



Marketing strategies for tourist destinations in the canton of Sucre

Lilia Moncerrate Villacis Zambrano¹, William Renán Meneses Pantoja², Mayra Espinoza Arauz³, Ana Cecilia Vélez Falcones⁴

Abstract

The research addresses the characterization of the tourist destination of Sucre canton to analyze the strategic marketing planning developed in the tourist destination of Sucre canton, in this way, the type of descriptive study was used with the identification of elements and characteristics that cover the form of organization, taking the qualitative-quantitative method of research with techniques such as surveys and interviews. The results obtained allowed to know that the predominant visitors are nationals and they have a low level of diffusion of the benefits it possesses, which allows the articulated management of the actions so that the tourist development is sustainable. The facts and informative and advertising messages are not being strategically and deliberately managed to have concrete and measurable actions to attract customers, thus having a competitive differential. In conclusion, the tourist servers seek to make their activities profitable and the tourist training that still needs to be improved is left unresolved, adding to the belief that only the natural view is enough for the tourist to arrive, without taking into account the competitiveness.

6562

KeyWords: tourism destination, strategies, marketing, potential

DOI Number: 10.14704/nq.2022.20.8.NQ44680

NeuroQuantology 2022; 20(8): 6562-6570

¹ Universidad Laica Eloy Alfaro de Manabí, Extensión Bahía de Caráquez, Ecuador, lilia.villacis@uleam.edu.ec.

² Master in Innovation and Tourism Marketing, Docente Universidad Laica Eloy Alfaro de Manabí, william.pantoja@uleam.edu.ec

³ Master in Business Management, Docente Universidad Laica Eloy Alfaro de Manabí ULEAM, mayra.espinoza@uleam.edu.ec

⁴ Master in Business Management, Docente Universidad Laica Eloy Alfaro de Manabí ULEAM, anac.velez@uleam.edu.ec



Introduction

The canton of Sucre is located on the Ecuadorian coast in the province of Manabí with a population of 57,159 inhabitants. It has two urban parishes: Bahía de Caráquez and Leónidas Plaza, and two rural parishes: Charapotó and San Isidro that detail a myriad of natural and cultural attractions (Gobierno Autónomo Descentralizado Municipal del cantón Sucre, 2015).

Turpo et al. (2022) diagnosed the current situation of visitor perception through market research of the Sucre tourist destination, given that in casual research a general reduction in the flow of tourists has been identified in the last year, considering that the Latin American level there has been an economic contraction that was exacerbated by external economic and social factors that limit its economic performance in the region and with it the sector of greater elasticity such as tourism (Economic Commission for Latin America and the Caribbean ECLAC, 2019).

The regional economic situation was accentuated by the global economic, social and health crisis caused by the Covid-19 coronavirus pandemic in the first quarter of 2020. The World Health Organization (WHO) has applied quarantine measures with mobility restrictions, including the closure of airports, terminals and, initially, the non-circulation of public spaces and the closure of services such as lodging, restaurants and others to stop the spread of the virus (World Health Organization [WHO], 2020).

Tourism and catering companies at the end of 2019, did not imagine the critical moments they were going to live in 2020, the current situation, is fully illustrated, by the statements of the president of the chambers of tourism of Ecuador, Holbach Muñetón, after several months of quarantine that the tourism sector has been one of the hardest hit by the pandemic by the Covid-19 (Mirnada, 2020), which generated health, economic and social crisis on a global scale, with a 3.5% decrease in the Gross Domestic Product (GDP) worldwide, estimating that Latin America was already facing an economic contraction due to the squandering of the boom in raw materials at the beginning of the decade. Likewise, the International Monetary Fund (IMF) estimates an

average contraction of -9% in the region and Ecuador a decrease of even more, almost -11%, which is double the economic losses suffered in the crisis at the end of the 90s. (International Monetary Fund, 2020).

Tourism is the industry worldwide, which generates about 10% of GDP globally. However, the contribution of tourism to GDP in the second quarter of 2020 fell by 100% and 83% by 2021 (UNWTO World Tourism Organization, 2020). The World Tourism Organization (UNWTO), an organization that estimates losses of 150 billion dollars worldwide, represents 1.5 times the value of the GDP in Ecuador, a country that estimates losses up to mid-year of around 800 million dollars.

In this sense, the locality of Sucre canton, which has among its main economic sources the income from tourism as a coastal area, has been strongly affected in terms of hotels, restaurants and other tourist services because local authorities, under national mandatory provisions, have also applied restrictive measures that hit the economy of all sectors.

