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Tourism potential and the promotion of rural tourism:  
The Case of Tabacundo Parish, Ecuador

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**Abstract.** The objective of the research is to analyze the tourism potential and its capacity to promote rural tourism, in the case of the parish of Tabacundo, Ecuador. The research was of a mixed and correlational nature. Data collection was done through structured surveys applied to tourism companies in the parish of Tabacundo. Indexes were created using principal components (PCA), to verify the hypothesis and the effect, logistic regression was used through the statistical program Stata 16.1. The study included an assessment of the tourism potential in Tabacundo Parish, Ecuador, and its impact on rural tourism development. The results showed a chi-square test with a value of 0.031 that strengthens the correlation between variables, and the logistic regression showed a coefficient of 4.2 and it is statistically significant. The pseudo  $R^2$  was 0.0842, which determines that 8.42% of the variability of rural tourism can be explained by the tourism potential, given that the remaining 91.58% of the explanation of rural tourism is explained by other variables that are not included in this model, allowing to explain that the tourism potential of Tabacundo can boost rural tourism.

**Keywords:** rural tourism; tourism potential; Tabacundo; Ecuador; tourism development

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Туристический потенциал и продвижение сельского туризма  
на примере прихода Табакундо, Эквадор

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**Аннотация.** Целью исследования является анализ туристического потенциала прихода Табакундо, Эквадор и его способности продвигать сельский туризм. Исследование имело смешанный и корреляционный характер. Сбор данных проводился с помощью структурированных опросов, применяемых к туристическим компаниям в приходе Табакундо. Индексы были созданы с использованием главных компонентов (РСА), для проверки гипотезы и эффекта использовалась логистическая регрессия с помощью статистической программы Stata 16.1. Исследование включало оценку туристического потенциала в приходе Табакундо, Эквадор и его влияния на развитие сельского туризма. Результаты показали критерий хи-квадрат со значением 0,031, что усиливает корреляцию между переменными, а логистическая регрессия показала коэффициент 4,2, и он является статистически значимым. Псевдо-коэффициент  $R^2$  составил 0,0842, что определяет, что 8,42% изменчивости сельского туризма можно объяснить туристическим потенциалом, учитывая, что оставшиеся 91,58% изменчивости сельского туризма объясняются другими переменными, которые не включены в эту модель, что позволяет объяснить, что туристический потенциал Табакундо может стимулировать сельский туризм.

**Ключевые слова:** сельский туризм; туристический потенциал; Табакундо; Эквадор; развитие туризма

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**Introduction (Введение).** Tourism is classified as one of the main economic activities that contribute to local development (Orgaz & Cuadra, 2016), since it represents an economic alternative capable of generating employment and improving living conditions mainly in areas far from large cities (Arosemena et al., 2022), where alternative tourism is presented as an opportunity to make the most of the potential of rural areas (Yumisaca et al., 2017).

For its part, alternative tourism, through its different modalities such as rural tourism, specifically seeks to promote local development and highlight the value of culture and biodiversity (Rivera & Rodríguez, 2012), since this connotation currently represents one of the main characteristics that define the profile of the tourist and that motivates them to undertake new forms of tourism (Velásquez et al., 2022).

However, the adoption and implementation of new forms of tourism requires a me-

ticulous process that defines the suitability of a territory to host a certain type of tourism (Ramírez et al., 2018), this process is related to the analysis of tourism potential, which in turn constitutes a significant support tool for tourism planning and management (Blancas et al., 2009).

In relation to the tourist potential, this is defined as a fundamental element for the promotion of tourist activity (Covarrubias, 2014), even considering it as a tool that allows to know the reality and the needs of a certain territory (Busó, 2017), in other words, it represents a detailed analysis that determines the capacities of a destination to generate attraction to the tourist (Gutiérrez & Pérez, 2014), through the evaluation of its attractions, infrastructure, services among other components (Zuccarini et al., 2022).

For this reason, tourism potential is presented as a fundamental stage that allows measuring the feasibility of promoting new tourism modalities (Covarrubias, 2014),

where territories whose economy requires intervention to generate new sources of income are the main beneficiaries (Cárdenas et al., 2019), relying on the natural and cultural wealth of the environment in which they are located (Pérez, 2010).

Regarding rural tourism, this is considered a local development strategy (Rivera, 2021), which under the alternative approach contributes to the promotion of community integration and participation in tourism (Parra et al., 2019). Furthermore, rural tourism is characterized by creating tourist products whose activities and attractions strengthen experiential tourism (Paredes et al., 2022), so that the tourist can maintain more direct contact with the social and natural environment (Cánoves, 2006).

It is necessary to highlight that rural tourism represents a highly profitable and low-investment tourism model (Solsona, 1999), since it considers the daily life and natural wealth of rural areas as resources with great tourism potential to develop learning, awareness and adventure activities (Bricalli, 2005).

Thus, it is evident that in order to promote rural tourism, it is necessary to carry out an analysis of tourism potential (Toselli, 2019), in order to determine the viability of this modality around the conditions of the territory (Busó, 2017), therefore the relationship between these variables is totally dependent and correlational (Pérez et al., 2009), where the objectives of tourism development, economic revitalization and market diversification (Pérez, 2010), are raised as the reason that drives the development of tourism research and initiatives in certain territories (Rivera, 2021).

The objective of the research is to analyze the tourism potential and its capacity to promote rural tourism, in the case of the parish of Tabacundo - Ecuador

The hypothesis was whether tourism potential positively and significantly boosts rural tourism in the parish of Tabacundo-Ecuador.

