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Artículos Científicos

Potencial turístico de un destino: una mirada al desarrollo y evolución. Caso: Santo Domingo, Ecuador

***Tourist Potential of a Destination: A Look at Development and Evolution.
Case: Santo Domingo, Ecuador***

***Potencial turístico de um destino: um olhar para o desenvolvimento e a
evolução. Caso: Santo Domingo, Equador***

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Resumen

El objetivo del presente estudio es identificar el potencial turístico de Santo Domingo, Ecuador, mediante el análisis de sus actividades turísticas y determinar los elementos del sistema turístico de la ciudad. Se trata de una investigación de alcance exploratorio descriptivo, con un diseño no experimental transversal. Metodológicamente, está basada en el trabajo de Sergio Molina (2000). Entre los resultados, destaca el incremento de 82 actividades turísticas en el 2019, de las cuales 74 están direccionadas al área de alimentos y bebidas. En este rubro, hay dos importantes zonas gastronómicas: una en la avenida La Lorena, con 28 establecimientos; otra en la avenida Venezuela, con un total de 26 establecimientos. En total, cuenta con 86 atractivos turísticos, posee servicios básicos, atención médica pública y privada, servicio de transporte y avenidas transitables. Además, la realización de eventos es un plus de desarrollo, ya que se estima que se realizan 1754 eventos por año en 14 establecimientos (entre hoteles, universidades y asociaciones). En conclusión, la existencia de actividades turísticas en Santo Domingo permite al visitante referir la zona y generar un incremento en la demanda. Las agencias operadoras de turismo deben enfatizar el diseño de paquetes y centrarse en dar a conocer los productos locales.

Palabras clave: atractivos turísticos, paquetes turísticos, potencialidades turísticas, productos gastronómicos.

Abstract

The objective of this study is to identify the tourism potential of Santo Domingo, Ecuador, by analyzing its tourism activities and determining the elements of the city's tourism system. It is a descriptive exploratory research, with a non-experimental cross-sectional design. Methodologically, it is based on the work of Sergio Molina (2000). Among the results, the increase of 82 tourist activities in 2019 stands out, of which 74 are directed to the area of food and beverages. In this area, there are two important gastronomic areas: one on La Lorena avenue, with 28 establishments; another on Venezuela avenue, with a total of 26 establishments. In total, it has 86 tourist attractions, has basic services, public and private medical care, transportation service and passable avenues. In addition, holding events is a development plus, since it is estimated that 1754 events are held per year in 14 establishments between hotels, universities and associations. In conclusion, the existence of tourist activities in Santo Domingo allows the visitor to refer to the area and generate an increase in demand.



Tourism operating agencies should emphasize package design by focusing on publicizing local products.

Keywords: tourist attractions, tourist packages, tourist potential, gastronomic products.

Resumo

O objetivo deste estudo é identificar o potencial turístico de Santo Domingo, Equador, por meio da análise de sua atividade turística e da determinação dos elementos do sistema turístico da cidade. Trata-se de uma pesquisa exploratória descritiva, com delineamento transversal não experimental. Metodologicamente, baseia-se no trabalho de Sergio Molina (2000). Entre os resultados, destaca-se o aumento de 82 atividades turísticas em 2019, das quais 74 são direcionadas à área de alimentos e bebidas. Nesta área, existem dois importantes espaços gastronômicos: um na avenida La Lorena, com 28 estabelecimentos; outro na avenida Venezuela, com um total de 26 estabelecimentos. No total, são 86 atrativos turísticos, conta com serviços básicos, assistência médica pública e privada, serviço de transporte e avenidas transitáveis. Além disso, a realização de eventos é um diferencial em desenvolvimento, já que se estima que sejam realizados 1.754 eventos por ano em 14 estabelecimentos (entre hotéis, universidades e associações). Em conclusão, a existência de atividades turísticas em Santo Domingo permite ao visitante referir-se à área e gerar um aumento da procura. As agências operadoras de turismo devem enfatizar o design da embalagem e se concentrar na divulgação dos produtos locais.

Palavras-chave: atrações turísticas, pacotes turísticos, potencial turístico, produtos gastronômicos.

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Introduction

There are several definitions of tourism. According to the World Tourism Organization [UNWTO] (2016), tourism is a social, cultural and economic phenomenon related to leisure and the movement of people to various places outside of their habitual residence. It is an activity of the tertiary sector that contributes to the world economy through the generation of direct and indirect jobs, taking advantage of the natural and cultural resources that a territory has.



