



Tourist Profile in the Urban Parish of Zaruma, Magical Town of Ecuador

Perfil del Turista en la Parroquia Urbana Zaruma, Pueblo Mágico del Ecuador

Gladys Alexandra Suárez Jaramillo

National University of Loja

gladys.suarez@unl.edu.ec

<https://orcid.org/0000-0002-0558-0863>

Yomara Lissbeth Zeas Macas

National University of Loja

yomara.zeas@unl.edu.ec

<https://orcid.org/0000-0003-2327-7099>

Yesenia Alexandra Briceño Luzuriaga

National University of Loja

yesenia.briceno@unl.edu.ec

<https://orcid.org/0000-0002-1637-4491>

ABSTRACT

The purpose of this research was to determine the profile of the tourist in the urban parish of Zaruma, in order to know their behavior and motivations. At the same time, it aims to contribute to the planning and development of a tourism offer that meets the expectations and interests of national and international tourists visiting the locality. However, the problem revolves around the lack of knowledge of the current situation of tourism in the area; in addition, there is a lack of information on the tourist profile, which leads to a lack of knowledge about their behavior and motivations for tourism in the parish; added to this, the scarce supply of new tourism products created according to the characteristics of the tourist to improve the supply of the destination. Therefore, in the first objective, the methodology of Carla Ricaurte's Tourism Diagnosis of Communities was used, and for the survey of tourist attractions the

methodology of the Ministry of Tourism (MINTUR) was used. As a result, information was obtained from the tourism system, updating the inventory of 17 attractions, 82% of which corresponds to hierarchy III and the remaining 18% to hierarchy II.

SUMMARY

La presente investigación tuvo como finalidad determinar el perfil del turista en la parroquia urbana de Zaruma, con el fin de conocer su comportamiento y motivaciones. Al mismo tiempo, pretende contribuir a la planificación y desarrollo de una oferta turística que satisfaga las expectativas e intereses de los turistas nacionales e internacionales que visitan la localidad. Sin embargo, el problema gira en torno al desconocimiento de la situación actual del turismo en la zona; además, existe falta de información sobre el perfil del turista, lo que conlleva a un desconocimiento sobre su comportamiento y 181 motivaciones para hacer turismo en la parroquia; sumado a esto, la escasa oferta de nuevos productos turísticos creados de acuerdo a las características del turista para mejorar la oferta del destino. Por lo tanto, en el primer objetivo se utilizó la metodología del Diagnóstico Turístico de Comunidades de Carla Ricaurte, y para la encuesta de atractivos turísticos se utilizó la metodología del Ministerio de Turismo (MINTUR). Como resultado se obtuvo información del sistema turístico, actualizándose el inventario de 17 atractivos, de los cuales el 82% corresponde a la jerarquía III y el 18% restante a la jerarquía II.

Keywords / Keywords

Tourism diagnosis, motivations, tourist profile, tourism product.

diagnóstico turístico, motivaciones, perfil del turista, producto turístico.

Introduction

Globally, tourism provides livelihoods for millions of people and allows billions to appreciate their own and other cultures as well as nature. It represents more than 20% of the gross domestic product (GDP) of some countries and, in general, is the third most important sector of the world economy in terms of exports. (World Tourism Organization [UNWTO], 2020, p. 2) In fact, tourism in our country

stands out for being the third source of non-oil income, after bananas and shrimp, which evidences the relevance of the sector for the Ecuadorian economy. Additionally, it is estimated that the sector contributes annually with about 3% of the total net taxes of the national economy (Ministry of Tourism of Ecuador [MINTUR], 2019, p. 3).

Previous studies such as Kotler's (as cited in González, 2010) state that tourism markets are composed of consumers, who differ in one or more ways. They may differ in terms of their desires, their resources, their locations, their distinctive attitudes and their travel practices, due to which it can be determined that each one presents distinct profiles. The tourism profile refers to the characterization of a tourism destination. The characterization is often based on socioeconomic and demographic variables of tourists. The profile allows knowing the tastes, preferences, expectations and needs of tourists in order to improve the management of tourism companies and destinations. (Pat and Calderón, 2012, p. 50) Analyzing the profile of the tourist visiting a specific place has become necessary to evolve within the sector, since it allows reaching a strong and competitive position in the market by launching new tourism products for specialized segments. (Moreno, 2020, p. 2).

The province of El Oro stands out for being a multiregional province, since within its territory it has three well-defined regions, the Coast, Highlands and Islands: Coast, Highlands and Insular. In this same line, Lazo, Bastidas, Aguilar and Calle (2017) point out that "the province has a privileged geography ranging from the paramo to the mangrove, with exceptional natural landscapes natural resources become the main attraction for anyone who visits it". The area of study of the research is the city of Zaruma, canton of the same name in the Province of El Oro; its heritage, cultural and natural characteristics, typical gastronomy, diversity of flora and fauna, natural landscapes, hospitality of its people with tourists and other qualities make it a city with high tourism potential. Of the 14 cantons that make up the province, only Zaruma and Arenillas have been declared "Cultural Heritage Cities of Ecuador". Calle and Sánchez (2020) state that "Zaruma is one of the main options to be considered by national and foreign visitors, when practicing cultural and heritage tourism in the province" (p. 292). However, despite the fact that the urban parish in question has a considerable tourist demand attracted by its heritage assets and cultural tourism, there is a lack of information on the profile of the tourists who visit it. In fact,

Lapo and Quituisaca (2019) indicate that in "the urban parish of Zaruma only manages a basic physical conventional registry, that is, no digital tool is used that allows for the possession of statistical data which has caused a lack of real statistical information on visitors" (p. 175). Therefore, it has been considered convenient to carry out this research.

