

Sustainable Management In Gastronomic Heritage Tourist Routes

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ABSTRACT

Sustainable management of gastronomic heritage tourism routes requires specific attention, putting into context all the particularities based on social, cultural, economic and environmental aspects, seeking tangible benefits in the host communities, which requires adequate planning to seek greater potential and use of resources for the benefit of the actors involved. A thorough literature review has been carried out to locate, identify and access relevant information to arrive at the proposed model. The proposed model of gastronomic heritage tourism management is intended to respond to aspects of sustainability, through long-term planning in which each of them are related, forming an Integrated Gastronomic Tourism System (SITGAS). The proposed model aims to develop a dynamic-holistic system that allows the identification of weaknesses, bottlenecks or operational problems to make decisions for the development of implementation strategies for continuous improvement, to create a robust system of permanence over time.

Keywords: gastronomic tourism, tourism route, heritage, sustainability, management model.

RESUMEN

Gestión sostenible en rutas turísticas patrimoniales gastronómicas exige atención específica poniendo en contexto todas las particularidades basadas en los aspectos sociales, culturales, económicos y ambientales; buscando beneficios tangibles en las comunidades anfitrionas, por lo que se requiere de una planificación adecuada para buscar mayor potencialidad y aprovechamiento de los recursos en beneficio de los actores involucrados. Se ha realizado una profunda revisión bibliográfica con el fin de localizar, identificar y acceder a la información

pertinente para llegar al modelo propuesto. El modelo propuesto de gestión turística patrimonial gastronómico, tiene como propósito responder a aspectos de sostenibilidad, mediante planificaciones a largo plazo en la que cada uno de ellos estén relacionados, formando un Sistema Integral de Turismo Gastronómico (SITGAS). El modelo propuesto pretende desarrollar un sistema dinámico-holístico que permita identificar debilidades, cuellos de botella o problemáticas de operación, para toma de decisiones en pos del desarrollo de estrategias de aplicación para una mejora continua, para crear un sistema robusto de permanencia en el tiempo.

Palabras clave: turismo gastronómico, ruta turística, patrimonio, sostenibilidad, modelo de gestión.

1. INTRODUCTION

The domestic economy in each region is affected by the global economic situation, which has an impact on industries, markets and the direct behavior of consumers. In many countries, the main product affecting their economies is oil and its derivatives, which makes their current situation dependent on external factors with a great impact on local development.

To this situational analysis, it is possible to add the economic, social and political instability that has been part of the Ecuadorian national reality, a situation that has considerably limited the allocation of resources to promote different productive sectors, causing a recession in the development of other productive sectors such as agro-industrial, environmental, tourism, among others.

The collateral effects of this context have deteriorated the collective and individual interest of national and foreign investors added to this the global crisis with complex characteristics that will greatly affect finance, labor supply, the development of small, medium and large industries, as well as the food crisis that will become matters of emerging public interest in the coming times.

The novelty of the global crises is that several crises converge: mortgage, financial, economic, energy, food, ecological, and health (Damian, 2015). For this reason, it is essential to develop economic activities that generate dynamism in the internal economies, with emphasis on those rural localities that have not benefited directly from the projects of the big cities, which is where the resources of the State go.

Inclusive tourism is a tool of great impact and directly influences those involved, so the development of a tourism product that promotes cultural, traditional and community values will not only benefit the strengthening of the sense of belonging to the traditional and identity environment and the preservation of national heritage but will also generate economic wealth through the generation of enterprises leveraged on the natural and cultural resources of the object of study.

2. TOURIST ROUTES

For many people, the meaning of a tourist route could be overunderstood, but many times the obviousness must be explained and punctuated to comply with all the requirements that make it a reliable and precise tool oriented to its function: to be an allied instrument to the tourist in his experience as a visitor. Among the objectives of this tool, the following are mentioned:

- Tour leading to something
- Overnight stay in different places
- Leisure and pleasure activities
- Places with valuable attractions
- Instruction on how to get there
- Suggestions and recommendations for each of the places.
- A defined theme.
- A common thread

Considering the aforementioned characteristics, it is conceptualized that a tourist route is a planning tool in the organization of a visit by the so-called tourist, which should be oriented to specific places, each one of them with its characteristics, with differentiating dyes to the common ones, which may be the following.

