

Tourist routes, a link between economic and cultural development in the modern marketplace

¹Jacqueline del Pilar Hurtado-Yugcha, ²Hernán Mauricio Quisimalin-Santamaría, ³Marcelo Javier Mancheno-Saá, ⁴Jenny Margoth Gamboa-Salinas, ⁵Juan Carlos Castro-Analuiza

¹Universidad Técnica de Ambato – Ecuador, jacquelinedhurtado@uta.edu.ec

²Universidad Técnica de Ambato – Ecuador, hernanmquisimalin@uta.edu.ec

³Universidad Técnica de Ambato – Ecuador, mj.mancheno@uta.edu.ec

⁴Universidad Técnica de Ambato – Ecuador, jennymgamboa@uta.edu.ec

⁵Universidad Técnica de Ambato – Ecuador, juancaastro@uta.edu.ec

Abstract

The approach to tourism is focused on the internal activities of each region, specifically the province of Tungurahua generates internal visits interested in urban development; however, its tourism activity is poorly recognized in relation to innovation and localization, because it works under a traditional tourism management model, which focuses on the potential of each of its tourism resources. In this way, the lack of knowledge of new information technology techniques for global access has limited not only the access of visitors, but also the opportunities to improve the quality of life, limiting the development of innovation projects that allow access, knowledge, development and potentiation of tourist routes. The objective of this work is to analyze the level of preferences of tourist routes including the dimensions of behavior in tourism (cultural, gastronomic, nature, adventure, recreational) and the economic link in the modern market, as well as to review the scientific and bibliographic production that currently exists in relation to tourism in Ecuador. Thus, through the methodological description in the research it was determined that there is a profile of relevance to the classic places to visit, in which there is already a profile of image positioning and therefore information about new internal tourism trends is not promoted, in this way it is evident in the final result that tourism promoted from a strategic line of resources is not well directed. This way, it does not generate a guiding framework for the visitor through new tourist attractions that allow access to new sources of employment and therefore limits the socioeconomic development of the region, benefits that are widely explained by means of research carried out and that have been the object of analysis in the development of the present research. The sample consisted of 744 tourist visitors in the province of Tungurahua. The results show that there is a significant relationship between tourist routes and the link between economic and cultural development in the modern market, in the dimensions of tourist route preferences and travel costs, among others. The study variables were measured with a questionnaire.

Keywords: Tourism, georeferencial, management, tourism, model, tourist routes.

1. INTRODUCTION

Tourism figures for Ecuador in 2018 are positive. According to data from the General

Coordination of Statistics and Research of the Ministry of Tourism, the entry of foreigners to the country grew by 11% compared to 2017, without considering the Venezuelan market. A

total of 2.4 million people entered Ecuador, or 51% more than in 2017. The highest number of arrivals was recorded by land with 1.3 million, followed by air with 1,078,017 million. One of the important factors for the growth of tourism in 2018 was the increase in visitor arrivals by air, representing 16%, more than in 2017, thanks to the start of operations of new airlines such as Spirit, GOL and Laser Airlines and the expansion of frequencies and new routes of Aeroméxico, Aireuropa, Tame and Aerolane. In 2018, the tourism balance grew in relation to 2017 and reflected a positive balance of revenues versus outflows of US\$1,332.3 million, according to data obtained from the Balance of Payments of the Central Bank of Ecuador (Salgado, María, 2018).

GeoVit is the geoportal of tourist trips to the interior of the country developed by the Ministry of Tourism. According to information from this portal, Ecuadorians made more than 52 million domestic trips in 2018. These trips boosted the economy by USD 2.8 billion. The data was delivered by the General Coordination and Research of the Ministry of Tourism. For the ministry, domestic tourism refers to travel for tourism purposes made by residents in the country. GeoVit indicates that, during the nine holidays last year, 13.2 million trips were made. These trips were mainly to cities such as Quito, Guayaquil and Cuenca. The holidays reactivated the economy by USD 425.8 million. Carnival was the holiday that mobilized more people. Hotel occupancy reached 45% and an average expenditure of US\$ 66 per person. The second holiday that mobilized more people was Easter. This holiday boosted 44.4 million dollars, with a hotel occupancy of 43.11% (Tourism, 2017). It is determined then that there are cities of preference in domestic tourism.



