

Development of marketing training for ecotourism development

Desarrollo de la formación en marketing para el desarrollo del ecoturismo

Desenvolvimento de treinamento de marketing para o desenvolvimento do ecoturismo

Mario Fiallos González

Ph.D, Universidad de Mendoza, Mendoza, Argentina, <https://orcid.org/0000-0002-2918-7839>,
fiallosgm@hotmail.com

Received March 2019 - Accepted August 2019
Formación docente - revista iberoamericana de educación
<http://www.revista-iberoamericana.org/index.php/es/index>
<https://creativecommons.org/licenses/by/4.0/deed.es>
e-ISSN: 2737-632X

Vol - 2 No. 3, October - December 2019
Pags 1-12

Abstract. The research was carried out in the parish of Posorja province of Guayas, whose purpose is the development of marketing strategies to strengthen tourism activity in its operators. It was necessary to carry out a situational diagnosis of tourism, to verify the strengths, opportunities, weaknesses and threats; A market study was used to identify client's wishes and preferences and their position regarding the competition, proposing positioning strategies. This work was justified because it contributes to the fundamental development of the resources, allowing in this way to take the preventive measures, guaranteeing an orderly and specific control for the development of the tourist activity, for that reason will benefit not only the tour operator, but also to the sector in particular. It was based on theories of the planning of marketing strategies and tourism established in the theoretical framework, the research is approached according to the deductive and inductive methodology, determining the descriptive study

and using the techniques of observation, interview and poll. The population was taken in different hotels in Playas and Posorja with a total of 538 tourists, the probabilistic sample was 230 people.

Key words: Tourism, Tour Operators, Promotion, Strategies, Marketing.

Resumen. La investigación se realizó en la parroquia Posorja provincia del Guayas, cuyo propósito es el desarrollo de estrategias de marketing para el fortalecimiento de la actividad turística en sus operadoras. Fue necesario la realización de un diagnóstico situacional del turismo, para verificar las fortalezas, oportunidades, debilidades y amenazas; se empleó un estudio de mercado que permitió identificar deseos y preferencias del cliente y su posición respecto a la competencia, planteando estrategias de posicionamiento. Este trabajo se justificó porque contribuye con el desarrollo fundamental de los recursos, permitiendo de esta forma tomar las medidas preventivas, garantizando un control ordenado y específico para el desarrollo de la actividad turística, por tal motivo se beneficiará no solo la operadora turística, sino también al sector en particular. Se sustentó en las teorías de la planeación de estrategias de marketing y el turismo establecidas en el marco teórico, la investigación se aborda de acuerdo a la metodología deductiva e inductiva, determinando el estudio descriptivo y utilizando las técnicas de la observación, la entrevista y la encuesta. La población fue tomada en diferentes hoteles de Playas y Posorja con un total de 538 turistas, la muestra probabilística fue de 230 personas.

Palabras clave: Turismo, Operadoras Turísticas, Promoción, Estrategias, Marketing

Resumo A pesquisa foi realizada na freguesia de Posorja, província de Guayas, cujo objetivo é desenvolver estratégias de marketing para

fortalecer a atividade turística em seus operadores. É necessário realizar um diagnóstico situacional do turismo, verificar os pontos fortes, oportunidades, pontos fracos e ameaças; Foi utilizado um estudo de mercado para identificar os desejos e preferências do cliente e sua posição em relação à concorrência, propondo estratégias de posicionamento. Este trabalho justificou-se, pois contribui para o desenvolvimento fundamental dos recursos, permitindo, assim, a adoção de medidas preventivas, garantindo um controle ordenado e específico para o desenvolvimento da atividade turística, por esse motivo não apenas o operador turístico será beneficiado, mas também para o setor em particular. Com base nas teorias do planejamento de estratégias de marketing e turismo estabelecidas no referencial teórico, a pesquisa é abordada de acordo com a metodologia dedutiva e indutiva, determinando o estudo descritivo e utilizando as técnicas de observação, entrevista e votação. A população foi capturada em diferentes hotéis em Playas e Posorja, com um total de 538 turistas, a amostra probabilística foi de 230 pessoas.