Tangible Resources:

- Natural resources
- Archaeological resources

- Architectural resources

Recursos Intangibles:

- Traditional festivals
- Traditional festivals
- Religious festivals
- Historical antecedents
- Cultural background
- Traditional gastronomy

These resources should have an adequate organization in terms of time, distances, and sequential routes of the places, and should avoid unnecessary repetitions in routes and sectors. They must also comply with basic characteristics, friendly and suitable for the visitor, minimizing in each one of them their integrity, as well as for the environment, the places mentioned in the route must have adequate characteristics that accredit the integral comfort of its users.

A tourist guide must fulfill an objective, depending on its structure of conformation this can be:

- Thematic distraction (festivities, city, town, city and shopping)
- Knowledge (anthropological, cultural, social, archaeological)
- Experiences of customs (communities, ethnic groups)
- Process knowledge (handicrafts, ancestral medicine, rituals)
- Gastronomic knowledge (food and beverages; traditional and contemporary)

Associating the characteristics with the objectives, it could be said that the tour guide is a planning instrument that instructs the visitor on how to reach outstanding places and relevant background with sufficient information, which meets clear goals of appreciation and perception of knowledge of selected places.

When the above parameters are met, the tourist route as a supply product becomes a unique and differentiating commercial product, which is why it is necessary for the tourist infrastructure in each of the places to meet the basic urban service requirements. If to this we add components of innovation, and authenticity, it becomes a driving force in the local economies, since among others it brings benefits such as:

- Economic flow
- Promotes markets
- Relevance to your sector or community
- Nationalism
- Promotes local activities
- Promotes and values handicraft processes

Entre las más destacadas a nivel país se encuentran:

- Cocoa Route
- Spondylus Route
- Volcanoes Route
- Waterfalls Route
- Yaku-Ñamby Route
- Route of the Liberator
- Lakes Route
- Ecuador Train Route.

The correct planning, elaboration and execution of these tools will promote the internal flow of tourism, to obtain a beneficial economic dynamic for the different intervening regions; with the purpose of awakening interest in lodging, entertainment, transportation, food and beverage industry, achieving a balance in the national tourism balance.

2.1. Objectives of the Tourist Route

Route description:

- Established path.
- Transit from one place to another.
- Path with a beginning and an end.

- Path in the same direction for a purpose.

A gastronomic route is conceptualized as a transit established to expose visitors to themes specifically related to the intrinsic elements of local food, which in turn compromises in its manifestation all the background of intangible cultural heritage value, that is, paths with a clear injection and expressions of knowledge concerning traditional and anthropological food with the existing traceability; starting from the product, farmer, trader, handler, to the service of its final culinary proposal, a process in which each stage will maintain the intangible value of knowledge.

This tool should be built as a set of components, with specific goals or objectives, as follows:

- Revaluation of traditional cuisine.
- Sustainability of product diversity.
- Strengthening ancestral knowledge, techniques and recipes.
- Promote research.
- Contribute to the generation of resources
- Connecting the food chain: production - consumption.
- Visualize biodiversity and multiculturalism.
- Identify the identity of regions and communities

Currently, it is considered the ideal time to develop a project leveraged on the new expectations of tourists, such as trying new flavors and living new culinary experiences. The maturity of the market reaches favorable behaviors for the industry, by opting for the offer of new products, whether they are elaborated or in their natural state.

What used to be almost impossible to obtain, today the tourist seeks to find the knowledge, the customs in the daily eating, what in some countries used to be a reason for discussion and controversy and a total denial to its consumption such as fogu in Japan, insects in Mexico, balut in Asia, dogs in China, guinea pig in Ecuador and Peru, among others, today is a challenge for some visitors and many times a reason for interest towards the places that proclaim it. This does not imply changing eating habits, which is impossible to achieve, but it does imply creating a novel, unique experience with absolute differentiators.

The success of a gastronomic route will not depend exclusively on the novelty of the culinary options offered, but it will be the main part of the tourist experience, so it will be necessary to take into account the existing conditions in the proposed itinerary.

