



Análisis interno y externo de la comunidad Shuar de Chinimp en la provincia de Morona Santiago, Ecuador para el desarrollo de la actividad turística [

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text (article)

Analítica

An internal and external strategic analysis was performed on the Shuar Community Chinimp belonging to the Palora and Morona Santiago province, Ecuador, where their main strengths and weaknesses based were identified in the Development Plan and Zoning Canton Palora, 2010-2025. The experimental investigation was a descriptive cross-sectional design. The main strengths are: They have legal status, there is a high degree of ancestral knowledge, have five natural attractions and one cultural attraction, the main agricultural product is sugarcane, schooling there until the 10th year of basic education, there are avenues second order to access the community, have a children's center of good living, have installed capacity of equipment and physical infrastructure for panel production and other derivatives of sugarcane. The main weaknesses are: Little tourism leadership, administrative structure does not work as a whole, youth rejecting their ancestral traditions, lack tourism promotion and dissemination, lack financial resources to develop tourism. The MEFE matrix and the MEF matrix proved a useful tool, feasible to be applied in this type of study; community studied yielded a weighted total of 2.87 and 2.57 respectively, indicating an internal and external vantage point above the mean is considered to be in an equilibrium. The MEPC matrix indicates that the strongest competitor is the community of Anangu (2.64%) followed by community Amazanga (2.61%), while the Tawasap community is the weakest competitor (2.39%). Strategic guideline is proposed as the organization of the community for funding and technical assistance in the tourism sector, which could overcome most of its weaknesses

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