

ECONOMIC TOURISM DEVELOPMENT IN ECUADOR

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ABSTRACT

In the last years, Tourism has experienced a predominant growth worldwide generating entrepreneurial ventures, employment and wealth in the regions and countries. From this perspective, it is conceived to generate the contribution to change the tourist productive matrix, the sources of income and tourist wealth. This contribution would be the main key making tourism the activity that generates more income for the country becoming it a great tourist power; besides looking for the best strategies and objectives to reach the development that is required. Certainly, tourism generates thousands of jobs around the world; they have also been generated in Ecuador, helping economic growth and income along with places full of great natural and cultural resources. The focus is to analyze how these enhancers will create a tourism economic impact and how it will benefit in the future if it is applied correctly. This research is based on methods of bibliographic analysis, inductive-deductive, and analytic-synthetic. Its methodology is dynamic with activities of analysis and reflection.

Keywords: Tourism, employment, sources, tourist wealth, economic impact.

INTRODUCTION

Tourism has positioned itself as one of the main players in international trade, which is why many countries around the world have turned it into their first option thanks to its quick growth. It is a foreign exchange generating activity that helps to balance the balance of payments, increases public revenues, generates added value and encourages business activity because tourism activities are not limited to hotels and restaurants but include a series of wider range of services and consumer goods (Sancho, 1998).

In addition to the income of foreign currency, it is necessary to recognize other benefits that tourism provides, where the growth of the business sector can be mentioned because it is necessary to satisfy the demand created by the expansion of tourism, boosting both national and international commercial activity and different service sectors. At the same time, it generates new sources of employment, especially in sectors related to tourism.

On the other hand, the development of tourism increases the total income of the country and especially the income of the economically active population that is employed in tourism companies, as well as those that work for companies whose business revolves around tourism in small or large level. In this way, the income of tourism is distributed through a wide stratum of the population, and this depends to a large extent on the development of the rural sectors of the developing countries.

In the case of Ecuador, a small developing country has also been part of the useful contribution of tourism. Despite not being a great worldwide, it knew how to get a great advantage by attracting not only tourists and publicizing the four worlds that tourism owns, but also increased the income leaving the incentive to continue growing in that sector. The evolution of the tourism sector is of great importance in the national economy, generating income after bananas and oil. Full of riches offers varied tourism worthy of experience that has been in constant evolution.

Between the most outstanding places they are: Quito, Capital of Ecuador, a fascinating old city declared Patrimony of Humanity by Unesco; Guayaquil, a port city with its colonial architecture in the center of the city, makes it one of the most visited cities; Cuenca is the third city in the country, its Historical Center

was declared a World Heritage Site by Unesco; The city of Baños de Agua Santa, is one of the favorite destinations for domestic and foreign tourists, due to its delicious climate and its many attractions. Galapagos Islands, with an amazing reserve of biological diversity where nearly two thousand endemic species coexist and was also declared as World Heritage by Unesco; among others.

Tourism can contribute with the aim of eradicating poverty, promoting the participation of the local population in tourism development around natural and cultural heritage, fostering business links between small companies providing goods and services with tourism companies. It has been an expanding sector in the economy of many countries around the world, including Ecuador due to a series of factors that favorably affect this sector.

It contributes to improving the quality of life and the cultural level of the population of the tourist sectors, and in the fiscal sector, the tourist activity benefits the public economy through the collection of taxes (Dritsakis, 2004)

For this reason, many countries see tourism as a means to obtain foreign currency and boost national welfare and growth, because the cost of a tourist includes mostly the consumption of non-tradable goods and services in the country of destination. And this consumption brings currency; converting non-tradable goods and services consumed by foreigners into exportable. At this point, we can highlight that tourism involves several different economic activities under this name.

The achievement is that this process that has been working remains essential for the country. This through the correct planning and application of the correct strategies that will be part of the recognition of the country's wealth going hand in hand with the demands of new services, activities, infrastructure that directly produces the permanent or seasonal hiring of workers.

RESOURCES AND METHODS

Results were obtained through systematic theoretical procedures based on the most relevant information with an extensive bibliography considering general aspects about tourism in the world economy, how it has evolved and how it could be seen in the future and reaching the specific application in the country.