Palavras-chave: Estratégias, Marketing, Operadores Turísticos, Turismo

INTRODUCTION

At present, tourism has given a very accelerated growth, due to the great demand that every time becomes more demanding and competitive, transforming itself into a social phenomenon. It is for this reason that several companies, call it that, start empirically with the desire to offer a service that means a mode of economic income; But this in many occasions is not profitable and not very satisfactory, due to the lack of knowledge in the business involved.

The elaboration of a strategic marketing plan marks a very significant role when making decisions, it will allow analyzing all the necessary factors,

their strengths, opportunities, weaknesses and threats in which the tourism company is involved. This is a very effective and efficient way to ensure its permanence in the long term.

One of the main attractions of the Posorja parish is the sighting of bottlenose dolphins, which are locally called bufeos. For this reason, a group of entrepreneurs observed this unique attraction that these friendly mammals caused when they sailed in their fishing boats; Taking advantage of this opportunity, they decided to empirically create a small company. This started on January 25, 2005 as a tourist commission. After two years of entrepreneurship, it was transformed into the “Los Punaes” Association, in which the service of maritime transportation, cargo and, at that time, tourism was provided. Due to the requirements and regulations of the Ministry of Tourism, the members of the association were told that, to provide the tourist service, they must legally constitute themselves as an operator or tourism agency. Due to such circumstances, since August 23, 2011, it was created under the name of “Compañía de turismo El Paraíso de Puná S.A. (T.P.P.)”, with the RUC # 0992806885001, which is located on the boardwalk of the Posorja parish, next to the tourist park of the town and diagonal to the hotel that bears the same name of the parish.

Posorja Parish is not recognized as a tourist sector. The lack of training and technical advice has meant that there is only one operator to provide this service. This means that the members of the operator do not have a control of their income and expenses, since what is generated in each tourist trip is for the own benefit of the owner of the boat.

At present there is no good infrastructure, investment and even worse publicity, which helps members of the tour operators make themselves known locally and nationally. Factors like these have made many people, including locals, unaware of the particular appeal, since there is no

marketing plan to help boost tourism development in the sector, to achieve a greater influx of visitors, improving the economy of the parish.

Ministerial agreement No. 20140007, given on February 3, 2014, mentions that the Constitution of the Republic in articles 24 and 66 recognizes and guarantees people the right to a decent life that ensures, among others, rest and leisure, such as the right to leisure, which can be exercised through the different tourist modalities established in accordance with the law.

Tourism is declared by the national government as a state policy, aimed at achieving good living through the generation of employment, production chains, foreign exchange, redistribution of wealth and social inclusion.

According to the Tourism Minister Sandra Naranjo, she indicated in a report published on 04/06/2015 by the newspaper Ecuadorinmediato.com, that "Tourism in Ecuador is generating millions of dollars, the leisure industry generated 1,487 million dollars in what which was in 2014 and has become the third largest source of non-oil income after shrimp and business services."

The purpose of this degree work is to publicize the importance of developing a strategic marketing plan for tourist operators, proposing strategies that help improve the administrative process of the same, with the aim of encouraging and promoting tourism potential that exists in the town of Posorja.

There are various tourist alternatives, which are not being exploited correctly due to the lack of creativity and innovation, for this reason the development of this strategic marketing plan becomes a fundamental factor in offering a high-quality tourist product, which seeks attract the influx of tourists and increase the generation of foreign exchange that it demands.

This qualification work is considered feasible because it will allow taking preventive measures and will help guarantee, through the strategic

marketing plan, an orderly and specific control for the development of tourist activity in the sector, allowing inhabitants to obtain a new place of employment and another source of income.

Its main objective is to develop marketing strategies for the strengthening of the tourist activity in its Operators of the Posorja Parish, Guayas Province.

MATERIALS AND METHODS

It establishes the understanding and description of the stages or phases necessary to comply with the development of the research and the type of study in question.

Through this research process together with the techniques and procedures whose fundamental purpose was to implement data collection, classification and validation processes, according to the experiences and knowledge obtained from the reality in which the tour operators are, based on its tourist activities, it was possible to build the investigative process of this work, based on documentary bibliographic research, on field research such as observation, interview and survey, which will become an incentive to reach the conclusions and recommendations of this work.