Figure 1. *Overnight tourists per night*

Source: (GeoVit, 2019)

Tourist activity is characterized by process of production and consumption of touristic services, where geographic space is very important. Besides, Tourism and its activities have gained relevance because they integrate several places into the process of urbanization (Queiroz A, 2017). It is evident then that a culture of tourism consumption is generated, in such a way that the economic impact of tourism encapsulates direct and indirect effects due to the wide range of factors and agents involved.

Tungurahua, due to its strategic location, generates tourism activities, which are diverse and develop impact, coordination and planning. In this sense, the Tourism Committee created an agenda with the coordination of the signing of agreements with the Provincial Government, the 9 municipal GAD, CONAGOPARE-Tungurahua and the Unit of Indigenous Movements and Peasants of Tungurahua, for the joint implementation of the Tourism Strategy in several lines.

It should be noted that this year new tourism routes and products, tourism promotion and marketing mechanisms, printed and digital material, participation in fairs and implementation of the Tourism Specialization Program throughout the province will be developed, and work will continue at the Center for Tourism Development and Innovation.

Thus, in Tungurahua, according to data handled by the Directorate of Culture, Tourism, Sports and Recreation of the Municipality of Ambato,

the influx of tourists and visitors have had a considerable increase in the last four years. Thus, from January to November, 169,981 people entered the different museums, cultural centers, farms and Historic Botanical Garden, while in 2014 there were 58,811, i.e., the figure grew by 35%. Most visitors are registered during the Fruit and Flower Festival and the Independence Day celebrations, whose events are held throughout the month of November (Castro, Fernando, 2018).

Global cities are much closer to each other than regions are to their own states, as these technological and urban changes occur along with a new set of codes established to define personal attachment to place. Today's culture is increasing, in all its senses and is determined by a combination of signs and concepts that are drawn from both the local and the global (the glocal), and in the symbolic field in which cultural identities are formed, it is increasingly mixed with hybrid and global symbols, which are already part of the tourist context. There is then a deterritorialization of culture structured by not very dynamic forces, by unequal patterns of cultural exchange. In this way, the metropolitan centers are witnesses of technological advances, while most of the world is not even connected to the basic forms of telecommunications that today are already part of the local and global development.

2. Scientific Content

Tourism

Tourism is defined as the set of relationships and phenomena that are produced as a result of the displacement and temporary stay of people outside their place of residence, provided that they are not motivated by profit (Scott, D.; Gössling, S. y Hall, M, 2012).

Tourism management model

A tourism management model must comply with the objective of promoting the increase of productivity and tourism competitiveness of the destination. For this, it is committed to the formulation of a policy and its corresponding planning, coordination and articulation among

all stakeholders. As tourism is an activity consisting of several disciplines, which involves managing and supporting the merger of different activities, resources and agents involved, through policies and measures imposed for compliance (Flores Ruiz, 2014). For which, quality, social capital, competitiveness, sustainability, etc., are aspects that focus on tourism activities, which are in the development of management models and tools.

Planning is a key aspect of any management model, it is difficult to achieve successful tourism management and development without planning; therefore, the inventory of areas with tourism resources must be considered. Note their characteristics and the mode of exploitation.

Touristic Routes

A tourist route is a standardized proposal of places and activities to be accomplished in an area under the regime, times and duration of the visits and respond to a flexible modality of tourist products based on an itinerary, which facilitates the orientation of the passenger at the destination. It is also defined as roads that are located in areas of great value, landscape or environment, in which different design parameters are considered, in aspects such as speed, radius of curvature, signage, incorporating viewpoints and safe parking areas for users (Oyarzun, Edgardo, 2013).

Routes and tourism

The routes are the elements that are used to support tourism, putting in value for gastronomy, products derived from the land of the inhabitants and crafts of the area. They are also one of the tourist elements with greater socio-anthropological repercussions, since with the establishment of the routes, there is a new way of perceiving the territory. With the tourist routes, the intention is to promote the placement in the market of a geographical area considering its particular tourist offer (Hernández, Javier, 2011).

The activities you want to perform circulate along the routes taking into account the

different tourist assets that are important for the community and whose attractions generate dissemination in order to increase the number of visitors within the new tourist destinations and using organizational dynamics, establish reflections on the environment and cultures, where knowledge of the assets is the most important, as well as natural resources and heritage.

