

## **TOURISM AND ITS IMPACT ON THE LOCAL DEVELOPMENT OF THE PROVINCE OF ESMERALDAS – ECUADOR**

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### **ABSTRACT**

Tourism is one of the most important economic activities at a global level, since its role in generating foreign exchange, employment and investment lead to a primary role in the main national economies. In addition, in recent years tourism in the world has increased at higher rates. The current tourist destination sun and beach is the most welcome in the Province of Esmeraldas by local, national and foreign tourists, constituting tourism development as socio-economic growth, making it necessary to implement improvement in basic services (hotel, security, recreation, restoration) natural resources that are part of the ecosystem (rivers, waterfalls) means prioritized by the government and the community, and in the attractions of the environment (people, cultures, customs and gastronomy). The documentary analysis, interviews, surveys, observations were used as exploration methods and techniques. As the main results derived from the research, the importance of tourism and its impact on local development is confirmed.

**Keywords:** Tourism, impact, local development, tourism development, socio-economic growth.

## **INTRODUCTION**

The tourist development of a locality is very significant and can be carried out with excellent planning and without forgetting to take care of the natural environment. It is necessary to learn to develop strategies where the community and the corresponding governments are involved, keeping in mind the strategies proposed. It is inferred then that tourism can be the main source of income of any locality in general.

From a historical perspective, the application of the Theory of Local Development to tourism began in the nineties due to the confluence of several factors, some of them were external and common to other activities, and others specific to tourism: The full validity of the system of post-Fordist production in the activity, which meant the need to adapt the supply of tourism services and products to a more fragmented demand temporarily and socially. Lipietz (1994).

The saturation crisis of mass tourism destinations and the new shorter and more frequent modes of travel meant that a more flexible service production system and a multiplicity of tourist destinations were also needed in tourism. This work sustains the relationship of tourism and local development, as a strategy, whose actors are the beneficiaries, and agrees that culture is the main support to mobilize local energies. "Mantero (2001)

Development does not only depend on large macroeconomic systems or centralized institutions, but it does have a relationship with micro-initiatives and the micro-economy that lies in producing and consuming; otherwise, in establishing modes and means of production that respond to other concerns, to other objectives, to other values, making production activities contribute to improving the quality of social relations.

In relation to the complexity of the tourist activity, it recognizes that the dimensions of local development apply to it: social identity, productive, economic, and systemic politics.

Tourism is the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure while making use of the commercial provision of services. As such, tourism is a product of modern social

arrangements, beginning in Western Europe in the 17th century, although it has antecedents in Classical antiquity. It is distinguished from exploration that tourists follow a "beaten path," benefit from established systems of provision, and, as befits pleasure-seekers, are generally insulated from difficulty, danger, and embarrassment. Tourism, however, overlaps with other activities, interests, and processes, including, for example, pilgrimage. This gives rise to shared categories, such as "business tourism," "sports tourism," and "medical tourism" (international travel for the purpose to receive medical care).

## **RESOURCES AND METHODS**

The methodology is based on the logical historical method established on a documentary analysis. To base the literature on this subject, we used the technique of interviewing service providers, local and foreign tourists in Esmeraldas. In addition, direct observation of restaurants, hotels, and others.

## **RESULTS AND DISCUSSION**

The contributions in this investigation consider that the tourist activity has been strongly rooted in the concept of local development to be considered as a tool that motivates and encourages this economic and social process; however, in several tourism projects that are developed and that are accompanied by this term, the benefits for the receiving community are minimal or even nil, a situation that arises because the applied planning and management models and approaches have not been adequate, so it is worthwhile to delve into those factors that define what a tourism project developed with the purpose of favoring local society fulfills its objective.

The tourism of sun and beach is currently the one that generates more economic income in the province; according to the surveys carried out, it is of greater acceptance, followed by the tourism of adventure, with a minimum acceptance, we found the cultural tourism, the same for the tourists, it is not much to their liking within this locality.

Its main attraction are its coasts, especially the beaches of the south sector as well as the ecological reserve Cayapas Mataje, to the north; all this makes the province one of the most visited tourist destinations in the country. Esmeraldas has the highest mangrove forests in the world, located in the north of the province (San Lorenzo) near the border with Colombia. It is also known for being the Afro-Ecuadorian territory; from there comes the marimba, one of the cultural manifestations that identifies it.

Esmeraldas is also one of the richest provinces in what gastronomy concerns. The Afro-Ecuadorian culture has contributed with key elements in this area. Its main ingredients are coconut, seafood, green-banana, and cassava.

The quality of the services received by different tourists during their stay in this province was met through the following question: Do you think that the province of Esmeraldas has a deficiency in its tourist environment? Most people believe that there is a large deficit when it comes to providing services in the tourism sector while other people are satisfied with the care received.

