the visit to natural sites, observation of flora and fauna, tasting of typical dishes, observe the process of elaboration of the panela. According to the results obtained in the Leopold Matrix for the evaluation of environmental impacts, it was determined that the project is environmentally and socio-culturally viable.

Recommendations:

- Perform continuous maintenance on the route so as not to lose the quality that is being offered.
- Organize environmental education plans or programs aimed at the local population of the parishes of Tarqui, Veracruz and Fatima in order to achieve prevention and mitigation of environmental impacts.
- Promote the route so that tourists know about this new alternative and visit it.

Argument: For a tourist route to have the desired reception it is important to improve the infrastructure and basic services of the sector, pus with this you can provide better attention to tourists who visit them.

METHODS:

For the execution of the present work, the qualitative-quantitative approach was applied that allows to follow guidelines that lead to meet the objectives, thus obtaining numerical data and interpreting the results which help to know if the execution of the design of a tourist route for the Amazon region of Ecuador in the provinces of Napo and Pastaza is of great importance, potentiating more tourist routes that are in the region, there is the need for tourism development and to improve income in a sustainable and sustainable way since the conservation and continuity of the promotion of resources in the next generations depends on this.

MODALITY OF THE RESEARCH

QUALITATIVE. Qualitative research takes into account people's point of view and the meaning they ascribe to the world. To access these perspectives, it is necessary to employ a different, qualitative strategy, based on observation, interviews, analysis of written documents, etc. In order to collect all the information that brings us closer to an understanding as complete as possible of the social reality object of our study (Aguilera, Álvarez, Babio, & Blanco, 1987).

QUANTITATIVE. Quantitative research is one that allows collecting and analyzing numerical data in relation to certain variables, which have been previously established. This type of market research studies the relationship between all quantified data, to achieve an accurate interpretation of the corresponding results (Government of Spain, 2016).

TYPES OF RESEARCH.

DOCUMENTARY RESEARCH. Support in existing documents that are related to the research topic such as; journals, bibliographic material, books, documents, which will contribute to improve knowledge and formulate a strategic proposal for the integrative project that is carried out.

FIELD RESEARCH. The data and information will be generated in the same place of study so the information will be reliable and studies can be carried out on the needs and state of the resources. Same that are of support to obtain exact information of the tourist attractions that will make up the tourist route.

DESCRIPTIVE RESEARCH. It is a form of study to know who, where, when, how and why of the subject of study. In other words, the information obtained in a descriptive study, explains 22 perfectly to a precise organization for the research to be conducted. Same that contributes to the creation of a tourist route based on concepts and accounts of the subject that is investigated descriptively.

TECHNIQUES:

SURVEY. The survey technique uses a set of standardized research procedures through which a series of data is collected and analyzed from a sample of cases representative of a larger population or universe, from which it is intended to explore, describe, predict or explain a series of characteristics (Casas, Repullo, & Donado, 2002). The survey is aimed at different tourists, both national and international, who are interested in contributing to the research topic by making known their opinion and personal criteria, which helps the study and research analysis

INTERVIEW. The interview is an information collection technique that, in addition to being one of the strategies used in research processes, already has a value in itself. Whether it is developed within an investigation, or if it is designed outside a systematized study, it has the same characteristics and follows the steps of this information collection strategy (Folgueiras, 2016). The interview is aimed at experts or professionals in the research topic that is carried out, in order to collect information that will help us complement important ideas for research analysis.

INSTRUMENTS

Structured questionnaire. It is an instrument that consists of a series of questions and other indications related to a research topic, in order to obtain information and use them in an investigation to later perform the analysis and interpretation of the results. The questions that are related to the subject, are focused on the interest to know a new route and the importance they have.

Interview guide. According to (Aguirre, 1995) the interview in whose application the protocol serves only as a guide, in the questionnaire the protocol is both the instrument for recording information, and also a tool for the organization and subsequent analysis of information. The application of the questionnaire can be done in person or in person, having as a general difference, with respect to the interview, is that it is applied to a wider number of people.

