TRAVEL AND TOURISM

IN ECUADOR

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by

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ABSTRACT

Travel, for leisure or business purposes, can contribute to a country's development process in three ways. It creates a demand for goods and services. National travellers generally consume goods and services produced domestically. International travellers generate foreign exchange. Ecuador has many more national travellers than international travellers. Given its oil exports, Ecuador also faces less of a foreign exchange constraint than many developing countries. Hence, Ecuadorean planners can, and should, pay more attention to the role of national travel and tourism in the development process of their country.

A review of the literature on travel in developing countries reveals that the emphasis is frequently on international travel. In this study, national and international travel are analysed and compared with regard to their role in the development process. This study examines specific spatial, seasonal, and sectoral features of travel and tourism in eight surveyed centers in Ecuador. Five hypotheses about these features of travel and tourism were tested with data collected by means of questionnaires and interviews.

The analysis suggests that the spatial, seasonal, and sectoral effects of national travel and tourism can assist the development process in Ecuador better than those of international travel and tourism. Therefore, development planning in Ecuador, unlike that in many other developing countries, need not stress the role of international travel. The study concludes with suggestions for some broad policy guidelines, for consideration by Ecuadorean planners, emphasizing national travel in the development process.

Pour Thérèse et Léo Moran

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TABLE OF CONTENTS

LIST OF FIGURES

LIST OF APPENDICES

LIST OF TABLES

CHAPTER I

INTRODUCTION

I.1. The concern and the focus of this study.

Ecuador has one of the highest levels of income disparity[1]

in Latin America but in recent years this country has been earning

unprecedented amounts of foreign currency through increased petroleum

exports.[2] Hence the process of development in this developing country

is not constrained by scarce foreign currency earnings. For this reason

the role of the travel industry in Ecuador does not primarily need to be

considered as providing foreign currency for the national economy.

In this study it is taken that 'travel industry' designates the complex

of private and public facilities which supplies goods and services to

persons travelling away from home for whatever purpose and that 'tourist

industry' designates such a complex but strictly for leisure travellers.

Thus the tourist industry is a sub-sector of the travel industry and

likewise tourism is a sub-aspect of travel.

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[1] 6.5% of Ecuador's GNP goes to the poorest 40% of income earners in
the country and 73.5% of it goes to the top 20% of income earners.
Also Ecuador has one of the lowest per capita incomes in Latin America:
in 1970 it was $277.00 U.S. dollars. Source: H. Chenery et alii,
Redistribution with Growth, 1974, p.8.

[2] The total foreign currency earnings from oil exports went from 60.1
million U.S. dollars in 1972 to 249.7 million U.S. dollars in 1973.
Source : IMF, International Financial Statistics, Jan. - March 1975,
p. 126.

The travel industry in Ecuador can be viewed in the development process like any other economic activity because it has spatial, seasonal and sectoral effects. These effects in turn determine how travel and tourism can assist the process of development underway in Ecuador. The purpose of this study is to examine specific spatial, seasonal and sectoral features of travel and tourism in Ecuador and, based upon such observations, identify some broad policy guidelines for consideration by the Ecuadorean planning authorities so that travel and tourism may assist the development process in Ecuador. This study accepts the generally held view that the planning of travel and tourism involves the participation of the national government either directly or indirectly.

The focus of this study is given to the national and international travellers in Ecuador. We emphasize here that the propensity of Ecuadoreans toward tourism is very great and not as dependent on disposable income per person as in the case of North Americans. L.L. Suhm states that: "In Latin America, leisure is hardly a monopoly of the wealthy. Leisure is so widespread and so highly valued ... that it can only be described by the term mass leisure."[1] "It would, in fact, be no exageration to say that leisure and leisure occupations are as important to the Latin American as work occupations are to the

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[1] L.L. Suhm, Leisure in Latin America: A Preliminary Inquiry into the Economic and Social Implications of Mass Leisure in Underdevelopment Areas, Ph.D. Dissertation, University of Wisconsin, 1962, p.5.

North Americans."[1]   As observed by J. Matznetter,

> Domestic tourism and/or long-term recreation have,
> in the developing countries ..., some distinct
> aspects. There is, for one thing, the practice of
> the upper and also middle class (if it exists at
> all) of spending their holidays regularly in certain
> locations favoured by climate as health resorts.
> Also, the lower social classes have ... their own
> type of domestic tourism. This is the very frequent
> custom of visiting relatives for a rather prolonged
> stay. The consequence is a remarkable flow of
> wandering people, ... directed as much towards rural
> as towards urban areas.[2]

Therefore it would be a mis-conception to think that national or

domestic tourism does not exist in a developing country such as Ecuador.