The general research question for this study was: "What is the profile of the tourist that visits the urban parish of the Zaruma canton?"; in addition, three specific objectives were established that will help answer the researched problem: "Diagnose the current tourism situation of the urban parish of Zaruma", "Define the tourist profile and motivations for visiting the urban parish of the Zaruma canton" and "Propose a tourism product based on the study of the demand".

Through the development of the proposed objectives, the current situation of the six elements that make up the tourism system 183 corresponding to governance, demand, host community, attractions, supply of services and infrastructure was determined; then based on the information collected, it was possible to structure the instrument in a better way to measure the profile of tourists and their motivations, so that the data on which the survey instrument was structured were: socio-demographic profile of the tourist, structure of consumption of tourism goods and services, travel organization and motivational variables. Subsequently, a market segmentation was carried out where, analyzing the characteristics, needs and reasons for visiting the identified market, the proposal of a tourist route called "Sarahuma" was elaborated with a focus on a cultural product line, which has been included in a tourist package to be marketed.

It is important to mention that this research will significantly help the local government, the territory and even private enterprise to know who visits the urban area of Zaruma, as well as who might be interested in visiting it, which is a key element for planning and developing a tourism offer that meets the expectations and interests of national and international tourists who visit the town. At the same time, it will serve for a better analysis from the academy, since such a study would contribute to the image of the city as a cultural and heritage tourist destination. Lastly, this research leaves future lines of research proposed and constitutes a precedent for future studies to be carried out in the area or in other sectors.

Materials and Methods

Theoretical methods of scientific research were used, such as analysis and synthesis of bibliographic material corresponding to databases such as: Google Scholar, Dialnet, Redalyc, Scielo, etc; undergraduate theses; books and digital manuals; physical and digital documentation of the Unit of Tourism Promotion and Diffusion of the Municipal Government of Zaruma.

For the first objective, we used the Community Tourism Diagnosis Form used by Carla Ricaurte Quijano (2009) in her Manual for Local Tourism Diagnosis, which made it possible to gather relevant information on four of the elements of the tourism system: tourism plant, infrastructure, governance and host community. In addition, it was considered advisable to update the inventory of attractions in the urban parish of Zaruma using the Ministry of Tourism's 2018 tourist attraction survey form.

In the second objective, the application of an online survey aimed at tourists over 18 years old who have visited Zaruma during the last 3 years was carried out. To obtain the size of the population, the existing records in the Tourism Promotion and Diffusion Unit were taken into account, referring to the number of tourists who visited the urban parish Zaruma between 2018 and 2019, from which a projection of tourists for the year 2022 was obtained.

The projection for the year 2022 was 6,038 tourists. Based on this data, the finite population formula was used, where the sample size was 261 validated questionnaires.

On the other hand, the survey was formulated based on the methodology used by the Centro de Estudios Superiores en Turismo (CESTUR), which proposes several items for the study of tourist profile and satisfaction; therefore, a questionnaire of 24 questions was designed and modified according to the research to be developed. Of these, 8 were based on the study of the sociodemographic profile, 7 on the study of the structure of consumption of tourist goods and services, and 9 on the study of trip organization and motivational variables. Microsoft Excel was used for the tabulation and analysis of the data because it is much easier, takes less time and is more efficient.

In the last objective, a market segmentation was elaborated to generate the proposal of a tourism product based on the study of the

demand. The intention was to address elements or tourist facilities, as part of the components that allow the generation and constitution of the tourist product, in order to ensure that the tourist's stay has the expected quality and is as pleasant as possible.

Among the techniques used are:

Direct observation, which provided evidence of the current state of the tourist attractions that were part of the inventory update. Interviews with key informants from the tourism sector in the city of Zaruma, such as tourism service providers, managers of some tourist attractions, and personnel from the Department of Socioeconomic Development and Tourism of the GAD Municipal de Zaruma, provided a context for the characterization of demand, and the surveys made it possible to systematize information on the tourist profile in a qualitative and quantitative manner.

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Results

The parish under study has 2 hotels, 1 inn and 4 hostels. There are a total of 7 lodging establishments with 129 rooms and 255 beds available. Similarly, there are 23 restaurants, 2 cafeterias, 5 soda fountains and 6 bars. Having in total 36 food and beverage establishments with 278 tables and 1112 available seats. On the other hand, during 2019, 13 new establishments were registered, whose owners in that period were processing the respective permits in entities such as the Ministry of the Interior and the Ministry of Tourism.

The area also has the INXS Punto Caliente and Barón de la Cerveza nightclubs; the Tierra Linda mi Zaruma spa; Fidel Eventos and Villa Urcu reception and banquet halls. The tour operator "Oro Adventure Tour Operator" is available for the operation and intermediation service. At the same time, there are only two local guides in the city who are registered in the National Tourist Guide Registry of MINTUR.

The basic infrastructure of the study area in terms of transportation, accessibility, communications, and energy is considered a strength;

however, there is a weakness in the potable water service, which directly affects the community and tourism service providers.

