

Tourism and its contribution to the local economy. Pastaza province case study

El turismo y su contribución a la economía local. Caso de estudio provincia de Pastaza

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ABSTRACT

Tourism is a very important aspect that each state must consider in order to offer its tourist resources to the rest of the world, although these resources are usually natural and are not commercial, so that tourists are interested in knowing them, this includes knowledge of the culture of each country and other aspects of the region. However, tourism is not only about offering the natural wonders of each country, rather it directly influences the economic factor of a region, this product of the participation of businesses that intervene to offer their products to tourists, helping in one way or another to the economy of a specific sector, so if a good management of tourism promotion is done, the local economy will benefit successfully. Based on this idea, countries have developed programs to promote their culture and tradition to the rest of the world. Ecuador has great attractions, the province of Pastaza is not left behind, which being located in the eastern region, has great natural attractions, also encouraging the local economy through tourism.

Keywords: Tourism, economy, Pastaza, resources.

RESUMEN

El turismo es un aspecto muy importante que cada estado debe considerar con el fin de ofrecer sus recursos turísticos al resto del mundo, si bien estos recursos por lo general son naturales y no son comerciales, por lo que hace que los turistas presenten interés por conocerlos, esto incluye el conocimiento de la cultura de cada país y otros aspectos de la región. Sin embargo, el turismo no solo consiste en la oferta de las maravillas naturales de cada país, más bien esto influye directamente el factor económico de una región, esto producto de la participación de negocios que intervienen para ofrecer sus productos a los turistas, ayudando de una forma y otra a la economía de un sector en específico, por lo que si se realiza una buena gestión de promoción de turismo, la economía local se va a beneficiar de manera exitosa. Basada en esta idea, los países han desarrollado programas para incentivar su cultura y tradición hacia el resto del mundo. Ecuador tiene grandes atractivos, la provincia de Pastaza no se queda atrás, la cual al estar ubicado en la región oriental, presenta grandes atractivos naturales, incentivando además la economía local a través del turismo.

Palabras clave: Turismo, economía, Pastaza, recursos.

INTRODUCTION

Tourism has great potential to accelerate progress in all economic sectors in a sustainable manner. Through integrated policies, tourism can generate quality employment opportunities for lasting economic and social growth, thereby reducing poverty and promoting environmental protection, and thus offers a win-win situation for nations to move towards an inclusive and resilient economy. (Santamaría, 2019).

Tourism can play a dynamic role in the economic growth of developing countries compared to developed countries. Tourism development is seen as a tool for employment and income generation. Tourism increases foreign exchange earnings through trade in commodities and the import of capital goods, necessary services and manufacturing segments of an economy (Tite, 2021).

Trends suggest three types of economic impact of tourism development: direct, indirect and induced. An example of the direct economic impact of tourism is increased revenues for hotels, restaurants and tourism organizations. Indirect impact occurs from flows such as hotel and restaurant purchasing supplies by businesses in the destination. Induced impact occurs when the beneficiaries of direct and indirect impacts (such as business owners, employees) spend their income. Therefore, tourism development influences several sectors of the economy through multiplier effects (Bravo, 2018).

Tourism development and its impact at the community level can be linked to poverty reduction at the national level through economic growth, and Sustainable Development Goals (SDGs) 8 and 12 directly address sustainable economic growth (Cejas, 2020).

METHODOLOGY

A bibliographic research, used to find information related to a particular topic in order to correlate that information so that we can understand the topic from different perspectives, so this technique can allow us to learn more about different topics and themes, their various authors, their various conclusions.

The first step to be able to make a bibliographic compilation is to have defined a specific topic, this will help us to clearly define the search criteria, even key words can

be identified. As a second step, an organization of ideas is made so that these are the key to be able to give a logical order to the search performed, when any search is performed, a lot of information is found, so it is important that this selection of information complies with the structure of the ideas presented.

TOURISM DEVELOPMENT AND POVERTY

Tourism is considered an essential tool for developing economies, especially for generating foreign exchange, attracting international investment, increasing tax revenues and providing employment opportunities. Many researches mention that tourism development caused poverty reduction in developing countries. These studies suggest that tourism development helps alleviate poverty in developing countries through increased incomes, skills development and infrastructure development. (CARRIÓN, 2019).

The tourism industry is well positioned to foster economic growth and development at all levels by creating jobs, promoting entrepreneurship and small businesses, and empowering underprivileged groups, especially youth and women, thereby helping to reduce poverty at the national level. (Ullauri, 2019).

TOURISM AND RESOURCE CONSUMPTION.