POPULATION AND SAMPLE

Population

It is the total set of individuals, objects or measures that possess some common characteristics observable in a place and at a given time. When some research is to be carried out, some essential characteristics must be taken into account when selecting the population under study. (Wigodski, 2007)

Sample

The sample is a faithfully representative subset of the population. There are different types of sampling. The type of sample selected will depend on the quality and how representative the study is of the population.

The research work focuses on the population of foreign tourists who entered Ecuador in 2018. According to the Ministry of Tourism (MINTUR) Tourism in figures, mentions that 1'471,968 foreigners entered Ecuador for tourism purposes, data that will serve to calculate the sample and apply the respective surveys to both national and foreign tourists.

When calculating the sample, a result of 267 people is obtained who will be surveyed for the research study. This calculation was obtained by applying 95% of the confidence level and with a margin of error of 0.06%.

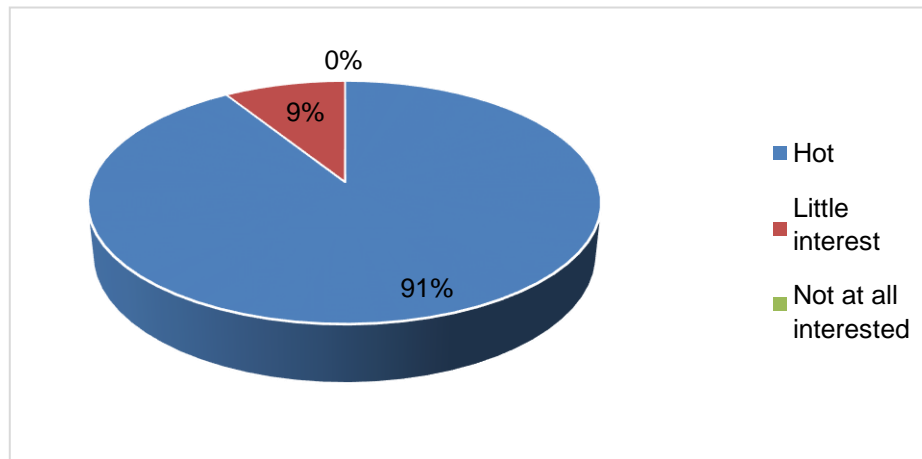
ANALYSIS AND INTERPRETATION OF RESULTS. OF THE QUESTIONS THAT SUPPORT THE RESEARCH PRESENTATION AND DISCUSSION OF RESULTS

1.- How interested are you in collaborating with the realization of a thematic tourist route that promotes the tourism development of the Amazon Region?

| Indicators | Frequency | Percentage |
|-----------------------|-----------|------------|
| Hot | 243 | 91% |
| Little interest | 24 | 9% |
| Not at all interested | 0 | 0% |

| | | |
|-------|-----|------|
| TOTAL | 267 | 100% |
|-------|-----|------|

Own elaboration (2022)



Own elaboration (2022)

Analysis and interpretation:

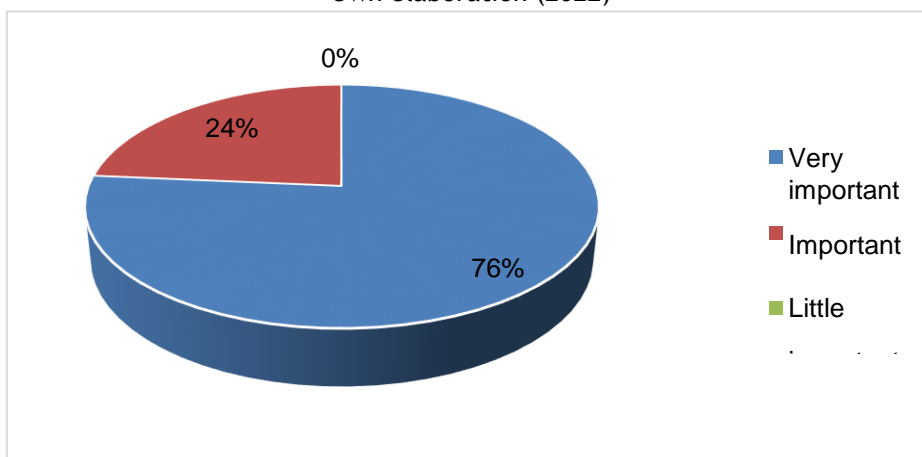
91% of respondents are very interested in collaborating in a thematic tourist route that promotes tourism development in the Amazon Region and only 9% are not very interested.