Tourist route indicators

One of the objectives of this research is to directly relate the number of resources (natural, cultural, services and human) with integral accessibility and the tourist attraction they exert for the communities studied through the development of an indicator (Blancas Peral, Francisco y otros, 2014).

In general terms, the concept of "glocalization" relates the global to the local, as scenarios in which multiple interconnections take place, and allows to understand how globalization is localized; thus, glocalization "captures the dynamic, contingent and bidirectional dialectics of globalization".

In this approach, Roland Robertson (1995) coined the term glocalization through the approach that "globalization as a concept refers both to the compression of the world, as well as to the intensification of the consciousness of the world as a whole" (Robertson, 1992: p.8), in this framework, Robertson reconstructs the "relativization" and "super preeminence" of cultural, social, ethnic, regional and individual identities, which implies the modernization of the state, resulting in that "different types of modernization go hand in hand with globalization and glocalization and that has an impact on the social communication subsystems" (Preyer, G, 2016).

Therefore, according to the above reflections that in terms of glocalization the issues related to space, geography and organization have acquired, in the last two decades, an increasing importance in development studies, both at the socio-economic and political level factors that should point towards the formation of social capital which is conceived as "the ability of people to associate with each other and with the

extent that their shared norms and values allow them to subordinate their individual interests, as indicated by (Moncayo Jiménez, 2002).

Cities and regions as agents of transnationalization

The change from the traditional logic that sustained the conformation of states and in particular the concept of "country", to the new logic that tends to gradually ignore national borders, has led to a new political geography, characterized by the simultaneity of a single space and multiple territories, with geographical manifestations in physical space and in virtual space, the relationship is complex, dynamic, multifaceted and requires the redistribution of the concept of space and conceiving it as a socially produced object. It is a change in the concept of territoriality that, paradoxically, reintroduces the local territory as a factor of identity.

From the geopolitical and geoeconomic perspective of development processes, the role of places understood as nodes geographically located where one or more channels of the global network or regional or local networks, as key players in the dynamics of development.

The general cities, around which territories are spread for which physical proximity remains essential, differ greatly from each other and this same role plays very different roles in the global network. Some generate impulses of a diverse nature, knowledge, for example; others are able to assimilate, such impulses and transform them, for example, into technology; others to apply them and become centers of production; Some cores can concentrate all these types of functions at different scales because they are able to generate, transform or apply the impulses that circulate through the network, while others remain outside the network (Sassen, 2003).

3. Methodology

Study Method

The research process used the deductive method which, according to (Méndez, 2010)

consists of a process of knowledge that begins with the observation of general phenomena with the purpose of pointing out the particular truths explicitly contained in the general situation.

Seen in this way, it is necessary to know the social world of tourism from the internal routes through data on the entry to the locality. In this sense, the study is quantitative, since it uses data collection based on numerical measurements and statistical analysis to establish patterns of behavior and test theories (Hernández, Roberto, 2014)

In the case of the social sciences, the quantitative approach assumes that the "social" world is intrinsically knowable and everyone can agree on the nature of social reality.

A bibliometric analysis was applied to know the volume of scientific production on the variable Tourism in Ecuador, by means of which it was possible to know the participation that the different areas of knowledge have in the research of the aforementioned topic, whose result was analyzed from a bibliographic approach with the purpose of knowing the position of different authors regarding tourism in Ecuador.

Type of research

The research was based on the analysis of secondary sources of information contained in review articles, projects, documents, writings and publications, among others, related to the approach of tourist routes and glocalization. An exploratory research was applied, which corresponds to a first level of knowledge according to the degree of depth, in order to "increase the familiarity of the researcher with the phenomenon under investigation, clarify concepts, establish preferences for future research. As well as a bibliographic analysis to know what relevant data can be obtained from previously conducted research.

4. Results

In this way, the trend towards market liberalization also integrates tourism, which

due to its geographical location and various factors such as commercial and technological conditions, among others, generates the idea of external socialization of the tourist routes of Ambato, to publicize the potential of Tungurahua parishes, so this printed document is available in the office of Productive Services of Tungurahua (Tourist Information Center), which is located on Castillo and Sucre streets in downtown Ambato. The document highlights the agricultural, tourism and handicraft attractions of more than 40 parishes such as Quisapincha, Pasa, San Fernando, Juan Benigno Vela, Huachi Grande, Montalvo, Santa Rosa, García Moreno, Ulba, Río Verde, Lligua, Chiquicha, El Rosario, Totoras, Pinguilí, Yanayacu, Rumipamba, Cotaló, Huambaló, Bolívar, among others.

