



Estrategias de marketing para destinos turísticos del cantón Sucre.

Marketing strategies for tourist destinations of the canton Sucre

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Abstract

The research addresses the characterization of the tourist destination of the city of San Vicente, the objective is to analyze the strategic marketing planning developed in the tourist destination of San Vicente in this way, the type of descriptive study was used with the identification of elements and characteristics that encompasses the form of organization, taking the quali-quantitative method of research with techniques such as surveys and interviews. The results obtained made it possible to know that the predominant visitors are nationals and the level of diffusion of the benefits it possesses. A noteworthy

element is the lack of an updated marketing or communication plan coordinated with the pertinent public and private entities to articulately manage actions for sustainable tourism development. The facts and informative and advertising messages are not being strategically and deliberately managed to have concrete and measurable actions to attract visitors and have a competitive differential. In conclusion, the tourist servers seek to monetize their activities and the tourist training that still needs to be improved, added to the idea that only a natural view is enough for the tourist to arrive.

Resumen

La investigación aborda la caracterización del destino turístico de la ciudad de San Vicente, el objetivo es analizar la planificación estratégica de marketing desarrollada en el destino turístico de San Vicente de esta manera, se empleó el tipo de estudio descriptivo con la identificación de elementos y características que abarca la forma de organización, tomando el método cuali-cuantitativo de investigación con técnicas como encuestas y entrevistas. Los resultados obtenidos permitieron conocer que los visitantes predominantes son nacionales y el nivel de difusión de las bondades que posee. Un elemento destacable es la inexistencia de un plan de marketing o de comunicación actualizado y coordinado con las entidades públicas y privadas pertinentes para gestionar articuladamente las acciones para que sea sostenible el desarrollo turístico. Los hechos y los mensajes informativos, publicitarios no están siendo manejados estratégicamente y deliberadamente para tener acciones concretas y medibles para atraer a los visitantes y tener un diferencial competitivo. En conclusión, los servidores turísticos buscan monetizar sus actividades y se deja al traste la formación turística que aún requiere mejorar, sumado a la idea que solo vista natural es suficiente para que el turista llegue.

Palabras clave/ Keywords

tourism destination, strategies, marketing, potential.

destino turístico, estrategias, marketing, potencial.

Introduction

In the Ecuadorian coast of the province of Manabi is located the Canton Sucre with a population of 57,159 inhabitants, it has two urban parishes: Bahía de Caráquez and Leónidas Plaza and its two rural

parishes which are: Charapotó and San Isidro that detail a number of rural and urban attractions.

Through this research, we intend to promote the tourist attractions of Canton Sucre, both nationally and internationally, through marketing strategies for tourist destinations in the canton of Sucre. Developing activities that are in two projects that the Eloy Alfaro University of Manabí Extension Bahía, such as: Design of a Historical - Archaeological route for the development of the destinations Pedernales, Jama, San Vicente and Sucre. Funding Entity: Universidad Laica Eloy Alfaro de Manabí, completion date between 2016- 2020. Y Application of experiential marketing for the creation, promotion, dissemination and positioning of the new post-earthquake image of the destination Sucre, San Vicente, Jama, Pedernales. The marketing logic with which the business unit expects to achieve its marketing objectives, and consists of specific strategies for target markets, positioning, marketing mix and marketing expenditure levels (kamlot, 2017, p. 43).

The marketing strategy is a type of strategy with which each business unit expects to achieve its marketing objectives through the positioning that it will try to achieve in the minds of the target customers, i.e. positioning consists of making a product occupy a clear, distinctive and desirable place, in relation to the products of the competition, in the minds of the target consumers. According to (Rodrigues et al., 2021), Gamboa et al., (2016) the marketing strategy "comprises the selection and analysis of the market, that is, the choice and study of the group of people to be reached, as well as the creation and permanence of the marketing mix that satisfies them."

The choice of the marketing mix (product, place, price and promotion) is what will be used to satisfy the needs or desires of the target market. Marketing is a special way of conceiving the exchange relationship, so that it is satisfactory for all parties involved in it, marketing is both a business technique and a scientific discipline.

In the case of the promotion of tourist destinations, instruments of promotion that influence the perception of the attractions in the receiving public are identified. According to the statement of (Castillo-Palacio, 2015) it is one of the main pillars of Integrated Marketing Communication, which refers to communicate to potential tourists (consumers) about a tourist offer.

From this point of view, efforts should be focused on actions aimed at promoting the places through advertising resources that allow the receiver to receive information on the qualities of the tourism product.