For Hortua (2011), tourism is linked to the urbanization of a city or territory, since there are spaces destined for recreational consumption. Every city responds to the evolution of the tourist markets and tries to fulfill the expectations of the demand. It is a recreational activity in the culture of consumption.

UNWTO (February 13, 2019) indicates that local stakeholders play a predominant role; their collaboration and involvement make walking tourism allow residents and tourists to share common goods; so that conflicts of interest do not occur, access to training is required and the inclusion of the local population in the value chain so that new business opportunities are taken advantage of.

According to Molina (2000), the development of a territory implies having a tourist system in which each element contributes to the achievement of a positive impact that positions the city as a suitable place for the execution of tourist activities.

A tourist destination is the result of various processes, social, economic and cultural conditions, without neglecting the elements directly linked to the development of tourist activity, such as service providers and visitors / tourists. Molina (2000) identifies six elements on which the tourism potential of a certain sector will depend:

- 1) *The tourist attractions that a territory has*, can be natural and cultural. These sites should awaken the interest of the traveler to know their history, since they have tangible and intangible characteristics.
- 2) *The superstructure*, made up of public and private entities that represent service providers, as well as policies that protect their interests.
- 3) *The infrastructure*, endowed with viability and connection points between the various tourist sectors.
- 4) *The services that a city has*. This includes those services that are directly related to the tourist and those that show an indirect relationship that are typical of a tourist complement.
- 5) *The demand*, made up of tourists visiting the sector.
- 6) *The host community*, made up of tourism service providers and the inhabitants of the sector.

Rivas and Magadán (2012), for their part, they mention that the integral development of tourist destinations depends on the relationships established between visitors and the host community. The sociocultural impact is determined from the exchange of customs,

behaviors, lifestyles, ethical and moral values. Thus, for a site to crystallize its tourism potential, it is necessary to anticipate and develop alternative solutions for any type of disagreement between the resident and the visitor. Normally, when a tourist site is identified, the host community is ready to collaborate in everything in its power to find an option for social-economic development. However, once the tourism space has been consolidated and business opportunities identified, if the expected income levels are not obtained, society could withdraw its support and blame tourists. Thus, it is important to emphasize that the balance between residents and visitors will depend on the success of the tourist destination.

According to Mikery and Pérez (2014), the etymological sense of potential refers to an agent of power, on the one hand, and to what exists in a territory and the aptitude or vocation of a tourist space, considering the sum of resources that it possesses. . To determine the potential of a territory, it is necessary to use methods that allow the value of resources and attractions. This assessment must be made by taking an inventory of the real and potential attractions, ranking each of the elements and taking into account the degree of conservation, importance and existence of species.

According to the Ministry of Tourism of Ecuador (2017), the ranking of tourist attractions is determined from an inventory where both their natural and cultural attributes and growth opportunities are recorded. This assessment is carried out in two stages. Stage one consists of the survey, registration (objects, places, events, phenomena, elements of tourist interest) and classification of the attractions (category, type and subtype). Here the information is obtained through field work. While in stage two the attractions are subject to the criteria of tourist competitiveness (accessibility and connectivity, tourist plant, services, activities practiced, state of conservation and integration, environment, policies and regulations, health and hygiene, tourist safety) and the criteria related to demand (type of visitor and influx, diffusion). Once the attractions have been valued, according to the result of the weighting, they are presented on a scale from I to IV; each ladder corresponds to a qualification process.

Linking to productive and tourist activities is a strategy that seeks to improve the living conditions of the inhabitants of a certain sector. As is well known, there is a constant expansion and diversification of tourism due to the fact that the visitor has multiple motivations and preferences derived from conventional tourism and nature (Mikery and Perez, 2014). According to Rivas and Magadán (2012), when identifying the potential and



resources of a certain sector, the advantages and disadvantages that the tourist demand brings with it should be evidenced. The application of strategies must also be analyzed in a technical and methodological way, identify trends in world and regional tourism and carry out a projection according to the capacity to respond to the demands and needs of tourists with the application of tourism marketing and marketing policies.