Furthermore, there is a great number of persons travelling from one

region of Ecuador to another in order to trade tropical and temperate

climate products. National business travel and national tourism would

largely account for the fact that 80.6%[3]of lodging facilities for travellers

in Ecuador are of lower category (i.e. third and fourth category),

especially if it is assumed that the price for renting a room in those

facilities is more acceptable to the majority of national travellers

than the price in less modest facilities.

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[1]
L.L.Suhm, _Leisure in Latin America: A Preliminary Inquiry into the Economic and Social Implications of Mass Leisure in Under-developed Areas_, Ph.D. Dissertation, University of Wisconsin, 1962, p.5.

[2]International Geographical Union's Working Group on the Geography of Tourism and Recreation, _Tourism as a factor in national and regional development_, Proceedings of a meeting of the International Geographical Union's Working Group on the Geography of Tourism and Recreation, Peterborough, 1975, p.11.

[3]Dirección Nacional de Turismo, _Report for Luso-Hispanic Conference_, Quito, 1973.

A review of the literature on travel reveals that national and international travellers commonly are discussed separately and not in relation of one to the other or with consideration of their joint implications for the area under study. By mean of the empirical data in this study, we investigate the extent to which national and international travellers in Ecuador have similar spatial, seasonal and behavioral patterns in eight surveyed centers. We are interested in knowing if the spatial, seasonal and behavioral patterns for national and international travellers suggest a competing demand for facilities in the various sectors of the travel industry (overnight lodging, transportation, etc.). For the sake of the utilization of those facilities and their conditions of employment, in the case of national travellers, we are interested in knowing if some travel centers do not compete with each other for travellers and why they do not. Where climatic conditions do not dictate the timing of holidays and festivals, proper planning could influence the seasonal and spatial patterns of travellers along lines consistant with the national development objectives.

In this study we choose to concentrate on suggesting broad planning policy guidelines for national travel and tourism mainly for three reasons. First, there are many more national travellers in Ecuador than international travellers. Second, the travel industry which caters to national travellers satisfies best the demand for facilities, goods and services originating from Ecuadoreans who are travelling in their country; also it provides benefits to other

Ecuadoreans through the employment and income effects that national travel and tourism generate. Third, the attention traditionally given to international travel and tourism is motivated often by a constraint in ways of earning greatly needed foreign currency. In Ecuador, the role of travel industry is not limited to earning foreign currency. We further concentrate on suggesting broad policy guidelines for national tourism because it is more likely to be directly influenced by government planning measures than business travel. Business travel is more a function of the nature of economic activity and of its spatial distribution.

Given the concern in this study, we use the concept of the development process which is offered by Dudley Seers and in which he argues that the development process implies a decrease in unemployment, in poverty and in inequality.[1] In other words, development must be associated with a decrease in the social and economic obstacles to the generalized well-being of a nation. It is in this perspective that we are concerned about the spatial, seasonal and sectoral effects of national and international travel and tourism in Ecuador.

In summary, this study is a small contribution toward understanding the implications of the spatial, seasonal and behavioral features of national and international travellers with regard to the

[1] D. Seers, 'The Meaning of Development' in C.K. Wilber (ed.), The Political Economy of Development and Underdevelopment, 1973, pp. 6-14.

development planning in Ecuador. In knowing more about some aspects of travel in Ecuador, the Ecuadorean government will be able to strengthen those aspects which assist the development process of the nation and avoid those which hinder it.

I. 2.   The outline of this study.

In the present chapter presents the concern and the focus of the study and briefly outlines its content.

In chapter II, we discuss in general terms travel and tourism in developing countries and emphasize the features of national and international tourism in Ecuador. And with reference to the pertinent literature, we examine the benefits of travel and tourism for the development process in developing countries.

In chapter III, we describe the travel centers under study, the sources of data and of information and how the seasonal and behavioral data for travellers were gathered and analysed.

Chapter IV contains the empirical results of the seasonal and behavioral analysis; it also accounts for the conditions of employment in some local travel industry facilities.

Chapter V summarizes the concern of this study and suggests broad policy guidelines for the use of Ecuadorean planning authorities and most of which are based on the empirical results contained in chapter IV.

We now turn to chapter II which contains a general discussion on travel and tourism in Ecuador and a review of the literature related to the focus and concern of this study.

CHAPTER II

GENERAL DISCUSSION AND REVIEW OF THE LITERATURE

In this chapter we a) outline the general characteristics of the physiographic regions in Ecuador, b) indicate why we make a distinction between travel and tourism, c) describe the seasonal travel stimuli for national and international travellers and list the major hypotheses which are tested in this study and d) briefly review the literature related to the focus and the concern in this study.