Therefore, it is assumed that there is interest in the development of a thematic tourist route that promotes regional tourism development, being a novel and high-impact resource that will capture the interest of several groups of people by providing a new way to enjoy the Amazon.

2.- How important do you think it is to make a thematic tourist route in the Amazon region of Ecuador?

| Indicators | Frequency | Percentage |
|----------------|-----------|------------|
| Very important | 204 | 76% |
| Important | 63 | 24% |
| Unimportant | 0 | 0% |
| TOTAL | 267 | 100% |

Own elaboration (2022)



Own elaboration (2022)

Analysis and interpretation:

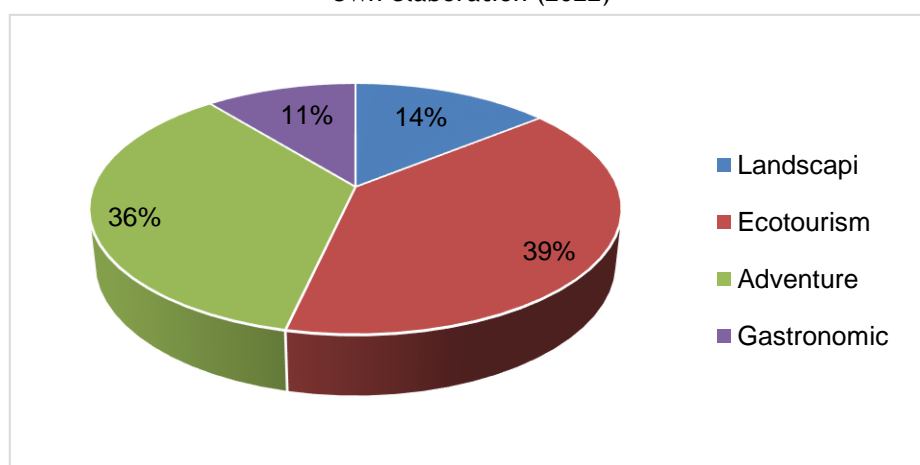
76% of tourists surveyed assume that it is very important to make a thematic tourist route in the Amazon region of Ecuador, while 24% only think it is important, however, no person assumes that it is unimportant or unnecessary.

Based on this, it can be said that developing a thematic tourist route in the Amazon is very important because there is interest from tourists to experience and enjoy the diverse attractions that the entire Amazon region has.

3.- What kind of tourist route would you like to venture into your visit?

| Indicators | Frequency | Percentage |
|-------------|-----------|------------|
| Landscaping | 38 | 14% |
| Ecotourism | 105 | 39% |
| Adventure | 95 | 36% |
| Gastronomic | 29 | 11% |
| TOTAL | 267 | 100% |

Own elaboration (2022)



Own elaboration (2022)

Analysis and interpretation:

39% of respondents lean towards ecotourism when visiting the Amazon, 36% for adventure tourism, 14% for landscaping and 11% for gastronomy.

Therefore, most tourists who visit the Amazon show interest in ecotourism and adventure activities because it allows them to experiment with flora, fauna, landscapes, diverse ways of life, in addition to having fun with high or low impact activities.

ANALYSIS OF THE RESULTS OF THE INTERVIEW LINKED TO THE TOURIST ACTIVITY

Tourism Technician of the city of Ambato David Medina

1. Do you consider tourism to be one of the main economic activities of the town?

Yes, tourism generates important economic resources for the town, because this activity promotes sources of employment in restaurants, in places of recreation, in artisans and even in farmers who can offer their products for the sustainability of their families.