Governance in the study area is headed by the Municipal Decentralized Autonomous Government of Zaruma, an authority that, through the Tourism Promotion and Dissemination Unit, is responsible for directing the canton's tourism activity. In addition, to ensure the tourism development of the beautiful Sultana of El Oro, the local authority has been working together with the National Government through the Ministry of Tourism; likewise, with the Prefecture of El Oro and the Chamber of Tourism at both the local and provincial levels.

The Municipal GAD has the Territorial Tourism Development Plan prepared in 2018, additionally there are regulations between MINTUR and GAD Municipal de Zaruma that are applied for the development of tourism activity throughout the canton such as:

- Ordinance regulating tourist establishments: LUAF: Single Annual Operating License.
- Ordinance that regulates tourism activities in the Zaruma canton.
- Ordinance for the Promotion, Development and Development of Tourism in the Zaruma Canton.
- Ordinance that regulates the Cantonal Tourism Council of the canton.

Those local, national and international institutions from which the community receives or has received support for its tourism development and growth include:

- Zaruma Chamber of Tourism
- El Oro Chamber of Tourism
- Quito Tourism
- Ministry of Tourism
- National Institute of Cultural Heritage, INPC
- Government of Taxco de Alarcón of the State of Guerrero, Mexico

According to information provided by the Department of Planning and Land Management, during the administration of Jhansy López Jumbo, current mayor of the Zaruma canton, the following

development plans have been prepared for the benefit of the community:

- Development and Territorial Planning Plan, year 2015
- Development and Territorial Planning Plan, year 2018
- Development and Land Management Plan, year 2020 - 2030 (Phase III: Proposal)
- Sustainable Urban Plan of Zaruma
- Mobility Plan
- Historic Center Management Plan

Host community

187 According to INEC, in the 2010 Population and Housing Census, the main economic activities of the canton are agriculture and livestock, followed in order of importance by mining and quarrying activities. Other activities that boost the canton's economic activity are wholesale and retail trade, followed by education, manufacturing (the most relevant activities are the gold jewelry stores in the canton) and public administration.

The GAD Municipal de Zaruma (2018) mentions that the city has important tourism infrastructure; for this reason, this sector benefits 301 people with jobs. However, according to the 2010 Population and Housing Census by EAP occupation in accommodation and food service activities employ 172 people; and arts, entertainment and recreation to 22 people.

The tourism skills found in the community are related to cooking, since the area has a rich and typical gastronomy. For example, the tigrillo zarumeño has become an iconic gastronomic dish in the city of Zaruma, which is why all the local restaurants offer it on their daily menu. There are also two local guides certified by MINTUR who provide guiding services. Finally, depending on the population's level of education, it is possible that they have skills such as English language skills and knowledge of accounting and administration.

The declarations that the city of Zaruma has as a City of Tourist Interest, Cultural Heritage and Magical Town of Ecuador, cause the community and especially the owners of tourist service establishments to consider tourism as an important instrument for the socioeconomic development of the city.

Finally, it is pointed out that there is little citizen participation and involvement in the search for solutions to social, cultural, economic and political problems of the canton by local organizations and institutions.

For the identification of potential natural and cultural tourist attractions, Mgs. Lucy Matamoros, technician of the Tourism Promotion and Dissemination Unit, was asked which of the 17 tourist attractions inventoried in - situ with the respective inventory sheets according to the format granted by the MINTUR year 2018, would be of interest to the GAD Municipal de Zaruma having as a result the following hierarchical ranking sheet:

Table 1. *Ranking card of natural and cultural tourist attractions.*

N°	Name	Category	Type	Subtype	Location	Hierarchy
1	Zarumeño Coffee	Cultural Manifestation	Cultural and Popular Heritage	Gastronomy	City of Zaruma within the colonial city	III
	El Tigrillo	Cultural Manifestation	Cultural and Popular Heritage	Gastronomy	City of Zaruma within the colonial city	III
	Holy Week Festival in Cerro Calvario	Cultural Manifestation	Cultural and Popular Heritage	Religious Festivals, Traditions and Beliefs Popular	City of Zaruma from the Sanctuary of the Virgen del Carmen to the Cerro El Calvario (El Calvario Hill)	III
	Virgen del Carmen	Cultural Manifestation	Cultural and	Religious Festivals,	City of Zaruma, the tour starts at	III

	Festivities	on	Popular Heritage	Traditions and Beliefs Popular	the Sanctuary and goes through the main streets of the city.	
5	El Sexmo Mine	Cultural Manifestation	Technical and Scientific Achievements	Industrial Centers	Sector "El Sexmo" of the city of Zaruma	III

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	Zaruma Municipal Museum	Cultural Manifestation	Architecture	Cultural Infrastructure	GAD Municipal de Zaruma, at 9 de Octubre Street and Plaza de la Independencia.	III
	Sanctuary of the Virgen del Carmen	Cultural Manifestation	Architecture	Historical Vernacular	/ Next to Independence Square	III
	San Francisco Church	Cultural Manifestation	Architecture	Historical Vernacular	/ San Francisco neighborhood in the city of Zaruma	III
	Historic Center	Cultural Manifestation	Architecture	Historical Area	It is distributed along Sucre, Bolivar, 10 de Agosto and 9 de Octubre streets.	III
	Independence Square	Cultural Manifestation	Architecture	Public Space	Historical Center, on Rocafuerte street	III
	Batea Rumi Viewpoint	Cultural Manifestation	Architecture	Public Space	Sector of the Municipal Coliseum, specifically on Pichincha Street via Salvias.	II

El Calvario Natural Mountain Low Located 1 II
 Hill Attractions s Mountain kilometer
 northeast of the
 city of Zaruma.

