



Impact of information and communication technologies in ancestral communities of San Lorenzo, Ecuador

Impacto de tecnologías de información y comunicación en comunas ancestrales de San Lorenzo, Ecuador

88

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ABSTRACT

In the canton of San Lorenzo, province of Esmeraldas, 15 ancestral communes received legal personality from the Ministry of Agriculture and Livestock, constituted with more than fifty inhabitants, represented by the official body called Cabildo, composed of the president, vice-president, treasurer, trustee and secretary. The purpose of this research is to analyze the impact of information and communication technologies ICT in ancestral communities of San Lorenzo, this research followed the rules of Prisma study systematic reviews for the identification, analysis and evaluation of scientific articles. At the end of the study it was found, among other considerations, that the ancestral communities located in the canton of San Lorenzo may face difficulties in accessing relevant information due to existing weaknesses in issues related to the implementation and use of ICT, this visualized from the knowledge of their rights, educational opportunities, development programs, technological advances and other aspects that could benefit their welfare and development.

RESUMEN

En el cantón San Lorenzo, provincia de Esmeraldas, recibió personalidad jurídica del Ministerio de Agricultura y Ganadería, 15 comunas ancestrales, constituidas con número superior a cincuenta habitantes, representadas por el órgano oficial denominado Cabildo, integrado por el presidente, vicepresidente, tesorero, síndico y secretario. El propósito de esta investigación es analizar el impacto de tecnologías de información y comunicación TIC en comunas ancestrales de San Lorenzo, esta investigación siguió las normas de Prisma de estudio revisiones sistemáticas para la identificación, análisis y evaluación de artículos científicos. Al finalizar el estudio se encontró entre otras consideraciones que, las comunas ancestrales ubicadas en el cantón San Lorenzo, pueden enfrentar dificultades para acceder a información relevante, debido a las debilidades existentes en temas relacionados a la implementación y uso de las TIC, esto visualizado desde el conocimiento de sus derechos, oportunidades educativas, programas de desarrollo, avances tecnológicos y otros aspectos que podrían beneficiar su bienestar y desarrollo.

Keywords / Palabras clave

Communication impact, Information, Information technology, Information technology, Communication technology

Impacto de la comunicación, Información, Tecnología de la información, Tecnología de comunicación

Introduction

Communication is the art of interacting with people through a message, this means, used for individuals to relate to each other, is carried out both orally and in writing. As time goes by and in the course of human cognitive development, a general use of the senses appears, that is, the use of hearing, sight or smell. From this perspective, the development of communication involves handling the codes sent and received differently.

The object of communication can be anything that surrounds us, its level of interest depends largely on the need and desire to learn about each topic. The forms of communication have increased formidably with the development of technology and even the usual media such as newspapers, radio and television have been displaced by alternative and innovative media related to Internet connections for decades. Thus, the purpose of this research analysis is obtained as a result of the project, "Study of the social, economic and environmental context of the Canton of San Lorenzo de Esmeraldas-Ecuador".

In this sense, it is worth noting what is mentioned by different authors that serve as a foundation in relation to communication as a multidisciplinary field, where it is stated that "the digital environment has established a new type of citizen and consumer" (Elias, 2018, p.61), in a reality where "research has become the competitive advantage of countries, organizations and individuals" (Valerio et al., 2017, p.1342); however, people do not lose their particularity, "there is insufficiency to tell, expose and perceive the world around him" (Robledo et al., 2017, p.224). Thus, in the communicative summary, "the relationship between cultural identification, subjective richness and intercultural communication" is maintained. (Xu, 2020, p.1125).

Since the 2008 Constitution of the Republic of Ecuador, the communes have gained important recognition and for the first time have been granted the category of subjects of collective law in the highest law.

In this order of ideas, and to contextualize the communication processes between human beings, it is important to mention the social role of the organization of people; where it is established that a commune is a group of families that live in a specific area and are recognized as a fragment of a region and that establish their way of life in a practice composed of relationship and solidarity with a method of collective political chronicles, administration, spiritual organization and culture.

