ANALYSIS OF THE APPLICATION OF PUBLIC POLICIES IN THE TOURISM SECTOR. THE CASE OF ECUADOR

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Abstract

A documentary review was carried out on the production and publication of research papers related to the study of the variables Public Policies and Tourism Sector. The purpose of the bibliometric analysis proposed in this document was to know the main characteristics of the volume of publications registered in the Scopus database during the period 201 7-2021, achieving the identification of 64 publications in total at the Latin American level. The information provided by this platform was organized through graphs and figures categorizing the information by the Year of Publication, Country of Origin, Area of Knowledge and Type of Publication. Once these characteristics have been described, the position of different authors on the proposed theme is referenced through a qualitative analysis. Among the main findings made through this research, it is found that Brazil, with 21 publications, was the country with the highest scientific production registered on behalf of authors affiliated with institutions in that country. The Area of Knowledge that made the greatest contribution to the construction of bibliographic material related to the study of Public Policies in the Tourism Sector was Social Sciences with 36 published documents, and the Type of Publication that was most used during the period indicated above was the Journal Article that represents 84% of the total scientific production.

Keywords: *Tourism Sector, Public Policy, Latin America, Ecuador.*

1. INTRODUCTION

About a decade ago, Ecuador, like other Latin American countries and the different regions, began to develop in the various indigenous and peasant communities a model of tourism management called Community Tourism characterized by offering a tourist service led by citizen participation in proper planning, management and execution. This tourism model in Ecuador emerges as an economic alternative for the indigenous diversities and peasant communities of the different regions with the purpose of generating additional income, defending their flora and fauna and thus revaluing current natural resources. In this virtue, it seeks to understand and analyze how this growing tourist activity has benefited the quality of life of the inhabitants of Ecuador. But, above all, analyze public management as tourism and its due development.

The implementation of public policies in the tourism field is of utmost importance in the Ecuadorian territory, despite being a small territory we can find incalculable natural attractions and

cultural diversity, hand in hand with a high diversity of ecosystem where very rich communities full of customs and traditions live. That is, tourism execution is essential as one of the main sectors for attracting both national and international investors in addition to establishing responsible tourism, which is the objective set by the Ministry of Tourism.

It is important to note that tourism has become an important source of economic income in Ecuador, since this sector went from being one of the most attractive areas to invest, because as Ecuadorian tourism was established more economic income generated and likewise newsources of employment. As the first public policy that was established in Ecuador is the Environmental Strategy for Sustainable Development of Ecuador published by the Ministry of Environment in 2000. This policy deals with the field of conservation and the use of natural resources, i.e. nature tourism can be redirected in different sectors such as: the identification of protected areas, diversity of forests, beaches and other resources. This resulted in a very positive way in the development of tourism within Ecuador achieving an adequate use of natural resources and the different communities who should be the ones that most benefit from tourism and in the same way are managers of tourism activities. For this reason, this article seeks to describe the main characteristics of the compendium of publications indexed in Scopus database related to the variables Public Policies and Tourism Sector, as well. As the description of the position of certain authors affiliated with institutions, during the period between 2017 and 2021.

2. GENERAL OBJECTIVE

Analyze from a bibliometric and bibliographic perspective, the production of research papers on the variables Public Policies and Tourism Sector registered in Scopus during period 201 7-2021 by Latin American institutions.

3. METHODOLOGY

Quantitative analysis of the information provided by Scopus is carried out under a bibliometric approach on scientific production related to the study of Public Policies and Tourism Sector in Latin America. Likewise, it is analyzed from a qualitative perspective, examples of some research works published in the area of study indicated above, from a bibliographic approach to describe the position of different authors regarding the proposed topic.

The search is carried out through the tool provided by Scopus and parameters referenced in Figure 1 are established.

3.1 METHODOLOGICAL DESIGN

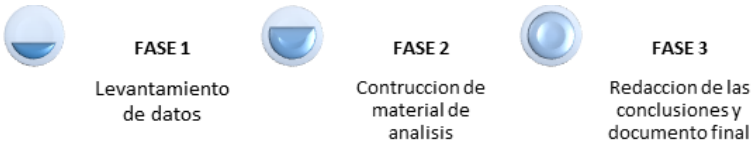

Figure 1. Methodological design
Source: Authors.

