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Artículo de Investigación

Organización del Turismo Comunitario en la Parroquia Flores, Cantón Riobamba

Community Tourism Organization in the Parish Of Settlement, Cantón Riobamba

Organização de Turismo Comunitário na Paróquia das Flores, Cantão de Riobamba

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Resumen

La investigación se llevó a cabo para entender por qué la parroquia Flores no ha desarrollado el turismo comunitario, a pesar de sus significativos atractivos naturales y culturales, como el carnaval "Sisay Pacha", festivales, rituales, astronomía y actividades como canastas verdes. La parroquia enfrenta problemas de organización deficiente del turismo comunitario, desaprovechamiento de su patrimonio y servicios turísticos insuficientes, limitando su crecimiento. El estudio busca identificar las causas de esta situación y proponer soluciones para fortalecer el turismo comunitario.

La investigación aborda la problemática, la formulación del problema, las justificaciones, los objetivos y las hipótesis. Presenta un marco teórico que incluye antecedentes, bases teóricas, marco filosófico y estado del arte. Describe la metodología empleada, detallando el tipo y diseño de investigación, la unidad de análisis, la población de estudio, el tamaño y la selección de la muestra, la operacionalización de variables, la matriz de consistencia, las técnicas e instrumentos de investigación, así como la validez y confiabilidad de estos instrumentos y el análisis y presentación de la información. Se centra en los resultados y la discusión, abarcando el análisis, la interpretación, las pruebas de hipótesis, las conclusiones y las recomendaciones. Finalmente, presenta el diseño del Proceso de Gestión de Producción-Alimentos y Bebidas bajo los lineamientos de la Norma ISO 9001-2015 para la parroquia Flores.

Estos hallazgos revelan que los principales obstáculos para el desarrollo del turismo comunitario en Flores son la falta de organización y capacitación, escasa promoción del destino, infraestructura deficiente y limitada oferta de servicios turísticos. Se recomienda fortalecer la organización comunitaria, capacitar a los actores locales, promocionar el destino, mejorar la infraestructura y ampliar la oferta de servicios. La adopción de la Norma ISO 9001-2015 se propone para mejorar la calidad de los servicios turísticos y la competitividad del destino.

Palabras Claves: Organización; turismo comunitario; patrimonio natural; patrimonio cultural.

Abstract

The research was carried out to understand why the Flores parish has not developed community tourism, despite its significant natural and cultural attractions, such as the "Sisay Pacha" carnival, festivals, rituals, astronomy and activities such as green baskets. The parish faces problems of poor

organization of community tourism, waste of its heritage and insufficient tourist services, limiting its growth. The study seeks to identify the causes of this situation and propose solutions to strengthen community tourism.

The research addresses the problem, the formulation of the problem, the justifications, the objectives and the hypotheses. It presents a theoretical framework that includes background, theoretical bases, philosophical framework and state of the art. Describes the methodology used, detailing the type and design of the research, the unit of analysis, the study population, the size and selection of the sample, the operationalization of variables, the consistency matrix, the research techniques and instruments, as well as such as the validity and reliability of these instruments and the analysis and presentation of the information. It focuses on results and discussion, encompassing analysis, interpretation, hypothesis testing, conclusions and recommendations. Finally, it presents the design of the Production-Food and Beverage Management Process under the guidelines of the ISO 9001-2015 Standard for the Flores parish.

These findings reveal that the main obstacles to the development of community tourism in Flores are the lack of organization and training, poor promotion of the destination, poor infrastructure and limited supply of tourist services. It is recommended to strengthen community organization, train local actors, promote the destination, improve infrastructure and expand the range of services. The adoption of the ISO 9001-2015 Standard is proposed to improve the quality of tourist services and the competitiveness of the destination.

Keywords: Organization; community tourism; natural heritage; cultural heritage.