Provincial Director of Tourism Paul Pinto

2. How important is tourism for the province?

Tourism is a very important source of resources not only for the province where it is one of the main economic sources but at the level of Ecuador because last year there was a foreign exchange income from tourism of approximately 1878 million dollars.

Tour operator of the company VELAGUI

3. Do you consider it feasible to create thematic tourist routes in the town?

Of course, it would be a good option because tourists could lean towards one or another option, according to their interests, in addition to being an innovative proposal.

Through the interviews it was possible to know that tourism is one of the most important at an economic level, so state agencies have invested resources to improve access roads, tourism is

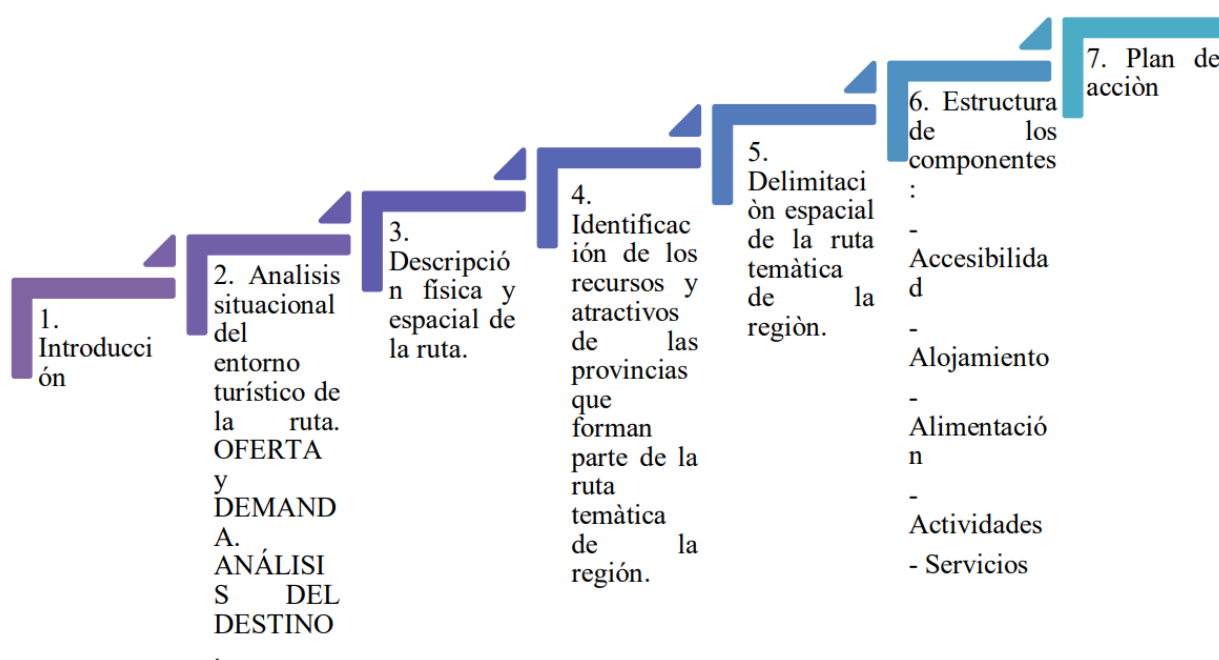
supported through training, security is offered and physical and digital marketing plans are promoted. In addition, it was possible to know that the tourist routes are well received because the tourist can enjoy several services safely and without loss of time. A thematic route would be feasible because it represents an innovative proposal that would allow tourism diversification, which would generate foreign exchange, employment and a greater influx of both domestic and foreign tourists.

DISCUSSION

The Ecuadorian Amazon jungle has become a very important place to practice tourism, thanks to the good condition of the roads that lead from the Sierra to the many attractions, being the meeting point for excursions that are offered in the market.