Now, based on the above, in the Codification of the Law of Organization and Regime of the Communes with number 2004-04 in its article 1 (2004) in Ecuador, the commune is defined as:

Every population center that does not have the category of parish, that currently exists or that will be established in the future, and that is known by the name of hamlet, anejo, barrio, partido, community, parcialidad, or any other designation, shall be called a commune. (p.1)

However, a commune can be described as a settlement identified by name and identity and grouped for socioeconomic purposes; being this, where its dwellers live in smaller population demarcations than in a rural parish. Similarly, the Undersecretariat of Lands of the Ministry of Agriculture and Livestock (MAG, 2020), states that:

Commune, community, town or nation that has maintained uninterrupted, continuous and peaceful control over the lands and areas occupied by their ancestors for at least 50 years; and that are engaged in the maintenance, gathering, hunting for sustenance, fishing, production and cultural and religious skills proper to the cultural identification of the people or nation formed in a given communal property area. (p.1)

For all the above described, it is established that the commune is a mechanism where ancestral, cultural and traditional values are developed, practices are formed based on common lands, so that they also participate in the use and enjoyment of the natural resources of their territory, as it preserves their coexistence and social organization. So, the commune is characterized as groupings of a set of production components that have rights over a limited area under their control and that they use to certify the usability of combined practice in various matters and the formation of collective tasks; and interactions with other external institutions, where they can be influenced by the set of information and communication techniques ICT between different sites and / or areas of local development.

Thus, the purpose of this study was to study the impact of the set of information and communication techniques in the ancestral associations of San Lorenzo canton, located in the province of Esmeraldas-Ecuador, from a systematic review, in relation to the limited availability of technical resources for classroom and virtual training; minimal coverage of various online platforms; inadequate management of the implementation of the set of information and communication techniques related to the current technological development of the monitoring agency; insufficient dissemination and notification of the existence of ancient parishes in the country; and lack of environmental projects related to the current technological development of the monitoring agency; inadequate management of the implementation of the set of information and communication

techniques related to the current technological development of the monitoring agency; insufficient dissemination and notification of the existence of ancient parishes in the country; and the lack of environmental projects based on technological means to determine the effects caused on the environment.

All this, proposes a study that evidences the investigative relevance in reference to the implementation of projects, programs and schemes in public and private sectors, at different levels, national and international, that benefit these sectors for their local development. Where the culture, customs and ethnic groups in these little known regions, as well as their main problems and needs, are reflected in an integral way, at the same time as the scarce attention to their basic and/or priority insufficiencies.

Materials and Methods

This research followed the Prisma standards of study systematic reviews for the identification, analysis and evaluation of scientific articles, as established by Hutton et al. (2016). To develop this study a systematic review was established, with the use of Eric and Scopus, Redalyc, ResearchGate, Dialnet, Google Scholar and Scielo databases, in addition to advanced scientific publications and theoretical research articles, dissertations, texts allusive to the national and international thematic, reporting bodies. For the research of the information study topic, concepts such as communication impact, communication technology, information, information technology were used. All documents and articles were thoroughly searched, including the key words of the allusive topics in the title and abstract, various selection criteria, with the development of refined search filters. Taking into account the year of publication of the articles and texts, which were considered as studies from 2018-2023, and as for the type of document, which did not have the full text or did not fit with the subject of study or presented repetitive ideas, they were not taken into account.

The first search was conducted in Redalyc, Dialnet, Eric and Scopus, Researchgate and the use of search engines such as Google Scholar, which revealed a total of 398 documents and articles related to the topic. After identification, where a total of 47 documents were eliminated, leaving Eric 28, Redalyc 31, Dialnet 234, Scielo 28, Google Scholar 60, ResearchGate 17, for the use of research articles and language filters, selecting 107, subsequently 21 documents were eliminated for being duplicates. A total of 86 articles and texts were included, of which 15 were excluded for not containing complete texts. Finally, 71 articles were reviewed, excluding 44 documents for not being adjusted to the topic of study, from which a total of 27 articles were selected for this review.

Results

The results of the selected research are presented, where 27 documents were obtained, suitable to the subject exposed in the title of the research, in which the relationship between information and communication technologies and ICT in ancestral communities is discussed. Table 1 shows the documents obtained after the systematic review, focused on the inclusion and exclusion criteria established by the author, establishing the correlation between the two study variables.