The aim is to guarantee an integral and satisfactory experience to the visitor's needs and expectations. A route must comply with certain unavoidable commitments such as:

- Fun, distraction, and pleasure related to leisure activities.
- Beauty, destinations that enjoy natural privileges that make them unique and incomparable.
- Knowledge, novelty, and components that have a high dose of originality.

By fulfilling these commitments of the quality of gastronomic tourism service, the user's experience will be memorable, an essential component to obtaining retribution through positive and multiplying manifestations in the market.

"Gastronomic routes are associative business products due to all the dynamics that the tourism sector awakens through sustainable strategies. This is why the involvement of all the organizations linked to this industry is required: government, ministries, NGOs, and private enterprises

through national plans that integrate tourism, agricultural and cultural competencies, leaving aside the frequent excuses of jurisdictional limits, which negatively and directly affect rural areas, which are the main beneficiaries of this type of references" (Barrera & Bringas, 2008).

According to Torres Bernier (2003), it is possible to distinguish between the tourist who eats because he travels and the tourist who travels to eat. In the first case, the tourist who eats because he travels does not show a special interest in the local gastronomic offer but wants it to be adapted to his needs and preferences at the vacation destination. In this case, adequate attention aimed at making tourists feel satisfied with their trip and stay is an important factor" (National University of San Martin, 2008).

2.2. The public organization in the Tourism Management System

Public agencies are the main promoters of tourism activity in the areas under their administration, in this case, the decentralized autonomous governments (GAD), a role that generates facilitating elements to make the destinations suitable places that offer ideal characteristics for visitors and thus make their visits enriching and multiplying experiences of tourist interest in the potential market. These characteristics to be developed under the municipal and parish governments should ensure well-being and safety.

- Easy accessibility to basic urban services.
- Safe road access
- Telecommunication facilities
- Basic service technologies
- Accessibility to emerging health services
- Accessible information in the media at destinations

- Integrated air-land transportation systems
- Direct advice to those involved in tourism activities.
- Inform on compliance with existing rules and regulations.
- Representation as public institutional bodies for the supply of necessary resources.
- Development of the country's image as a destination
- Raising awareness of the activity as a generator of resources in the destination community.

2.3. Gastronomic tourism

Gastronomic tourism should inevitably be considered as a new cultural trend of the consumer, the latter is interested in food and typical dishes to know the cultural framework that has determined them and the history that exists around them. Gastronomic tourism is recognized as a cultural practice, and typical gastronomy as an exclusive sensory and experiential heritage (Hernández, E., Di-Clemente, T. and López, 2015, p. 410).

It is usually stated that tourism is a living entity that evolves, the manifestations and behaviors of tourists support this determination each time the visitor moves from place to place leaving aside what was known as "sun and beach tourism" that which met the needs of rest and leisure, to cover new experiences, expectations through different cultural manifestations, including gastronomy.

Gastronomy can be defined as the study of the relationship between food, culture, art and science of preparing and serving rich or delicate and appetizing food (Oxford University Press, 2015 cited in Bahls et al., 2019, p. 314). Thus the term gastronomy implies many underlying or implicit values presented in a culinary expression such as

beliefs, religion, rites, traditions, and stories, making this a unique and exclusive product of the locality that offers it. This means that nowadays gastronomy has become an important component in the visitor's choice and is even a sufficient reason to awaken the interest of visitors to certain places that offer it.

Gastronomic tourism applies to tourists and visitors who plan their trip in whole or in part to taste the food of the place or carrying out activities related to food (UNWTO, 2012, cited in M. Ledhesma, 2018, p. 90). Therefore, the importance of this phenomenon as a driver in tourism becomes a fundamental pillar for the design of products that adapt to this requirement of the visitor because their gastronomic interest does not respond only to eating well in their place of a visit, it requires the transmission of everything that represents the gastronomic product with integral activities.

The enjoyment of the food products offered in a place, the visitor not only knows flavors and aromas and the ingredients that compose it but the transmission of knowledge of the intrinsic values that exist around them. Why are they prepared in this way? What is the history that passes through that dish offered? Why do they eat it that way? And in many cases the gastronomic proposals go against the customs and behaviors of those who receive them, this experience makes gastronomic tourism a trend of current interest.