### **Importance of tourism**

Nowadays, Tourism is one of the most popular ways of spending free time. It is highly developed in almost all countries, mainly because of material profits it brings. But unfortunately, there is the other side of the coin too, especially if it comes about foreign tourism. Vachon (2001)

Considering the educational point of view, traveling lets people see the world, other people, culture, and traditions. It is said, that "traveling broadens", and most people consider, it does. At the same time, tourists who have not wide knowledge about world, can "see the grass greener on the other side of the fence". It causes danger of discontent with the country that person lives in, what entail complaints and dissatisfaction.

Also, economical aspect plays a huge role in the domestic market economy. A lot of people work in the tourist branch, what is often their only source of income. What is more, there are some countries - like Malta for example -

where tourism is the basis of all its revenue. However, if all the field is tourist-minded, prices are inflated, what causes huge drawbacks for natives.

Thirdly, tourism can influence on tourist religious viewpoint. Seeing a place which is some religion root, surely strengthens pilgrims' faith. On the other hand, showing one's faith can meet with incomprehension or even contempt.

### **Local development**

Tourism is a true device for local development considered as a tool that encourages this economic and social process; however, in many of the tourism projects that are developed and that are accompanied by this term, the benefits for the receiving community are minimal and even null, a situation that arises because the applied planning and management models and approaches have not been applied adequately, so it is worthwhile to delve into those factors that define what a tourism project developed with the purpose of favoring the local society fulfills its objective (Mancildo Moreira, Rejane Prevot, & Segre, 2010).

With regard to local development, it is established that the set of activities both production and services take place in the locality and on which the company has decision-making power and direct influence, both in terms of its development and operation, form part of the local economy, the income that is perceived by the presence of national or provincial facilities, related to their profits, the occupation of the land, the use of infrastructures and the pollution of the environment (Martínez Coll, 2006)

It is inferred from this research that local development can be considered as a bottom-up attempt by local actors to improve incomes, employment opportunities and quality of life in their localities in response to market failures and market failures. National government policies to provide what is needed, particularly in underdeveloped areas or through a stage of structural adjustment. Arocena (2001)

According to Mantero (2005), local development is based on the identification and use of resources and endogenous potential of a community, neighborhood or city. Endogenous potentials of each territory are considered to be economic and non-economic factors, among the latter: social, cultural, historical,

institutional, landscape, etc. All factors are also decisive in the process of local economic development.

From this perspective, local economic development can be defined as the process of transformation of the economy and local society, aimed at overcoming existing difficulties and challenges, which seeks to improve the living conditions of its population through decisive and concerted action among the different local, public and private socio-economic agents, for the most efficient and sustainable use of existing endogenous resources, by fostering the capacities of local entrepreneurial entrepreneurship and the creation of an innovative environment in the territory. This approach also considers the importance of social capital and cooperation links with external agents to capture the human, technical and monetary resources, among others, that contribute to the local development strategy. (Balastri, 1997)

### **Importance of local tourism development**

The local tourist development is the dynamic and integrating process that occurs in areas or localities, and that allows to improve the living conditions of the inhabitants. For this to occur and as a final result, the improvement of the quality of life of the inhabitants, development axes must be addressed, oriented to economic, environmental, social, cultural, political and technological aspects (Formichella, 2014).

This can be achieved, if some services allow human movement, for this it is necessary to improve the living conditions of the inhabitants, achieving an economic, social and environmental balance, and meeting the needs of residents and visitors. It is necessary to integrate zones and localities, with the firm objective of promoting tourism, and through this improve the living conditions of the inhabitants of the locality.

In Ecuador, local tourism development has not been achieved from the joint work between private enterprise and the government, responsible for developing tourism, the incipient development that exists has been propitiated by the contribution of the private sector. The tourist scenario is changing, daily. From this perspective, there are some people who want to participate in

recreational sports and adventure activities, and to know the history, culture, nature, and wildlife of the areas they visit.

### **Elements that characterize local development**

- ✓ Its local character, given that it is confined to a perfectly defined territory, especially municipal and, above all, subregional.
- ✓ Its social dimension, given that its actions are directed preferably to the creation of jobs, giving priority to personal development.
- ✓ Its institutional dimension, being controlled by the Public Administration (central government) to ensure the coordination of the agents involved.
- ✓ Its economic dimension, since the initiatives that are carried out, are performed with a successful and efficient character.
- ✓ Its cooperative dimension, given the magnitude of the process, requires the collaboration and involvement of multiple organizations and collectives.
- ✓ Its instrumental dimension, which facilitates the resolution of design and management problems that may arise (creation of development aid).

### **The impact of tourism on the environment**

The tourism industry is one of those affecting the degradation or good conservation of the environment, the transformation of society called environmental crisis that has played an effective role, for the increasing pollution of the atmosphere, soil and water; the loss of multiple species of flora and fauna; the destruction of the ozone layer, etc. that together and in the long term represent a danger for human survival, but that in the immediate term translate into a loss of quality of life (Meyer Krumholz, 2008).

