



Activación de la industria turística en la ciudad de Portoviejo después del 16 de abril, un sueño posible de alcanzar [

2017

text (article)

Analítica

This paper clarifies the current situation faced by the city of Portoviejo in the canton bearing the same name, province of Manabi, the same that was affected by the devastating earthquake called 16A. Thereafter the authorities and the community have tried to unify efforts to develop innovative and planned proposals to wake up the tourist activity and self-esteem of citizens; however melancholy and desolation are still part of daily life for citizens and this is a negative factor that must be overcome to start activating the tourist economy. That is why the strategy of the governments agencies aims to overcome fear to start building and adapt the city with proper planning, but is it enough?, it is difficult mystery to solve, but not impossible, and proof of this is that, from the beginning, after what happened, local authorities have tried to self-esteem of portovejense not decay, continuing with the works scheduled and managing investment to have a modern city in the future

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