Resumo

A investigação foi realizada para perceber porque é que a freguesia das Flores não tem desenvolvido o turismo comunitário, apesar dos seus significativos atrativos naturais e culturais, como o carnaval “Sisay Pacha”, festas, rituais, astronomia e atividades como os cestos verdes. A freguesia enfrenta problemas de deficiente organização do turismo comunitário, desperdício do seu património e insuficiência de serviços turísticos, limitando o seu crescimento. O estudo procura identificar as causas desta situação e propor soluções para fortalecer o turismo comunitário.

A investigação aborda o problema, a formulação do problema, as justificações, os objetivos e as hipóteses. Apresenta um quadro teórico que inclui antecedentes, bases teóricas, enquadramento

filosófico e estado da arte. Descreve a metodologia utilizada, detalhando o tipo e desenho da investigação, a unidade de análise, a população do estudo, o tamanho e seleção da amostra, a operacionalização das variáveis, a matriz de consistência, as técnicas e instrumentos de investigação, bem como tais como a validade e fiabilidade destes instrumentos e a análise e apresentação da informação. Centra-se nos resultados e na discussão, abrangendo a análise, interpretação, teste de hipóteses, conclusões e recomendações. Por fim, apresenta o desenho do Processo de Produção-Gestão de Alimentos e Bebidas sob as orientações da Norma ISO 9001-2015 para a freguesia das Flores.

Estas conclusões revelam que os principais obstáculos ao desenvolvimento do turismo comunitário nas Flores são a falta de organização e formação, a fraca promoção do destino, as infraestruturas deficientes e a oferta limitada de serviços turísticos. Recomenda-se o reforço da organização comunitária, a capacitação dos intervenientes locais, a promoção do destino, a melhoria das infraestruturas e o alargamento da gama de serviços. Propõe-se a adoção da Norma ISO 9001-2015 para melhorar a qualidade dos serviços turísticos e a competitividade do destino.

Palavras-chave: Organização; turismo comunitário; herança natural; património cultural.

Introduction

The diverse conceptualizations of organization and community tourism offer a multifaceted view of these concepts. According to Etzioni (1965), an organization is defined as the construction of social units or groups of people to achieve established objectives, while Porter, Lawler, and Hackman (1975) describe it as a set of individuals or groups seeking goals through interrelated and sequenced positions over time. Ferrell et al. (2004) expand on this idea by highlighting the importance of coordinating diverse resources, such as human, material, and financial, to achieve goals through activities that attract people, establish obligations, and promote teamwork.

In addition to these classic concepts, Scott (2003) introduces the idea of the organization as an open system that interacts with its environment, continuously adapting to external changes and challenges. Robbins and Coulter (2012) complement this view by stating that an effective organization must have a flexible and dynamic structure that allows for innovation and adaptation. In community tourism, this perspective is crucial. Communities must interact with the tourism market, adapt to changing demands, and develop innovative strategies. Flexibility enables innovation and adaptability to

changes, such as new tourist preferences or sector regulations. Strategies like environmental monitoring, capacity development, and the formation of strategic alliances are fundamental.

On the other hand, community tourism, according to Smith (1993), refers to a form of tourism managed and controlled by the community itself, highlighting the equitable distribution of benefits as its distinguishing feature. The FEPTCE (2002) expands this notion by emphasizing the consensual participation of community members, the sustainable management of natural resources, and the appreciation of cultural heritage. The ILO (2005) adds the idea of bringing tourists and local communities closer together, emphasizing mutual benefit and shared cultural knowledge. Finally, Beeton (2006) highlights the focus of community tourism on creating a more sustainable tourism industry, with an emphasis on planning and maintaining tourism development within the host community.

Furthermore, Scheyvens (2002) underscores the importance of community empowerment in community tourism, suggesting that this type of tourism should not only generate income but also strengthen local capacities and promote self-determination. Zapata et al. (2011) highlight inclusive governance as an essential element for the success of community tourism, indicating that decision-making should involve all sectors of the community to ensure long-term equity and sustainability.

Together, these diverse perspectives enrich our understanding of how organizations and community tourism can be structured and operated effectively to achieve their objectives, maximize benefits, and promote sustainable development.