When experiencing gastronomic tourism, the tourist becomes a participant in a story, in the living memory of a country, they are transported by the history, by the roots, by the feelings of a people through the flavors, smells, textures and colors of the dishes they taste (Valero, 2015, cited in M. Ledhesma, 2018, p. 90). So nowadays gastronomy has become a dynamizing component and one that connects different industries such as

agribusiness, artisanal, environment and of course food and beverage. Becoming one of the main sources of income in all the countries that promote it.

3. PATRIMONY

The reason for this is not entirely clear but probably has to do with the increasing pace of modernization and the dimensions of societal change. In such circumstances, remnants of past societies can provide a sense of belonging and security to modern societies and be an anchor point in a rapidly changing world. Moreover, in many societies, heritage can be an important defining factor of identity. Understanding the past can be of great help in managing the problems of the present and the future. For this reason, it is necessary to detail the obvious words, because when used they often reflect a common perception, without reaching the deep analysis of the relationship that goes beyond human beings, food, traditions, processes, culture, necessity and taste.

Patrimony description:

- From food heritage, is understood as the cultural and natural heritage that each food, each dish consumed, brings with it (Ministry of Culture and Heritage, 2013).
- Of cultural heritage, is both a product and process that provides societies with a wealth of resources that are inherited from the past. They are created in the present and transmitted to future generations for their benefit... Resources of "fragile wealth" (Unesco, 2018).
- Describes real estate and movable objects of artistic, historical, paleontological,

paleontological, ethnographic, scientific and technical interest... "so it deserves a classification development" (Jurado, 2008).

Sin embargo en la investigación se analizará con énfasis al patrimonio denominado como:

“Cultural inmaterial”, concepto resumido, de entre algunas definiciones y sumándole la definición de “Gastronomía”, se obtiene como resultado los conocimientos de los “saberes y sabores” que forman parte del patrimonio cultural inmaterial de la nación, teniendo en cuenta que con ello lleva todos los elementos directamente relacionados en esta actividad.

However, the research will analyze with emphasis the heritage denominated as "Intangible Cultural":

"Intangible Cultural", a summarized concept, from among some definitions and adding to it the definition of "Gastronomy", the knowledge of the "knowledge and flavors" that are part of the intangible cultural heritage of the nation is obtained as a result, taking into account that with it carries all the elements directly related in this activity.

The natural characteristics of Ecuador's location make it a megadiverse country in cultural and natural richness, with a variety of climatic floors and native agricultural products of each region, as well as the knowledge of the inhabitants of the area bequeathed generationally as methods of cultivation, planting and harvesting processes, handling processes, cooking, recipes resulting in native and traditional cuisines with unique and unrepeatable flavors.

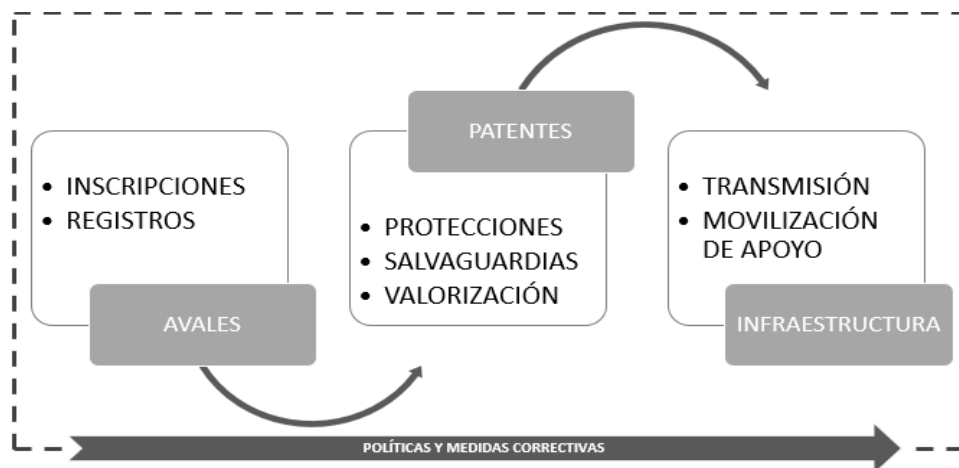


Figure 1. Representation of heritage sustainability.
Source: Unesco, 2000

4. UNESCO'S MANAGEMENT OF THE HERITAGE

Since the World Heritage Convention in 1972, the World Heritage listing has constantly evolved and increased, which is why there has been an urgent need to promote guidelines on the implementation of

the Convention's motives and results. Heritage management needs greater support.