3.1.1 PHASE 1: DATA COLLECTION

Data collection is carried out through the Search tool on the Scopus website, through which a total of 64 publications are identified. For this purpose, search filters were established consisting of:

TITLE-ABS-KEY (tourism AND sector, AND public AND policies) AND (LIMIT-TO (PUBYEAR , 2022) OR LIMIT-TO (PUBYEAR , 2021) OR LIMIT-TO (PUBYEAR , 2020) OR LIMIT-TO (PUBYEAR , 2019) OR LIMIT-TO (PUBYEAR , 2018) OR LIMIT-TO (PUBYEAR , 2017)) AND (LIMIT-TO (AFFILCOUNTRY , "Brazil") OR LIMIT-TO (AFFILCOUNTRY , "Mexico") OR LIMIT-TO (AFFILCOUNTRY , "Colombia") OR LIMIT-TO (AFFILCOUNTRY , "Ecuador") OR LIMIT-TO (AFFILCOUNTRY , "Chile") OR LIMIT-TO (AFFILCOUNTRY , "Argentina") OR LIMIT-TO (

AFFILCOUNTRY , "Venezuela") OR LIMIT-TO (AFFILCOUNTRY , "Peru") OR LIMIT-TO (AFFILCOUNTRY , "El Salvador") OR LIMIT-TO (AFFILCOUNTRY , "Uruguay"))

- ✓ Published documents whose study variables are related to the study of Public Policies and the Tourism Sector.
- ✓ Limited to Latin American countries.
- ✓ Without distinction of area of knowledge.
- ✓ Without distinction of type of publication.

3.1.2 PHASE 2: CONSTRUCTION OF ANALYTICAL MATERIAL

The information identified in the previous phase is organized. The classification will be made by means of graphs, figures and tables from data provided by Scopus.

- ✓ Co-occurrence of Words.
- ✓ Year of publication
- ✓ Country of origin of the publication.
- ✓ Area of knowledge.
- ✓ Type of Publication

3.1.3 PHASE 3: DRAFTING OF CONCLUSIONS AND OUTCOME DOCUMENT

After the analysis carried out in the previous phase, we proceed to the drafting of the conclusions and preparation of the final document.

4. RESULTS

4.1 CO-OCCURRENCE OF WORDS

Figure 2 shows the Co-occurrence of keywords within the publications identified in the Scopus database.

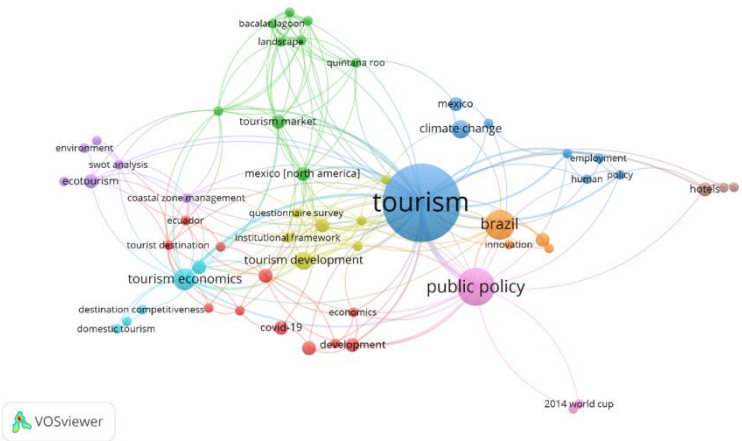

Figure 2. Co-occurrence of words
Source: Own elaboration (2022); based on data provided by Scopus.

Tourism was the keyword most frequently used within the studies identified through the execution of Phase 1 of the Methodological Design proposed for the development of this article. Public Policy is also among the most frequently used variables, associated with variables such as Economic Development, Economy, Covid-19, Domestic Tourism, Competitive Destinations. From the above, the relationship left by everything related to tourism is striking, with the consequences brought about by the pandemic decreed by the WHO at the beginning of the year 202 and how all commercial activity worldwide was traumatized due to health policies for the prevention of infections and reduction of the numbers of deaths due to Covid-19 and that of course the tourism sector was One of the most affected due to the restrictions imposed by the different governments,

which prohibited the agglomerations and transfer of passengers by any means of transport with the exclusive exception of the health and food sector. Therefore, the scientific community and government actors have sought a whole series of strategies to reactivate such an important economic sector in Latin American countries, since many of these have great international reception as preferred tourist destinations by foreigners from other parts of the world.

4.2 DISTRIBUTION OF SCIENTIFIC PRODUCTION BY YEAR OF PUBLICATION.

Figure 3 shows how the scientific production is distributed according to the year of publication, taking into account that the period between 2017 and 202 2 is taken.

Figure 3. Distribution of scientific production by year of publication.
Source: Own elaboration (2022); based on data provided by Scopus.

Among the main characteristics evidenced through the distribution of scientific production by year of publication, it is noted that the year in which the highest number of publications were registered in Scopus was 2021, reaching a total of 20 documents published in journals indexed on said platform. This can be explained thanks to the interest on the part of the scientific community to know the ravages left by the pandemic caused by Covid-19 in terms of tourism in Latin America, as well as the strategies that can be designed for the reactivation of such an important sector. In Ecuador, this position is evident, thanks to articles such as the one entitled "Perception of local actors on the system of tourism indicators for destination management. Case study of Loja. " (Gonzaga-Vallejo & Guamán-Camacho, 2021) whose objective was to analyze the perception that local actors have about the system of tourism indicators for their management, concluding that these actors have a positive perception of the indicators implemented to develop improvement plans for tourism management in this area of Ecuador. The actors also affirm that the organizational structure of the tourism sector can contribute to the strengthening of enterprises and local development and will bring them business benefits.