**Tourism potential.** Etymologically, the term potential comes from three words of Latin origin, whose meaning is understood as an agent of power (Gutiérrez & Pérez, 2014), which by definition refers to the ability to fulfill a purpose or carry out a certain action ((Fuentes & Márquez, 2017).

It is also classified as a concept associated with territorial aptitude and vocation (Gutiérrez & Pérez, 2014), since it represents the set of elements that a place houses (Segovia et al., 2021), for example economic, biological, physical elements, among others (Gutiérrez & Pérez, 2014).

Therefore, tourism potential is defined as the capacity that a destination has in different fields to be able to meet the requirements of tourist activity and demand (Sánchez et al., 2020), however the definition of tourism potential is diverse (Glavan, 2006), so another of its definitions considers resources, infrastructure, services and facilities as the elements that determine tourism potential (Zuccarini et al., 2022).

Likewise, tourism potential is defined as the analysis that determines the tourism viability and the most appropriate forms of tourism for a territory (Covarrubias, 2014). However, this analysis also allows us to identify the components of the tourist offer and infrastructure available in the territory for its maximum use these being the main components of tourist activity (Serrano et al., 2017).

Similarly, another of the concepts linked to tourism potential is described as an analytical study focused on the identification of the environment considering economic, natural and social aspects (Nájera et al., 2021), which is why it represents a study of great contribution to increasing competitiveness and tourism development (Guardiola, 2019), because the competitiveness of the industry allows for a higher development index to be generated (Pulido & Sánchez, 2010).

In this sense, the evaluation of tourism potential represents a crucial process for strategic management of the tourism industry, revealing the real needs of the territory (Zuccarini et al., 2022). For this reason, tourism

potential is considered a key element for tourism planning (Ramírez et al., 2018), since it allows to make the most of a destination's resources while minimizing investment risks (Zuccarini et al., 2022).

Therefore, for tourism development it is crucial to carry out a recognition study, in order to create innovative tourism products according to market demands (Covarrubias, 2014), this being the product resulting from the application of different methodological tools (Imbaquingo et al., 2022), which refer to any instrument or technique used for the development of research (Granados, 2020).

Therefore, and in relation to the methods linked to the evaluation of potential, it is necessary to mention that these do not only focus on the identification and characterization of resources (Nájera et al., 2020), in fact, services, infrastructure and demand are also considered as part of the analysis (Zuccarini et al., 2022), since the methods to evaluate tourism potential in general cover a multiple analysis of variables focused on geographical, biological, socioeconomic, cultural and commercial feature (Gutiérrez & Pérez, 2014).

Thus, one of the most prominent methods in the study of natural resources is the Geographic Information System (Chhetri & Arrowsmith, 2008; Marín & Bravo, 2001; Nouri et al., 2008). This is a method that allows to geographically identify the points with the greatest tourism potential and deficit (Gutiérrez & Pérez, 2014). Likewise, the Geographic Information System allows to evaluate the recreational potential of green areas in urban areas in order to promote sustainability (Brazales & Koroleva, 2019).

Similarly, another of the prominent methods for studying tourism potential is multi-criteria evaluation (Blancas et al., 2009; Franco et al., 2009), which is characterized by generating a broad and detailed study based on multiple components and indicators related to the operation and management of tourism activity (Cartuche et al., 2018), for which it uses a series of diverse techniques and tools with descriptive, statistical and numerical characteristics (Franco et al., 2009).

Therefore, the number of methods, techniques, and tools aimed at evaluating tourism potential is wide (Busó, 2017), because they arise from different theories and approaches (Gutiérrez & Pérez, 2014), with the needs and the research objective being the main factors that define the most appropriate methods for their use (Zuccarini et al., 2022).

On the other hand, biological, geographic, social, economic and cultural factors emerge as the basic elements for the development of the various methods used for the analysis of tourism potential (Gutiérrez & Pérez, 2014), so these methods can be qualitative and quantitative (Juárez et al., 2008), since they even involve both descriptive and probabilistic analysis (Reyes et al., 2012).

Thus, some of the most commonly used tools and methods for evaluating tourism potential are the inventory of attractions and multi-criteria analysis, the purpose of which is the development of tourist routes and products (Chaviano & Aro, 2007; Enriquez et al., 2010; Yilmaz, 2011), for which the use of maps and tourism assessment indicators are shown as complementary tools for the analysis of tourism potential (Reyes et al., 2012).

Likewise, documentary analysis and interviews (Juárez et al., 2008) are considered, as well as field research as crucial sources of information for the identification of the territory (Zimmer & Grassmann, 1996), where the characteristics of the environment, the demand and tourist supply of the destination are perceived as the aspects to be considered for the evaluation of the tourist potential (Gutiérrez & Pérez, 2014).

On the other hand, there are methods that consider the tourist perception and infrastructure as fundamental aspects to determine the tourism potential (Sánchez & Propin, 2005), which through the use of illustrations and community perception allow the development of tourist inventories to determine the tourism potential (Ozcan et al., 2009), where the Geographic Information System together with the tourist supply and demand constitute an analytical method to evaluate the tourist



activity at a country level (Iatu & Bulai, 2011).

Ultimately, the evaluation of tourism potential entails a thorough analysis to define the tourist capacity and aptitude that the territory has (Nájera et al., 2021), which is why it requires a series of procedures that involve both quantitative and qualitative studies (Brazales et al., 2021), this being a crucial study for decision-making related to tourism development and investment (Blanco, 2008), because it allows us to know the strengths and weaknesses of the territory (Covarrubias, 2014).