The community of heritage and heritage management professionals has long recognized the need for new approaches to conservation and preservation that reflect the increased complexity of their work while

facilitating positive interaction with the wider environment in which their properties exist, with particular attention to local communities, especially important for cultural heritage properties, whose very significance is often the subject of disagreement among multiple stakeholders facing rapid socio-cultural change.

4.1.1. Gastronomy as Ecuadorian Heritage

Disassembling each of the words mentioned in the title, we start with the breakdown to obtain a clear understanding of their conceptualization:

Dícese de la gastronomía:

- Gastronomy - the art of good eating, travelers who love regional

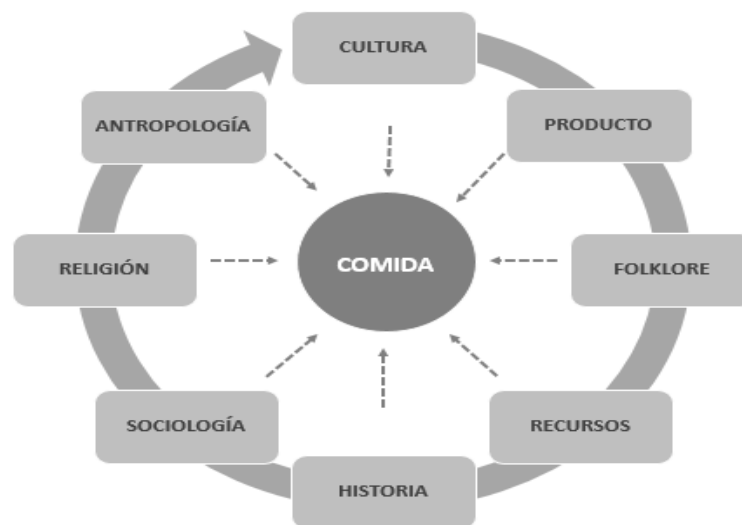


Figure 2. Intrinsic elements of food.

Source: Own elaboration.

From this we can deduce that gastronomy is a word that involves living elements directly related to a single objective: to supply food to human beings with the participation of the following elements:

- Farmer or producer
- Product or raw material
- History, customs and traditions
- Trader

specialties. The daily search for the simplest preparations, which are the most difficult to perform to perfection (Larousse, 2015).

- Gastronomy - The food and other aspects related to food, which has been transmitted from generation to generation, gradually creating culinary traditions in each ethnic group, in each region in each country. Food and other aspects related to it (Instituto Nacional de Antropología, 1988).

“Gastronomy is understood as the reasoned knowledge as far as man is concerned in all matters relating to food. Its purpose is to ensure the preservation of man, using the best foods” (Savarin, 2012).

- Cook or product handler
- Eater

5. SUSTAINABLE TOURISM MANAGEMENT

Before the approach, it is necessary to clarify the manifestations of what is proposed, so it is necessary to mention: What is a model? As the main question.

According to Freeman (2004), most of the models are oriented to the implementation of the strategy, to obtain the operative efficiency of the organization and in some cases in an implicit and very particular way they look for the satisfaction of the expectations of the specific groups of interest.

Thus, a tourism management model should provide an objective, precise and structured approach to the reality or current situation for the analysis of an organization, to establish strategies to meet the objectives established by the organization.

Bastardo (2010) defines that "a management model is a scheme or framework of reference for the administration of an entity".

According to the author, management models are structured to be applied in both the public and private sectors, for which he points out that "governments have a management model on which they base their policies and actions, and with which they intend to achieve their objectives; while the second is based on obtaining economic gains".

For his part, Jácome (2016) states that a management model:

[...] regulates the planning, implementation and control of organizational processes. It is how the company performs the business management associated with quality. It is a tool that, based on the principles of administration, allows the management to conduct activities in an organized manner, through measurement and control that guarantee the fulfillment of the company's mission [...]