Methodology

A series of crucial findings reveal how organizational structure can impact the development and sustainability of tourism initiatives in community contexts. Andrade (2019) highlights the importance of an organization that integrates local actors, including representatives from public institutions and tourism services, to ensure a collaborative and coordinated approach to adventure tourism development in Riobamba. This suggests that a strong network of collaboration and communication among different actors is essential for the long-term success of tourism projects.

On the other hand, García and Doumet (2017) point out that weak community organization is a key factor in the failure of many tourism ventures in Bolívar, Manabí. This finding emphasizes the need

not only for resources and tourism services but also for actively involving the local community in the process, requiring a conscious effort to foster participation and commitment from local residents. Additionally, Palomino, Gasca, and López (2015) stress the importance of an organizational structure rooted in communal customs and statutes for successfully starting tourism activities in the northern Sierra of Oaxaca. This underscores the need to respect and value local traditions when designing tourism development strategies, recognizing that community participation is essential for decision-making that affects the entire community.

Regarding the state of the art on the dependent variable, Community Tourism, it is evident that this tourism approach goes beyond merely generating economic income for local partners. García et al. (2020) highlight how community tourism can be a powerful tool to address socioeconomic issues, such as poverty, while promoting environmental conservation by connecting visitors with nature.

Mullo et al. (2019) and Cabanilla (2018) emphasize the importance of maintaining a balance between tourism development and the preservation of the environment and local culture. This involves adopting sustainable tourism practices that minimize negative impacts on the natural environment and respect the traditions and ways of life of local communities.

Furthermore, community tourism has proven to be an effective tool for the empowerment of marginalized groups, such as indigenous women, as noted by García C. (2017). By providing economic and social opportunities, community tourism can help break cycles of economic dependency and empower women to take on a more active role in society and their own lives.

In summary, the state of the art on organization in community tourism highlights the importance of a solid and participatory organizational structure, while the analysis of the dependent variable emphasizes the multiple socioeconomic and environmental benefits of community tourism when implemented responsibly and respectfully. These findings offer important insights for the development and effective management of tourism initiatives centered on local communities in Ecuador and beyond.

Survey: A survey is conducted for the independent variable (Organization) targeting the representatives of the Flores parish. A second survey for the dependent variable (Community Tourism) is administered to experts in the field of community tourism.

Questionnaire : A questionnaire was given to the residents of the communities in the Flores settlement and the experts in community tourism. It was designed with Likert scale questions using the following

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scale: (1) Never, (2) Rarely, (3) Sometimes, (4) Almost Always, and (5) Always. This was done to gather information on the independent variable (Organization) and the dependent variable (Community Tourism). The data collected was analyzed using SPSS (Statistical Package for the Social Sciences) version 24 and Microsoft Excel.

Analysis, Interpretation, and Discussion of Results for the Independent Variable: Organization

Table 1.

Summary and Interpretation of Results for Organization

N o.	ITEMS	INTERPRETATION
Independent Variable: Organization		
Socio-demographic Information		
a)	Sex	Of the 30 respondents: <ul style="list-style-type: none"> • 50% are male. • 50% are female. It is concluded that the majority percentage is 50% male and 50% female of the 30 respondents in the Flores settlement.
b)	Age	Of the 30 respondents, the age is classified into the following percentages: <ul style="list-style-type: none"> • 37% are aged 31-40 years, • 27% are aged 51-60 years, • 23% are aged 41-50 years, • 2% are aged 18-30 years • 2% are aged over 61 years. It is concluded that the 31-40 years category has the highest level with 37%.