Source: Own elaboration.

Tourist profile

The study presents the analysis of the results of data obtained from 261 sample elements applied through an online survey, by means of Google forms to those people who have visited the urban parish of Zaruma canton during the last 3 years. Since the increase in coronavirus and omicron infections, in addition to the situation of the sinkhole caused in the central area of the canton by illegal mining, have caused an even greater decrease in tourist visits to the city. The data on which the survey instrument was structured were:

190 sociodemographic profile of the tourist, structure of consumption of tourist goods and services, travel organization and motivational variables. The results are shown below:

Socio-demographic profile

Tourists visiting the urban parish of Zaruma, regardless of whether they are nationals or foreigners, are mostly male, relatively young, mainly traveling with children, between the ages of 25 and 44, with a predominantly single marital status. They come mainly from provinces such as Guayas, El Oro and Pichincha, have mostly higher university education, their most common current occupation is employee of a private company and have a monthly income ranging from \$601 to \$1,400.

Consumption of tourism goods and services

Within the essential components, the average daily tourist expenditure is between \$21 to \$40, the breakdown of their budget is mostly for food and beverages, followed by the lodging service whose predominant form of payment is in cash. The most common means of transportation used to travel to the urban parish of Zaruma is their own vehicle; they prefer to stay in hotels. At the same time, the type of food and beverage establishment preferred by tourists during their visit are restaurants, since, within the urban parish of Zaruma, according to the Tourism Plant Registry of MINTUR, 23 restaurants are registered as tourist services. On the other hand, tourists prefer to visit the different natural and cultural attractions on their own, since

they do not hire any tourist services such as local guides or tours from any travel company. The main reason for the lack of tourist services in the destination is that when tourists need information, they go to the Tourism Promotion and Dissemination Unit of the Municipal Government of Zaruma, where they are given a tourist brochure about the city.

Travel organization and motivational variables

The frequency with which tourists visit the urban parish of Zaruma is mostly monthly, although there is a very similar percentage that visits every six months and on national holidays; they also prefer to travel in the company of their family; the average length of stay in the city is 2 to 3 nights and when organizing their trip they do not make any reservations. Regarding the relevant sources of information used to plan their visit, the internet is the most important, followed by social networks and advice from their "family and friends". As for the aspects that play an important role in the choice of Zaruma as their tourist destination are the interesting history, typical gastronomy (tigrillo and Zaruma coffee), variety of attractions and tourist activities, pleasant climate and safe city.

The main reasons for visiting are related to the cultural tourism offered by the city, and visitors are also attracted by the declarations that the destination has as a city of tourist interest, cultural heritage and magical town of Ecuador.

At the same time, the tourist attractions for which he is very interested are the historical center, typical gastronomy, "El Sexmo" mine, Zaruma Urcu Hill, Batea Rumi Viewpoint (Municipal swimming pool), El Calvario Hill, Sanctuary of the Virgen del Carmen, Selva Indígena Museum, Holy Week Festival in "El Calvario" Hill and San Francisco Church.

Finally, the data indicate that tourists consider 2 days to be the appropriate length of time for a tour in the urban parish of Zaruma, where the proposed tourism products should focus on the cultural tourism offered by the city.

Market segmentation for the route

The most predominant age group is 25 to 44 years old with 63%, which corresponds to the number of 164 respondents, therefore, this

segment has been identified as the target market for the tourist product offer in the urban parish of Zaruma.

The new product to be offered is a tourist route that starts at the Plaza de la Independencia and ends at the Batea Rumi viewpoint (Municipal Swimming Pool). The itinerary lasts 2 days and 1 night and includes transportation (internal), lodging, food and guide services. The name "Sarahuma" Tourist Route is due to the fact that the toponymy of the Zaruma canton determines that its name is derived from the native voices: Sara = corn and huma = head. That is, it comes from the contraction of these two voices and began to be written with the Z taking the Spanish word Zaruma. In addition, its name is attributed to the existing corn and gold mines, whose color resembles that of an ear of corn. In other words, by choosing this name we are valuing the origin and meaning of the canton's own name.

- 192 The competitive advantage of this circuit is based on the main attractions that are Cerro El Calvario, municipal swimming pool; as well as tours of several cultural attractions such as the central square, museums, "El Sexmo" mine, viewpoints, El Cafetal store where the famous Café Don Marcelo is sold and the central church, and other attractions that complement the offer of the destination for a better enjoyment of visitors.

To establish the price, the best service providers, both hotel and food and beverage, were taken into account in order to provide a quality service and comfort according to the possibilities of the environment. The price per person is \$91 and \$731 for a group of 8 people.

The place where the tourist product will be negotiated and sold will be in the office of the Tourism Promotion and Diffusion Unit of the Municipal Government of Zaruma, and at the same time in the tour operator "Oro Adventure Tour Operator", located in the Independence Park next to the Bank of Machala. In addition, it is considered convenient to make alliances with different travel agencies and tour operators in the main cities where the identified market segment comes from, such as the cities of Guayaquil, Machala and Quito.