For the grouping of the data information in the table, a codification was established, which incorporated the author's data, the year in which the study was published; the title was assigned to the research; the methodological design applied to the research study; the sample selected for the same; the instruments used for the collection of information, and finally the results and findings of the research.

Table 1. Analysis of articles addressing SR

Author/year	Title	Design	Sample	Instrument	Results
(Egas Moreno, <i>et al.</i> , 2021).	Organizational and economic structures of ancestral communes.	Documentary	Different provisions, in constitutional, regulatory, legal, doctrinal, statutory aspects, scientific articles and books.	Review and interpretation	Existence of the need to update the material and adjective norms that regulate forms of coexistence, social organization and economic activity of legally recognized spaces.
(Egas Moreno, <i>et al.</i> , 2021).	Affectations on collective properties in the ancestral communes of Ecuador.	Descriptive documentary, mixed approach, theoretical and empirical research methods.	Fifteen ancestral communes.	Participatory action research techniques.	Present production practices and affectations described in the commons and forms of coexistence.
(Herrera Rivas, <i>et al.</i> , 2022).	Communication of cultural expressions, Temazcal case in the Yololo Chicomoztoc teocalli center.	Expert interviews, direct observation.	Bibliographic review and Temazcal participants.	Bibliographic review.	The Cultural Center is an example of the transformation of traditional advertising media with technical adaptations of WhatsApp and Instagram social networks.
(Gutiérrez Calderón, 2022)	Ancestral customs and traditions for tourism development in the Chiguilpe commune, in the province of Santo Domingo de los Tsachilas, year 2022.	Bibliographic-documentary.	39 individuals of the community.	Survey.	To introduce educational methodologies in the community to teach ancestral traditions and customs.

(Macas Pisco, 2022)	Consequences of social interaction in intercultural communication in the Chigüilpe commune, Santo Domingo canton.	Cross-sectional study.	Community of Chigüilpe, in the canton of Santo Domingo.	Observation and interview.	They have shown that social interactions generate favorable financial returns.
(Andrade Mendoza, 2019)	Digital communication in tourism development of Puná Island, Ecuador	Qualitative analysis.	Inhabitants of Puná Island.	Interviews and ethnographic information gathering, field visits	Weaknesses are established in the use of digital communication tools of the organizations, a high capacity to disseminate tourism was observed.
(Leal Garcés, <i>et al.</i> , 2022).	The digital divide in information and communication technologies (ict) and social networks in the experience of the communal union of mapuche rural craftswomen entrepreneurs in the community of padre las casas; region of la Araucanía (chile).	Qualitative-exploratory.	11 women from the commune.	Interview	There are still areas of digital divide.
(Navas Guzman, 2021)	Camaleón Colectivo: a cultural platform for local and educational development in the	Qualitative, participatory action and with an autoethnographic approach.	127 people.	Survey.	Implementation of theories established in the research proposal, seeking to manage basic community and artistic resources.

Ancestral Commune of Las Tunas, Ecuador.					
(León Ramírez, <i>et al.</i> , 2020).	Analysis and management of tourism information content in digital media in the canton of General Villamil Playas in times of Covid-19.	Theoretical and empirical.	Canton General Villamil Playas.	Participatory action research techniques.	The modernization of tourism information in different digital media is being considered.
(Sotomayor Granda, 2019)	Proposal for tourism promotion through web tools and digital marketing strategies. Case study: Loja canton, Ecuador.	Qualitative.	Tourists visiting Loja Canton.	Interviews.	Motivate companies to implement digital marketing plans, seeking tourism campaigns and marketing competitiveness.
(Lopez Brunett, <i>et al.</i> , 2017)	Tourism 2.0 as a tool to promote the cultural attractions of Guayaquil.	Descriptive.	357 tourists.	Survey.	It can be seen that 62 respondents have prepaid service and 38 choose not to receive monthly prepaid service.
(Briones Caicedo, <i>et al.</i> , 2020).	Intercultural communication for the development of interpersonal relationships in the montubio communities of the Quevedo canton and zones of influence.	Inductive.	269 beneficiaries of social work in the area of communication.	Survey.	Promote intercultural communication programs and projects.