In terms of the number of tourist establishments, the largest infrastructure is in the province of Tungurahua, which is mainly located in the following cantons.

Ambato 711, Baños de Agua Santa 501. On average, 36% are very satisfied in gastronomic tourism and 32% are very satisfied in adventure tourism. However, 75% are satisfied with cultural tourism, being sustainable in the cycle of internal visits.

Table 1. Parishes and their potentials

Cantón	Potential
Cantón Tisaleo	The Quinchicoto parish stands out with its artisanal micro-enterprises dedicated to the production of chocolate, ice cream and dairy products. Travelers can also admire the Carihuairazo and Puñalica where the Cocha Brava or Enchanted Lagoon is located.
Cantón Quero,	The Rumipamba and Yanayacu parishes offer their potato and red onion plantations, in addition to raising cattle and producing milk and meat. Guinea pigs, rabbits and chickens have made possible the opening of a series of traditional food

	businesses.
Cantón Patate	In relation to avocado, corn, beans and tree tomatoes distinguish Los Andes parish, while milk and flowers such as astromelias and gladiolus sustain several businesses in El Sucre parish. In El Triunfo, the agricultural potential is based on the cultivation of blackberries and the sale of milk.
Cantón Mocha	In the Pinguilí parish, the shoe manufacturing industry attracts more buyers while they visit the Don Antonio museum and the deciduous fruit orchards such as pears, claudias and apples.
Ambato, Baños de Agua Santa, Pelileo, Cevallos y Píllaro	Varied gastronomy and crops, furniture manufacturing, jeans manufacturing and typical gastronomy.
PARISHES	POTENTIAL
Quisapincha, Pasa, Pinllo, Totoras, Ambatillo, Montalvo, Pilahuín, Marcos Espinel, Emilio María Terán, Presidente Urbina, Cotaló, Huambaló, San Andrés, Salasaka, Río Negro, Río Verde, El Rosario	They are appreciated for their gastronomy and crops, furniture manufacturing, jeans manufacturing and typical cuisine.

Source: (Gaceta del Honorable Consejo provincial, 2018)