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a)	Level of Education	<p>Of the 30 respondents, the level of education is classified into the following percentages:</p> <ul style="list-style-type: none"> • 33% have no level of education, • 30% have a secondary level, • 10% have a primary level, • 10% have a tertiary level, • 10% have a postgraduate level • 7% have a tertiary level. <p>It was analyzed that the heads of families are in a category where 33% have no level of education in the Flores settlement.</p>
Voluntary Participation		
1.	Willingness to Organize as a CTC with Legal Status for Community Tourism Development	<p>Of the 30 respondents:</p> <ul style="list-style-type: none"> • 46.7% rarely, • 30% sometimes, • 20% never and 3.3% always. <p>It was found that the highest percentage indicates that there is rarely a willingness to organize as a CTC with legal status for community tourism development in the Flores settlement.</p>
2.	Recognized Legal Representatives	<p>Of the 30 respondents, the recognized legal representatives in the Flores settlement are:</p> <ul style="list-style-type: none"> • 30% almost always, • 26.7% sometimes, • 26.7% always, • 13.3% never and • 13.3% rarely. <p>It is concluded that the highest percentage is that there are almost always recognized legal representatives in the Flores settlement.</p>

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3.	Community Records for Voluntary Participation in Community Tourism	<p>The community records for voluntary participation in community tourism are classified as follows:</p> <ul style="list-style-type: none"> • 50% never • 7% rarely • 13% sometimes • 7% always • 3% almost always. <p>It is concluded that the highest percentage is that there are never records for community tourism in the Flores settlement.</p>
Associative Processes		
4.	Valid Taxpayer Registry (RUC)	<p>The valid taxpayer registry (RUC) was observed as follows:</p> <ul style="list-style-type: none"> • 30% never • 20% sometimes • 20% almost always • 16.7% always • 13.3% rarely. <p>It is concluded that the highest percentage is that there is never a valid Taxpayer Registry (RUC).</p>
5.	Established Organizational Structure	<p>The organizational structure is classified as follows:</p> <ul style="list-style-type: none"> • 30% always • 23.3% sometimes, • 16.7% never, • 16.7% rarely, • 13.3% almost rarely. <p>It was concluded that 30% of respondents state that there is always an organizational structure.</p>

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6.	Defined Obligations and Responsibilities	<p>Obligations and responsibilities:</p> <ul style="list-style-type: none"> • 30% always • 23% sometimes • 20% rarely • 17% never • 10% almost always. <p>It was concluded that in 30% of the cases, there are always defined obligations and responsibilities in the Flores settlement.</p>
Continuous Improvement		
7.	Management of Community Tourism	<p>The management of community tourism in the Flores settlement is considered as follows:</p> <ul style="list-style-type: none"> • 50% rarely • 33.3% never • 13.3% sometimes • 3.3 % always. <p>It is concluded that the management of community tourism exists rarely by the representatives in the Flores settlement.</p>
8.	Continuous Training on Community Tourism	<p>Continuous training on community tourism is considered as follows:</p> <ul style="list-style-type: none"> • 73.3% never • 23.3% rarely • 3.3% always. <p>It was found that there is no continuous training on community tourism in the Flores settlement.</p>
9.	Technical and Professional Capacity Building	<p>The technical and professional capacity building for community tourism is considered as follows:</p> <ul style="list-style-type: none"> • 50% never • 40% rarely • 6.7% sometimes

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	for Community Tourism	<ul style="list-style-type: none"> • 3.3% always. It was concluded that, in the majority of cases, there is never technical and professional capacity building for community tourism by the Flores settlement.
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Source: Surveys conducted in 2020

By: Montufar, P. 2020 **Analysis, Interpretation, and Discussion of Results for the Dependent Variable: Community Tourism**

Table 2.

Summary and Interpretation of Community Tourism Results

N o.	ITEMS	INTERPRETATION
Independent Variable: Community Tourism		
Demographic Information		
a)	Gender	Of the 30 respondents, it was observed that: <ul style="list-style-type: none"> • 50% are male • 50% are female. It is concluded that in the surveys applied, there is a 50% male and 50% female representation.
b)	Edad	Of the 30 respondents, age is classified as follows: <ul style="list-style-type: none"> • 40% are aged 31-40 years, • 23.3% are aged 51-60 years, • 30% are aged 18-30 years • 6% are over 61 years. It is concluded that the age group 31-40 years has the highest percentage at 37%.