II.1. General characteristics of the physiographic regions in Ecuador.

Three maps are shown in Figure 1: a location map for mainland and insular Ecuador, one map for mainland Ecuador and another for insular Ecuador i.e. the Galapagos Islands (see Archipielago de Colon, Islas Galapagos).

On the location map of insular and mainland Ecuador it is shown that this country lies on the Pacific coast of South America and shares land boundaries only with Colombia and Peru. The line of the equator passes over the northern part of mainland Ecuador and the northern part of the major island in the Archipelago of Colon.

The map of mainland Ecuador shows that the dominant relief feature is the Sierra, or the Andean mountains, which traverse mainland Ecuador from north to south. The region of the Sierra contains a number of intermont basins, snow-covered peaks and a few active volcanoes. West of the Sierra lies the region of the Costa or coastal lowlands and east

Figure 1   9
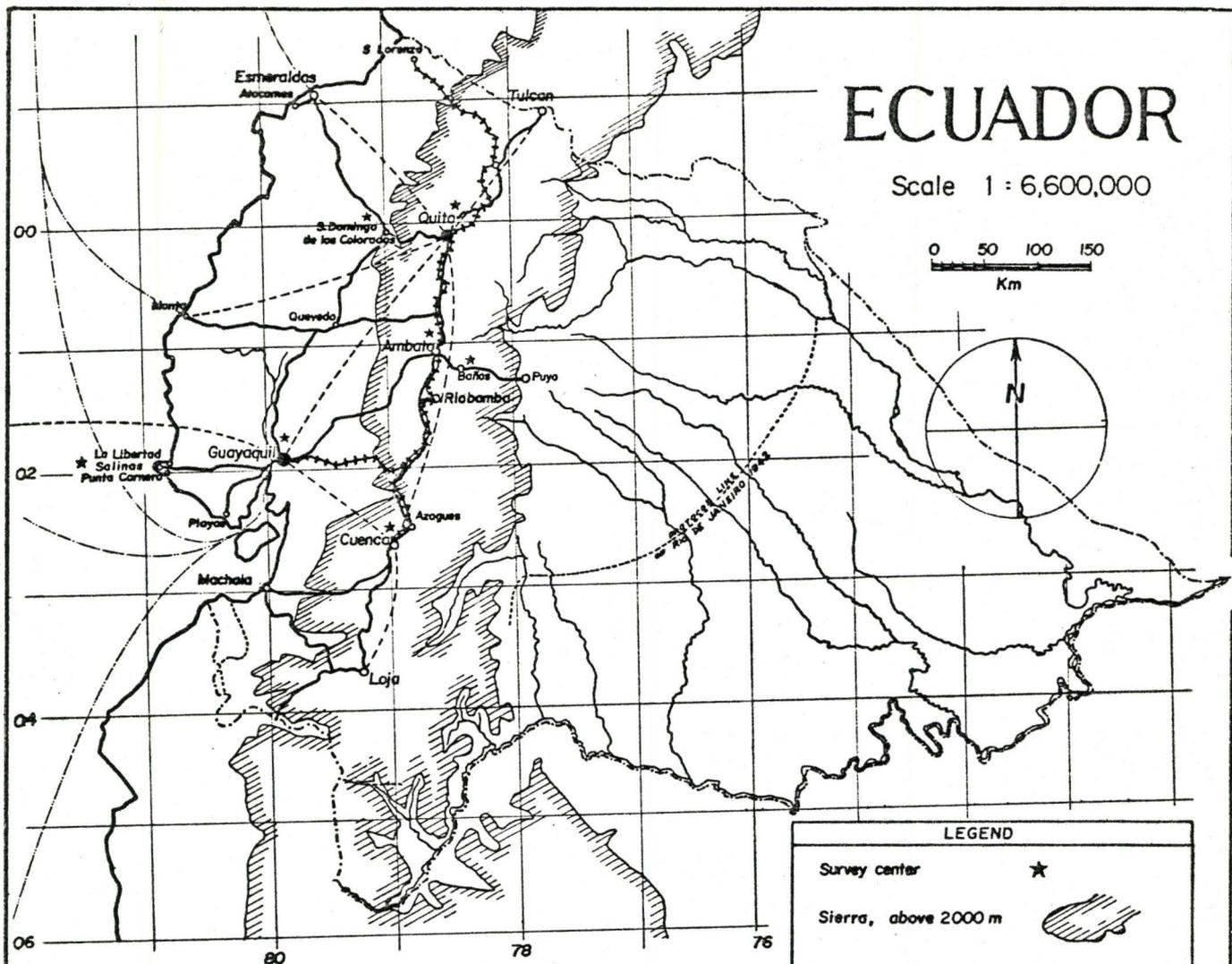
ECUADOR

Scale 1 : 6,600,000
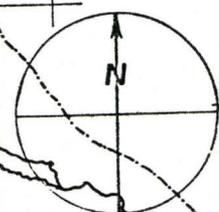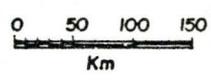
LEGEND