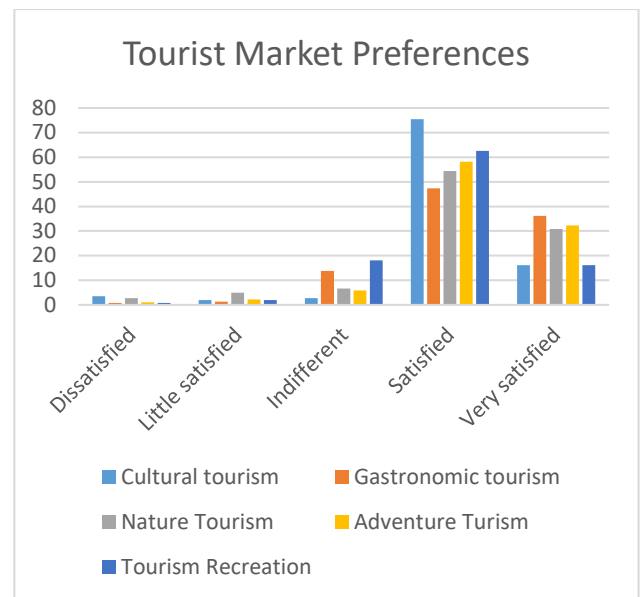


Figure 2. *Tourist Market Potential.*

Source. Own elaboration

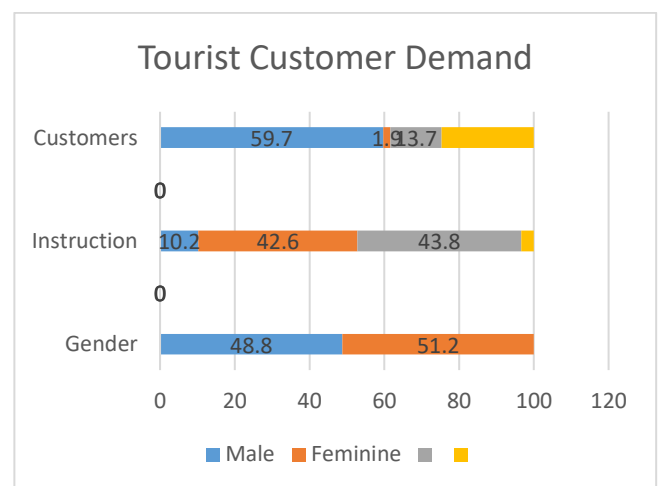


Figure 3. *Tourist Customer Demand*

Source: Own elaboration

Table 2. *Summary of the model.*

Summary of the model				
Model	R	R square	R squared adjusted	Standard error of the estimate
1	.713 ^a	.508	.507	.912

a. Predictors: (Constant), 18. What is your daily budget for tourism?

Source: Own elaboration.

Table 3. *Consumer behavior costs.*

	Cost Consumer behavior (%)
Affordable prices	12
Safety	11.4
Cultural offer	10.5
Gastronomic offer	24.5
Attractive natural environment	19.4
Tranquility	7.4
Fun	14.8

Bibliographic analysis

Studying the existing bibliography on the variable Tourism in Ecuador is of great help for the development of future studies that seek the projection of tourism in the mentioned country. The information collected comes from the Scopus database where search filters were applied such as key words "Tourism in Ecuador" without distinction of the year of publication or country of origin, yielding a total of 32 research papers that were published in high impact journals indexed in the aforementioned database.

Among the research papers found, the article "Second home tourism: socio-cultural impact on sustainable development in southern Ecuador" stands out (Second residence tourism: Socio-cultural impact on sustainable development in southern Ecuador, 2017) by the authors Costa-Ruiz, Mónica Patricia, Armijos-Buitrón, Verónica Alexandra and Paladines-Benítez, Jhoana Elizabeth, which show how the inhabitants of the region chosen for their study (Vilcabamba, Ecuador) perceive that foreign tourism not only contributes to the economic growth of the society but also to nurture the social, cultural and environmental aspects by exposing their own customs to the teachings they can absorb from their foreign visitors. This highlights the importance of the tourism sector for the economic development of Latin American countries and its contribution to GDP growth, which translates into an improvement in the quality of life of those members of the

community who depend directly or indirectly on this sector.

Within the analysis of the variable "Tourism in Ecuador", it is worthwhile to know the areas of study that are carrying out the research found in the Scopus database, since in most cases, these studies are related to the Micro and Macroeconomic area. However, the following graph shows how other areas of knowledge are making their contribution.