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a)	Education Level	<p>Of the 30 respondents, the education level is classified as follows:</p> <ul style="list-style-type: none"> • 40% have a tertiary level, • 46.7% have a fourth level • 13.3% have a technical/technological level. <p>It was analyzed that 46.7% of community tourism experts have a fourth-level education.</p>
Community Natural Heritage		
2.	Natural Attractions of the Settlement	<p>The natural attractions of the Flores settlement are rated as follows by community tourism experts:</p> <ul style="list-style-type: none"> • 13.3% Never • 13.3% Rarely • 30% Sometimes • 6.7% Almost always • 36.7% Always <p>It was found that the highest percentage indicates that natural attractions are always necessary.</p>
2.	Adequate Access to Natural Attractions	<p>Adequate access to the natural attractions of the settlement is rated as follows:</p> <ul style="list-style-type: none"> • 13.3% Never • 30% Rarely • 6.7% Sometimes • 20% Almost Always • 30% Always <p>It is concluded that the highest percentages are 30% for "rarely" and 30% for "always."</p>
		<p>Planned tourist activities for community tourism are rated as follows:</p> <ul style="list-style-type: none"> • 13.3% Never

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3.	Planned Tourist Activities for Community Tourism	<ul style="list-style-type: none"> • 26.7% Rarely • 20% Almost always • 40% Always <p>It is concluded that the highest percentage indicates that tourist activities should always be planned for community tourism.</p>
Community Cultural Heritage		
4.	Representative Cultural Manifestations of the Flores settlement	<p>Representative cultural manifestations of the Flores settlement are rated as follows:</p> <ul style="list-style-type: none"> • 20% Never • 123.3% Rarely • 16.7% Sometimes • 23.3% Almost always • 26.7% Always <p>It is concluded that the highest percentage indicates that there are always representative cultural manifestations in the Flores settlement.</p>
5.	Ancestral Knowledge and Techniques for the Benefit of Community Tourism	<p>Ancestral knowledge and techniques in the Flores settlement for the benefit of community tourism are rated as follows:</p> <ul style="list-style-type: none"> • 20% Never • 13.3% Rarely • 10% Sometimes
		<ul style="list-style-type: none"> • 20% Almost always • 36.7% Always <p>It is concluded that ancestral knowledge and techniques always exist in the Flores settlement to benefit community tourism.</p>

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6.	Planned Tourist Activities for Community Tourism	<p>Planned tourist activities for community tourism are rated as follows:</p> <ul style="list-style-type: none"> • 16.7% Never • 23.3% Rarely • 3.3% Sometimes • 26.7% Almost always • 30% Always <p>It is concluded that the management of community tourism rarely exists in the Flores settlement.</p>
Community Tourism Services		
7.	Need for Accommodation Services in the Flores Settlement for Community Tourism	<p>The need for accommodation services in the Flores settlement is considered as follows:</p> <ul style="list-style-type: none"> • 13.3% Never • 23.3% Rarely • 23.3% Sometimes • 26.7% Almost always • 13.3% Always <p>It is concluded that accommodation services are almost always necessary in the Flores settlement for community tourism.</p>
8.	Need for Food and Beverage Services in the Flores settlement for Community Tourism	<p>The need for food and beverage services in the Flores settlement is considered as follows:</p> <ul style="list-style-type: none"> • 13.3% Never • 13.3% Rarely • 13.3% Sometimes • 26.7% Almost always • 33.3% Always <p>It is concluded that food and beverage services are always necessary in the Flores settlement for community tourism.</p>

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9.	Need for Operation and Intermediation Services in the Flores settlement for Community Tourism	<p>The need for operation and intermediation services in the Flores settlement is considered as follows:</p> <ul style="list-style-type: none"> • 13.3% Never • 13.3% Rarely • 16.7% Sometimes • 33.3% Almost always • 23.3% Always <p>It is concluded that operation and intermediation services are almost always necessary in the Flores settlement for community tourism.</p>
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Source: Surveys applied in 2020

By: Montufar, P. 2020

The following section defines the results of the research project on organization and community tourism.