Regarding the stages that make up the analysis of tourism potential, there are various methodologies focused on the diagnosis and measurement of tourism potential (Brazales et al., 2021; SECTUR, 2010), which have variable procedures due to the perspective of their authors (Covarrubias, 2014), however, in general, two fundamental phases are identified: situational analysis and diagnosis (Zimmer & Grassmann, 1996),

It is also worth noting that the evaluation of the territory is carried out considering internal and external factors (Blanco, 2008), where complementary stages are even considered that seek the creation of strategies related to tourism development (Blanco, 2008; Brazales et al., 2018), which are related to the design of tourism products or support tools for tourism management (SECTUR, 2010).

In accordance with the above, tourism potential is understood as a multidimensional analysis that evaluates features and attributes of a place through the use of various methods, techniques and instruments (Imbaquingo et al., 2022), where certain elements that make up the tourism system play a fundamental role in the evaluation of tourism potential and the optimal management of the activity (Gutiérrez & Pérez, 2014).

**Rural tourism.** The rural environment describes any geographical environment located outside the city, and is also characterized by various aspects such as a wide range of biodiversity and culture (Palafox & Martínez, 2015), small population, predominant

agricultural activity and minimal urban facilities (Castellano et al., 2016).

However, rural areas represent the territories with the greatest development deficit both at a social and economic level (Flores & González, 2012), which is why tourism is presented as a strategic alternative that allows minimizing rural problems (Yumisaca et al., 2017), as well as highlighting the tourist and commercial potential of the rural environment (Palafox & Martínez, 2015).

In this sense, rural tourism in general refers to all types of recreational activities and services in which the rural environment is the protagonist (Brazales et al., 2020). It is also considered a type of tourism closely related to the cultural manifestations and habits of rural communities (Darias et al., 2016), since its effects are reflected in the social sphere and in heritage conservation (Camargo et al., 2005).

On the other hand, rural tourism is defined as a coexistence between the tourist and all cultural and social practices, which through recreational activities, which allow knowing the daily life of the communities, which are part of the tourist activity (Palomino et al., 2016), is also presented as a tourism of cultural appreciation, with great community participation in tourist services, and which is carried out in areas far from the city (Ibáñez & Rodríguez, 2012)

In this context, rural tourism emerges as an allied and complementary practice for agricultural activity, allowing the generation of economic alternatives for the benefit of the producer (Garduño et al., 2009). In the same way, it is considered a tourist modality linked to the concept of sustainability and local development (Darias et al., 2016), whose travel motivations focus on learning, training and coexistence, from which key tourist products are derived for the competitiveness and diversification of tourist destinations (Paredes et al., 2022).

This modality represents an economic alternative that, through a catalogue of products and services, generates income that is directly influential in the competitiveness of the destination (Pérez, 2010), where the posi-

tive effects that it generates in aspects such as sustainable development, territorial management, integration and inclusion of human resources and heritage management, both natural and cultural, are also highlighted (Cejas, 2020).

Similarly, rural tourism and community tourism are types of tourism that oppose the conception and practice of conventional sun and beach tourism, which in turn has a growing inclusion and acceptance in the contemporary tourism offer (Cárdenas et al., 2019). In this sense, restaurant and accommodation services have direct participation from the community, in which the culture and characteristic values of the place are highlighted (Rivera, 2021).

In this context, the demand perceived by rural tourism is characterized by its modernity and avant-garde, since it has greater economic capacity and environmental awareness, to which is added the search for quality in service, with the sole purpose of creating a connection with the natural environment (Garcia, 2005), in the same way sustainable thinking emerges as a fundamental axis for its inclusion and the development of tourist destinations in rural territories, promoting a long-term vision of highly viable tourism in economic, environmental and cultural terms (Lane, 2005).

A clear example of the practice of rural tourism are the activities related to ancestral practices such as the harvesting of agricultural and wild products, learning crafts and knowledge of both gastronomy and medicine, among others (Brazales, 2018; Palomino et al., 2016). In this way, and within the business sphere, rural tourism promotes the creation of micro-enterprises in such a way that the local population is the protagonist and those in charge of managing them (Rivera, 2021).

Rural tourism is shown as a relationship based on the collective benefit between culture, nature and human beings, the same components that allow us to appreciate the scenic beauty of rurality (Santana, 2002), in addition to being part of the alternative economic dy-

namics, which contributes to the increase of the local GDP (Cánoves, 2006), since it generates direct benefits to the community, mainly to those family businesses (Leonardi, 2005), it is also characterized by its great capacity to adapt to the needs and capacities of the environment (Cañizarez, 2018).

Likewise, rural tourism is characterized by combining natural attractions with rural daily life, thus promoting a sustainable tourism offer (Molina, 2013), whose impact is reflected in the generation of inclusive jobs, the protection and promotion of cultural heritage in its different manifestations, the promotion of entrepreneurship, the valorization of agricultural production, and the contribution to social participation (Ferrer et al., 2014)

Consequently, rural tourism is considered as an alternative economic activity that generates income and promotes environmental awareness and cultural appreciation, in addition to contributing to the improvement of the management and functioning of the rural social structure (Jovanović et al., 2018), therefore it is considered as a strategic tool that allows generating economic growth and minimizing poverty rates (Pastor et al., 2011), in addition to promoting heritage conservation (Galmarini, 2021).

