

## The importance of tourism marketing for strengthening the strategic capabilities of the Salitre canton in the province of Guayas.

La importancia del marketing turístico para el fortalecimiento de las capacidades estratégicas del cantón Salitre provincia del Guayas

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### ABSTRACT

The objective of this document is to analyze the different opportunities for small and medium tourism enterprises in Ecuador to develop environmentally conscious tourism economic activities based on the principle of sustainability. The research method is descriptive and focused on different subtopics around marketing, tourism and sustainability. Finally, it is concluded that tourism marketing is a very good option, especially for developing countries such as Ecuador, to promote their natural resources and the ecological beauty of their territory as a source of income and a way to boost economic development.

**Keywords:** tourism; sustainable development; marketing; consumers; small and medium-sized enterprises

### RESUMEN

El objetivo del presente documento es realizar un análisis acerca de las diferentes oportunidades de las pequeñas y medianas empresas turísticas en el Ecuador para que estas

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a partir del principio de la sostenibilidad desarrollen actividades económicas turísticas con conciencia medioambiental. El método de investigación es de tipo descriptivo que se ha focalizado en diferentes subtemas alrededor del marketing, el turismo y la sostenibilidad. Finalmente se concluye que el marketing turístico es una muy buena opción sobre todo para los países en vías de desarrollo como el Ecuador para potencializar sus recursos naturales y la belleza ecológica propia de su territorio como una fuente de ingresos y una manera de impulsar el desarrollo económico.

**Palabras clave:** Turismo; desarrollo sostenible; marketing; consumidores; pequeñas y medianas empresas

## INTRODUCTION

The purpose is to conduct a study of historical data based on the management of economic and administrative resources to determine the performance of the businesses before the pandemic began, during the mandatory quarantine and after it to determine what types of technological tools of the ICT MARKETING group contribute to the reactivation of these businesses affected by the pandemic.

The results of excessive market saturation due to globalization and the demanding tastes of consumers force organizations to use different and effective methodologies in order to satisfy the requirements of consumers and to know in depth the market in which they are operating.

On the one hand, competitiveness, while on the other hand the global economic crisis has allowed marketing to have a much wider field of action, while it has gained special importance for the level of precision it can have in terms of identifying preferences, tastes, among others, which allows to have in marketing practices a platform that drives business actions and catapults the market action.

In this section the key concepts, topologies or characteristics of the elements that make up the topic are developed for the understanding of the same. Among the variables to be considered is the concept of microenterprise with its characteristics, the concept of marketing along with the different types that exist, delving more into digital marketing among other aspects that will be based on references of authors who have previously developed similar topics.

Marketing is a word widely recognized by anyone, but often misunderstood. People when they hear this word immediately think they know what it is, but the actual meaning of marketing is not something that a group of people can easily agree on.

Marketing refers to the activities that a business or company undertakes to promote and provide greater outreach for the purchase or sale of a product or service. Marketing includes advertising, selling and delivering products to diners or other businesses that

require a service or product. Part of marketing is done by affiliates on behalf of a company. (Gemela, 2021)

Individuals working in the marketing and promotion departments within a firm or company seek to attract the attention of key potential audiences at all costs through advertising. Promotions are targeted to certain audiences and may include celebrity endorsements, catchy phrases or slogans, memorable packaging or graphic designs, and general media exposure.

It is a group of digital technology tools which help to contribute to marketing actions that are directed to the continuous improvement of customer relationships. Its beginnings date back to the creation of web pages, considering it as a promotional channel for companies, and with technological progress and globalization, the tools were complemented with Social Media in which platforms such as social networks and blogs are found.

Due to the great boom that arose as a result of digital platforms, digital marketing has been consolidated in new dimensions and is currently one of the most indispensable tools for companies. Thanks to the large percentage of internet use and digital communication platforms technologies are increasingly embracing the digitization of goods and services. (Torres, 2017)

The new context that is being experienced in Ecuador due to the effects of the pandemic produced by Covid-19 has forced thousands of companies to adapt in a dizzying way to the digital change, being currently the commercial engine of different industries, which without fully understanding the great benefits and opportunities offered by the virtual ecosystem have jumped on the technological bandwagon.

During the past year, digital transactions in Ecuador increased from 2% to 10%, with the cities of Quito and Guayaquil being the most influential, accounting for more than 30% of total e-commerce.

Advertising investment has also shown growth, reaching a value of more than \$90 million on Facebook, Instagram, LinkedIn, YouTube and Twitter among the more than 14 million people who have social networks in our country. (El Comercio, 2021).