The proposed tourist route has as main destinations the provinces of Napo and Pastaza, which are rich at a natural and cultural level, offering tourists to know their way of life, their gastronomy, music and cosmovision, in addition to their varied languages. This route offers from wild animal farms to conservation centers of medicinal plants, because most of its territory is comprised of virgin forest. With the development of the proposal, it is desired to further promote tourism activity, providing new sources of economic income to tourism entrepreneurs and communities associated with the routes, generating sources of work and improving the quality of life; In addition to at the same time satisfying the needs of the tourist, because you can know the authentic life of the jungle, enjoy comfortable facilities, in addition to tasting the local cuisine.

OUTLINE OF ACTIONS TO BE DEVELOPED



OBJECTIVE

Develop a proposal to develop tourism in the Amazon region through the creation of a thematic tourist route and the means of action for its dissemination.

STRATEGIES

- Video Advertising on YouTube

An advertising video will be made with the description of each of the places that comprise the route, with cost information, the services offered and the activities that can be carried out in the place. This video will be posted on YouTube.

- Posters and flyers with information about the tourist route that is implemented

The marketing and dissemination of the tourist route is of great importance, that is to say that it is

necessary to publicize the tourist attractions and services to the greatest number of people who are able to acquire them, with the use of posters, flyers, posters, etc., to get the information effectively to the recipients, in such a way that it arouses the interest of potential tourists, to transform it into desire.

- Fan page - Facebook

A space will be created on Facebook with the name "Cascadas Amazónicas Tour" so that tourists can access it and can know about the tour or if you have any questions interact with the administrator.

COROLLARIES

Spatial delimitation of the thematic route of the region.

The route will start from the Cascada de Latas located in the province of Napo on the first day, after that they will move to the Blue Lagoon and at the end of the day the rest in the city of Tena. The next day you will move to the province of Pastaza to the Hola Vida Reserve and later the tour will end with a beautiful view of the sunset at the Mirador de Indichuris. The tourist route has a total route of 337 km by vehicle.



Accessibility category

- Roads

Due to the progress of tourism in recent years, it has been possible to incorporate an adequate infrastructure in each of the points to which it is going to visit, both internal and external, that is, the roads are in good condition, and in the same way the facilities and trails through which you have to travel to reach the destination. All the trails preserve harmony with nature, so they have not been altered in their natural way, that is, only routes have been marked where the tourist must go without any intervention from the hand of man, that is, it has no civil works.

- Infrastructure

It has a very complete infrastructure that includes research rooms, laboratories, herbarium, student houses and an observation tower. It is dedicated to the study and research of specific topics that respond to diverse interests. Similarly, the tourist places of Pastaza have a luxury infrastructure, unique in its kind in this central part of the Ecuadorian Amazon, having native guides and expert naturalists in the jungle.

- Services

As for the category of basic services, the places that are part of the route have drinking water, electricity, and a sanitary system, however, they are not of quality because certain sites are in the Amazon rainforest. Despite this, the tourist centers have invested to give the best attention to their visitors. In certain localities there is electricity, piped water, and septic tank as a sewer network.

Food Category

Main photographs: the photographs that stand out most of the tourist route are those presented below

Posters, flyers, posters

Cascadas Amazónicas Tour

NAPO-PASTAZA

ITINERARIO

RECORRIDO

1. Cascada de Latas
2. Laguna Azul
3. Ciudad del Tena
4. Cascada Holo Vida
5. Mirador Indichuris

DÍA 1

5:00 salida de Ambato
9:00 Inicio de la ruta desde Misahuallí hacia la Cascada de Latas:
12:30 Almuerzo Puerto de Misahuallí en La Posada
14:00 Laguna Azul
17:00 Ciudad del Tena
20:00 Merienda 8 p.m Restaurant La Fogata

DÍA 2

6:00 Desayuno en Café Tortuga
7:30 Salida del Tena
9:30 Llegada a la Reserva Holo Vida
12:30 Almuerzo en Reserva Holo Vida
17:00 Mirador Indichuris
19:00 Regreso a Ambato

