



Acciones para el aprovechamiento turístico de los cantones de la provincia de Imbabura [

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text (article)

Analítica

This research has as objective to present actions to the tourist stakeholders of the province of Imbabura in order to take advantage of the natural and cultural patrimony they possess. An alternative land dynamization is also offered that could be integrated in the territory. It was used a mixed methodology; a SWOT was elaborated using the macro and micro environment of the province. The results are represented in six Vester matrices, one for each canton, in addition, a survey was applied. With the obtained data, the following actions were identified: ten in Antonio Ante, three in Cotacachi, five in Ibarra, four in Otavalo, eight in Pimampiro and finally six in Urcuquí. Finally, it is concluded that Otavalo, Ibarra and Cotacachi have a better tourist development, while Antonio Ante, Pimampiro and Urcuquí have become places of passage and have problems in attracting visitors. The proposed actions are a guided to streng and improve tourist activities in the area

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Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es