The tourism industry requires energy at every step to carry out daily operations; for example, tourists and suppliers use energy for transportation, and restaurants and hotels use energy for food preparation and accommodation, hence the demand for more energy development is increasing. Energy supply directly influences the expansion or stagnation of the tourism industry. (Cabanilla, 2018).

Tourism and hospitality organizations are using innovative energy production and saving solutions (such as the use of solar panels, wind and waste-to-energy systems, and the use of energy-saving appliances in accommodations) to minimize environmental impact. (Cabanilla, 2018).

The use of renewable energy is considered a fundamental way to increase the eco-efficiency of a destination and achieve sustainable tourism development. Therefore, the tourism industry can contribute to sustainable energy de

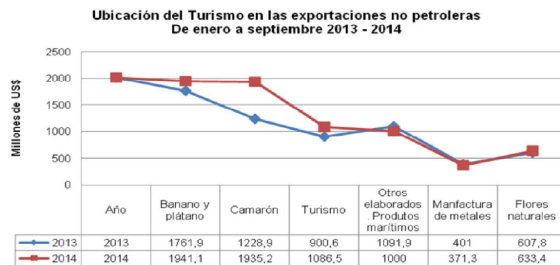
velopment by adopting renewable technologies such as bioenergy, solar, wind, small hydropower, tidal, geothermal and wave energy depending on the location of the facilities. (Carrión, 2019).

DEVELOPMENT OF TOURISM IN ECUADOR

Its geographic position is strategic because its Pacific Ocean coasts are bathed by the waters of the Cold Humboldt Current and the Warm El Niño Current, which allow it to have a unique natural ecosystem with a high biodiversity of flora and fauna. (Mora, 2020).

Ecuador is divided into four clearly defined regions: the Insular Region or Galapagos, Coast, Highlands and East. The Galapagos is characterized for being a world-class ecological park, with unique flora and fauna; the Coastal region is characterized by its beaches and mangroves; the Andean region by its great mountains, volcanoes and colonial cities; and the Amazon region by its jungle with unique flora and fauna. (Mora, 2020).

Figura 1. Position of Tourism in the Economy of Ecuador



Tourism plays an important role in Ecuador's economic development and is one of the main wealth-generating sectors of the Ecuadorian economy, with a related contribution from international tourism, as evidenced by the increase in tourist spending. (Sanchez, 2020).

The position of tourism is relevant in the country's economy. If we consider non-oil exports, tourism ranks third, after traditional exports such as bananas and shrimp, according to the Ministry of Tourism of Ecuador 2015. (Garrido, 2018).

DEVELOPMENT OF TOURISM IN PASTAZA

The province of Pastaza is located in the center of the Ecuadorian Amazon Region. It is part of one of the planet's biodiversity hotspots, due to its exceptional concentration of species and high levels of endemism. The province is located in the central zone of the Ecuadorian Amazon; its cantonal capital, the city of El Puyo, is one of the most important accesses to the Ecuadorian East and is part of a road axis that connects with the central zone of the country. (Padilla, 2021).

Pastaza province's tourism development potential is based on its natural resources, which are affected by the unplanned expansion of the agricultural and livestock frontier and the increase in urban areas. However, the province lacks instruments to evaluate the environmental sustainability of tourism, which limits the possibility of defining sound policies, strategies and decisions to achieve a rational use of its natural and cultural heritage (Piedra, 2021).

The extension of the Amazon rainforest, with its extraordinary biodiversity, offers very good prospects for the development of activities such as scientific tourism and tourism associated with natural heritage. The life and customs of the endangered Zápara, Shiwiar and Andoa are the subject of trips and tourist excursions (Manosalvas, 2021). Since 2017, the province of Pastaza has had a Study of the Intervention and Transition Zones, in which 3 circuits of adventure, jungle and traditions were identified, from which 5 tourist routes were determined within the territory, carrying out participatory processes in which the Tourism Board of the Province of Pastaza actively participated. (Espín, 2021).

- Adventure Route.
- Geobotanical Route.
- Route of the Feathers.
- Ancestral Route.
- Flavor Route

It is important to mention that the province has great natural and cultural potential, with 3 world mentions: 1. The Yasuní Biosphere as a Natural World Heritage Site, 2. The Zápara Language, as a Cultural World Heritage Site by UNESCO and 3 (Espín, 2021).

ECONOMIC ACTIVITY IN PASTAZA

In Pastaza, economic activity is distributed as follows: in first place with 28.34% of the population is employed in agriculture, forestry, hunting and fishing; in second place with 22.40% in the public sector; in third place with 11.66% in public administration and defense; followed with 11.58% in wholesale and retail trade; with 8.24% of the population employed in education; and with 7.61% in construction (Espinosa, 2020).