UNIANDES

CASCADAS AMAZONICAS TOUR

NAPO-PASTAZA

UNIVERSIDAD UNIANDES

RECORRIDO

1. Cascada de Latas
2. Laguna Azul
3. Ciudad del Tena
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17:00 Mirador Indichuris
19:00 Regreso a Ambato

\$100
Por persona

Incluye:
Transporte
Alimentación
Hospedaje
Guía Turístico

RESERVAS A LOS CONTACTOS:
0992507005 - 0961424823

Advertising video on YouTube

<https://youtube/cdzF1SnTe50>

Fan Page - Facebook

Cascadas Amazónicas Tour

11 de feb. de 2020

Cascadas Amazónicas Tour: 🌿🌿

RECORRIDO

1. Cascada de Latas
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\$100
Por persona

Incluye:
Transporte
Alimentación
Hospedaje
Guía Turístico

RESERVAS A LOS CONTACTOS:
0992507005 - 0961424823

Tú y 21 personas más

Me encanta Comentar



Program: Departure from Ambato at 5 in the morning to the city of Tena 1. Start of the route from Misahuallí to the Cascada de Latas- 9 a.m: During this tour you can observe various exotic species and when you reach the waterfall you can enjoy a refreshing bath.

2. Lunch Port of Misahuallí- 12:30 a.m: Tourists can enjoy a delicious typical lunch in the Misahuallí parish in the restaurant "La Posada"

3. Blue Lagoon - 2 p.m: Once lunch is tasted, tourists must undertake a tour to reach the Blue Lagoon, once there you can take one of its trails In addition to this there are several trails to the Rimak Pacha waterfall of 30 meters high.

4. Ciudad del Tena - 5 p.m: tourists go in transport to the city of Tena to have a snack and stay in one of its large hotels, in addition to this you can enjoy the night walk along the Malecón.

5. Snack 8 p.m: Once they are installed in their rooms, tourists can go out to enjoy a delicious dinner at the restaurant "La Fogata"

6. Breakfast 6:30 p.m: breakfast will be taken in the city of Tena, in the restaurant "Café Tortuga"

7. Departure from Tena at 7:30 a.m

8. Arrival at the Hola Vida Reserve- 9:30 a.m: In this place you can visit the Ecological Reserve with tropical rainforest, walk in the Reserve towards the Shaman Waterfall, once you reach the place you can take a bath and take pictures.

9. Lunch at Hola Vida Reserve: You can continue visiting the Hola Vida reserve, admiring its fleet and fauna until you reach the La Escondida Waterfall, where you can cool off and observe the great biodiversity of the sector.

10. Indichuris Viewpoint- 5. p.m: At 5 pm tourists can move to the Indichuris Viewpoint to enjoy its extraordinary view of the Pastaza River, in addition to making use of the largest swing in the world.

11. Return to Ambato 7 p.m: the transport leaves at 7 pm from the Mirador Indichuris.

Recommendations of the trip: It is important that the tourist carries an easy-to-use backpack, light clothing, rain poncho, identity card or passport, as well as personal hygiene supplies, insect repellent, sunscreen, flashlight with their respective batteries, camera, comfortable shoes, sandals, bathing suit, medicines and mainly should be kept close to the group throughout the tour

CONCLUSIONS

- According to the research carried out, it can be expressed that tourism in Ecuador is considered the future of the country, which is why, today it has developed many ways to evolve tourism and exploit it in sectors that long ago were unknown, always fighting for sustainable development and without affecting the ecosystem.
- Once the review of research works related to the project has been carried out, it can be established that there are several documents indicating the importance of publicizing the tourist alternatives that the various sectors of the country have, as long as their infrastructure is improved to better welcome tourists and originate the progress of the sector.
- The Amazon region has as main visitors tourists from the Sierra region and foreigners, being the most visited months from July to September due to the school holidays in the region and can travel as a family, in addition to this it was determined that there is greater interest in tourist routes where you can enjoy the typical food, Recreation activities so ecotourism and adventure route are preferred.
- The established route of Tena and Pastaza has geographical scenarios of great attraction, which motivate tourists to travel to this destination, to know in depth the beauty of Ecuador.

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