Measures coming from the executive, such as the state of sanitary emergency due to the spread of COVID-19. Thus, through Executive Decree 1017 of March 16, 2020, the President of the Republic of Ecuador decreed: "(...) the state of exception for public calamity throughout the national territory, due to the confirmed cases of coronavirus and the declaration of COVID-19 pandemic by the World Health Organization, which represent a high risk of contagion for all citizens and generate affectation to the rights to health and peaceful coexistence of the State, to control the health emergency to guarantee the rights of the people because of the imminent presence of the COVID-19 virus in Ecuador (...)". (General Legal Secretariat of the Presidency of the Republic of Ecuador, 2020, p.4).

Given this, it is imperative to adopt measures to address the crisis in the tourism sector in Sucre canton from local authorities such as the Decentralized Autonomous Government of Sucre canton GAD, the Ministry of Tourism of Ecuador, private companies and civil society, which are planned within the development projects and aligned so that strategic actions are strengthened



and have synergies for the revival of the sector. Among the actions to be taken is the alternative of "Marketing is the science and art of attracting, maintaining and increasing the number of profitable clients" (Kotler et al., 2011, p.11), actions that are necessary, given the current problematic situation, to attract tourists with services that include quality, which includes biosafety measures, changes in service delivery processes, better performance of human talent, compliance with regulatory aspects related to maintaining client health and occupational health, and the development of a new tourism sector.

Businesses operating in this sector should not operate empirically, since there is high competitiveness, not only nationally, but internationally, in which tourist destinations are implementing strategies to attract attention and attract potential customers to their destinations with strategic actions that allow them to have a competitive advantage over other rival destinations. This shows the need to prepare the tourist servers of the canton Sucre to be one of the chosen destinations. For this, tourism marketing strategies are all the actions that are performed to attract, attract and retain customers to consume tourism products and services (Kotler et al., 2011, p. 13). In this regard, it should be said that "The two main sectors that comprise the activities that are called tourism are hospitality and travel (Kotler et al., 2011, p. 11).

It is necessary that "The marketing logic with which the business unit expects to achieve its marketing objectives, and consists of specific strategies for target markets, positioning, marketing mix and levels of marketing expenditures" (Kotler & Armstrong, 2012, p.5), be planned with the mentoring of the agencies for purposes such as the Ministry of Tourism, the Chamber of Tourism of Ecuador, the academy, among others, and an accompaniment in its execution of the strategy with the purpose that the actions are coordinated and are supported same that will allow the economic reactivation. In this sense, tourist servers in Sucre canton have had a significant reduction in the demand for their services, taking into account that the Executive has made several Decrees at the

national level executed through the Emergency Operations Committee COE with national confinement measures and other confinement measures by cantons, which, in the case of Sucre, shows that in the last three semesters it has had red traffic light measures for three occasions (Secretaría General Jurídica de la Presidencia de la República del Ecuador, 2020, p.4).

For Salas et al. (2018), the previous affectations have on the verge of closing many businesses and others did not resist the drop in demand and with it income, which had to close their doors, same that mean: unemployment, suppliers without clients, reduction of tax collection, among others. Under this scenario, Sucre's tourism providers, most of which are micro, small and medium enterprises, do not have the economic, institutional and technical resources to design and even less to implement marketing strategies independently, plus the support of the aforementioned entities will optimize resources and obtain synergies in this process to one of the sectors hardest hit by the global crisis, which results in local development, thus justifying the urgent need to work together as a destination (Ministry of Tourism, 2020).

The paradox of investing in some tourist destinations more than in others has been one of the important decisions of governments seeking to maximize income, not only of the destination but also of the geographic areas where they are located. However, other variables must be included as integral development axes, such as culture, heritage, history, customs, identity, and other intangibles that are part of the value proposition. In this regard, Kotler et al. (2011) state the following:

The desire to become a recognized tourist destination is a very difficult business challenge. Even though many cities or small towns (...) have tourism resources, on many occasions tourism promotion funds go to the cities in the region that are traditionally given the lion's share of the budget. State and regional governments have to make a balance between giving a greater push to small cities and diminishing popular destinations or continuing to promote the usual tourist destinations. To meet this challenge, governments prefer to promote a region or



autonomy, rather than a specific city, as is the case in the autonomous communities of Extremadura or Andalusia [in Spain] (p. 656).