Tourism marketing can, therefore, be delimited according to the parties involved in the exchange relationship. Thus, we define tourism marketing as that branch of marketing that, through the use of the scientific method, conceives and executes the exchange relationship between the tourism industry and the tourist (user), with the aim of making it satisfactory to the parties involved and to society as a whole, through the development, valuation, distribution and promotion, by one of the parties (tourism industry), of the tourism services that the other party needs. (kamlot, 2017)

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The tourist product is characterized by: lodging, transportation, restaurants, tourist information, cultural, sports and recreational activities, etc. With its characteristics that allow you to project the number of tourists you want to attract, the activities to be carried out and the place where it will take place, in addition to other factors that influence the design of this service, establishing the necessary resources for the issuing markets and their satisfaction.

Tourism marketing, through which tools are provided to get to know the consumers of tourism products, so that based on this information, marketing strategies can be developed to help improve the way in which tourism sites are offered, increasing the number of visitors and thus the income of their inhabitants (Paredes, 2019, p. 18).

Tourism activity, if planned and developed, can help people escape poverty and build better lives. Tourism activity has the potential to promote economic growth and investment at the local level, which in turn translates into employment opportunities, income distribution and boosting other activities such as agriculture, fishing and handicrafts in the receiving localities (Berselli, 2018, p. 34).

It is of utmost importance to show the tourist attractions that exist within the canton of Sucre and that the area has, in order to promote them and in this way, help tourism development and encourage people to enjoy the best places they have and get more acceptance of tourists and that they can return another time.

Materials and Methods

The research on marketing strategies for tourist destinations in the canton of Sucre was developed in the city of Bahía de Caráquez, from the qualitative approach, qualitative analysis is identified with certain functions and phases within the social research process, which according to this author, tries to give a global approach to social situations and proposes different methodological strategies located in qualitative studies with a certain marquetry perspective, exploring them from the tourist destinations and in relation to the context.

The descriptive method was used, "Descriptive statistics offers ways to present and evaluate the main characteristics of the data through tables, graphs and summary measures" (Villegas Zamora, 2019, p. 23) From there it is inferred that it is required to know the context, visitors, tourism through an accurate description of the ways of interacting of the selected population. Likewise, it mentions "the descriptive study seeks to specify the important properties of visitors, groups, communities or any phenomenon that is subjected to analysis" (Contreras Álvarez & Ríos Nequis, 2020, p. 45).

The research was conducted through visitors to the city, adults knowledgeable on the subject, making a non-probabilistic sample selection by convenience applying the Delphi method where the sample taken was 30 people. For this approach, qualitative and quantitative methods were used, adapting instruments to evaluate the desired objective.

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

Results

Table 1 *Do you frequently visit Cantón Sucre?*

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Yes		50,0	50,0	50,0
	No		23,3	23,3	73,3
	Sometimes		26,7	26,7	100,0
	Total		100,0	100,0	

In the canton of Sucre, those surveyed visit frequently, with a percentage of over 50% saying yes, followed by 26.7% saying sometimes and finally with 23.3% saying no. The problem that is evident is how to maintain this large number of visitors, so it is necessary to design activities or specific tourist destination excursions, from social networks where visitors can access and can promote and market tourism products and activities.

Table 2. *Tourist sites in Cantón Sucre are comfortable.*

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Yes		20,0	20,0	20,0
	No		56,7	56,7	76,7
	Sometimes		23,3	23,3	100,0
	Total		100,0	100,0	

According to the sample of respondents, the results show a higher percentage of 56.7% with a no, followed by 23.3% sometimes and finally with 20% yes of these tourist sites that are welcoming. With the negative experience that visitors have it is difficult for them to return, for this reason it is necessary to study the reason for the dissatisfaction

of visitors to analyze strategies that will improve access, enhance tourist sites that are welcoming, planning together with local agents.

Table 3. *The reception offered by the tourist sites is satisfactory.*

		Freque ncy	Percent age	Valid percentag e	Cumulativ e percentag e
Valid	Yes		13,3	13,3	13,3
	No		40,0	40,0	53,3
	Someti mes		46,7	46,7	100,0
	Total		100,0	100,0	

The table shows that most of the tourist sites offered, with a higher percentage of 46.7% say sometimes, followed by 40% who say no and finally with 13.3% yes. It can be seen that visitors are not satisfied, not because the place lacks natural and cultural resources, but because of the lack of promoting the great wealth it possesses, developing tourism products and ecotourism that satisfy visitors.

Table 4. *Likes to spend the night in Cantón Sucre.*

		Frequency	Percentag e	Valid percentage	Cumulative percentage
Valid	Yes		20,0	20,0	20,0
	No		40,0	40,0	60,0
	Someti mes		40,0	40,0	100,0
	Total		100,0	100,0	

The table shows that people usually spend the night in Cantón Sucre, with two equal percentages of 40% saying no, the other 40% saying sometimes and finally 20% saying yes. It is evident that the place is well known, but it does not offer indispensable and welcoming elements for overnight stays, and therefore does not satisfy visitors.