Deductive Method is used to establish and arrive at the truth starting from the general knowledge to be able to establish specific knowledge, managing to concentrate the most relevant aspects. In addition, the surveys were applied in order to know if tourism is being considered an important factor within the citizenship.

The materials used are: computer and internet to search, read and analyze different information about the topic.

Thanks to the research, it has been possible to establish key points for development, generating this impulse to make tourism our main source of income.

RESULTS AND DISCUSSION

The objective of this research is to analyze how tourism can be a favorable point for the fructification of the economy in the country. A sample of 30 students of the ecotourism career of the Southern State University of Manabí belonging to the 6th semester was taken.

So the questions were based on the detailed study of this research, which allowed formulating the indicators that will be detailed below and that allowed the selection and preparation of the diagnostic tools used:

- ✓ Change of the productive matrix of the country, converting each tourist site into destinations of excellence.

- ✓ The tourism sector is vital for the work to gestate

- ✓ Entrepreneurship and productive linkages

- ✓ The commercial opening and economic policies

A close synthesis of the behavior of the four indicators studied is expressed as follows:

- ✓ Main economic income of the country, along with agreements with the private sector and international investment for the execution of new projects, in order to seek the momentum of expansion and improvement.

Touristically the country had a significant increase considered in 2014; this growth was thanks to the coordination, efficiency, and promotion that attracted the demand, producing the satisfaction of it said María Cristina Rivadeneira. Tourism became part of the economy, and not only that; it made people know our country in many ways so that the entrance of tourists generated many benefits to the service sector. In this way it can be seen that, if tourism had that great advance, it could continue to have it and shoot up to the top; but in the same way, knowing and recognizing its limits, looking for the sustainability of resources.

From this perspective, the government is convinced that the tourism segment is the key to changing the productive matrix of the country. The goal to achieve is great and ambitious: to convert each tourist site into destinations of excellence, it is a significant step, a powerful step to reach and become a tourism power; as long as it is correctly attributed. It would be a contribution to productivity since each new tourist that enters the country is a percentage of a job. Therefore, the Ministry of Tourism has been working and creating agreements with the private sector and international investment for the execution of new projects, in order to

provide what is necessary and give a much bigger turn to the economy. This is the reason why we have been investigating what the best ways to take advantage of tourism resources are.

- ✓ Tourism sector is vital for the work to gestate, it is and will be the most appropriate way for the riches to be exploited and for those that are yet to be discovered to reveal the culture that represents the Ecuadorians. The sources of income have created stability in the increase of a number of jobs in sectors related to tourism. Thus, according to the last National Survey on Employment, Unemployment and Sub-employment (ENEMDU) of the National Institute of Statistics and Census (INEC), the number of employees in the Accommodation and Food Services sectors was 405,819, recording an increase from 16.3% compared to 2014.

Tourism is one of the main sources of employment worldwide, and 1 in every 11 jobs in the world is related to tourism according to the World Tourism Organization (2015). The UNWTO estimates that for each direct job created in the tourism sector about 1.5 additional or indirect jobs are created, generating a greater number of jobs compared to other industries as it is highly labor-intensive.

Increase in direct and indirect job positions and ventures, mainly in the tourism sector compared to other industries, raising their percentages significantly.

- ✓ Tourism is an allied sector of endogenous development, since, in all regional communities, there are productive resources, both economic, human, institutional and cultural, that can be exploited, which are the basis of new local initiatives that generate new business and companies (Blasco, 1994).

The business sector is influenced by tourism through the growth of the service sectors, generating demand for agricultural and industrial production with the aim of satisfying that already created by the

expansion of tourism. Likewise, tourism influences national and international commercial activity and other service sectors related to. In the same way, this sector has an important effect in the initiation of employment, especially in localities related to tourism, which contributes to keeping the population in one place (Dritsakis, 2004). Therefore, tourism is an activity in itself and also complementary to traditional economic sectors, becoming an engine of development for its ability to link with other sectors.

It is also argued that "tourism activity has a dynamic multisectoral nature with linkages before, during and after the provision of tourism services with the rest of the economy" (Carner, 2001), influencing from rural to urban sectors, creating interaction between the economy, culture and the environment, promoting the development and improvement of the quality of life, through the improvement of techniques, the incorporation of new technologies and the dissemination of information (Hopwood, Mellor and O'Brien, 2005).