In the context of the Covid-19 pandemic, establishments adopted service alternatives to reach users, having as a common denominator the use of new technologies, redesign of processes, home deliveries, adoption of teleworking in some areas, and others for other purposes, which forced them to communicate and promote themselves quickly and learning along the way. Thus:

Tourism promotion is one of the great pillars of Integrated Marketing Communication, which refers to communicating to potential tourists (consumers) about a tourism offer. In the case of the promotion of tourist destinations, traditional and non-traditional promotion instruments are identified (Castillo-Palacio & Castaño-Molina, 2009, p. 738).

Authors Santesmases (2007) and Serra (2011) (cited in Parra-Meroño & Beltrán-Bueno, 2014) emphasize that:

Tourism marketing can, therefore, be delimited according to the parties involved in the exchange relationship. Thus, tourism marketing is defined as that branch of marketing that, through the use of the scientific method, conceives and executes the exchange relationship between the tourism industry and the tourist (user), intending to make it satisfactory for the parties involved and for society as a whole, through the development, valuation, distribution and promotion, by one of the parties (tourism industry), of the tourism services that the other party needs (p. 3).

The tourist product is characterized by accommodation, transportation, catering, tourist information, cultural, sporting and recreational activities, etc. With its characteristics that allow projecting the number of tourists to be attracted, the activities to be carried out and the place where it will take place, in addition to other factors that influence the design of this service, establishing the necessary resources for the issuing markets and their satisfaction.

Tourism marketing, through which tools are provided to know the consumers of tourism

products so that based on this information marketing strategies are developed to help improve how tourist sites are offered, increasing the number of visitors and thus the income of its inhabitants (Burgos et al., 2019; Castillo-Palacio & Castaño-Molina, 2009).

With the present research, it is intended to know the affectations of the health crisis in the tourism sector of the Sucre destination as a starting point, in which to identify, on the one hand, the forms of the social organization of the servers of this service; and on the other hand, the behaviors, tastes and preferences of the actual customers.

The canton Sucre has among its main activities the income coming from tourism, directly and indirectly, understanding that it is necessary to face the challenges represented by the sanitary crisis for the whole local economy. The reason for that:

Tourism activity, based on planning and development, can help people to get out of poverty and build better lives. Tourism activity has the potential to promote economic growth and investment at the local level, which in turn translates into employment opportunities, income distribution and boosting other activities such as agriculture, fishing and handicrafts in the receiving localities (Morillo, 2011, p 3).

The contribution of this research is to provide a diagnosis and evolution of tourism activity since the beginning of the health crisis in its early years, specifically: the frequency of visitors, given the decline in demand; perception of services, with changes in the processes in the sector; the level of satisfaction, at a time of great uncertainty in the local and global economy; among other data as a study for the development of future research.

As background, it is important to note that in parallel to this research the Universidad Laica Eloy Alfaro de Manabí ULEAM extension Sucre 1016E01 which has the institutional research project called "Application of experiential marketing for the creation, promotion, dissemination and positioning of the new post-earthquake image of the destination Sucre, San Vicente, Jama, Pedernales" (Carbache & Villacís, 2018), same that has information inquired in this



field that shows the need for businesses to implement digital strategies to communicate, disseminate and attract customers under the new normal.

The current research work tributes: on the one hand, to the doctoral thesis entitled "Cultural heritage to promote tourism in the cantons Pedernales, Jama, San Vicente and Sucre of the province of Manabí" (Meneses, 2020); and, on the other hand, to the institutional project entitled "Design of a Historical - Archaeological route in the northern area of Manabí" of the ULEAM extension Sucre 1016E01 (Meneses & Chica, 2018).

Materials and method

The research concerning marketing strategies for tourist destinations in the canton of Sucre was developed in the city of Bahía de Caráquez, from the qualitative and quantitative approach, which was intended to give a global approximation of the current situation of tourism in the destination Sucre, as a basis to propose different strategies with a marketing perspective exploring them from the tourist destinations. Likewise, the descriptive type of study was applied because the research sought to characterize the facts of this problem under the current situation, to find the most relevant aspects of how the crisis has affected them and the measures they are implementing to operate.

The investigated universe is made up of local, national and international tourists in the canton of Sucre, which has a high level of visitors given that its main economic activity is tourism.

According to the Geoportal of Internal Tourist Trips of Ecuador GEO-VIT of the Ministry of Tourism MinTur the number of visitors to canton Sucre was 355485 in 2017 and 360917 overnight stays - overnight tourists - in 2018 which is the latest update of the system (Ministerio de Turismo, 2018).