According to the sample for those surveyed about the good tourist sites in Sucre canton, with a higher percentage of 36.7% they said sometimes, followed by 33.3% who said no and finally with a lower percentage of 30% who said yes, it is important to promote the tourist sites that the canton has, to make them known from the different groups, spaces that have influence with the local municipalities.

According to those surveyed about the additional services of these tourist sites, with a higher percentage of 53.3% expressing yes, followed by 26.7% that there are none and finally with 20% of sometimes. It is vital to analyze the additional services as a plus, the same that will motivate the visiting population to stay and come back again. According to those surveyed in Canton Sucre, they mentioned that they agree with the development of marketing strategies for tourist destinations, with a higher percentage of 60% yes, 23.3% say sometimes and finally with a lower percentage of 16.7% say no. This shows that there is a great need to seek alternative means to reactivate the city and not let the population migrate and tourists do not come.

Based on everything analyzed in the research, we can consider that the importance of this research project is the marketing that will be provided for the tourist destinations of the canton of Sucre; in this sense, the Ecuadorian territory is very diverse and loved by national and foreign tourists, which is why tourism marketing will contribute in a direct, simple and effective way. Thus, the characteristics of intangibility, variability, inseparability and expiration will be taken into account. However, it should be considered if the seasonality of demand and the high investment for marketing, (Sandoval Caraveo et al., 2020) come before; since Marketing focused on Tourism had its beginnings after the marketing of goods, therefore, more elements have been acquired that allow a better understanding of this area of marketing. Thus, there are more precise elements, but at the same time broader, to carry out more successful strategies that directly affect the destination.

The development of this research allows to take into account which are the strategies that should be followed so that the tourism not only of sun and beach of the north zone of Manabí, but also of another typology as the gastronomic, historical and archaeological, in Bahía de Caráquez. Therefore, it contributes to raise awareness among people who have establishments such as bars, restaurants, discotheques to have economic development in their establishments, so that in this sense they can cover all the expenses inherent to the fixed and variable costs of the acquisition of raw materials for their transformation into their microenterprise and can increase their personal assets.

Under this precept we can realize that in the surveys that were carried out in the canton of Sucre, tourists do visit the beaches of Bahía de Caráquez frequently; we could also realize that in terms of infrastructure, the results were not very satisfactory, since some premises or establishments are very robust and unattractive, giving a bad image, both to nationals and foreigners.

Consequently, these data indicate that the beaches of Sucre are attractive, welcoming and give a maternal warmth to all people who visit this town in the northern part of Manabi; so in many places both domestically and abroad it is called the city without a copy. In this sense, it is so called because Bahia is seated on a huge rock that floats under the Pacific Ocean. In addition, it has buildings with beautiful apartments that are commercial and desired by foreign tourists who choose to come to spend their last years of life in our beautiful country.

It is necessary to point out that there are both excellent and bad results, since some people enjoy the beaches of the Sucre canton only during the day or only at night. From the tourist point of view, it is considered that it would be more feasible and better for this canton, that tourists stay overnight and thus be able to generate more income to the owners of the hotels that exist in the mentioned tourist canton.

Conclusions

In relation to everything on which the research is based, it can be summarized that the beach of Sucre is attractive and visited by many tourists, therefore, the authorities of the GADM should be requested to improve the infrastructure by painting the sidewalks, fixing the streets. This would be a way to encourage people to visit most of the days and thus generate jobs for the residents themselves, without them

being forced to migrate and their retribution to stay in the same local area.

Likewise, it can be mentioned as a conclusion that this topic is important and relevant for Marketing, because it is considered that in a few years, not only Sucre but also San Vicente, will be a tourist power at the national level. Therefore, in this sense, marketing strategies from the tourism point of view would serve to promote the canton through various channels such as the Internet, websites, social networks, which today are the most used by cybernauts globally, as they allow to connect with all countries, regions, continents around the world.

Also, it can be said that with this research conducted in the canton Sucre, there is a deficient tourism promotion. This has affected the progress of the canton, for this reason the marketing strategy for tourist destinations will contribute to the increase of tourists in the canton.

The tourism activity to promote places through advertising resources that allow the receiver to receive information about the qualities of the tourism product that exists in the Canton Sucre and promote economic growth and investment at the local level.

Canton Sucre has natural and cultural attractions such as historical, archaeological, rural, adventure and nature tourism, which are essential for attracting tourists, with this marketing strategy would begin to exploit the tourism activity that has this population in the north of the province of Manabi.

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