The main means for the promotion and dissemination of the "Sarahuma" Tourist Route are the official social networks Facebook and Instagram of the Tourism Promotion and Dissemination Unit of the Municipal Government of Zaruma. In fact, Facebook is used for the promotion of tourist destinations as it has a greater number of

followers; while Instagram generates greater interaction with users worldwide.

Currently the GAD Municipal de Zaruma, as the government and main authority of the city has some logos that have been well received and therefore continue to be used in tourism promotion; in addition, due to the existence of souvenirs with these brands, it has been decided to adapt to them and not create a new one. Nevertheless, it is expected that each of these brands corresponding to graphs 1, 2, 3, 4 and 5 will be positioned in the minds of visitors:

Tourist brand "Zaruma heritage city".



Source: Tourism Promotion and Diffusion Unit of the Municipal Government of Zaruma.

Tourist brand "Visit Zaruma heritage city".



Source: Tourism Promotion and Diffusion Unit of the Municipal Government of Zaruma.

Tourist brand "Visit Zaruma heritage city".



Source: Tourism Promotion and Diffusion Unit of the Municipal Government of Zaruma.

Figure 4. Tourist brand "Pueblos Mágicos Zaruma Ecuador".

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Source: Tourism Promotion and Diffusion Unit of the Municipal Government of Zaruma.

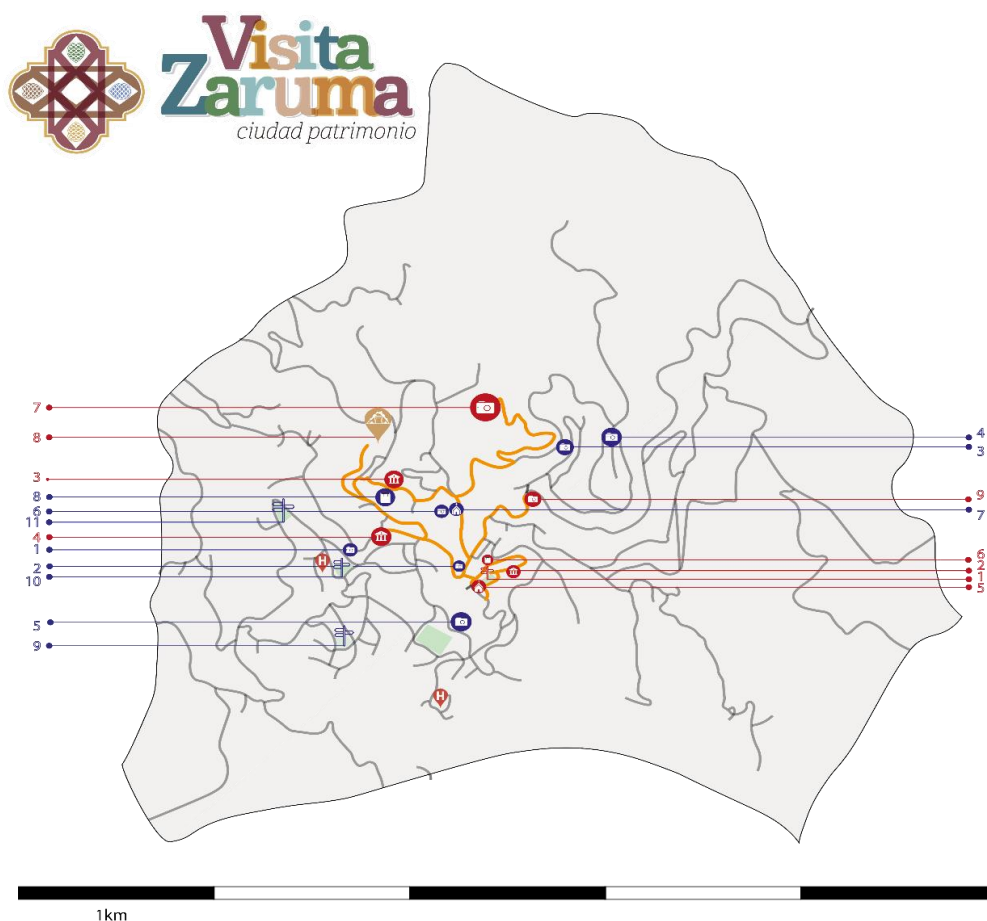
Figure 5. Tourist brand "Pueblos Mágicos Zaruma Ecuador".



Source: Tourism Promotion and Diffusion Unit of the Municipal Government of Zaruma.

Below, we have three maps that reflect the route in general and by day of the itinerary:

Figure 6. General Map of the "Sarahuma" Tourist Route



ATRATIVOS PRINCIPALES

1. Plaza de la Independencia
2. Museo Municipal de Zaruma
3. Museo Montúfar
4. Museo Selva Indígena
5. Santuario de la Virgen del Carmen
6. Tienda El Cafetal
7. Cerro El Calvario
8. Mina "El Sexmo"
9. Mirador Batea Rumi (piscina municipal)