To obtain updated data, it was necessary to project the close of the last year 2020 to quantify the internal tourism demand, calculated in the number of people by origin and destination. In this way, it was known that there was a positive (+) year-on-year variation of 2% (360917 -

355485 = 5432 being this 0.02). Then it was projected for 2019 in which a positive projection is considered.

Table 1 Projected Population

Year	Overnight stays (overnight tourists) Sucre	Growth/Decline	
		Quantity	%
2017	355485	-	-
2018	360917	(+) 5432	2%
2019	366349	(+) 5432	2%
2020	73269,8	(-)	20%

Source: (Ministry of Tourism, 2018); (World Tourism Organization UNWTO, 2020).

For the beginning of the year 2020, an atypical situation is presented in which the variation is negative (-), given that according to information from the World Tourism Organization UNWTO, 80% of the tourism industry, including accommodation services, tour guides, restaurants and events, as tourism service operators (World Tourism Organization UNWTO, 2020).

According to the above information, the tourist services have a 20% occupancy rate by the end of 2020, when these services will be reopened, with a total number of visitors of 73,270 tourists.

Sample

5% e

Simple random probability sampling

SPSS

Forms Office

The survey was used as a research instrument, applied to visitors of the Sucre canton, which was then processed using the SPSS 21.00 (Statistic Packing for Social Science) computer software, giving a quantitative and qualitative approach that allows understanding in the best way the tool used in this study in the aforementioned locality. Then, the answers were processed, which gave rise to assessing each of the data of the information obtained, thus it was possible to mention the discussion and conclusion.



Results

Reliability was very good, so it is considered that the structure, questions and scales used in the instrument contributed to this result because the respondents answered coherently.

Table 2. Reliability analysis

Cronbach's alpha	N of elements
0,931	10

Source: SPSS results.21

Table 3. You frequently visit the canton of Sucre.

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Yes	191	50,0	50,0
	No	89	23,3	73,3
	Some times	102	26,7	100,0
	Total	382	100,0	100,0

Source: Visitor survey.

In the canton of Sucre, the respondents visit frequently, with a percentage of more than 50% saying yes, followed by 26.7% saying sometimes and finally 23.3% saying no. The evident problem

is how to maintain this large number of visitors, so it is necessary to design activities or specific tourist destination excursions, from social networks where visitors can access and that these activities can be marketed and booked.

6567

Table 4. Tourist sites in the Sucre canton are comfortable.

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Yes	76	20,0	20,0
	No	217	56,7	76,7
	Some times	89	23,3	100,0
	Total	382	100,0	100,0

Source: Visitor survey.

According to the sample of respondents, the results show a higher percentage of 56.7% with no, followed by 23.3% with sometimes and finally 20% with 20% that they are comfortable. With the negative experience that visitors have, it is difficult for them to return. For this reason, it is

necessary to study the cause of their dissatisfaction to apply strategies to improve their experience and make it unforgettable. Likewise, the most welcoming tourist sites should be promoted through joint planning with local agents.

Table 5. The reception offered by the tourist sites is satisfactory.

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Yes	51	13,3	13,3
	No	153	40,0	53,3
	Some times	178	46,7	100,0
	Total	382	100,0	100,0

Source: Visitor survey.

The table shows that the majority of the tourist sites offered, with a higher percentage of 46.7% mention that sometimes, while 40% say no and finally 13.3% say yes. It can be seen that visitors

are not satisfied; however, the cause is not due to the lack of natural or cultural resources, but to the lack of communication the richness of the area.



Table 6. Likes to spend the night in the canton of Sucre.

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Yes	76	20,0	20,0	20,0
No	153	40,0	40,0	60,0
Some times	153	40,0	40,0	100,0
Total	382	100,0	100,0	

Source: Visitor survey.

The table shows that people usually spend the night in Cantón Sucre, with two equal percentages (40% no, 40% sometimes, and 20%

yes). It is evident that the place is known, but it does not offer indispensable and attractive elements for overnight stays, therefore, it does not satisfy visitors.

Table 7. Are the tourist destinations in Sucre canton good?

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Yes	115	30,0	30,0	30,0
No	127	33,3	33,3	63,3
Some times	140	36,7	36,7	100,0
Total	382	100,0	100,0	

Source: Visitor survey.

According to the sample for those surveyed about the good tourist sites in Sucre canton, the highest percentage was 36.7% saying sometimes, followed by 33.3% saying no and, finally, the

lowest percentage of 30% saying yes. It would be important to promote the tourist attractions in the canton, to make them known by the different groups, especially those managed by local institutions.