4.3 DISTRIBUTION OF SCIENTIFIC PRODUCTION BY COUNTRY OF ORIGIN.

Figure 4 shows how scientific production is distributed according to the nationality of the authors.

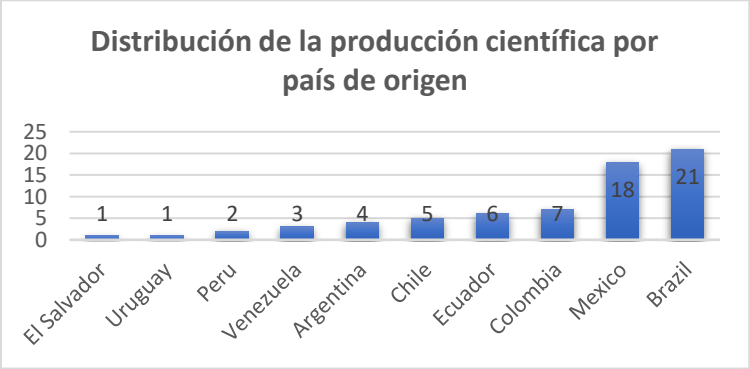

Figure 4. Distribution of scientific production by country of origin.
Source: Own elaboration (2022); based on data provided by Scopus.

Within the distribution of scientific production by country of origin, records from Latin American institutions were taken into account, establishing Brazil as the country of that community, with the highest number of publications indexed in Scopus during the period 2017-2022, with a total of 21 publications in total. In second place, Mexico with 18 scientific documents, and Colombia with 7. Ecuador ranked fourth presenting to the scientific community, a total of 7 documents among which is the article entitled "Tourism in mainland Ecuador and the Galapagos Islands: an integrated coastal zone management perspective (ICZM)" (Mestanza-Ramón, et al., 2020) whose purpose was to analyze the Integrated Coastal Zone Management in mainland Ecuador and the Galapagos Islands from the perspective of 3S tourism and presents its strengths, weaknesses, opportunities and threats (SWOT). Among its main findings, it is found that Ecuador does not have public policies established with sufficient clarity to allow the integrated management of tourism 3S and are considered as productive and valuable alternatives. The authors suggest establishing through promotion and consolidation strategies, 3S tourism as a State policy, seeking in some way, to strengthen the image of Ecuador in front of other countries not only Latin American but globally, seeking to meet the objective of establishing itself as one of the preferred tourist destinations for foreigners.

4.4 DISTRIBUTION OF SCIENTIFIC PRODUCTION BY AREA OF KNOWLEDGE

Next, it is shown in Figure 5, how the production of scientific publications is distributed according to the area of knowledge through which the different research methodologies are executed.

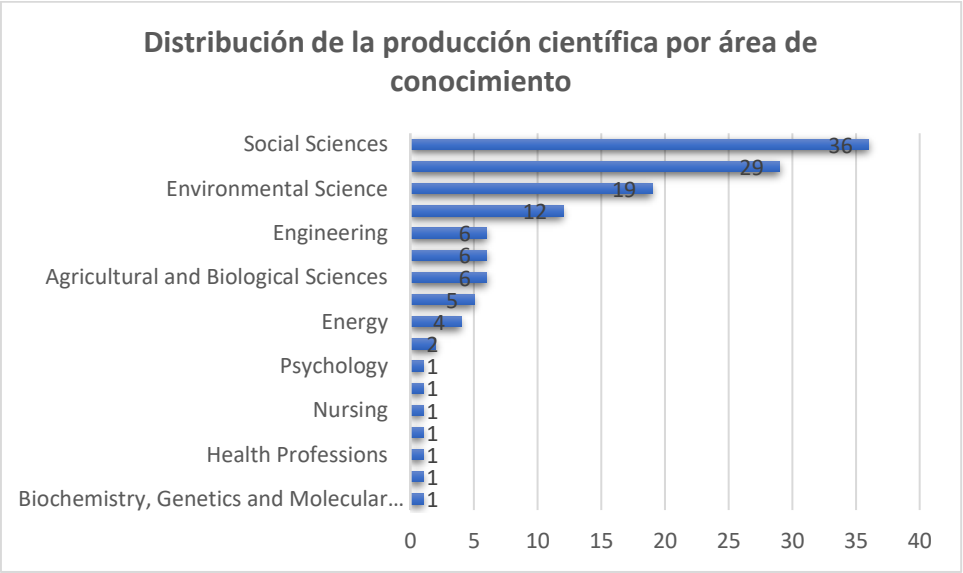

Figure 5. Distribution of scientific production by area of knowledge.
Source: Own elaboration (2022); based on data provided by Scopus.