ATRATIVOS COMPLEMENTARIOS

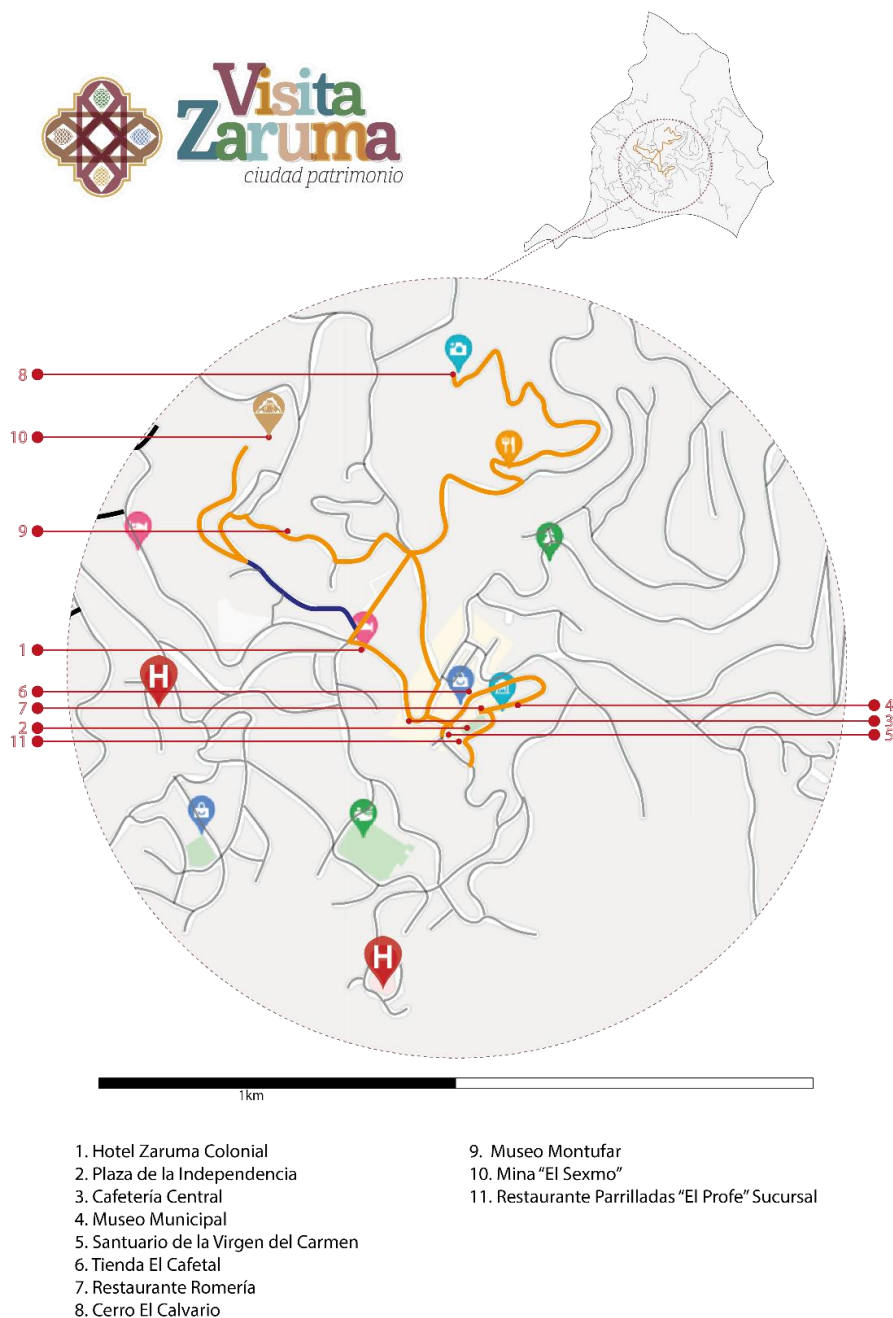
1. Mirador monumento Alonso de Mercadillo
2. Mirador Monumento al minero
3. Mirador turístico Alborada
4. Mirador turístico "La Colina"
5. Mirador Avenida El Oro
6. Mirador Iglesia de San Francisco
7. Iglesia de San Francisco
8. Artesanías Hercursa
9. Parque Urbanización Sur
10. Parque Reinaldo Espinoza
11. Pista de Bicicross

SERVICIOS TURÍSTICOS

1. Hotel Zaruma Colonial
2. Cafetería Central
3. Restaurante Romería
4. Restaurante Parrilladas El Profe Sucursal
5. Restaurante 200 Millas (Ver Mapas de Rutas)