The arrival of money to the economies is obtained through tourism spending, generating direct, indirect and induced impacts. The direct effects are given by the income received by tourism services companies and by the linkages generated when these companies buy goods and services from their suppliers, which creates a chain of purchases by intermediary companies, increasing consumption and employment.

In this way it can be affirmed that tourism contributes to economic growth, directly and indirectly, generating new productive endeavors and chains, being additionally a source of resources that could be invested in research and development. It also proposes an improvement or increase in entrepreneurial activity, understood as the ability and desire to create new business opportunities, create more tourist activities. Additionally, they maintain that there is an income feedback effect because tourism in the first instance will increase

revenues, and these revenues can be used to improve the tourist offer, which would generate a greater number of tourists in the country.

- ✓ The commercial opening facilitates access to different sectors of the economy and fosters international competition, by seeking greater efficiency in the production of local goods and services, offering a greater variety of products, better quality, and lower prices being smaller countries like this one who have greater dependence on trade. This increase in local efficiency, driven by economic openness, stimulates the tourism sector, making the country a more attractive destination for foreign visitors and tourism, in turn, feeds commercial opening by increasing the consumption of local products by visitors.

Therefore, trade opening is a factor that favors economic growth and in turn, tourism, being one of the main promoters of the development of the service sector and related industries, due to a large number of foreign visitors.

Also, some authors such as Milne and Ateljevic (2001) have described tourism as the world's largest industry due to its accelerated growth in recent decades and recognize it as a process that responds to external forces, such as the interests of multinational corporations, geopolitical forces, as well as endogenous forces, such as the complexity of the host country where several actors, residents, visitors, government and entrepreneurs, interact to form tourism as such. Nissan, Galindo, and Méndez (2011) point out that the institutional factors and in particular the economic policy applied by governments are key links in the growth of a country's economy.

At this point it is important to highlight the policies of sustainability of tourism applied in the community within the Ecuadorian territory, where policies of environmental conservation and promotion of culture have been generated; which have been complemented initiatives and

programs for the application of new tourism activities and whose purpose is the generation of funds.

Among the policies with respect to the tourism sector, which have been designed in accordance with the millennium goals established by the United Nations are: sustainable tourism, model of development in Ecuador; the management of tourism in the country seeks the coordinated operation between public, private and community actors; the national, cultural and natural tourist heritage is valued and conserved; the territories where tourism activities are carried out in front of extractive activities are prioritized and protected; optimizes the opportunities that tourism activities can generate as a contribution to productive, social and environmental development in order to improve the quality of life of residents of the tourism sectors through the revitalization of integrated value chains; the democratization of leisure as a human right and national integration is promoted; and, the competitiveness of the tourism system is sought with quality products and services with characteristics of sustainability and differentiation (Segura, 2009).

In this way, the specific point is reached that the surveyed students are aware that tourism can be this original source of income, in the same way, it was determined that labor would be opened, strengthening the quality of life and services. Without forgetting that the negotiation for new projects by the competent authorities will continue to be favorable.

CONCLUSIONS

To conclude, the three enhancers will be taken a reference, being those that give a reasonable starting point to the research process. Consequently so:

- ✓ Tourism in Ecuador is a sector that can be projected in the short and long term, generating entrepreneurship, wealth, employment, good living, and economic impact. All this covers so that this can be the matrix.
- ✓ Next, tourism continues to grow, but not only in visitors and benefits but also in the number of workers. This is a sector in full growth, where not only is there an increase in benefits in the field of hotels or in the number of visitors, but also in the number of people who find a job in this niche.
- ✓ Tourism is a complex of interrelated activities that are organized to meet the needs of national and international travelers, and this involves dynamic linkages with more intensity than in other industries and between different sectors that supply goods and services to demanding consumers. From the moment a person decides to travel until they return to their residence, a large network directly or indirectly from industries will be connected to provide them with the realization of their plans.
- ✓ Government policies related to tourism are therefore of vital importance and must be carefully designed to promote specialization in the area of tourism, seek new activities, potential and drive innovation.

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