According to Porter (cited in Blacutt, 2013), the development of a city with a lower or low level of advancement requires the implementation of competitive advantages that promote progress in aspects related to strategic location, potential unexploited local demand, integration of regional clusters and human resources. However, Osorio and Domínguez (2019) indicate that the progress of a tourism product does not depend only on its potential as such, but also on the notions and practices of its actors and on the synergy with their space. Indeed, as Brinckmann and Wildgen (2003) point out, if tourism were not related to life, it would not be necessary to understand social behavior: the practice of tourism leads to feeling its effects on the conception of identity and society. as such.

Tourism activities related to the provision of food and beverage services are capable of determining a culture, as stated by Aclé and Montiel (2018). The culinary art is made up of the set of knowledge and activities related to the preparation of food typical of the culture of a people. Many times it determines the lifestyle of a population. Without a doubt, the importance of gastronomy lies in the fact that it is a faithful reflection of the culture of a people. The kitchen involves the way of life and the use of resources, among other elements, which is why it is itself a tourist attraction.

In his research on gastronomic tourism in Mealhada, Portugal, Oliveira (2011) concludes that there is a deep relationship between gastronomy and tourism, hiking is linked to gastronomy, so it is a factor on which the economy depends greatly. measure.

An interesting analogy regarding tourism and its value is provided by Velarde (2015). This author mentions that knowing the populations is the same as knowing the children: whoever is nearby does not realize how they grow, the visitor better appreciates the progress of a certain place.

Now, the city of Santo Domingo de los Colorados is located in the province of Santo Domingo de los Tsáchilas, in the Republic of Ecuador. Located on the extreme flanks of the Andes mountain range, it is part of the Coastal region and has an area of 3,757 km². Santo Domingo de los Colorados is known as a city of passage; It has not positioned itself as a

tourist destination despite having many natural and cultural attractions, a great variety of tourist activities and a wide gastronomic offer.

Taking all of the above into account, the following research questions were posed:

- What are the tourist activities that take place in Santo Domingo?
- What are the determining elements of the tourism system to consolidate itself as a preferential site for tourism?

Consequently, the objectives of the present study were stated in the following terms:

- Identify the existing tourism potential in Santo Domingo by analyzing its tourism activities.
- Determine the elements of the tourism system applying the methodology of Sergio Molina (2000).

Methodology

The study was carried out through a non-experimental cross-sectional design, in order to identify the characteristics of the reality of Santo Domingo and its relationship with tourism. In addition, as it is a little-studied topic, it is descriptive exploratory in scope.

It should be noted that the results of the survey applied by Zhizpón (2017) are taken as a reference, first of all, who found that tourists prefer to visit Santo Domingo during holidays and that fun and nature are two of the main reasons. to visit a tourist destination, among other finds. And, secondly, the results of field research carried out by Moreno and Valdivieso (2017), who determined that tourists come to Santo Domingo to visit natural sites and enjoy its gastronomy.

Regarding the statistics of tourist activities, the main source is the registry of the Ministry of Tourism (2019), which allows identifying the year-by-year evolution of these activities. Finally, the elements of the Santo Domingo tourist system are determined according to the methodology of Molina (2000).

Results

Identify the existing tourism potential in Santo Domingo by analyzing its tourism activities

Tourism potential is determined by the way in which the supply of products and services manages to satisfy a demand. Article 5 of the Ecuadorian Tourism Law (National Congress, December 29, 2014) determines the following:

Tourist activities are those carried out by natural or legal persons who are regularly engaged in paid services for one or more of the following activities:

- a) Accommodation;
- b) Food and beverage service;
- c) Transportation, when it is mainly dedicated to tourism; including air, sea, river, land transportation and vehicle rental for this purpose;
- d) Operation, when travel agencies provide their own transportation, that activity will be considered part of the agency;
- e) The intermediation, agency of tourist services and organizers of events, congresses and conventions.

From the analysis of the existing tourist activities in Santo Domingo, it was found that from 2015 to 2019 the range of options aimed at this end has increased year after year, as evidenced in table 1. The greatest increase occurred in 2019, when 82 activities were added to the tourist offer, of which 74 were destined to the service of food and beverages for the year 2019. Considering that Santo Domingo is a connection point between the mountains and the coast, residents of different parts of the Ecuadorian region have settled there, along with the different gastronomic customs of their places of origin, which has expanded the variety of flavors of the place.