(López Ramírez, <i>et al.</i> , 2019).	Communication in spaces of cultural exchange, foreigners in the practice of salsa in Cali in the foundation "Arrebato Caleño".	Qualitative.	Members of the Arrebato Caleño school.	Bibliographic: minutes, communiqués and reports.	It represents the reconstruction of facts or relationships in the learning of Arrebato Caleño.
(Caicedo Salazar, 2021)	Intercultural communication and its influence on the quality of life in the inhabitants of Borbón Parish, Eloy Alfaro canton, Esmeraldas Province, year 2021.	Deductive.	63 participants from Bourbon Parish.	Virtual survey.	Promote intercultural communication programs to strengthen and preserve popular traditions and customs.
(Velasquez Leones, 2021)	Study of intercultural communication in the dissemination of native customs and traditions of the Montuvian community of the Lechugal precinct of Ventanas canton, year 2021.	Participatory and in the field.	120 citizens of the Lechugal precinct.	Questionnaire.	To treasure Montuvian customs and traditions in the Lechugal area of the Ventanas canton.
(Tobar Palma, 2022)	Incidence of intercultural communication in the dissemination of customs and autonomous traditions of the Community of Puerto	Inductive and deductive.	150 citizens of the community.	Questionnaire.	Disseminate intercultural communication, traditions and customs of the port community of the Bajaña Canton.

	Bajaña, Buena Fe canton, year 2022.				
(Ruiz Navarrete, 2020)	Intercultural communication in the rescue of native customs and traditions of the canton of Buena Fe, year 2020.	Qualitative.	30 people.	Questionnaire.	Carrying out campaigns to promote multiculturalism is a good way to effectively save lost customs and traditions.
(Fuentes Martinez, 2022)	Intercultural communication and its influence on interpersonal relationships in afrodescendant communication in the Quinindé canton, Rosa Zárate parish, year 2022.	Bibliographic	Google Scholar, Scielo and Dialnet databases were consulted.	Bibliographic, theoretical and reference materials	Existence of interpersonal intercultural communication influence on Afro-descendant communication.
(Delgado Rocha, <i>et al.</i> , 2020).	Communication plan for the development of community tourism in the Tsáchila community of Chigüilpe, province of Santo Domingo de los Tsáchilas.	Quali-quantitative.	Ecuadorian and foreign tourists.	Surveys and interviews.	Community events are expected, so plan strategically with tools such as communication plans.

Source: Prepared by the author

Through the research, it is possible to identify that ICTs located in San Lorenzo, Esmeraldas province, in ancestral communities may face difficulties in accessing relevant information from the point of view of understanding their rights, educational opportunities, development programs, technological advances and other aspects that could benefit their welfare and development. The absence of access to information entities limits their ability to make decisions and thus actively participate in matters that concern them.

The good use of the information aspects, correctly guides the path of the different communication processes, which focused on the construction of a message based on the respect to the population of San Lorenzo and the increase of the valuation of its culture, of the set of techniques of information and communication in the ancestral communes, which is expected to raise with the dissemination of the appropriate channels and representatives, raising awareness of the importance of preserving the culture, establishing an influx in the different spaces of the inhabitants of San Lorenzo, which have created for visitors.

However, the lack of ICT implementation can hinder communication both within the community and with the outside world. Fast and efficient communication is crucial for coordinating community projects, participating in regional or national initiatives, and collaborating with governmental or non-governmental organizations. Without the right tools, communication becomes slower and less accessible, which can limit the ability of ancestral communities to share information, ideas and concerns. This is similar to what is described by Egas et al. (2021), where he states the "consequences and experiences of production recognized in the collectives; the forms of social organization and coexistence".

Planning anticipates events that may occur in the commune of San Lorenzo, so strategic planning, through tools such as communication procedures, allows the people of this commune to explain the goals they hope to achieve by guiding the changes that must be made and implemented to achieve these objectives.

Likewise, communication for development forms the perfect environment framed in San Lorenzo's community tourism projects, because it is based on the achievement of social development through the potential of individual capacities. This is consistent with what

Macas (2020) described when he stated in his research that "social interactions have been shown to generate favorable financial returns".

Through this, the members of the commune should implement different projects of sustainable and friendly tourism, with the intention of maintaining intact the cultural heritage of the community. If all the guidelines of this definition are implemented in the communes of San Lorenzo, the common benefits will be reflected in their social, cultural and economic development.

