



Asociatividad, desarrollo económico y competitividad de pequeñas y medianas empresas turísticas en el Cantón La Troncal-Ecuador [

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text (article)

Analítica

Currently, small and medium-sized businesses are immersed in a highly competitive environment that forces them to adopt strategies to reach different markets and obtain the best economic and financial performance. This research aims to analyze the association between small and medium-sized businesses in the tourism sector of the Canton of La Troncal in Ecuador, as a tool that allows contributing to the economic development and competitiveness of each of them. A quantitative field study is used, considering a population of eighteen (18) companies in the tourism sector of the area, applying a Likert scale survey composed of 22 questions related to the study variables. The results indicate that small and medium-sized businesses value and positively apply the benefits of association in terms of competitiveness and economic development, highlighting the importance of government support and access to financing. It is concluded that there are some favorable aspects regarding business association in the Canton of La Troncal; however, there is a clear need to improve the available information, cooperation, integration, communication and links between small and medium-sized businesses

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