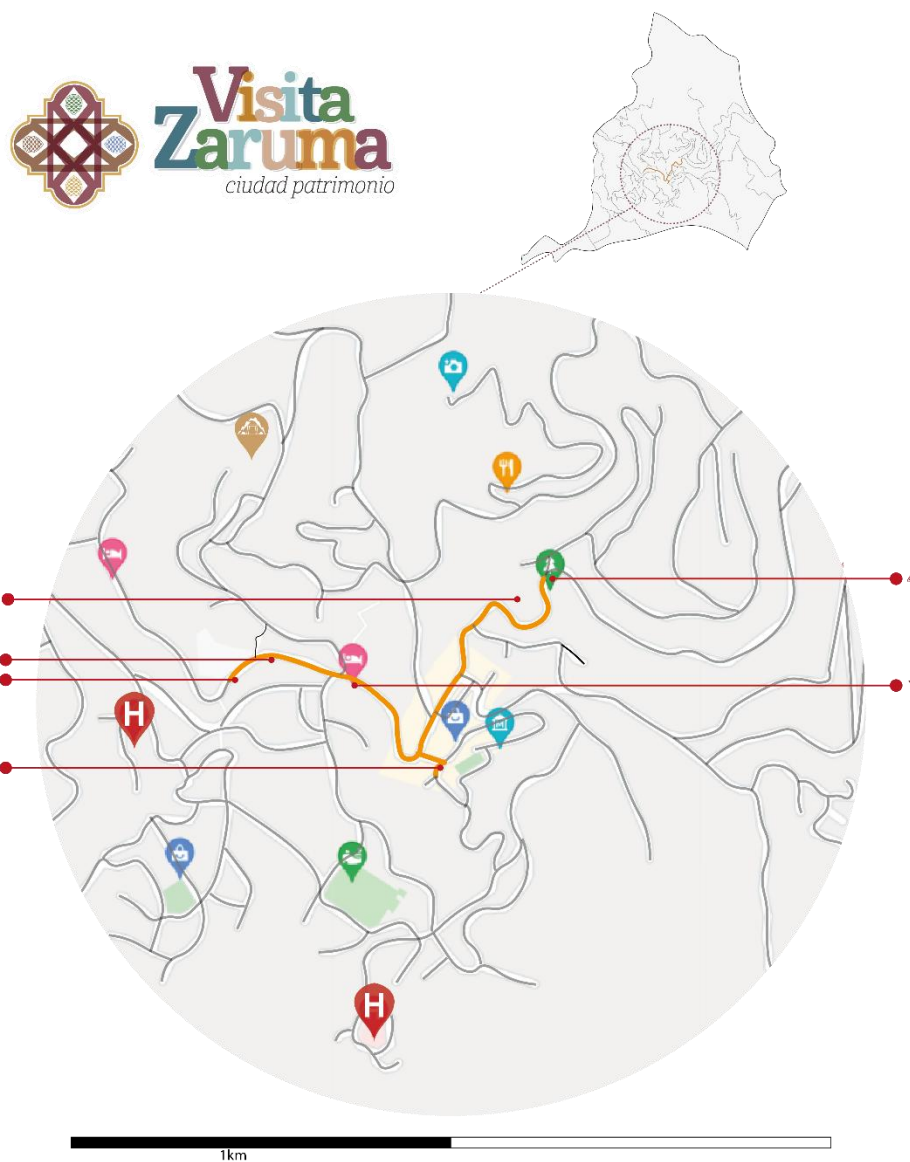
Source: Own elaboration.

Figure 7. Map of the "Sarhuma" Tourist Route - Day 1



Source: Own elaboration.

Figure 8. Map of the "Sarahuma" Tourist Route - Day 2



1. Hotel Zaruma Colonial
2. Restaurante "200 millas"
3. Museo Selva Indígena
4. Mirador Batea Rumi
5. Piscina municipal
6. Restaurante Parrilladas El Profe Sucursal

Source: Own elaboration.

This study shows that the tourism diagnosis conducted in the urban parish of Zaruma served to contextualize the territory, i.e.,

information was studied and collected in relation to the six elements that make up the tourism system, which according to Ricaurte (2009), "group all the social actors of tourism, as well as the attractions, tourist and basic services that are necessary for the functioning of the activity" (p. 16). The key informants were interviewed using the Demand Characterization Form used by Carla Ricaurte in her Manual for Local Tourism Diagnosis, but four open-ended questions were added to obtain more detailed information on the current tourism situation and the reasons for visiting the community.

Meanwhile, for the characterization of tourist attractions and resources, the form used by Ricaurte was not considered because it is an outdated format corresponding to the year 2004, therefore, the form for the survey of tourist attractions of the MINTUR year 2018 was chosen, since it establishes the technical guidelines for the identification, classification and valuation of the attractions that present the best conditions for the development of tourist products. After updating the inventory of natural and cultural tourist attractions, it is deduced that 82% correspond to hierarchy III and the remaining 18% to hierarchy II; it is evident that most of these tourist attractions are cultural manifestations of hierarchy III, which gives them a very high importance and valorization within the tourist activity, in this regard the Ministry of Tourism (2018), mentions that the attractions with category III have exceptional features, capable of motivating alone or in conjunction with other contiguous attractions a current or potential flow of domestic or foreign visitors, in addition, they present the appropriate conditions for the development of tourism products focused on the national and international market. (p. 15) The results obtained in the first specific objective present similarities with the previous study by Lapo and Quituisaca (2019) who determine that the urban parish of the Zaruma canton contains mostly the entire offer of cultural-heritage attractions of the city, highlighting among one of them the historic center, being the one that attracts the greatest tourist influx motivated by knowing the attractions that are located contiguously to it, this urban area encompasses the tourist facilities required for the execution of tourism. (p. 170) With respect to the statements of these authors, it is true that the historic center includes a good number of attractions, but in order to update the inventory of this study, all the attractions located within the area were taken into account, regardless of whether or not they are included in the planning of the Tourism Promotion and Diffusion Unit of the Municipal Government of Zaruma.

In the "Methodology of the tourist profile and satisfaction study", CESTUR (2012) characterizes the sociodemographic profile in terms of nationality, place of residence, gender, age and level of education. However, in the present study, other variables such as marital status, current occupation and monthly income were also considered, since they allow for further information. Another area presented by this methodology is the consumption structure that determines the set of tourist goods and services consumed at the destination, the planning and organization of the trip describing the purpose of the trip, activities carried out at the tourist destination, length of stay, travel company, type of lodging, transportation used to reach the destination, previous visits to the destination, among others. Likewise, this research presents the results obtained in three areas: study of the sociodemographic profile, structure of consumption of tourist goods and services, organization of the trip and motivational variables. It is important to mention that some questions posed by this methodology had to be adapted according to the reality of the territory.