Tabla 1. Actividades turísticas de Santo Domingo

Actividades turísticas	2019	2018	2017	2016	2015
Alimentos y bebidas	74	4	11	20	11
Alojamiento	2	4	1	2	2
Operación e intermediación	3	6	2	2	3
Parques y atracciones estables	3	1	1	2	7
Total	82	15	15	26	23

Fuente: Ministerio de Turismo (2019)

Calle (2019) identifies an important benchmark food and beverage sector located on Avenida La Lorena, with 28 establishments (eight traditional food, seven seafood, five barbecue and eight fast food). While Quirola (2019) mentions that another important sector of food sales is distributed along Avenida Venezuela, with a total of 26 establishments (15 fast food, two seafood, two roast and baked, two of Italian food, one of Arabic food, one of Mexican food, one of Chinese food, one of traditional food and a cafeteria).

Determine the elements of the tourism system applying Sergio Molina's methodology

One of the steps in the tourism system proposed by Molina (2000) is to identify the tourist attractions that a territory has. Santo Domingo has 86 inventoried tourist attractions, as evidenced in table 2. It is important to consider their hierarchy, since in this way the relevance and level of attraction that each resource possesses is evidenced. As indicated by the Ministry of Tourism of Ecuador (2017), which follows the criteria of the Organization of American States (OAS), in hierarchy IV those exceptional attractions of high significance in the international tourism market are positioned; Hierarchy III brings together the attractions with exceptional features, it can motivate them to be visited individually or in conjunction with other nearby attractions; hierarchy II aims to identify attractions with some striking feature that generates interest to visitors, and hierarchy I identifies attractions that do not have sufficient merits to be considered in a higher hierarchy.

Santo Domingo has six attractions of hierarchy III, since these arouse a high degree of interest in tourists, are characteristic places of the culture of the area and can be visited as a family. Of hierarchy II there are 48 attractions that generate interest in visiting them.

Tabla 2. Atractivos turísticos de Santo Domingo

Núm.	Nombre del atractivo	Jerarquía	Categoría	Tipo	Subtipo
1	Río Damas	II	Atractivos naturales	Ríos	Río
2	Bosque Tinalandia	II	Atractivos naturales	Bosques	Húmedo
3	Río Lelia	I	Atractivos naturales	Ríos	Río
4	Blue Point Flowers	II	Manifestaciones culturales	Realizaciones técnicas científicas	Explotaciones agropecuarias y pesqueras
5	Cascadas del Diablo	II	Atractivos naturales	Ríos	Cascadas
6	Cascada Chorrera del Napa	I	Atractivos naturales	Ríos	Cascadas
7	Río Meme	I	Atractivos naturales	Ríos	Río
8	Río Toachi	I	Atractivos naturales	Ríos	Río
9	Laguna La Totora-Chittoa Alto	I	Atractivos naturales	Ambientes lacustres	Laguna
10	Rancho Las Marías (productos lácteos)	II	Manifestaciones culturales	Realizaciones técnicas y científicas	Explotaciones industriales
11	Río Bolo	I	Atractivos naturales	Ríos	Río
12	Cascadas de Cristal	I	Atractivos naturales	Ríos	Cascadas
13	Río Baba	I	Atractivos naturales	Ríos	Río
14	Malecón El Esfuerzo	I	Manifestaciones culturales	Arquitectura	Espacio público

15	Cascadas Las Rocas-Polanco	I	Atractivos naturales	Ríos	Cascada
16	Centro Cultural Du Tenka	III	Manifestaciones culturales	Folklore	Pueblo y/o nacionalidad etnográfica
17	Río Salgana-Poza Azul	I	Atractivos naturales	Ríos	Río
18	Finca Agroecológica la Floreana	II	Manifestaciones culturales	Realizaciones técnicas y científicas	Explotaciones agropecuarias y pesqueras
19	Reserva Ecológica Santa Rosa	I	Atractivos naturales	Bosques	Húmedo
20	Río Cupipe	I	Atractivos naturales	Río	Río
21	Iglesia Jesús del Gran Poder	II	Manifestaciones culturales	Arquitectura	Histórica(civil, religiosa, militar y vernácula)
22	Grupo cultural Mosco Bolón (grupo de jóvenes)	II	Manifestaciones culturales	Folklore	Música y danza
23	Grupo cultural Sayama	II	Manifestaciones culturales	Folklore	Música y danza
24	Cascada del Rosario	I	Atractivos naturales	Ríos	Río
25	Río Sandima	I	Atractivos naturales	Ríos	Río
26	Centro Cultural Masara Mudu	II	Manifestaciones culturales	Folklore	Pueblo y/o nacionalidad etnográfica
27	Unión de ríos Peripa y Tasugua	I	Atractivos naturales	Ríos	Cascada