6568

Table 8. Likes to visit Canton Sucre because of the additional services.

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Yes	204	53,3	53,3	53,3
No	76	20,0	20,0	73,3
Some times	102	26,7	26,7	100,0
Total	382	100,0	100,0	

Source: Visitor survey.

According to those surveyed about the additional services offered by the Sucre destination, the highest percentage (53.3%) said yes, followed by 26.7% said no and finally 20% (20%) said

sometimes. Therefore, it is important to analyze the additional services as an added value, which will motivate the visitor to choose the mentioned destination, consume it and return.

Table 9. Do you agree with the development of marketing strategies for tourist destinations in the canton of Sucre?

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Yes	229	60,0	60,0	60,0
No	64	16,7	16,7	76,7
Some times	89	23,3	23,3	100,0
Total	382	100,0	100,0	

Source: Visitor survey.



According to the people from whom responses were obtained, they mentioned that they agree with the development of marketing strategies for tourist destinations in Sucre, with a higher percentage of 60% yes, 23.3% sometimes and lastly with the lowest percentage of 16.7% no. This shows that there is a great need to look for alternative means to make the destination known and thus increase job opportunities in the tourism sector so that they can offer services to tourists.

According to the analyzed data provided by the tourists, it allows considering that the importance of this study is marketing, which should be enhanced in one of its four main aspects, "Promotion", the same that will make known the tourist attractions of the destination Sucre. To this must be added that the people of the Ecuadorian territory are friendly with domestic and foreign tourists. For this reason, any strategy will be useful and will contribute directly to the destination. In addition, the characteristics mentioned by (Kotler et al., 2011, p. 42) intangibility, variability, inseparability and expiration will be taken into account. However, it should be considered if the seasonality of demand and the high investment for marketing come before (Parra & Beltrán, 2014, p. 4) since Marketing focused on Tourism had its beginnings after the marketing of goods, consequently, more elements have been acquired that allow a better understanding of this area of marketing. Thus, there are more precise elements, but at the same time broader, to carry out more successful strategies that directly affect the destination.

In this study, it was possible to determine which strategies should be followed, the Sucre destination in the northern zone of Manabí, to improve the flow of tourists of various segments and not only sun and beach, but also other segments such as gastronomic, historical and archaeological, in the town of Bahía de Caráquez-Manabí. Therefore, it contributes to the owners and administrators of establishments of tourist activities, to become aware of the relevance that would have to apply suitable strategies for the destination, since this will affect improving the economic benefits and thus, they will be able to cover the expenses inherent to the fixed and

variable costs, for example, the acquisition of the raw material for its transformation in its later sale.

Thus, the information provided by the surveys allows realizing that the destination Sucre is frequently visited by tourists, especially the beaches of Bahía de Caráquez. In addition, it can be mentioned that concerning infrastructure, the results were not very satisfactory, some establishments need to be renovated, as they are outdated and unattractive, giving a bad image to the destination and therefore to domestic and foreign tourists.

It should be noted that the data obtained indicate that the beaches of Sucre are attractive, and welcoming and give a fraternal warmth to all the people who visit this town in the northern part of Manabí. In addition, it has a privileged geographical enclave, which allows it to have colorful sunsets that, along with its buildings on the beachfront, get unforgettable images, which is why it is chosen by foreigners as a place of temporary or permanent residence.

It can also be mentioned that, on the one hand, excellent results were obtained and, on the other hand, unacceptable results, since some tourists enjoy the attractions of Sucre only during the day or only at night. From the economic point of view, it would be more interesting for tourists to enjoy the services in combination and not in isolation, to carry out joint marketing strategies among service providers, which would be a way to join forces and reduce costs.

Conclusions

About everything on which the research is based can be summarized among the attractions of the canton Sucre, highlighting the beach of Bahía de Caráquez, for its components that attract those who visit it. For this reason, the authorities of the GAD Sucre are committed to improving the infrastructure, painting sidewalks, and fixing the streets, among others, and on the part of the citizens, the commitment to help take care of the improvements. This is a way to make the destination more attractive, as it helps to encourage the visit, generate jobs for the residents themselves and generate income for the



state treasury.

Likewise, in a conclusion, it is important to carry out tourism marketing strategies, since tourism promotion is currently deficient in Sucre. However, it is considered that these activities around tourism will continue to grow and require presence in various channels such as the internet, websites, and social networks; which today are used with high frequency by tourists globally, as it allows to obtain information from any destination around the world.