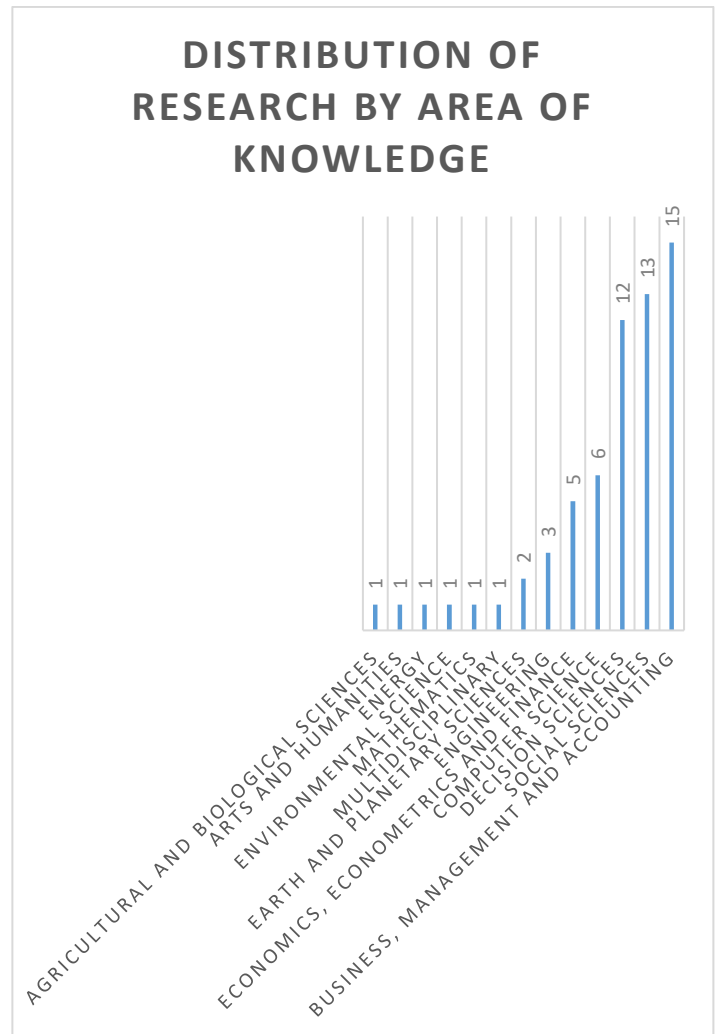


Figure 4. Distribution of research by area of knowledge.

Source: Own elaboration

Business, Administration and Accounting lead the list of articles or research papers under the variable Tourism in Ecuador with a total of 15 products, which corresponds to 24.2% of the total production analyzed. Followed by Social Sciences and Decision Sciences with 13 and 12

papers respectively. It is noteworthy that Economics only registers 5 researches under this variable, that is, 8.1% of the total, being Tourism an important item in the study of a country's economy. Among these 5 studies, the article "Model for the integrated management of community-based tourism in Ecuador, case study Pastaza" stands out (Model for integrated community tourism in Ecuador, case study Pastaza, 2017) by the authors Reyes Vargas, María Victoria, Ortega Ocaña, Ángel Fernando and Machado Chaviano, Esther Lidia, who highlight the importance of community-based tourism in societies such as Ecuador's, which have large natural reserves in the hands of indigenous communities who, through ecotourism, are responsible for preserving the natural, ethnic and social wealth of their environment. The research proposes a strategic model to integrate the different actors or interest groups, in favor of the integral management of community tourism, seeking cooperation between the different sectors found in the Amazon region of Ecuador, specifically in the province of Patata.

On the other hand, it is important to analyze the origin of the research found on tourism in Ecuador, since in this way it is possible to measure the demand for tourism services not only within the country, but also abroad.

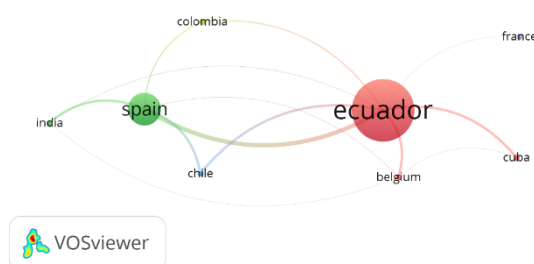


Figure 5. *VOS Viewer results.*

Source: Own elaboration.

Ecuador, as is to be expected, occupies the first place in terms of the production of research papers on tourism in the same country, registering 23 of them in the Scopus database. At the same time showing a close relationship, as shown in the graph, with Spain, from where

a total of 10 researches originates under the variable under study, demonstrating an important collaboration in the exchange and generation of new knowledge. It is also worth highlighting the participation of countries such as India, Colombia and Chile, which have registered a scientific article with the participation of both Spanish and Ecuadorian researchers in the case of the latter two. On the other hand, France, Cuba and Belgium have made contributions to the research carried out under the tourism variable in Ecuador.

Finally, an analysis is made on the production and correlation between authors who have researched on the topic proposed in this research, generating the following result:

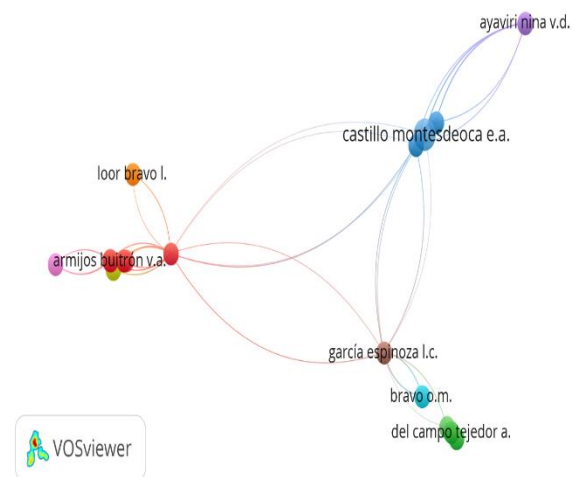


Figure 6. *VOS Viewer results.*

Source: Own elaboration.