28	Cascada Merizalde	I	Atractivos naturales	Ríos	Cascada
29	Cascada San Rafael	I	Atractivos naturales	Ríos	Cascada
30	Cascada Semantes	I	Atractivos naturales	Ríos	Cascada
31	Cascada El Imán	I	Atractivos naturales	Ríos	Cascada
32	Cascada Salto del Bimbe	I	Atractivos naturales	Ríos	Cascada
33	Monolitos Tsáchilas	I	Manifestaciones culturales	Arquitectura	Área patrimonial / arqueológica
34	Iglesia Ascención de Santo Domingo	II	Manifestaciones culturales	Arquitectura	Histórica (civil, religiosa, militar y vernácula)
35	Monumento Familia Tsáchila	II	Manifestaciones culturales	Arquitectura	Monumentos
36	Monumento Joaquín Zaracay	II	Manifestaciones culturales	Arquitectura	Monumentos
37	Monumento Julio Jaramillo	II	Manifestaciones culturales	Arquitectura	Monumentos
38	Parque Zaracay	II	Manifestaciones culturales	Arquitectura	Espacio público
39	Monumento a la Madre	II	Manifestaciones culturales	Arquitectura	Monumentos
40	Parque a la Madre	II	Manifestaciones culturales	Arquitectura	Espacio público
41	Parque Ecológico	II	Manifestaciones culturales	Arquitectura	Espacio público



42	Casa Diocesana Santa Rosa	II	Manifestaciones culturales	Arquitectura	Histórica (civil, religiosa, militar y vernácula)
43	Iglesia Catedral El Buen Pastor	II	Manifestaciones culturales	Arquitectura	Histórica (civil, religiosa, militar y vernácula)
44	Monumento Las Reinas	II	Manifestaciones culturales	Arquitectura	Monumentos
45	Monumento Indio Colorado	II	Manifestaciones culturales	Arquitectura	Monumentos
46	Monumento Sueño de Bolívar	II	Manifestaciones culturales	Arquitectura	Monumentos
47	Parque Ecológico Cerro Bombolí	II	Manifestaciones culturales	Arquitectura	Espacio público
48	Parque Intergeneracional	II	Manifestaciones culturales	Arquitectura	Espacio público
49	Parque Julio Marrero	III	Manifestaciones culturales	Realizaciones técnicas y científicas	Centro de exhibición de flora y fauna
50	Bioparque Kasama	II	Manifestaciones culturales	Realizaciones técnicas y científicas	Centro de exhibición de flora y fauna
51	Monumento Pileta Pio XII	II	Manifestaciones culturales	Arquitectura	Monumentos
52	Parque de la Juventud y la Familia	II	Manifestaciones culturales	Arquitectura	Espacio público
53	Monumento al Colono	II	Manifestaciones culturales	Arquitectura	Monumentos

54	Monumento a la Virgen del Rosario	II	Manifestaciones culturales	Arquitectura	Monumentos
55	Parque Etnobotánico Mariano Chanchán	II	Manifestaciones culturales	Realizaciones técnicas y científicas	Centro de exhibición de flora y fauna
56	Círculo de los Continentes	II	Manifestaciones culturales	Arquitectura	Espacio público
57	Recinto Ferial Dr. Alfonso Torres Ordoñez	III	Manifestaciones culturales	Acontecimientos programados	Convenciones, ferias (no artesanales) y congresos
58	Monumento Monseñor Emilio Stehle	II	Manifestaciones culturales	Arquitectura	Monumentos
59	Monumento Resiliencia y Nuevos Mercados del Arte	II	Manifestaciones culturales	Arquitectura	Monumentos
60	Parque Lineal Manuel Ramos	II	Manifestaciones culturales	Arquitectura	Espacio público
61	Recinto Ferial Chilachitó	II	Manifestaciones culturales	Acontecimientos programados	Convenciones, ferias(no artesanales) y congresos
62	Centro Turístico Aldea Colorada	II	Manifestaciones culturales	Folklore	Pueblo y/o nacionalidad etnográfica
63	Comuna El Poste	III	Manifestaciones culturales	Folklore	Pueblo y/o nacionalidad etnográfica
64	Comuna de Chigüilpe	III	Manifestaciones culturales	Folklore	Pueblo y/o nacionalidad etnográfica
65	Malecón San Gabriel	I	Manifestaciones culturales	Arquitectura	Espacio público