Everyone likes to travel and enjoy an impressive landscape of calm and the sensations that nature offers. But if you want to preserve the planet, it is worth bearing in mind that, when you travel to areas with natural spaces, tourism has consequences that the environment can suffer.

Tourism is one of the largest industries in the world, but it is also one of those that harm the environment the most, it has great impacts, both positive and negative:

- Exploits natural resources
- Destroys the landscape
- Alters ecosystems
- Changes climate

Examples of these are golf courses, which occupy a lot of water; the beaches to which space is cut to build houses or the mountains that are increasingly crowned by ski resorts.

The environment is formed by a set of factors, elements, processes, and natural, social and cultural relationships that make up and sustain the development and reproduction of life. To take care of the environment, it is important to consider the following points:

- The economic relationship they plan and carry out.
- The education.
- The relationship between the environment and tourism with the use of natural and cultural resources as raw materials and attractions.

### **Province of Esmeraldas**

It is known as the green province or rhythm capital because it has a large majority of black people who stand out for their joy and style to dance. Esmeraldas is a province of Ecuador located on its northwestern coast, popularly known as the green province. Its homonymous capital is one of the main ports of Ecuador and the terminus of the trans-Andean oil pipeline. It has an airport for domestic flights.

According to the last territorial order, the province of Esmeraldas belongs to the region that also includes the provinces of Sucumbíos, Carchi, and Imbabura. Its main attraction is the beaches of the south sector and the ecological reserve Cayapas-Mataje, to the north. It also has the highest mangrove forests in the world, located north of the province (San Lorenzo) near the border with Colombia.

## **Gastronomy**

Esmeraldas offers unique vernacular gastronomy in the Ecuadorian geography with many secrets that give it a special taste very much desired in the country. Its exquisite dishes are based on sea products, wild meat, coconut, green plantain, ripe and chillangua, ingredients frequently used to make the famous dishes of Esmeralda cuisine.

Among the most representative dishes, you will find "tapao", which is based on the preparation of green plantains and different types of meat (pork, beef, fish), especially dried or "salpresa". These ingredients are cooked together with seasonings and accompanied for consumption with water lemongrass or lemon verbena. There is currently a variation in the preparation of this dish with other ingredients, and it is known as "tapao arrecho"; there are also bullets or buns (mashed green plantain with cheese or pork) from the popular "bullet barbona", which is the traditional bullet mixed with frayed pieces of pork.

Other dishes are prepared with game meats or bush meat, as they are commonly known, (guanta, venison, tatabra, guatín, etc.) that are smoked for their preparation, as well as certain types of fish such as the toyo there can be found in some popular food stalls the famous toyo sawdust. Soups based on the same meats and seafood are also characteristic in Esmeraldas, as are pusandao and ensumacao, all very succulent and with different types of seafood and meats. All these foods are seasoned with herbs that grow wild in the field, such as chillangua, chiraran, oregano, basil, among others.

### **Ensumacao**

There are other dishes that are prepared and the visitor can enjoy ceviches, fried fish with rice and patacones, seafood soup, catfish broth, rice with shrimp, rice with shell, shrimp crab, seafood rice, guanta encocaos and many more delights.

In desserts, typical sweets, you cannot stop tasting the famous black and white cocadas, milk delicacy, milk rice, guava preserves, majadas, humitas, troliches, chocolate, manjar, angel hair, cazabe, mazato and the chucula.

Some sweets are prepared from coconut: cocadas (black and white) and other fruits of the area such as pineapple, green papaya, currants, hobos or plums, banana, guava, corn, panela, and other milk-based. The breadfruit or more commonly known as pepepán and the chantaduro, are also very much consumed and it is very common to find them in the streets of the city.

### **Dance and clothing**

Due to the similarity in dance, clothing, and other customs of Afro-descendants of the Ecuadorian Coast and Sierra, there are those who think that marimba or bomba dancing is the same. The musical genres that are cultivated in the Coast have to do with the marimba as a flag instrument, and others with percussion, like the bombo, cununo, guaza and maracas with which bambucos, andarele and mapalé are interpreted, these are found in traditional themes, such as La Caderona, El patacoré, Ay caramba, La canoíta, and others.

It is corroborated that out of these genres there are lullabies that have to do with the deities and they are sung when they celebrate virgins, saints or the birth of Christ on Christmas Eve. There are also lullabies that speak of the human being and others that are used for processions, parades or at the funeral of a child. The praised instead are interpreted with human voices when an adult dies. While on the Coast you can hear music with African drums, in the Sierra, on the other hand, you can see that the Spaniards influenced partially with Afro music, so the sound of the guitar is included in the bomb. The current groups have included electric bass, timbales, and other instruments. The way of dancing is also something that differentiates these rhythms, while in the Coast it is done more spontaneously, in the Sierra it is done in an introverted way, without losing its characteristic of Afro. The dress and the hairstyle are similar, but the colors of the clothes are alive on the Coast.