In order to measure the interest of digital marketing in Ecuador, the electronic tool Google trends was used, which shows the results obtained from February 7, 2021 to January 29, 2022.

Main phases in TIC Marketing.

#### #1. Communicate to the consumer:

It is the most important phase in ICT marketing to be able to communicate to the consumer the product or service we offer. From the benefits and attributes to the target market.

Therefore, we can say that when we communicate with the consumer we use different media. Among them are: advertisements, commercials, web pages, applications, among others. At this stage we can see the importance of the media and new technologies.

The highlight of this phase is to determine the type of customer we have and take advantage of all the ICT tools that will facilitate access to them.

#### #2. Evaluate competitive advantages:

Often, the information available ends up affecting the quality of the decisions reached for TIC marketing. Because it is often not possible to make them correctly because the necessary data is not available. Even if they are available, they are not useful or there is not enough time to analyze them.

For this reason, companies today are opting for the implementation of different tools or strategies to help them achieve their objectives. To take advantage of competitive advantages over the competition. This clearly explains the fundamental role that ICT marketing and its tools play in decision making.

#### #3. Increase contacts:

The implementation of ICTs is making it possible for companies to make themselves known to a market with a significant number of potential customers. Thus gaining access to important benefits without having to make a large investment and with an unbeatable advertising support.

In addition to an interesting sales opportunity, digital platforms are an excellent business and networking opportunity for ICT marketing.

Taking advantage of the boom in social networks, organizations can easily contact other professionals and suppliers interested in their activity. Likewise, they can interact in real time with customers or announce their news. This is why they add value to companies.

#### #4. Adapt sales strategies:

In this phase, many companies adopt the idea of e-commerce in which they offer their products in a virtual space. Offering the customer the possibility to buy without having to leave home. In addition, this allows the company to reduce its costs, saving on distribution.

ICT marketing experts know that the benefits are not only for the brand, consumers also have greater security when making their purchases. Many are now adopting this way of shopping as a habit, because it adds convenience to their busy lives.

It should be noted that some people use websites to scam people, offering products that are never delivered. This is the origin of many electronic frauds. We know that for this system to work it is important to have the knowledge and responsibility to involve new technologies, so advances will continue to emerge to improve trade.

Neuromarketing is the application of neuroscience and technology to marketing whose objective is to know and understand that people pay attention to different stimuli. The purpose is to explain people's behavior as a function of neural activity.

In our society today, the large presence of advertising is perfectly normal as people are targeted in many ways, and often in increasingly disturbing and sometimes less subtle advertisements.

There may not be too many ads that are not doing that job and, ultimately, the coveted item that was intended to sell remains on the shelf where it was. As the saying goes: little likes and a lot of hassle. In that sense, are you trying to understand what people like? This is where neuromarketing comes in. (MGlobal, 2017)

There are two basic methods for tracking the brain activity of prospects, each with its pros and cons: functional magnetic resonance imaging (fMRI) and electroencephalography (EEG). The use of fMRI involves the use of a powerful magnet to track blood flow in the brain as subjects respond to audio and visual signals.

This allows testers to access a deep part of the brain known as the "pleasure center," and marketers to learn how people actually respond to their advertising. The disadvantages of fMRI are its price and its inconvenience. The equipment is very expensive to operate (up to 20,000 pesos per machine per hour) and subjects must be completely still in a large machine (Panamerica University, 2019).

The marketing mix is focused on analyzing and knowing a study variable, defending the objectives that the company wants to achieve and its importance to include in its strategies the 4Ps to determine the behavior and movement of markets and customers or consumers.

Collecting a clear definition that provides correct data, so that companies increase their sales and have a correct positioning within the market and thus not have a low level of sales either by lack of resources, financing or knowledge.

(ESTAÚN, 2020) He points out that the 4Ps within the marketing mix are essential because in this way we can better focus on continuous improvement and achieve the objectives of the company. The 4Ps determine the price, product, promotion, place.

Price. - This is considered a very important factor for the attraction and loyalty of customers since it determines the number of sales of a product or service.

Product. - It is the most important variable since it is the good or service that satisfies the customer's need.

Promotion. - These are all the efforts made by the company to achieve a motor reach and success of the product or service offered to the market.

Square. - Place where the business to be offered will be established.

It is a system integrated by data, processing software, statistical methods and graphic representation aimed at producing useful information for decision making, through tools that combine digital cartography, graphs and tables (2014).