66	Zoológico Isla del Tapir	II	Manifestaciones culturales	Realizaciones técnicas y científicas	Centro de exhibición de flora y fauna
67	Iglesia Nuestra Señora del Valle	II	Manifestaciones culturales	Arquitectura	Histórica (civil, religiosa, militar y vernácula)
68	Finca Marianita (elaboración de panela y licores)	II	Manifestaciones culturales	Realizaciones técnicas y científicas	Explotaciones agropecuarias y pesqueras
69	Las Pompeyas (elaboración artesanal de productos del cacao)	II	Manifestaciones culturales	Realizaciones técnicas científicas	Explotaciones agropecuarias y pesqueras
70	Quinta San Francisco	II	Manifestaciones culturales	Realizaciones técnicas científicas	Explotaciones agropecuarias y pesqueras
71	Río Blanco	II	Atractivos naturales	Ríos	Río
72	Playa de las Garzas	II	Atractivos naturales	Ríos	Playa de río
73	La Bocana	II	Atractivos naturales	Ríos	Río
74	Río Cristal	I	Atractivos naturales	Ríos	Río
75	Río Como Hacemos	I	Atractivos naturales	Ríos	Río
76	Cascada La Chorrera	I	Atractivos naturales	Ríos	Río
77	Tolas del Recinto Chiguilpe	II	Manifestaciones culturales	Arquitectura	Área patrimonial/arqueológica

78	Mishilick-Finca agroecológica del Coronel	II	Manifestaciones culturales	Realizaciones técnicas científicas	Explotaciones agropecuarias y pesqueras
79	Fiesta del Kasama- Comuna Colorados del Bua	II	Manifestaciones culturales	Folklore	Manifestaciones religiosas, tradiciones y creencias populares
80	Centro comunitario Shinopi Bolón Tsáchilas	III	Manifestaciones culturales	Folklore	Pueblo o nacionalidad etnográfica
81	Cascada Bella Vista	I	Atractivos naturales	Ríos	Cascadas
82	Río Búa	I	Atractivos naturales	Ríos	Río
83	Estero River	I	Atractivos naturales	Ríos	Río
84	Río Ompechico	I	Atractivos naturales	Ríos	Río
85	Río Chila	I	Atractivos naturales	Ríos	Río
86	Río Soberano	I	Atractivos naturales	Ríos	Río

Fuente: Gobierno Autónomo Descentralizado de Santo Domingo (2017)

In relation to its infrastructure and basic services, Santo Domingo has the support of the Municipal Public Company of Potable Water and Sewerage, thanks to which 53.8% of water comes through the network inside the homes, while 47.2% is supplied by middle of deep wells; Regarding the sewerage service, the population is supplied in 70% and according to the sewerage network indicators, it covers 2017 kilometers of pipeline. The Electricity Corporation of Ecuador (CNEL) is in charge of supplying electricity: 97% of the city's population has electricity and public lighting. Regarding conventional telephony service, the National Telecommunications Corporation (CNT) offers coverage of 33.9%. Regarding



mobile telephony, several companies provide service with 4G coverage in the cantonal head and a reach of 82.40% of the population (Decentralized Autonomous Government of Santo Domingo, 2014).

Between 1962 and 1965, the main roads connecting the province of Santo Domingo de los Tsáchilas were built. Among the main roads are Aloag-Santo Domingo, Santo Domingo-Esmeraldas, Santo Domingo-Manta, Santo Domingo-Guayaquil, the E25, which crosses Los Ríos, Manabí and Esmeraldas, and the E20, which goes towards Pichincha. The city has an interprovincial land terminal, with 45 land transportation companies that travel throughout the country; an intercantonal mini-terminal responsible for the transfer of tourists and visitors, and in the urban area there are five transport companies that operate 31 routes with 356 units.

Santo Domingo has the public hospitals Dr. Gustavo Domínguez, the General Hospital of Santo Domingo, the Hospital of the Ecuadorian Institute of Social Security (IESS), the IESS Outpatient Center; 28 clinics belonging to the private sector; 140 private offices, including clinics and medical laboratories, and the first level centers the Augusto Egas Health Circuit and the Los Rosales Health Center (Ministry of Public Health, 2017).