Social Sciences was the area of knowledge with the highest number of publications registered in Scopus with a total of 36 documents that have based their methodologies on the study of public policies in the Latin American tourism sector. In second place,Business, Administration and Accounting with 29 articles and Environmental Sciences in third place with 19. From the above, it is important to highlight the impact and interference that environmental problems have had on public policies in the tourism sector, as shown in the article entitled "Sustainable risk management and rural tourism as a development and strategic factor of the Bursting Parish-Ecuador" (Cejas Martinez, Morales Corozo, Quiñónez Bedón, Rivas Urrego, & Mendoza Velazco, 2020) whose purpose was to present an analysis that starts from the position of the Organization World Tourism which categorizes this activity as essential in the development of human life in its social and cultural approach in modern societies granting quality of life to the main actors of this economic sector. To meet their objective, the researchers emphasize their methodologies in the study of the environmental component and the latent e risk between the different ecosystems in the face of

inadequate practices within tourism strategies, so an action plan is proposed for public policy where responsible tourism is promoted, ecotourism, which promotes the sustainable development of Ecuadorian regions. Among the results, environmental security stands out as one of the fundamental rights of society and an indispensable requirement for the competitiveness and sustainability of tourism, highlighting environmental security as an imperative need within public policies in that country.

4.5 TYPE OF PUBLICATION

Figure 6 shows how the bibliography production is distributed according to the type of publication chosen by the authors

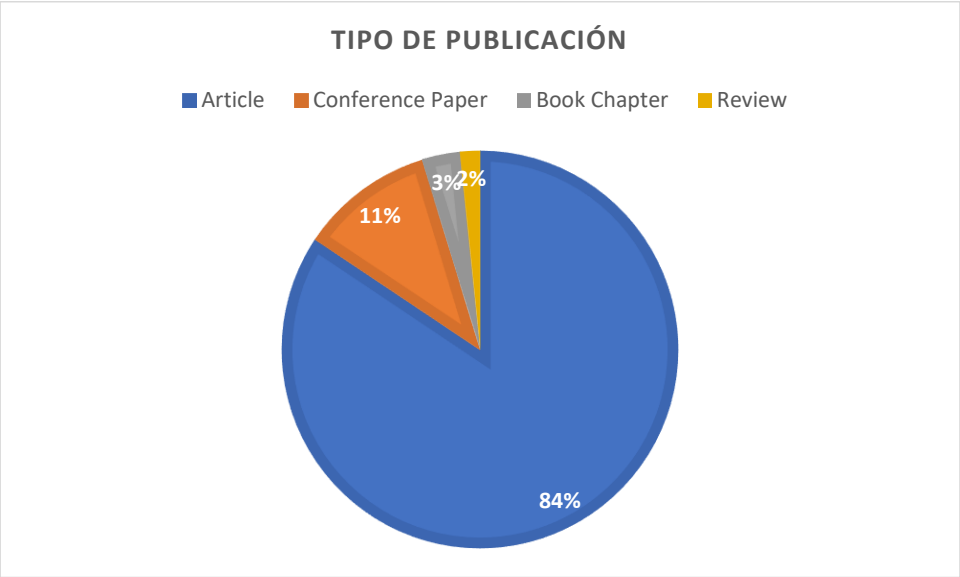

Figure 6. Type of publication
Source: Own elaboration (2022); based on data provided by Scopus.

The type of publication most frequently used by the researchers referenced in the body of this paper was the Journal Article with 84% of the total production identified for analysis, followed by Conference Articles with 11%. Book Chapters are part of this classification, representing 3% of the research papers published during the period 2017-2022 in journals indexed in Scopus, and finally the Reviews, 2%.

CONCLUSIONS

Through the bibliometric analysis carried out in this research work, it was established that Brazil was the country with the highest number of records published for the variables Public Policies and Tourism Sector with a total of 21 publications in the Scopus database during the period 2017-2022. Based on the argumentative analysis on the various public policies imposed by Ecuador for the management of the tourism sector, we show that these policies helped to strengthen tourism to some extent both in the management, planning and execution for the different periods of medium and long term, the support by the Ministry of Tourism and different national agencies in favor of promoting the Tourism production organizations turned out to be a fundamental tool to improve tourism achieving merits such as the Certification of Excellence, Ecuador Tourism Power. With these achievements established by Ecuadorian tourism must develop new models of public policies within each province, communities and Ecuadorian regions since this would efficiently generate improve tourism levels within the country, it is one of the main initiatives of the Ministry of Tourism to promote the creation of new tourism projects or plans since this will be beneficial both for the person and for the place where the project is planned to be developed.

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