One of the main characteristics of rural tourism is to maintain an alternative tourist offer, which promotes local development and the correct use of resources, generating multiple activities focused on the valorization of the attributes of rurality (Pineda & Silva, 2015), in this way the tourist services adopt principles of comfort, quality and sustainability (Barrera & Muñoz, 2003), so that cultural identity is the protagonist of the tourist offer (Garcia, 2005)

On the other hand, rural areas have been part of a transformation process caused by the effects of globalization and from which multiple actors emerge (Varisco, 2015), which are defined as influential agents in decision-making at the administrative level (UNEP, 2009), with tourism being one of the economic activities with the largest number of actors

involved in the management of tourism activity (Idrovo, 2022).

It is also worth highlighting that these actors are classified into three groups considering productivity, sustainability and tourism development as differentiating factors (Nogar, 2009), the latter being the segment responsible for promoting rural tourism as an alternative modality for maximum use of the rural environment (Varisco, 2013), where factors such as interest, perception and origin are key criteria for identifying the actors involved in the development of tourism activity (Rodríguez et al., 2023).

On the other hand, rural tourism offers varied activities, depending on the territory and its characteristics, giving rise to multiple tourist products (Pérez, 2010). Likewise, the growing interest in the conservation of nature and culture have been determining factors that have contributed to generating different tourist sub-modalities in rural areas (González et al., 2019). Therefore, rural tourism encompasses a wide range of tourist modalities and activities, which can be adopted for its implementation (Bricalli, 2005).

Therefore, these modalities can be based on agricultural, scientific, academic, festive and sporting interests (Barrera & Muñoz, 2003), however, not all typologies are part of the rural tourism offer, because in some cases the modalities do not depend on the rural space for their realization (Bricalli, 2005), this diversity being the product of a diverse conceptualization, but under certain concordances some general modalities are presented (Gurría, 2000).

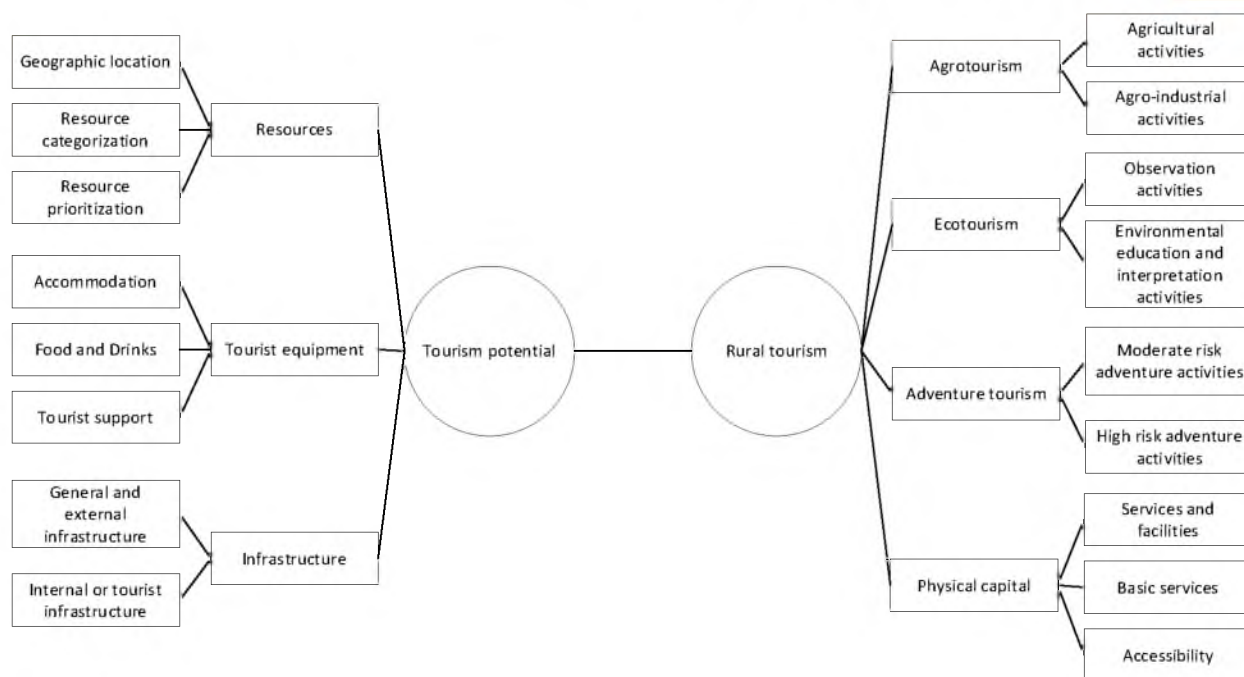
Among the modalities that stand out most within rural tourism are agrotourism, ecotourism and adventure tourism (Barrera & Muñoz, 2003), which are modalities generally related to agricultural processes, ecological appreciation and sporting challenges in natural environments (Bricalli, 2005).

Thus, it is important to mention that rural tourism encompasses a wide range of modalities and activities, delimited based on the territorial conditions and the motivations of the tourist (Bricalli, 2005). However, some modalities are also considered as derivations or by-products developed by the interest in nature and tradition (González et al., 2019).

Therefore, the modalities of rural tourism are variable and depend on a series of factors for their inclusion in the rural tourism offer (Barrera & Muñoz, 2003), since rural tourism can manifest itself in any type of tourist scam (Gallo & Peralta, 2018), with the rural environment being the only determining factor that defines the main modalities that rural tourism has (Bricalli, 2005).