Regarding the superstructure, the tourism regulatory bodies are the Autonomous Decentralized Government of the Municipality of Santo Domingo, the Autonomous Decentralized Government of the Province, the Ministry of Tourism and the Chamber of Tourism. These organisms are in charge of generating strategies to stimulate the economy in the city and the province.

For 2010 (date of the last census carried out by the National Institute of Statistics and Censuses [INEC]), the receiving community of Santo Domingo had 368,013 inhabitants: 183,058 men and 184,955 women, with a projection for 2019 of 450 694 inhabitants (INEC, 2010).

Regarding the holding of events, according to Castro and Valarezo (2019), in Santo Domingo 1,754 events are held per year in 14 establishments that provide this service. Within the facilities of these places, conferences, social and cultural events, trainings, work and business meetings, workshops, congresses, concerts, beauty pageants and academic events are held. The establishments have private parking, access for people with disabilities, basic services, additional services, audio and video equipment, lighting and regulatory signage. The capacity of each one is as follows: Gran Hotel Santo Domingo (1610 people),



Hotel Toachi (1810 people), Hotel Zaracay (720 people), Hotel Golden Vista (60 people); Pontificia Universidad Católica del Ecuador headquarters Santo Domingo (438 people), Regional Autonomous University of the Andes (300 people), Equinoctial Technological University (240 people); Ranchers Association (1480 people); Chamber of Commerce (625 people), Doctors Association (360 people), Drivers Union (240 people); City Hall (600 people), Dr. Alfonso Torres Ordoñez Fairground (4000 people), Tsáchilas Higher Technological Institute (170 people).

Another important element is that Santo Domingo has streets and avenues that connect a wide range of establishments, without the need to travel long distances between one and the other: from where clothing and shoes are offered to food and beverage outlets; The values for the services or products vary according to the establishment and the need expressed by the consumer. This route goes from the Y del Indio Colorado to Quito Avenue.

The mobilization in urban buses is possible thanks to the existence of units with the capacity to transfer users in a short time from one neighborhood to another or from a central area.

There are pedestrian promenades that allow the visibility of the products exhibited to the clientele, its streets have flower beds with ornamental plants. In its path you can also identify cafes and parks connected to short distances.

According to Rojas (2019), another alternative for tourism is Via Aventura. It is made up of two lanes designed for pedestrian and bicycle travel. The road is 2.84 meters wide and is separated from motorized traffic by a 78-centimeter parterre-garden. There are five bicycle rental businesses that offer 16 tour packages of various categories for advanced, medium and novices, which cost from \$ 5 to \$ 20.

Discussion

In Santo Domingo there are enough potential elements to be considered a tourist city. The tourist activities that are evident above all have to do with food and beverages, accommodation, operation and intermediation, parks and stable attractions. In the city, people from the different provinces of Ecuador have settled, so there are establishments with a varied gastronomic offer, which recognizes the culture and tradition of the birthplace of the settlers settled in the territory.



To determine the potential of a territory, it is necessary to use methods that allow the value of resources and attractions, as indicated by Mikery and Pérez (2014). The province of Santo Domingo has 86 attractions within its inventory, of which a great majority are within hierarchy II, whose main characteristic is that they allow to generate an interest to visitors who come to the area for various reasons. Another important element is that the city has a supply of drinking water, sewerage, electricity, mobile and fixed telephony; roads that connect the province of Santo Domingo with the rest of the country, which makes it a national connection point; owns public and private health care; and it is estimated that 1754 events are held per year in 14 establishments.

These factors are considered to make Santo Domingo a potentially suitable sector for tourism. The market must respond to the demands of demand to generate a consumer culture and, through this, strengthen the link between visitors and the host community.

Conclusions

The existence of tourist activities in Santo Domingo allows the visitor to refer to the area and generate an increase in demand, since their preferences and the satisfaction of their needs are usually the key to determining the development of a territory, taking its tourism potential as starting point for its evolution. As demand increases, supply increases, allowing local people to generate economic income.

Santo Domingo has tourist attractions that mark the identity, culture and traditions of the territory and its inhabitants. Tourism operating agencies should emphasize the design of packages, focus on making these attractions known and thus generate a local product; increase walking tours, making use of the services of bars, cafes and parks connected to short distances. The joint work of tourism regulators, public companies, private companies and academia will promote the development of the province.

Future lines of research

The competitiveness of a destination and its relationship with marketing should be studied, since tourist attractions have been identified with various hierarchies linked to companies that are dedicated to generating tourism products, identifying the needs and demands of the demand.



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