First, validity is established with three experts, and then Cronbach's Alpha is applied to measure the reliability of the instruments. The research proceeded because the results were positive. The independent variable, organization, showed a reliability of 0.835, and the dependent variable, community tourism, showed a reliability of 0.966.

For hypothesis testing, the application of Spearman's Rho is considered appropriate since the instrument is based on a Likert scale (ordinal variables). For the verification of the general and specific hypotheses, SPSS Version 24 was used, which facilitates the verification of results that accept or reject the hypotheses.

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Table 3.

Data Presentation

Hypothesis	Correlation	Significance	Hypothesis Result
H₀ Voluntary participation is not related to community tourism in Flores parish, Riobamba canton.	0.128 <i>Very low</i>		The alternative hypothesis is rejected, and the null hypothesis is accepted.
H₁ Voluntary participation is related to community tourism in Flores parish, Riobamba canton.	<i>positive correlation</i>	0.500 > 0.5	
H₀ Associative processes are not related to community tourism in Flores parish, Riobamba canton.			The alternative hypothesis is rejected, and the null hypothesis is accepted.
H₁ Associative processes are related to community tourism in Flores settlement, Riobamba canton.	0.253 <i>Low positive correlation</i>	0.177 > 0.5	
H₀ Continuous improvement is not related to community tourism in Flores parish, Riobamba canton.	0.279	0.136 > 0.5	The alternative hypothesis is rejected, and the null hypothesis is accepted.
H₁ Continuous improvement is related to community tourism in Flores parish, Riobamba canton.	<i>positive correlation</i>		

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H₀ Organization is not related to community tourism in Flores parish, Riobamba canton.	0.351	The alternative hypothesis is rejected, and the null hypothesis is
H₁ Organization is related to community tourism in Flores parish, Riobamba canton.	<u>Very low positive correlation</u>	0.057 > 0.5 accepted.

Source: Surveys conducted in 2020

By: Montufar, P. 2020

There is insufficient evidence to accept Specific Hypothesis 1. Voluntary participation is related to community tourism in the Flores settlement, Riobamba canton. It is noted that the correlation is $0.500 < 0.05$, so the null hypothesis is accepted, and the alternative hypothesis is rejected.

Hypothesis 2 is that associative processes are related to community tourism in the Flores settlement, Riobamba canton. The significance value obtained was 0.177, which is greater than 0.05, resulting in the acceptance of the null hypothesis.

Continuous improvement is related to community tourism in the Flores parish, Riobamba canton. For Hypothesis 3, the significance value obtained was 0.136, which is greater than 0.05, resulting in the acceptance of the null hypothesis.

Regarding the general hypothesis, the organization is related to community tourism in the Flores settlement, Riobamba canton. The significance value of 0.057 was not met, so the null hypothesis is accepted, and the alternative hypothesis is rejected.

Conclusions

- There was a lack of voluntary participation in community tourism within the Flores settlement, Riobamba canton. The hypothesis was confirmed, revealing a connection between the lack of participation and the disinterest and lack of knowledge within the Flores communities. This highlights the need to address the barriers that prevent active community participation in tourism initiatives.

- The absence of associative processes related to community tourism in the Flores settlement, Riobamba canton was examined. The results confirmed that associative processes are important for improving organization within the Flores communities, but unfortunately, they are not being implemented due to the inexperience of local representatives. This underscores the need to strengthen training and support for community leaders to promote greater collaboration and partnership in the development of community tourism.
- Continuous improvement was found not to be associated with community tourism in the Flores settlement, Riobamba canton. Although no direct relationship was found, the importance of continuous improvement in terms of training, education, and management for the successful implementation of community tourism in the Flores communities is recognized. This suggests the need to develop training and support programs that encourage constant improvement at all stages of community tourism development.

The lack of relationship between organization and community tourism in the Flores settlement, Riobamba canton was analyzed. The research results indicated that while organization is crucial for the successful implementation of community tourism, there is widespread ignorance about the concept of community tourism in the region. This highlights the urgent need for educational and awareness programs that promote a deeper understanding and better organization around community tourism within the Flores communities.

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