The tourist profile study reveals that the urban parish of Zaruma has a high influence of national tourists, represented mostly by the male sex, who are relatively young, mainly traveling with children, between the ages of 25 to 44 years old, with a predominantly single marital status. They come mainly from provinces such as Guayas, El Oro and Pichincha, have mostly university education, their most common current occupation is employee of a private company and have a monthly income ranging from \$601 to \$1,400. However, there are other studies such as the thesis of "Analysis of the profile and degree of satisfaction of the cultural tourist visiting the Historic Center of Quito", where Molina (2018), determined a profile of the young tourist represented mostly by the female gender between the ages of 18 to 35 years, whose most usual current occupation is that of a student, for which she has a low monthly income unlike the tourist visiting the urban parish Zaruma.

Regarding the consumption of tourist goods and services both in the present research and in Molina's study (2018) the breakdown of their budget is mostly destined to food and beverages, at the same time, the basis of the average daily tourist expenditure ranges from \$20 and in both studies of the tourist profile it is evident that these prefer to visit the attractions on their own, since they do not hire tourist services such as private guides or excursions from any travel company. This lack of tourist services in both cases is justifiable, since in Quito the tourist attractions are located next to the historic

center and in Zaruma, when tourists need information, they go to the Tourism Promotion and Dissemination Unit of the Municipal Government, where they are given a triptych of the city.

On the other hand, some differences are determined as the most used means of transportation, for example, in Quito public transportation is preferred, for its low costs and the lack of parking at the destination; while, to travel to the urban parish Zaruma the tourist chooses his own vehicle and the biggest advantage is that the destination has a Municipal parking lot that provides parking service 24 hours a day to locals and tourists. The preferred place to stay in the destination taking into consideration the occupational situation of both profiles varies, the university student prefers to stay with family or friends, to avoid lodging expenses; on the other hand, the private employee prefers to stay in hotels since it is within his economic possibilities.

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Knowing the relevant sources of information used to plan the visit is fundamental because it helps us to determine the means of promotion of the tourism product, in this research tourists point to the internet as the main source of information, followed by social networks and advice from their "family and friends", something similar is evident in the article "The cultural tourist in World Heritage Cities in Latin America. The case of Cuenca (Ecuador)", where the authors Pérez, Torres, Muñoz and López (2018) point out that the tourist is based on the recommendation of friends and family; their own experience of a previous visit and the information found on the internet; everything mentioned above indicates that people who have visited such places have a significant degree of satisfaction and that, therefore, they recommend them; without leaving aside the information provided through ICT's (information and communication technologies) which are key elements in the promotion of tourist destinations.

For the development of the tourism product proposal based on the study of the demand, a market segmentation by age was carried out, of the 261 sample elements applied, the most predominant age range is 25 to 44 years old with 63% corresponding to the number of 164 respondents, therefore, this segment has been identified as the target market for the supply of the tourism product in the urban parish of Zaruma. According to Ferrell and Hartline (2012), market segmentation is defined as the process of dividing the total market for a particular product or category of products into relatively

homogeneous segments or groups. To be effective, segmentation must create groups where its members have similar hobbies, tastes, needs, desires or preferences, but where the groups themselves are different from each other. (p. 167) Within the present research, the segmentation method is consolidated as a marketing strategy because it allows directing resources to attract the right audience, in order to effectively adapt to their needs and reasons for visiting, increasing their satisfaction and generating a unique experience with the new tourism product. It is then verified that the new tourist product to be offered is a tourist route focused on a cultural product line, starting from the Independence Square and ending at the Batea Rumi Viewpoint (Municipal Swimming Pool), which has been included in a tourist package to be marketed. The National Council for Culture and the Arts (2011) states that a cultural product is based on and stands out for its strong link to the local community; it is also composed of five basic elements: tourist resources and attractions, tourist plant, 202 complementary services, infrastructure, and urban equipment (p. 27). Therefore, the development of the route is feasible, since Zaruma has these five basic elements and has a good tourist demand that is mainly motivated by the destination's cultural tourism offer.

Conclusions

The study of the tourist profile provides ample information for the local government, the territory and even the private enterprise, to manage tourism services and, in this way, positively impact the visitors' experience. At the same time, the "Sarahuma" tourist route has been designed based on the tourist profile, which has been analyzed in three areas: sociodemographic profile, structure of consumption of tourist goods and services, travel organization and motivational variables. The development of the route entails several benefits such as the revaluation of the cultural and natural heritage, increase in the flow of visitors, reactivation of the local economy, occupation of the available places in the low season of the lodging and restaurant services. At the same time, this research will allow national operators to identify Zaruma as a competitive destination and position it within the national market, making it stand out from other localities with similar characteristics.

On the other hand, future lines of research include the expansion of the study of the tourist profile and their motivations in the 9 rural

parishes that make up the canton, with the aim of identifying common links and differentiating features among visitors, to generate a complete study of the tourist profile of the canton. At the same time, future studies could identify tourist facilities and signage needed to enhance the value of tourist attractions in a comprehensive manner, as well as actions to strengthen the host community in terms of training, investment promotion, competitive improvement, innovation and quality, among others. Finally, expand the creation of circuits, based on the prioritization and current relevance of the canton's attractions, infrastructure, equipment and facilities, which contribute to the expansion of the destination's offer.

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