**Materials and Methods (Материалы и методы исследования).** The research approach is of a mixed type, of bibliographical documentary, correlational and field research. The research design is non-experimental, as defined in Figure 1.

**Population and sample.** The population is made up of each of the tourism companies legally registered in the tourist registry of the year 2024, with a census sample of 22 tourist establishments in which all the tourist companies were surveyed based on their workers.



**Fig. 1. Research design**

**Рис. 1. Дизайн исследования**

Note: The research design was adapted from (González et al., 2019; Sanchez et al., 2020; SECTUR, 2010; Zuccarini et al., 2022).

**Information collection.** The information collection was supported by the application of a structured survey under a logit model, whose results are based on a binary interpretation, whose purpose is to measure the study variables, considering the perception of the existing tourist companies in the parish of Tabacundo in order to determine their correlation index.

**Validity.** The validity of the instrument is based on a concept of validity by constructs supported by theory, taking the conceptual prepositions of each of the variables for the development of the instrument.

**Reliability.** In this sense, the reliability of the research instrument was based on a pilot test, to later be evaluated using Cronbach's alpha coefficient in order to minimize difficulties or errors during the collection of information.

**Statistical tool.** Principal component analysis (PCA), coefficient of and logistic regression. Starting, in the first instance, with the principal component analysis (PCA),

whose purpose is to synthesize the data, to later generate representative indices of the study variables and their components. Secondly, through the generated indices, the hypothesis was verified, through the Chi2 test. Finally, logistic regression was used to evaluate the correlation between the indices of each variable and predict future results.

**Data processing.** Statistical software Stata 16.1.

**Econometric model, logistic regression:**

$$\text{logit}(P(Y = 1)) = \beta_0 + \beta_1 X_1 + \dots + \beta_k X_k, \quad (1)$$

Where, from formula 1:

P (Y=1) is the probability that the dependent variable has changed;

$\beta_0$  is the intercept;

$\beta_1$  is the coefficient associated with the variable of interest;

Econometric model 1: Rural tourism based on tourism potential. From formula 1 we obtain econometric model 1:

$$\text{logit}(\text{Prob}(\text{Rural tourism has changed})) = \beta_0 + \beta_1 * \text{Tourism potential} \quad (2)$$



## Results and Discussion.

**Importance and role of tourism in the economy.** In the current economic context, tourism activity proves to be one of the most influential economic activities worldwide (Brazales et al., 2022; Loor et al., 2018), currently being an important tool for the social and economic development of Ecuador, since it generates economic growth (Arroyo, 2018).

The Pedro Moncayo canton, to which the parish of Tabacundo belongs, in 2019, registered a contribution to the GVA of 0.55% belonging to food and accommodation services. For the year 2020, tourism in the canton of Pedro Moncayo represented 0.48% of the contribution to the total cantonal GVA, as opposed to the 73% belonging to agriculture, livestock, and forestry, which constitute the main sources of income for the canton of Pedro Moncayo. En concordancia a los datos pertenecientes al 2019 se evidencia que el VAB turístico de Pedro Moncayo es menor en relación a los cantones de mayor proximidad y tales como Quito y Cayambe, cada uno de ellos con el 2,19% y el 4,83 respectivamente. Además, es preciso mencionar que la economía en el cantón Pedro Moncayo esta segmentada proporcionalmente por la actividad

agropecuaria que ocupa el 55% como sector primario, 13% que representa al sector secundario, 26% perteneciente al sector terciario y 6% relacionado con actividades no declaradas. (GAD de Pedro Moncayo, 2021a).

**Study on tourism demand.** The tourist demand of the Pedro Moncayo canton shows a trend of variable decrease and growth in the last 6 years, with the years 2018, 2019 and 2023 being the highest peaks of demand during this period, thanks to scheduled events and local festivities (GAD de Pedro Moncayo, 2021a), hile 2020 is shown as the year with the lowest visitor statistics due to the closure of attractions and restrictions imposed by the COVID 19 health emergency (figure 2) (GAD de Pedro Moncayo, 2021a).

It is worth mentioning that all the figures shown correspond to the cumulative record of visitors to the main attractions and festivities of the canton such as the Mojanda lagoons, the Cochasqui Archaeological Park, the Jerusalem Protective Forest, the San Pedro festivities, among others (Bosque Protector de Jerusalem, 2024; GAD de Pedro Moncayo, 2021b; Parque Arqueologico Cochasqui, 2024).



**Fig. 2. Number of visitors from 2018 to 2023 from the Pedro Moncayo cantón**

**Рис. 2. Количество посетителей с 2018 по 2023 год  
из кантона Педро-Монкайо**

Note: Figure 2 was adapted from (Bosque Protector de Jerusalem, 2024; GAD de Pedro Moncayo, 2021b; Parque Arqueologico Cochasqui, 2024).

At the time when variations were observed in the canton of Pedro Moncayo, this figure was the same as the decrease during 2018, 2019 and 2020, but there were negative figures of 6.29% and 74.20, which were partially reduced. significant tourist demand. There is no doubt that between 2021 and 2020, the demand for an increase in the trend of increasing by 222.22% for the following year in 2022 by 15.42%, in the case of the period between 2023 and 2022, the demand is a reflection of 23.62.