Google Maps is a web platform and mobile and desktop app that allows you to explore maps, find landmarks, points of interest and get directions from anywhere in the world.

One of its main advantages is that it offers three map view options: normal, satellite and terrain in 2 and 3d; depending on the needs and preferences of each user.

Also, Google Maps gives the option to easily add new destinations to a route with a single tap if the user needs a route with several stops.

In addition to the computer, Google Maps is available for mobile devices through its application, which is installed as standard on most smartphones and tablets that use the Android operating system, so it can be used as a portable GPS. Similarly, it can be downloaded completely free of charge from the app store on devices whose operating system is iOS. (SEO Consultant MJ Cachón, 2021)

## **MATERIALS AND METHODS**

(Simancas, 2015) states that "research methodology is about the design of the project, it includes the type of study, the data collection techniques or tools, the universe, population and sample, in addition to activity sheets, resources, sampling, etc."

For the realization of this research work, the methodological framework was considered, since it is a very important point in the development taking into consideration the following points: the type of research that is being carried out according to the topic, procedures and tools for data collection because these are used in order to interpret and analyze the data obtained.

In 2004 (Cortés Cortés M) comments that:

When conducting research and what approach to use, it is essential to visualize where the project is going to lead. The types of studies are classified as exploratory, descriptive, correlational and explanatory.

Given that the general objective of the research will be to analyze the impact of ICT MARKETING on the economic and administrative reactivation of microenterprises in the city of Guayaquil Postpandemia, a descriptive design will be chosen.

It is established that the research design will be field research since a survey will be conducted among the microenterprises.

It should be denoted one that tourism marketing is not the same as destination marketing, because the latter focuses solely on promoting a region or country by developing specific products to attract the chosen target group of tourists, it is usually carried out by public entities, while tourism marketing covers a slightly broader spectrum, i.e. from the promotion of locations to each of the companies that are part of the tourism sector such as hotels, restaurants, transportation companies, etc (Gracia, 2017).

Like any concept of relevance, tourism marketing has certain components that make it stand out, one of them is the tangibility or intangibility of the service offered, for example the first is reflected in the quality of the food or the hotel bed, i.e. the tourism product in its natural form as offered by the company that promotes it; on the other hand, intangibility is reflected in the tourist's expectations of the product he expects to enjoy, which cannot be tested by the senses because it is only in his mind and imagination, this causes consumers to have a certain degree of insecurity because they are not completely sure of the benefit they are going to receive (Barra & Torres, 2011).

Another component is shelf life, considering the fact that this type of product cannot be stored, shelf life would not be an aspect to worry about. On the other hand, there are aggregability and substitutability, which represent a competitive advantage for tourism

products considering that these are made up of the sum of several services which in turn are quickly substitutable, which allows bringing up the heterogeneity component (Arroyo, 2011).

It is also important to highlight individuality, simultaneity of both production and consumption, subjectivity and seasonality, individuality refers to the fact that satisfaction with the product received is personal and non-transferable, so it is different from one person to another, simultaneity is reflected in the fact that the product is created at the time it is consumed; subjectivity because it depends both on the conditions of the company providing the service and the customers who receive it, and seasonality because it depends on the weather, tourists' liquidity, vacation periods, among others (Plumed, 2013).

## RESULTS

Tourism marketing is an extremely important tool for countries, especially developing countries, to be able to make known all the resources, places, gastronomy, sports, among many other things that are available to tourists from different regions of the world. It is transcendental that there is a coordinated work between the public and private companies to be able to take better advantage of the tourist projects, because in this way if the public sector is the promoter it will make a correct investment in a place where it really deserves, and for the private company it can count on the facilities that it requires to consolidate the project and make it sustainable in the time.

Ecuador is a country with a high potential in tourism that has not yet taken off, however, the actions that have been carried out for more than ten years have allowed micro, small and medium enterprises to consolidate their economic activities a little more and also promote entrepreneurship for the creation of companies that offer products or services whose production generates a high added value for tourists, especially in the area of customer service.

## DISCUSSION

The data obtained after conducting the surveys concluded that the use of ICT MARKETING applied to microenterprises is viable, since it will allow microenterprise development in both the economic and administrative areas.

By implementing a good digital tourism marketing strategy that meets the needs and line of business, the microentrepreneur can achieve one of its main objectives which is the attraction of new customers and in turn the growth in their income.

The high percentage of access to internet connection is a great advantage for the viability and feasibility of the business as it helps the interconnection of electronic devices for proper business use.

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