(Rendón, 2006) however, it emphasizes the municipal tourism sector where it explains that: "The Municipal Tourism Management

Model will be developed in a planned manner, incorporating the interests of the private business sector, the municipality and the community, aimed at the development of an efficient and sustainable management that meets the needs of tourists and visitors"

In short, management models are determined by each company or organization, who identifies the structure, and operation and determines their administrative model and processes; they also present various forms of management that are based on pre-established schemes.

The administration and planning of a properly executed management model influence tangible aspects of the community bringing with it economic, socio-cultural, environmental, education and continuous tourism training, political and institutional management benefits; generating a dynamic of internal progress and in the tourism industry.

5.1. Roles and responsibilities of the Decentralized Autonomous Governments

Among the requirements mentioned above, the list can be extended, all of them undoubtedly of significant importance for the correct development and sustainability of the tourism product and the continuous interest among its protagonists. All these requirements will be reflected according to the situational analysis of each of the characteristics of the project itself (internal and external analysis) to obtain the greatest possible clarity in each of the stages in the development of a management model. For this reason, it is recommended that before the approach, necessary activities such as:

- Gather adequate and detailed information on each of the destinations as well as norms and regulations.
- Classify the information according to the degree of importance in the

project so that it is easy to use when required.

- Examine the hierarchical structure and roles of the agencies involved in the sector as well as the internal organizational structure in each of them.
- Know the resources available and accessible so that they can be used as tools to facilitate decision-making.
- To carry out a study of the situation of the macro and micro environment (SWOT) all this related to the tourist activity to specify strategies directed to this analysis.
- To take rigorously all the information previously suggested to carry out a real and adequate

diagnosis avoiding subjectivities in the development, so that all the strategies and decisions have adequate prioritization and are directed to the adequate development of the same one.

5.2. Tourism management model

Tourism management initiatives respond mainly to the satisfaction of contemporary demand, in most cases to market behavior (local and foreign tourists) to meet their expectations, looking for an integral satisfaction of the user. This same logic in many cases puts in the background the integral components of sustainable tourism causing direct affectations in some of those involved in the activity.

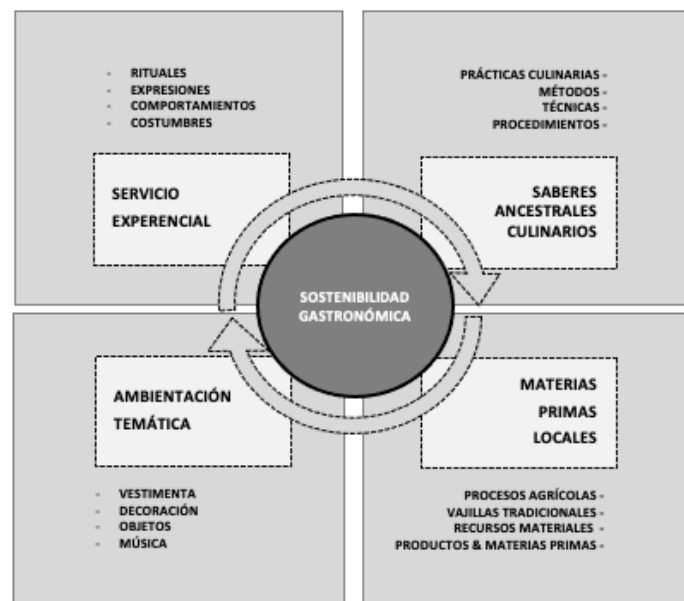


Figure 3. Sustainability of gastronomic heritage
Source: Own elaboration.

The proposed model puts gastronomy in context as an integral component of sustainability; however, the contextualization in the tangible exercise of operation requires planning and proposal based on important aspects such as:

- Local traditional recipes and processes.

- Traditional agricultural products and processes of the region
- Promotion of the rescue of non-commercial native products.
- Ancestral culinary knowledge
- Culinary identity in the final products (dishes offered).

Factors that will encourage the use of the resources of the region or locality as well as the "own pride" of the ancestral gastronomic

knowledge of the hosts and thus create real interest in promoting internal economies.

Tourism management initiatives respond mainly to the demands of contemporary demand, in most cases to market behavior (local and foreign tourists) to meet their

expectations, looking for an integral satisfaction of the user. This same logic in many cases puts in second place the integral components of sustainable tourism causing direct affectations in some of those involved in the activity.