**Study on tourism resources.** The Pedro Moncayo Canton is located in the north-east of the Pichincha province, close to the city of Quito, with an area of 339 km, charac-

terized by its indigenous roots, privileged by culture, legends, religion and spaces of great natural importance (López et al., 2017), in the same way it has a great natural, scenic and historical wealth, hosting attractions such as the Mojanda lagoons, the Cochasquí Pyramids and the Jerusalem protective forest (Gobierno de Pichincha, 2020).

In this regard, Pedro Moncayo has numerous natural and cultural attractions ideal for tourism development. Among the main attractions it houses, a total of 7 are registered and recognized by the MINTUR, while 22 of them are in the review phase by the local government (GAD de Pedro Moncayo, 2021a), said attractions are shown in Table 1.

*Table 1*

*Classification of attractions of the Pedro Moncayo canton*

*Таблица 1*

*Классификация достопримечательностей кантона Педро-Монкайо*

Name	Type of resource	Subtype
San Pedro festivities	Cultural and popular heritage	Religious festivals, traditions and popular beliefs
Toquilla Straw Hat	Cultural and popular heritage	Crafts and arts
Church of Malchinguí	Architecture	Historical
Mana-Nati Sanctuary	Architecture	Historical
Church of Hope	Architecture	Historical
Tocachi Church	Architecture	Historical
Tupigachi Church	Architecture	Historical
Cochasqui Archaeological Park	Architecture	Archaeological Area
Museum of the Roots	Architecture	Cultural Infrastructure
Mama Nati Museum	Architecture	Cultural Infrastructure
The Cucho Mill	Technical Achievements	Engineering work
Local gastronomy	Cultural and popular heritage	Gastronomy
Mojanda Lagoons	Lake Environments	Lagoon
Jerusalem Protective Forest	Forests	Dry
Bell Tower Viewpoint	Mountains	Low Mountain

Note: Adapted from (GAD de Pedro Moncayo, 2021a).

**Tourist offer.** In relation to the tourist offer presented by the canton of Pedro Moncayo, the hotel industry can be seen in table 2.

In relation to the above, accommodation services represent 0.27% of the 37 tourist establishments in the Pedro Moncayo canton, a percentage that is classified as 0.5 belonging

to hotels, hostels and tourist camps, while 0.11 refers to the total number of existing inns, with the parish of Tabacundo being the main town that houses said establishments.

On the other hand, establishments focused on food service are presented in Table 3.

**Table 2**

*Accommodation establishments, registered in the cadastre, Pedro Moncayo Canton*

**Таблица 2**

*Учреждения размещения, зарегистрированные в кадастре, кантон Педро Монкайо*

Trade Name	Classification	Category	Parish
Spring Cabins	Hostel	1 star	Tabacundo
Cajas Garden	Hotel	3 stars	Tupigachi
Chaskalicos Inn	Hostery	3 stars	Tocachi
Manabita Ranch	Hostery	3 stars	Tabacundo
Rancho G	Hostery	3 stars	Esperanza
Emperatriz	Hotel	2 stars	Tabacundo
Inti-Raymi	Hostel	1 star	Tabacundo
Hacienda San Luis	Hostery	5 stars	Tupigachi
Aqua River park	Tourist camp	Single category	Malchinguí
Akuatika River Park SA	Tourist camp	Single category	Malchinguí

Note: Adapted from the registry of tourist establishments (Ministerio de Turismo, 2024)

**Table 3**

*Food establishments, registered in the cadastre, Pedro Moncayo Canton*

**Таблица 3**

*Предприятия общественного питания, зарегистрированные в кадастре, кантон Педро-Монкайо*

Trade Name	Classification	Category	Parish
Grill de Willy parrilladas	Restaurant	two forks	Tabacundo
Pollos expresos	Restaurant	a fork	Tabacundo
Jardín de Cajas	Restaurant	two forks	Tupigachi
Aquí me quedo	Restaurant	a fork	Tabacundo
Café Tentación	Café	a cup	Tabacundo
Pizzerías Cositas Ricas	Café	a cup	Tabacundo
Restaurante Tío Samuel	Restaurant	A fork	Tabacundo
Restaurante la playa del Pisque	Restaurant	three forks	Tocachi
Cafetería y restaurante jardín de Cajas	Café	a cup	Tupigachi
Hacienda Verde	Restaurant	two forks	Malchinguí
Supersurtido	Café	a cup	Tabacundo
Taller artesanal el horneador de Cajas	Café	a cup	Tupigachi
Restaurante Gemis	Restaurant	a fork	Tupigachi
El muelle Real	Restaurant	a fork	Tabacundo
La Vaquita Pecosa	Café	a cup	Tupigachi
Fritadas Rosita	Restaurant	a fork	Tabacundo
Asadero el Playon del Sabor	Restaurant	a fork	Tabacundo
Delicias de Cayambe	Café	a cup	Tabacundo
Ven y Veras	Restaurant	a fork	Tabacundo
Horno de biscochos la abuelita EDE	Café	a cup	Tabacundo
Novoeventos	Restaurant	a fork	Malchinguí

Note: Adapted from (Ministerio de Turismo, 2024).

As for food services, the registry reflects that this activity in particular represents 0.62% of the 37 tourist establishments in the Pedro Moncayo canton, a percentage that includes cafes and restaurants represented by 0.22% and 0.35% respectively, being the ac-

tivity with the greatest numerical presence in the locality.

As for the tour operators and travel agencies existing in the canton, these can be seen in table 4.