The oil industry continues to be the most important economic activity for the country and this resource is extracted mainly from the Ecuadorian Amazon region. In Pastaza there are several oil wells in production in the northern part of the province. However, with the exception of the province's protected areas, practically the entire territory is segmented into oil blocks, most of which have not yet been concessioned for exploration or exploitation (Espinosa, 2020).

ECONOMY AND TOURISM IN PASTAZA

In the province of Pastaza, revenues from tourism activities, in the period 2012-2019, recorded an annual growth rate of -2.4%. In the same period, Ecuador achieved a compound annual growth rate (CAGR) of 9.9% in tourism revenues (Reyes, 2019).

In 2019, tourism in Ecuador directly contributed 2.2% of the national GDP and favored the creation of 408,774 jobs in the sector. The country's tourism activity stands out for being the third source of non-oil income, which demonstrates its relevance for the Ecuadorian economy (INEC, 2020).

Tabla 1. Ingresos por turismo Ecuador y provincia de Pastaza

Year	Ecuador		Pastaza	
	Sightseeing	Total	Sightseeing	Total
2010	1.031	56.481	18,8	759,7
2011	1.092	60.925	15,1	1.135
2012	1.136	64.362	19,6	1.042
2013	1.191	67.546	18,5	1.033
2014	1.218	70.105	17,1	981,7
2015	1.173	70.174	16,1	613,0
2016	1.166	69.314	17,8	546,7
2017	1.234	70.955	13,7	634,6
2018	1.871	108.398	17,2	713,8
2019	2.422	100.871	16,1	730,9

According to figures from the Ministry of Tourism, in general, Ecuador registered entry of tourists from various parts of the world, which is reflected in the data of the PDOT of Pastaza, where it is mentioned that from January to March 2018 there were tourists from Colombia 86,868 tourists, United States 58. 570 tourists; Peru 36,594 tourists; Argentina with 19,287 tourists; Chile with 15,482 tourists; Venezuela 8,957 tourists; Germany 8,175 tourists; Canada 7,882 tourists; Cuba with 5,535 tourists; Great Britain with 4,774 tourists; Mexico 4,543 tourists; France with 4,481 tourists and Brazil with 4,270 tourists (Ortega, 2018).

However, for the analysis of tourism in Pastaza, 91.77% of national tourists visited Pastaza, of which the majority (35.88%) came from Quito and the remaining percentage came from Riobamba, Cuenca and Guayaquil. 8.23% were foreign tourists, mostly from the United States (32.26%) and the remaining percentage from France, Germany, England, Brazil, Venezuela and Peru (Ortega, 2018).

Regarding the visitors' income, 20.22% earn between \$301 and \$500 dollars, which is the majority, 16.10% earn between \$701 and \$900 dollars, 14.23% earn between \$501 and \$700 dollars and 13.48% earn less than \$300 dollars (Ortega, 2018).

ANALYSIS

To achieve desirable economic growth through tourism development in developing nations, specific focus must be placed on enthusiastically driving policy development and implementation, and special attention must be given to human capital development. In addition, measures can be taken to showcase various aspects of natural and cultural heritage and hospitality globally, in the case of Pastaza the emblem "The Dream Place" is used.

Developing economies consider tourism as an essential element for economic development and poverty reduction. However, the use of tourism as a sustainable anti-poverty tool depends on how well tourism development policy is linked to general economic, investment, agricultural, energy and environmental policies.

Furthermore, making tourism development sustainable depends on its incorporation with employment, its linkages with the agricultural and service sectors, and its role in stimulating infrastructure such as the construction of roads, airports, ports, and support for investment in the economy.

For tourism's contributions to be sustainable, policymakers should focus on renewable energy production; in addition to this, at the enterprise level, the government should encourage entrepreneurs to use green energy and energy-saving devices to minimize their environmental impact. Furthermore, by promoting investments in clean energy projects, tourism can help reduce carbon emissions and contribute to SDG 7. Therefore, it is suggested that, depending on the location of the tourism destination, renewable energy resources should be used to make tourism more productive and sustainable in developing economies.

CONCLUSIONS

Emblematic promotional activities such as "Pastaza un lugar magico" or others should be disseminated through social, national and international media to raise awareness of the natural and cultural diversity of Pastaza and Ecuador.

Investors and tourists should be encouraged towards sustainable investments and behaviors to safeguard the interests of the nation. Tourism-related FDI can contribute to the achievement of several SDGs directly or indirectly, such as poverty alleviation and food security.

The human development index, infrastructure, trade openness and price level are determining factors for tourism to be encouraged in a region.

Security, political stability and economic balance are other determinants of international tourism competitiveness.

The educational and cultural level of the population of the host countries influences the competitiveness of tourist destinations because it directly affects the quality of the service offered, which is where the importance of human capital development lies.

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