Figure 4. Integral components of the proposed model

Source: Own elaboration

The sustainable management model requires the participation of all the agents involved in the tourism activity, whether domestic, receptive or outbound, as well as the appropriate balance and harmony, achieving development and permanence in time in all the components that make it up (social, cultural, environmental, patrimonial, economic) based on a tangible reality of the locality. Therefore, the management processes must be attached to a real situational state of the locality of execution, protected by norms and regulations that regulate the legal viability and assure the integrity of the services (resources and tourist infrastructure).

However, there is a risk that a model may become obsolete if it does not have a dynamic and adaptability capacity to the changes and evolution of the industry. Therefore, it must be structured by dynamic processes with the identification of indicators that allow the identification of shortcomings and consequently corrective and preventive actions, including the adaptation and proposal of strategies for change and adaptability, a fundamental aspect for these to become models with a life of their own with continuous improvement.

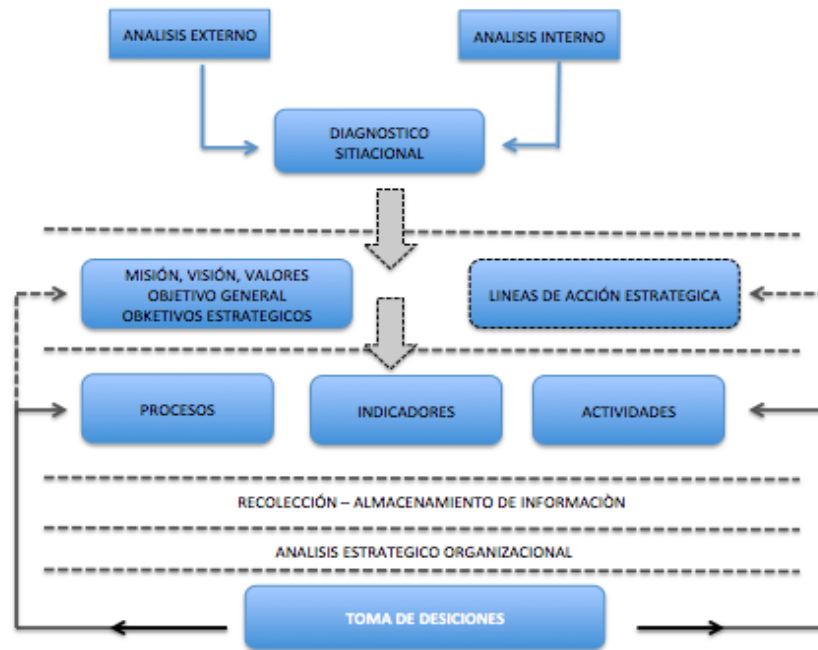


Figure 5. Decision-making process and feedback to the management process.

Source: Own elaboration

The proposed model aims to provide tools for the proper management that will enhance the internal economies of the communities, promoting their enterprises that are characterized by artisanal processes, whether in clothing, textiles, crafts, music, gastronomy, etc. And become an effective tool to promote the indexes mentioned below.

According to data published in the portal Ecuador in figures, prepared by the National Institute of Statistics and Census INEC in 2018, despite the cultural richness and biodiversity that the province of Imbabura has, it presents the quality of life indexes that

are not favorable to its inhabitants, with an illiteracy level of 20%, 65% of inhabitants who do not benefit from the social security offered by the state, 30% of inhabitants working in informal activities, and that most of these results justly encompass mostly indigenous communities living in rural areas of the province.

The aforementioned model is holistic in nature and can be applied at the national, regional or provincial levels. It is developed as a detailed manual of different programmed activities all of them related to each other with an interaction aimed at fulfilling a specific purpose or function.

5.3. Promotion and communication proposal



Figure 6. Promotion and advertising resources.
Source: Own elaboration.

The resources for promotion and advertising of the designed route should be strengthened in public and private companies, or mixed strategies to communicate to potential consumers of the tourism product, to achieve adequate presence in the market, the means will be through brand development.

The brand development should be promoted in specialized written and digital media, as well as in public and private institutions and complementary companies related to the activity.