### **Sun and beach tourism**

The sun and beach is a type of tourism, which occurs in coastal locations where there are beaches, and most of the time, weather conditions are sunny, weather and mild temperatures are from 25 to 30 ° C. This type of tourism is usually used by people who live in places where the weather is rainy or cloudy during a

large part of the year and/or with low temperatures. It also occurs in people who do not have beaches near their places of residence.

In these places, there are usually a large number of hotels and activities for leisure and free time. During the day you usually go to the beaches where you sunbathe, and at night different activities are carried out in the hotels or recreation areas.

### **Improvement in tourist services**

The quality is important as the most effective way to promote competitiveness and ensure the sustainability of the tourism business by guaranteeing service, tourism companies focus on standardizing procedures, systematically measuring customer satisfaction; and training contact personnel (Izaguirre Sotomayor, 2014).

In an increasingly competitive environment, with thousands of tourism companies struggling to obtain the highest demand from customers, it is important to know the service needs to meet their expectations. By achieving this, there will be happy customers who, in most cases, return. The best way to achieve this is through the years and experience gained, but fortunately, there is a series of predefined processes to deliver a quality service, and that is not easy. For this reason, there are ten vital elements to improve the quality of service in the tourism industry:

#### **1. Listen to the client**

As the saying goes: "Many can speak, but few know how to listen." Understanding what the client wants will only be achieved by listening to his words and being humble enough. Tourism companies should choose to create an information system that provides quality service.

#### **2. Inspire confidence**

This feature must represent a service priority. The client must feel safe, at the end of the day he is putting his money in the hands of the tourist businessman and expects him to be rewarded for it in the best way.

### **3. Basic service**

Companies in the tourism sector must deliver the basics and do what must be done: keep their promises, use common sense, listen to their customers, and keep them informed.

### **4. Service design**

Develop a vision that covers each one of the details of the service. Be demanding and take care of the interests of the client.

### **5. Create a problem-solving system**

The client must be allowed to tell his experience when hiring a service; respond quickly to your complaints and improve as soon as possible.

### **6. Surprise customers**

"We only have to promise what we can deliver, but deliver more than we promise." The best way to surprise the customer is exceeding their expectations, they will appreciate those aspects such as security, responsiveness, quality of service and empathy that are above normal.

### **7. Maintain fair play**

To govern the company under the principles of honesty will generate a healthier environment for employees, customers, competitors, and managers.

### **8. Work as a team**

In football, there is a maxim that says: "The great players win the game, but the great teams win championships," Teamwork allows large organizations to deliver a quality service. They also keep the motivation and capabilities of their employees to the maximum.

### **9. Research with employees**

At the end of the day, employees are the face of the institution and the first impression a client has of the company. It is important to develop investigations with employees that reveal the problems that have occurred with the service and analyze what the company should do to solve them.

## **10. Leadership**

The quality of service comes from the leadership that senior managers inspire throughout the organization, from an excellent service system design to the effective use of information and technology, and a powerful internal force called corporate culture.

- The result of the surveys allowed to know the existing flaws in the accommodation and security services, which indicates that this province has to improve; the tourist usually seeks comfort during his stay, we must take into account and make it known that what is sold within this industry are services, not rooms; comfort, security, and kindness are sold.
- The security within the tourist attractions plays a fundamental role for the tourists because they are the ones who need to feel safe of the place they visit, it is necessary to take actions to correct this type of insecurities within the province.
- The activities carried out in the tourism sector generate a high percentage of pollution for tourist attractions or resources, the survey results in that these activities generate income for the different families that work in this area, but the more people develop this greater activity will be the degree of affectation for the attractiveness in itself.
- The purpose of this research, tourism and its impact on the local development of the province of Esmeraldas, was taken as a reference to the inhabitants of the area.
- As the main results derived from the research, the importance of tourism and its impact on local development is confirmed.

- Esmeraldas is a province that has different tourist attractions where the majority of people who visit it are of local nature, followed by national and international tourists who make the province one of the most visited in times of holidays.

## **CONCLUSIONS**

Esmeraldas, a green province with wonderful tourist attractions and excellent gastronomy, has an impact on local development. It can be concluded that the development of tourism in a locality is very critical because it generates income and jobs.

It is important to highlight that the development of this activity also generates many negative impacts that are necessary to take into consideration for the maintenance of the tourist resource. Different tourists visit the province of Esmeraldas, but it has to improve in the field of provision of services and security for greater satisfaction of its tourists.

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