The research method is the set of logical procedures through which scientific problems are posed, that is, in a structured or systematic way to solve problems and reach the objectives set.

The present study is of a deductive and inductive nature that allows us to feel the reality of the fact to investigate and establish the variables of causes and effects, either quantitatively or qualitatively, contributing to the objective and development of the strategic tourism marketing plan.

An analysis of the advantages and disadvantages of the same is carried out using field research, which will allow the collection of information at the scene.

By means of a structured and systematic study, descriptive research is used in order to improve the expectations of tourist operators, making it one of the main ones in the area.

It is carried out by means of the structured problem in the investigation, which consists of the lack of promotion and publicity for the tourist operators.

This leads us to deduce the low position it has in the sector and to detect that tourists are unaware of the subject.

Induction is an argument, for this reason it involves an orderly, coherent and logical analysis of the research problem, taking as reference, true antecedents.

This method is an analytical and synthetic process in which the study of the cause and effect of the problem intervened, in such a circumstance, helped to draw conclusions from the results during its application.

The induction may reach conclusions whose content is the analysis of the research problem.

It constitutes a systematic process of data collection, treatment, analysis and presentation, which is carried out in the same place where the phenomena under study occur. It studies social phenomena in their natural environment, it relies on information that comes from interviews, questionnaires, surveys and observations.

In consideration of the above, this work was carried out in the place where the events take place, carried out by the tourist operator “El Paraíso de Puná (TPP)”, with the purpose of discovering, understanding and explaining its nature, for this. He addressed the management members of the operator and

in this way collected all the necessary information that they could provide, thus establishing the contribution that this work will provide, after which the tour began, starting from the facilities of the operator that is located on the boardwalk of the parish Posorja, next to the tourist park of the town and diagonal to the hotel that bears the same name of the parish.

Entering into the adventure that means making this sea voyage and visiting those places to promote in the complete tourist package, such as the sighting of bottlenose dolphins, waterfowl observation, the Isla de los Farallones, the island of birds Located in the center of the El Morro Mangrove Wildlife Refuge "REVISMEN", which enjoys an estuary ecosystem of the mangrove island and has the majestic and immense population of frigates on the entire Ecuadorian coast, specifically visiting the Puná island sector from the Subida Alta commune that offers a very particular and exclusive environment.

This was done in order to collect all the information necessary to carry out this titling work that will serve as a contribution and benefit for the operator and the post-Orjeña community.

RESULTS

According to the analysis of the information referring to the tabulated data, the result of the field research was obtained, which is detailed below:

Behavior criteria and demands were established on people according to a product that meets all their needs, and that the best way to do tourism is in groups as a measure of integration of friends or family.

It was determined based on the analysis of the survey that the best time to include and promote a tourist package is in the beach season, and that the services most demanded by tourists are accommodation, food and transportation, options that will serve to take taken into account when

providing a service that meets all the expectations and demands of customers.

It is very important to observe and analyze that people seek the price that best suits their economy, as long as the service offered to them has all the necessary guarantees and assurances.

For the client everything must be in optimal conditions, such as lodgings and the different services offered to them, they must be of quality because in the end the client is the one who pays and is always right.

It was established that in order to promote the tour operator, promotions must be made through the different media, specifically fashion social networks.

In relation to the aforementioned, it is important to use a marketing plan that helps establish strategies and tactics that help to solve the problem of the lack of tourist knowledge of people in relation to the tour operators of the Posorja parish, thus achieving an increase in the economy and the generation of new jobs.

CONCLUSIONS

The Posorja parish has various natural tourist attractions. Likewise, the lack of tourist knowledge, organization and planning prevents the proper development of its activities.

With the implementation of this qualification work, which corresponds to strategic marketing planning, the presence of advertising and promotion for the tour operators of the Posorja parish is established, improving customer service and everything related to the service provided by the operator.

It was possible to define the need to implement and develop strategies and tactics mechanisms to promote and position tourism operators of the

Posorja parish at a tourist level, promoting the natural attractions and charms that the Posorja parish possesses.

The presence of the strategic marketing plan constitutes a contribution to tourism development, guaranteeing benefits that favor the tour operators of the Posorja parish, as well as the parish town.