Castillo Montesdeoca, Eddy A. author of Ecuadorian origin, attached to the University of the Armed Forces ESPE in the city of Sangolquí, has two published articles on tourism in Ecuador, therefore, in the previous graph, he is shown as the one with the highest concurrence in the production of research works. Within his two articles stands out "The tourism sector and its economic relevance in Ecuador and the UNASUR countries (1995 - 2013)" which demonstrates the contribution that the tourism sector makes to the economy of the region, not only in Ecuador but also in the members of UNASUR. Explaining that Ecuador bases its economic structure on the

primary sector and that in recent years it has promoted strategies to foster the growth of the local economy and within these strategies are those that have been conceived with the purpose of increasing the flow of national and international tourists (2016)

5. Conclusions

The number of visits to each of the tourist routes in Tungurahua depends on factors such as the quality of the festivities in the province and the events that take place in each canton. In this way, it is important to determine that public tourism managers have in this internal tourism approach an important source of support for decision making in the organization of festivities.

The cities of Ambato, Píllaro, Patate, Cevallos and Quero as of 2018 have detailed studies on their annual festivities held in 2017 by the Center for Tourism Promotion and Innovation of Tungurahua of the Honorable Provincial Government. However, in these studies there is no specific search for information on diversification and expansion of tourist routes, there are limited inter-institutional actions with the participation of local governments and Decentralized Autonomous Communities (GADs), there are no specific studies related to the expansion of tourist routes that go beyond the classic, i.e., there is no expansion of the portfolio of tourism sectors of each of the nine cities that make up the province of Tungurahua.

According to previous research, tourism managed from a sustainable approach is enriching not only from an economic point of view, but also culturally, as there is an

exchange of experiences, especially through second home tourism, hence the importance of promoting policies that redirect locals and visitors to non-traditional tourist destinations and encourage cultural exchange between residents of areas such as those mentioned in this research, and anyone interested in knowing part of the geography and culture offered by Ecuador. In this way, sustainable development becomes imminent, helping to improve the quality of life of those who depend directly or indirectly on this commercial activity.

Measurements of shape or distribution

In the development of the distribution analysis, it could be determined that in the project of the tourist routes, it is a link between economic and cultural development in the modern market. It could be established that the ordinal variables used for the analysis allowed to establish that the median in reference to the labor situation of those who visit the province are people who have jobs, own work and are students, while in reference to the percentiles it can be established that there is 10% of the population that is unemployed and in reference to 50% of the analyzed population says that they have jobs. So it can be determined that the enhancement of the tourist routes of Tungurahua depends largely on the employment situation of those who visit, which shows that to generate the visit to the province the main factors is the personal economy, determining the link in economic development, because when the culture of territoriality exists in the environment and the tourist offer is reinforced there will be more demand, which leads to a solid economic development in the tourism sector with broad scope to various indirect forces that promotes tourism.

Table 3. *Statistics.*

Statistics		12. What solutions do you think are most appropriate to reinforce the less demanded passenger cars?	17. What is your employment situation?
N	Valid	742	744
	Lost	2	0
Mean		2,67	2,28
Median		2,50	1,00
Mode		4	1
Asymmetry		,143	,770
Standard error of asymmetry		,090	,090
Kurtosis		-1,304	-1,174
Standard error of kurtosis		,179	,179
Percentiles	10	1,00	1,00
	20	1,00	1,00
	25	1,00	1,00
	30	2,00	1,00
	40	2,00	1,00
	50	2,50	1,00
	60	3,00	2,00
	70	4,00	3,00
	75	4,00	3,00
	80	4,00	5,00
	90	4,00	5,00

17. What is your employment situation?

		Frequency	Percentage	Percentage Valid	Percentage accumulated
Valid	Employee	444	59,7	59,7	59,7
	Unemployed	14	1,9	1,9	61,6
	Student	102	13,7	13,7	75,3
	Own work	184	24,7	24,7	100,0
	Total	744	100,0	100,0	

Source: Own elaboration.

References**6. Acknowledgment**

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