**Table 4**

***Establishments of tourist operators and intermediaries, registered in the cadastre, Pedro Moncayo Canton***

**Таблица 4**

***Учреждения туристических операторов и посредников, зарегистрированные в кадастре, кантон Педро Монкайо***

Trade Name	Classification	Category	Parish
Agoturs Mojanda	Tour operator	Tour operator	Tabacundo
Turismo andes ecuatoriales Ceron & Tapia	Tour operator	Tour operator	Tabacundo
Rutas Fantásticas	Dual travel agency	Dual travel agency	Tabacundo
Summer Travel	Dual travel agency	Dual travel agency	Tabacundo

Note. Adapted from (Ministerio de Turismo, 2024).

According to table 4, the tourist operators and intermediaries represent 0.11% of the total tourist establishments in the town, establishing a classification that designates 0.05% to travel agencies and tourist operators, respectively, being hosted particularly and mostly by the parish of Tabacundo.

On the other hand, the tourist transport companies existing in the Pedro Moncayo canton, form part of the 0.11% of the total tourist companies in the canton, with Tabacundo and Tupigachi being the only parishes that have such services, which can be seen in table 5.

**Table 5**

***Establishments of tourist operators and intermediaries, registered in the cadastre, Pedro Moncayo Canton***

**Таблица 5**

***Учреждения туристических операторов и посредников, зарегистрированные в кадастре, кантон Педро Монкайо***

Trade Name	Classification	Category	Parish
Compañía de transporte turístico Texas tour S. A	наземный транспорт	Туристический наземный транспорт	Tabacundo
Compañía de transporte turístico Ñanpi Anthagua S. A	наземный транспорт	Туристический наземный транспорт	Tupigachi

Note: Adaped from (Ministerio de Turismo, 2024).



The inferential statistics are now detailed.

**Structuring the instrument.** For the development and structuring of the instrument, a literature review was carried out in order to determine the constructs and sub-components that form part of the study variables. This theoretical composition is the basis used for the development of the questions, which respond to a conceptual criterion based on scientific articles and books related to the research variables.

Thus, the independent variable represented by the tourism potential comprises a total of 22 questions, distributed by constructs as follows:

Resources construct 14 questions;

- Tourist equipment construct 3 questions;

- Infrastructure construct 7 questions.

On the other hand, the dependent variable corresponding to rural tourism is made up of a total of 12 questions divided by constructs as follows:

- Agrotourism construct 2 questions;

- Ecotourism construct 2 questions;

- Adventure Tourism construct 2 questions;

- Physical capital construct 6 questions.

**Pilot and instrument correction.** The pilot test was carried out on July 3, 2024, with 30 workers from the tourism companies in the parish of Tabacundo, obtaining a Cronbach's Alpha value of 0.75 for the independent variable and 0.76 for the dependent variable. Despite being low values, these figures are within the acceptance range. However, the questionnaire needed to generate modifications, due to the minimal contribution, redundancy and ambiguity of a series of questions.

For this reason, in the independent variable, questions 6 and 10 were eliminated, which address resources that are currently no longer available, and questions 13 and 14 were restructured for better understanding.

On the other hand, in the dependent variable, questions 9, 10 and 11 were restruc-

tured because they generated redundancy and were similar to questions similar to the independent variable.

**Survey Application.** The survey was applied the second week of July 2024 to the tourist companies in the parish of Tabacundo that are duly registered in the National Registry of Tourist Establishments of the MIN-TUR.

On the other hand, the survey was developed through the following Google Forms link: <https://forms.gle/Ty5e7wb73zuMgM4X8>

**Cronbach's Alpha.** The Cronbach's alpha corresponding to the instrument implemented to evaluate the study variables yielded results of 0.72 for the independent variable "tourism potential" and 0.71 for the dependent variable "rural tourism". Therefore, the instrument is valid and reliable, since the results obtained are within the accepted range.

#### **Principal component analysis (PCA).**

To carry out the PCA analysis, the variables were standardized by obtaining the average, variance and standard deviation of the set of data or results obtained through the survey, where the average is equal to 1 while the variance and standard deviation are equal to 0. The following indices were obtained (table 6).

#### **Hypothesis testing.**

Table 7 shows the application of the chi-square test through a contingency table generated through the statistical software Stata. The results obtained from the chi-square test whose purpose is to evaluate the hypothesis through the remaining value between the expected and obtained results, it is for this reason that the results obtained of 4.6418 corresponding to the chi square and 0.031 of the significance level determine that there is a significant relationship between tourism potential and rural tourism, therefore, the null hypothesis is rejected. Due to this, the alternative hypothesis raised by the research is accepted, implying that in effect the tourism potential of the parish of Tabacundo drives rural tourism, since the resulting statistical difference is less than 0.05.

Table 6

*Variable indices obtained from the PCA*

Таблица 6

*Переменные индексы, полученные из PCA*

Tourism potential index	Rural tourism index	Tourism potential index	Rural tourism index	Tourism potential index	Rural tourism index	Tourism potential index	Rural tourism index
1.433598	1.194212	1.610334	0.1182588	2.196018	1.194212	-1.093551	0.1074558
2.196018	1.194212	1.249169	1.194212	1.857179	1.194212	0.3231076	1.025876
-2.020483	-0.834281	2.151247	1.194212	1.940142	1.194212	0.7601906	0.6994542
-1.701416	-3.672206	-0.404773	-0.419978	2.19229	1.194212	-1.497135	0.8677911
-3.331571	-0.407101	0.1510185	-1.703994	2.196018	1.194212	-1.84439	-0.291573
1.056675	1.194212	0.3620034	-0.754972	1.503341	1.194212		
-0.838262	-0.651794	-3.540293	-6.717477	0.7660789	-1.997393		
-2.39101	-3.489706	-4.983167	0.5496888	-3.170521	0.6994542		
0.4172567	1.194212	-1.399972	0.6994542	0.8663906	1.194212		
2.196018	1.194212	2.113055	1.194212	-1.766542	1.194212		
0.1656386	-4.759438	2.281443	1.194212	-2.500262	0.602214		
0.492494	-0.21168	2.113055	1.194212	-2.311214	0.6994542		
-0.992745	-3.546998	2.089268	1.194212	-0.891736	0.6994542		