Strategic marketing planning becomes a fundamental pillar for the provision of solutions, becoming an instrument for administrative improvements for the tour operators of the Posorja parish. As well as it will allow the inhabitants to value, preserve and conserve the natural resources and environmental means that the Posorja parish possesses.

REFERENCES

- Capriotti, P. (2013). Planificación Estratégica de la Imagen Corporativa. En P. Capriotti, Planificación Estratégica de la Imagen Corporativa (pág. 75). Málaga, España: Editorial Ariel / ISBN: 84-344-1275-6.
- Gaxiola, Jesús. (Abril-Junio de 2013). 5 Pasos para elaborar un plan estratégico. *Sonorait Innovación y Tecnología*, 22; 23; 24.
- Jesus Palencia; Huber García; Adriana Moreno; Carlos Rairan; Pablo Prado; Paula Rodriguez. (2013). Planeación Estratégica - Diseñando la estrategia ganadora. Medellín: Proyecto Editorial San Matías / ISBN: 978-958-57832-2-5.
- KOTLER, PHILIP Y ARMSTRONG, GARY. (2012). Marketing - Decimocuarta Edición. México: PEARSON EDUCACIÓN / ISBN: 978-607-32-1420-9.
- KOTLER, PHILIP y ARMSTRONG, GARY. (2013). Fundamentos de marketing - Decimoprimer edición. México: PEARSON

EDUCACIÓN / ISBN: 978-607-32-1722-4 / ISBN: 978-607-32-1723-1 / ISBN: 978-607-32-1724-8.

KOTLER, PHILIP Y KELLER, KEVIN. (2012). Dirección de Marketing - Decimocuarta edición. México: PEARSON EDUCACIÓN / ISBN: 978-607-32-1245-8 - ISBN: 978-607-32-1250-2 - ISBN: 978-607-32-1244-1.

O. C. Ferrell, Michael D. Hartline. (2012). Estrategia de marketing, Quinta edición. México, D.F.: © D.R. 2012 por Cengage Learning Editores, S.A. de C.V. / ISBN: 978-0-538-46738-4 - ISBN: 978-607-481-824-6.

Organización Mundial del Turismo. (17 de Abril de 2015). World Tourism Organization - UNWTO. Obtenido de World Tourism Organization - UNWTO: <http://www2.unwto.org/es>

Rodríguez Morales, A., Barros Bastida, C., & Milanés Gómez, R. (2019). Profesionalización docente y formación desde un nuevo currículo en la Universidad de Guayaquil. *Revista Universidad y Sociedad*, 11(1), 243-248.

Tapia-León, M., Rivera Villalta, M. D. C., Luján-Mora, S., & Barros Bastidas, C. I. (2017). Análisis de la calidad de los resúmenes de tesis de grado de las universidades del Ecuador respecto a normas internacionales.

von Feigenblatt, Otto Federico, The Human Security Theory of Integrative Negotiation for Sociopolitical Conflicts: The Thai Color Divide as a Case Study. *Asia Pacific World*, Vol. 1, No. 2, pp. 61-82, 2010, Available at SSRN: <https://ssrn.com/abstract=1722268>

von Feigenblatt, Otto Federico, The Importance of Historical Heritage and the Fallacy of the Cancel Movement: International Case Studies (May 23, 2020). Journal of Alternative Perspectives in the Social Sciences (2020) Volume 10 No 3, 483-492, Available at SSRN: <https://ssrn.com/abstract=>

von Feigenblatt, Otto Federico, JAPÓN Y EL COVID-19 DESDE UN PUNTO DE VISTA SOCIOCULTURAL (Japan and COVID-19 from a Socio-cultural Perspective) (June 1, 2020). Revista Observatorio Iberoamericano de la Economía y la Sociedad del Japón (febrero 2020)., Available at SSRN: <https://ssrn.com/abstract=3663848>

Wallace Stettinius, D. Robley Wood Jr., Jacqueline L. Doyle, John L. Colley Jr. (2009). Plan de negocio Cómo diseñarlo e implmentarlo. (2. B. Profit Editorial, Ed., & A. G. Bertrán, Trad.) Barcelona: The McGraw-Hill Companies, Inc. - Bresca Editorial, S.L. 2009 / ISBN: 978-84-936084-2-2.