In addition, ICTs play an important role in the promotion of ancestral culture and cultural preservation, since, without their implementation, these communities in San Lorenzo province of Esmeraldas may have difficulties in documenting and transmitting their traditions, history, music, dances and other cultural aspects to future generations, contributing to the gradual loss of cultural identity and ancestral heritage.

In this sense, as indicated by Caicedo (2021), where he states in his studies that "it is inevitable to promote intercultural communication processes, in which it is possible to strengthen and preserve popular traditions and customs", also agreeing with Ruiz (2020), stating that "conducting campaigns to promote multiculturalism is a good way to effectively save lost customs and traditions".

Consequently, in San Lorenzo, Esmeraldas province, the ancestral communes are rooted in Afro-Ecuadorian culture and have diverse commercial activities that reflect their identity and traditions. Artisanal fishermen use traditional techniques and small boats to catch a variety of marine species, such as shrimp, prawns, snappers, corvinas and more, in which these products are sold in local markets and also traded in nearby cities.

Similarly, agriculture plays an important role in the economy of the ancestral communities, through typical crops such as bananas, cassava, yams, corn, cocoa and other agricultural products, which are used for local consumption, but are also sold in regional markets.

One of the most outstanding ancestral skills in these communities is handicrafts, and it is attributed to the creation of products such as woven baskets, toquilla straw hats, carved wood products, jewelry with natural materials and colorful fabrics, in which these handicraft products are valued by local inhabitants and tourists, which generates an important source of income for the communities.

For this reason, some ancestral communities in the San Lorenzo canton have developed community-based tourism activities, offering lodging in family homes, fishing experiences, guided walks through the jungle, traditional dances and musical presentations. Sustainable tourism has provided additional economic opportunities for the communities, while promoting cultural pride and the preservation of traditions.

In this sense, the lack of implementation of the set of information and communication techniques could limit access to e-commerce platforms, digital marketing and online promotion, which hinders the expansion of local businesses and the commercialization of artisanal products and services. This may result in lower income generation and limitations of communities in economic progress.

However, it could also generate a digital divide and increase inequality among those who do not have access to ICTs, who would be at a disadvantage in terms of educational opportunities, employment, political participation and other benefits provided by real-time connectivity, generating further marginalization and social exclusion of ancestral communities.

Ecuador still has a long way to go to realize this type of approaches to the set of information and communication techniques in the different areas of the mentioned sector, since it is unavoidable that the entities consider the need for the implementation of projects that certify the optimal progress in the places where the decision to implement it will allow to obtain the socio-cultural and economic benefits, benefits that are necessary, this activity brings to the communities. In correspondence with what was raised by sources (2022), about the "influence exerted by intercultural communication in the different Afro-descendant interpersonal relationships".

In short, a boost in the implementation and use of ICT could increase visits to the canton of San Lorenzo, to the ancestral communities and increase economic income, but also by building an appropriate communication message, positive results can also be achieved in the community, which will encourage greater participation of generations in the skill of ancestral knowledge, using tourism and different visitors to promote cultural respect.

Conclusions

The applied systematic review, framed in the inclusion criteria established by the author, certifies the analysis of the data, where in it, the current situation of the community of San Lorenzo, province of Esmeraldas is explained, with the use of data sources directly related to the research.

In this way, the proposed strategies are evidenced, starting from the main actors, establishing a solid basis for the research, for the implementation of information and communication technologies in San Lorenzo canton, in the ancestral communities present in it, which in turn ensures its success.

The Development and Land Use Plan (PDOT), is framed as a central planning tool of the parish administration, which defines the actions and interpositions of the public and private sectors at the local level, and its adherence promotes sustainability. This is because it was presented after a detailed analysis of the particularities of the commune established in the San Lorenzo canton, its inhabitants and the public.

The limited availability of technical tools, the limited coverage of platforms, the lack of ICT implementation, the insufficient dissemination and information in the ancestral communities and the lack of environmental projects are determining factors in the effects on the environment and its growth in all aspects.

In this way, the plan proposes a variety of measures guided by strategies that cover all of the preliminarily described drawbacks. Therefore, its implementation will transform the ancestral commune of the San Lorenzo canton into an established space, through which it will be possible to manifest the cultural heritage and the offer of San Lorenzo for community tourism.

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