Note. Own elaboration using PCA with non-rotated components in Stata 16.1

Table 7

*Chi square test contingency table*

Таблица 7

*Таблица сопряженности критерия хи-квадрат*

Rural Tourism	Tourism potential		Total
	0	1	
0	9	5	14
1	9	21	30
<b>Total</b>	18	26	44
<b>Pearson chi2(1) = 4.6418 Pr: = 0.031</b>			

## Logistic regression.

Table 8

*Logistic regression model of tourism potential based on rural tourism*

Таблица 8

*Модель логистической регрессии туристического потенциала  
на основе сельского туризма*

MODEL	Observations: 112								
	Coefficients								
	β	Std. Error	Z	sig	95% CI	LR chi2(1)	Prob>chi2	Pseudo R2	Log Likelihood
Constante	1	.4714	0.00	1	.397 to 2.519	4.63	0.0314	0.0842	-25.204
Rural Tourism	4.2	2.8789	2.09	0.036	1.096 to 16.096				
Variable dependiente: tourism potential									

Note: The model equation is

$$\text{logit}(\text{Prob}(\text{Rural tourism has changed})) = 0.4714 + 4.2 * \text{Tourism potential}$$

The following interpretation was obtained from the logistic regression.

1. Remarks: The model is based on 112 observations, which provides a solid basis for parameter estimation.

Constant (Intercept):

Coefficient ( $\beta$ ): 0.4714

Standard error: 0.00

Z: 1

Significance (sig): 0.397

Confidence interval (95% CI): 0.397 to 2.519

The constant represents the log-odds of tourism potential when all independent variables are zero. Since the p-value (0.397) is greater than 0.05, the constant is not statistically significant, indicating that it alone does not provide useful information on tourism potential.

2. Rural Tourism:

Coefficient ( $\beta$ ): 4.2

Standard error: 2.8789

Z: 2.09

Significance (sig): 0.036

Confidence interval (95% CI): 1.096 to 16.096

This coefficient is remarkably significant, with a p-value of 0.036, which is lower than the threshold of 0.05. This suggests that rural

tourism has a positive and significant effect on tourism potential. An increase in the variable "rural tourism" is associated with an increase in the log-odds of tourism potential, implying that promoting rural tourism could be an effective strategy to improve the tourism potential of the parish.

3. Model statistics:

LR chi2(1): 4.63

Prob>chi2: 0.0314

Pseudo R2: 0.0842

Log Likelihood: -25.204

The chi-square value (4.63) and its associated probability (0.0314) indicate that the model as a whole is significant, suggesting that at least one of the independent variables is related to tourism potential. However, the Pseudo R2 of 0.0842 is relatively low, suggesting that the model explains only a small part of the variation in tourism potential.

The results of this logistic regression reveal that rural tourism has a positive and significant impact on the tourism potential of the parish of Tabacundo. This implies that policies and strategies aimed at promoting rural tourism could be effective in increasing the tourism attractiveness of the region.

However, the low Pseudo R2 indicates that there are other factors not included in this model that could also influence tourism potential. Therefore, further research is recommended to identify and consider these variables, which would allow for a more complete and robust analysis of the determinants of tourism potential in Tabacundo.

**Conclusions (Заключение).** By developing the research it was possible to verify that there is a positive and moderate relationship between the tourist potential of the parish of Tabacundo and rural tourism, whose magnitude of growth is 1,435 units, which means that for each unit that the tourist potential increases, rural tourism increases by approximately 1.43 units.

In relation to the results obtained, the research allows us to reject the null hypothesis and accept the alternative hypothesis that postulates that the tourist potential of the parish of Tabacundo promotes rural tourism.

The development of rural tourism does not only depend solely on the capacity of the physical environment that the territory has, but also on a series of external factors that allow us to better understand the dynamics between the tourist potential and the variable tourism in order to formulate more adequate policies and strategies to strengthen the tourist activity.

Investment and economic development are variables highly associated with tourism potential and rural tourism because, with an investment in infrastructure, tourism promotion or conservation initiatives, tourism potential increases, and therefore tourism activity improves bringing with it a higher rate of benefits, mainly economic, due to the development of tourism in rural areas.

Support for the community emerges as a fundamental element when considering promoting rural tourism, so education and training emerge as some of the examples of how the community should be integrated for the benefit of tourism, thus obtaining higher quality in service, better tourism management and a greater number of visitors.

Tourism planning and tourism development represent a cause and effect relationship that allows, through optimal strategies focused on tourism promotion, to make known the tourism potential that the parish of Tabacundo has.

The analysis of tourism potential and the promotion of rural tourism allows generating a diversification of the tourism offer, which implies a better attraction and greater demand.

Sustainability is a factor closely linked to tourism activity because its general purpose is conservation and local development, so considering it is essential to promote tourism with greater social, cultural and environmental responsibility.

**Conflicts of Interest:** the authors have no conflict of interests to declare.

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