The promotion and advertising of the route cannot be disregarded to the new trends

through information and communication technologies (ICT) which represent greater accessibility and targeting to reach the target audience through social networks. These communication campaigns should respond to planning directed to a target audience through the visitor's profile that has been addressed through a target market study.

Through public and private organizations or strategic alliances, a presence at specialized tourism fairs should be sought to obtain a direct and face-to-face channel to offer the attributes of the tourism product.

5.4. Strategic goals and indicators

Table 1. Strategic objectives and indicators

Strategic objectives	Indicators
Research and Development (r&d) Develop innovative services that generate differentiation to promote an appropriate and exemplary evolution for the industry.	- Number of products developed - Total costs / Total revenues
Financial - Generate processes that increase financially favorable economic benefits to achieve	- Actual total costs / Expected total costs - Total costs / Total revenues

<p>adequate profit margins for their sustainability over time.</p> <ul style="list-style-type: none"> - Design and execute advertising campaigns using ICTs at the national level with a presence in specialized tourism fairs. 	<ul style="list-style-type: none"> - Advertising costs / Total costs - Advertising plans executed - Number of strategic alliance agreements executed
<p>Human Factor Promote an inclusive work environment that enhances and encourages the qualities of employees through meritocracy and meritorious profiles for their activities.</p>	<ul style="list-style-type: none"> - Training plans implemented - Executed dynamic activity plans - Special operating instructions plan implemented - Incentive plans implemented - Professional profiles
<p>Processes and Operations Design inclusive, tangible and real methodologies for the operation of the exercise to ensure that its results form a network supplying the necessary information and directed to the benefit of the executors.</p>	<ul style="list-style-type: none"> - Process Map - Process manual - Indicator monitoring plan - Contingency plan based on indicators
<p>Excellence and quality in service Identify the acceptability and satisfaction of tourists through indicators that allow taking corrective and preventive actions, creating a system of continuous improvement.</p>	<ul style="list-style-type: none"> - Number of customer satisfaction surveys executed - Number of complaints and claims - Number of visitor accidents
<p>Education, training and respect for the environment</p> <ul style="list-style-type: none"> - Organize cultural educational activities such as exhibitions, workshops, and academic talks to promote knowledge and preservation of resources. - Operate with environmentally friendly processes preserving the natural heritage and encouraging the care of natural resources. 	<ul style="list-style-type: none"> - Number of courses executed - Number of workshops held - Number of academic events executed - Education costs / Total costs - Actual educational cost / Expected cost
<p>Local group indicators</p>	
<p>Quality of life of local inhabitants</p> <ul style="list-style-type: none"> - Improve the quality of life of the host community through tourist visits. - Implement management models that generate benefits and income for the community, promoting quality and visitor satisfaction. 	<ul style="list-style-type: none"> - Direct income generated at the destination - Indirect income generated at the destination - Number of direct jobs - Number of indirect jobs - Hotel occupancy rate

Source: Own elaboration.

6. Final Reflexions

- The sustainable management of gastronomic heritage tourism routes highlights the importance of the contextualization of gastronomic knowledge in its entirety (knowing, doing, exhibiting) making them the main axis of tourism activity through tangible products involving all stakeholders through a co-responsible action.
- The development of adequate management depends on the direct involvement of the hosts (main actors), who with their cultural manifestations in the staging with characterizations and cultural and gastronomic expressions associated with their ancestral knowledge (knowledge and traditions) as well as their customs of daily life.
- Therefore, patrimony tourism routes are intended to be a sample of the everyday life of the locality, adapted and improved to serve visitors without this being transgressed in an intrusion or disorderly action as a cause of rejection by the host community.
- Sustainability will be guaranteed with the identification of the roles of action such as the communication of the interested parties, where the importance of the requirements, the assigned responsibilities, the fulfillment of the objectives, and the individual and collective benefits are transmitted to promote adequate participation and the development of leadership of those who promote it and therefore the direction of the developed route.
- Ancestral gastronomic expressions are a type of knowledge that makes a unique and differentiating tourist experience rarely possible to recreate it in a place outside its native locality, therefore the recreated cosmovision will usually be unpublished.
- Business management tools such as situational analysis, strategic planning,

and development of indicators are intended to generate dynamism in the gastronomic and heritage tourism business perspective, to ensure economic viability and distribution of the benefits obtained.

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