Finally, the canton Sucre has natural and cultural attractions, such as historical, archaeological, rural, adventure and nature tourism, among others, which are essential for the tourist visit; elements that can be used in marketing strategies to exploit tourism and promote places through advertising resources that allow the receiver to receive information about the qualities of the tourism product that exists in the canton Sucre and thus promote economic growth and investment at the local level.

References

1. Burgos, M., Cadena, M., & Idrovo, M. (2019). Marketing turístico para la promoción de los atractivos vacacionales.
2. Carbache, C. A., & Villacís, L. M. (2018). Aplicación del marketing experiencial para la creación, promoción, difusión y posicionamiento de la nueva imagen post terremoto del destino Sucre, San Vicente, Jama, Pedernales. (manuscrito en vías de publicación por el Editor SEGUP, Manta).
3. Castillo-Palacio, M., & Castaño-Molina, V. (2009). La Promoción Turística a través de Técnicas Tradicionales y Nuevas. *Estudios y Perspectivas En Turismo*, 24(3), 737-757.
4. Comisión Económica para América Latina y el Caribe CEPAL. (2019). El nuevo contexto financiero mundial: efectos y mecanismos de transmisión en la región.
5. Fondo Monetario Internacional. (2020). *Perspectivas de la Economía Mundial - Octubre de 2020*.
6. Gobierno Autónomo Descentralizado Municipal del cantón Sucre. (2015). Plan de desarrollo y ordenamiento territorial 2015-2019.
7. Kotler, P., & Armstrong, G. (2012). *Marketing (Décimocuar)*.
8. Kotler, P., Bowen, J., Makens, J., García, J., & Flores, J. (2011). *Marketing turístico (Quinta)*.
9. Meneses, W. R. (2020). *Patrimonio cultural para promover el turismo de los cantones Pedernales, Jama, San Vicente y Sucre de la provincia de Manabí (Tesis doctoral, Universidad de Castilla-La Mancha, España)*.
10. Meneses, W. R., & Chica, C. E. (2018). *Diseño de una ruta Histórica - Arqueológica en la zona norte de Manabí (Manuscrito en vías de publicación por el Editor SEGUP, Manta)*.
11. Ministerio de Turismo. (2020). *Socialización de nuevas modalidades contractuales aplicadas en el turismo - Ministerio de Turismo*.
12. Mirnada, C. (2020). *Conceptualización Fases de los ciclos económicos Etapas de los ciclos económicos Casos de Estudio. Universidad Autónoma "Gabriel René Moreno" Facultad Integral Del ... - DOCUMENTOP.COM*.
13. Morillo, M. (2011). *Turismo y producto turístico. Evolución, conceptos, componentes y clasificación. Visión Gerencial*, 1, 135-158.
14. Organización Mundial de la Salud [OMS]. (2020). *Nuevo coronavirus 2019*.
15. Organización Mundial de Turismo OMT. (2020). *UNWTO World Tourism Barometer and Statistical Annex, December 2020. UNWTO World Tourism Barometer*, 18(7), 1-36. <https://doi.org/10.18111/wtobarometereng.2020.18.1.7>
16. Parra-Meroño, M. C., & Beltrán-Bueno, M. Á. (2014). *Estrategias de Marketing Turístico. Retos Turísticas*, 2(1).
17. Parra, C., & Beltrán, M. Á. (2014). *Estrategias de Marketing Turístico Touristic Marketing Strategies. In Retos Turísticos (Vol. 2, Issue 1)*.
18. Salas Narváez, M. L. C., Andrade Zamora, M. F., & Tavez Magallanes, I. E. M. (2018). *Tácticas de marketing de guerrilla en pequeñas y medianas empresas. Universidad Y Sociedad*, 10(3), 152-158. Recuperado a partir de <https://rus.ucf.edu.cu/index.php/rus/article/view/899>
19. Secretaría General Jurídica de la Presidencia de la República del Ecuador. (2020). *Declárese Estado De Excepción por Coronavirus y Pandemia de Covid-19*.
20. Turpo Gebera, O., Aguaded Gómez, I., & Barros Bastidas, C. (2022). *Alfabetización mediática e informacional y formación docente en países en desarrollo: el caso de Perú. Universidad Y Sociedad*, 14(2), 321-327. Recuperado a partir de <https://rus.ucf.edu.cu/index.php/rus/article/view/2710>