Survey center	★
Sierra, above 2000 m	
Highway, two lane	
Railway	
Air routes	
Shipping routes	
National boundary	

Archipielago de Colon
ISLAS GALAPAGOS

LOCATION MAP
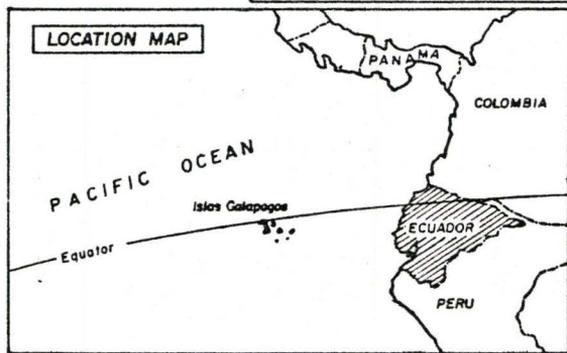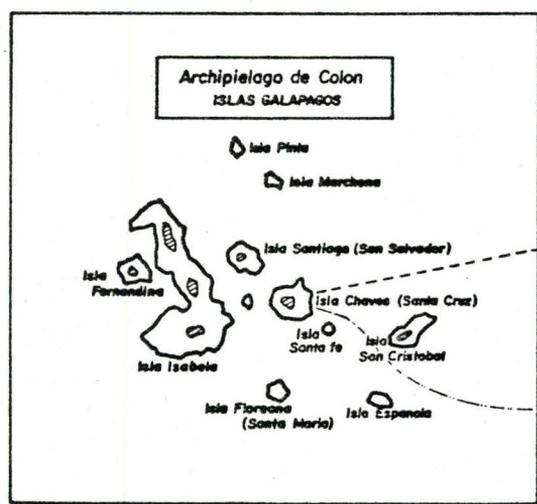
Source: Plan Nacional de Desarrollo Turístico, 1969, Fig. 2.
modified by Moran, 1976, drawing   J. R. Glew.

of the Sierra lies the region of the Oriente or eastern lands. A fourth physiographic region contains the Galapagos Islands which are located some 960 kilometers west of mainland Ecuador. Given the variation in altitude and a coastal or inland location, the climate in the regions of Ecuador ranges from temperate to tropical.

The climate in the Costa is tropical, generally with a dry and a rainy season and an annual average temperature of 30°C. Because of particular areas in the Costa, which is the most fertile region of the country, Ecuador is one of the world's leading producers of bananas. The major industries in Ecuador are found in the Costa, near the seaports of Guayaquil, Esmeraldas, etc.

The annual average temperature in the Sierra ranges between 4.4 and 15.5°C. Although the capital city of Quito is near the latitude 0°, its climate is temperate. Most of the crops in the Sierra are produced for the domestic market and therefore they are not exported as it is the case for many crops in the Costa. The industrial activity in the Sierra is more of the traditional type (e.g. food and beverage, textil industries) than the industrial activity in the Costa.

In the Oriente, which is part of the Upper Amazon basin, the climate is dominated by moist tropical equatorial air masses. Few settlements exist in this region which is dominated by rain forest. In recent times an economic boom has centered around the exploration for petroleum and its extraction. In the Oriente, in the southern part of the Sierra and of the Costa the delineation of the national boundary with Peru continues to be a source of friction between the two countries (see map for Protocol line of Rio de Janeiro, 1942).

In the Galapagos Islands, the climate is temperate and the annual average temperature ranges between 21.1 and 25.5°C. The economy of the Islands depends on fishing and on agriculture which are both carried out on a family basis. No major industrial activity is found on the Islands. According to a recent Ecuadorean government report,[1] very little benefit from travel and tourism accrues to the Islanders themselves even though the Islands are visited each year by a great number of tourists. Other than the difficulty of transportation to and fro the continent and the conditions of a depressed economy, a major constraint for a greater population settlement is the scarcity of fresh water.

In 1973 the total population in Ecuador was approximately six million; 50.71 and 47.53% of which were living respectively in the Sierra and in the Costa. And 1.67 and 0.09% of the population were living respectively in the Oriente and in the Galapagos Islands. On mainland Ecuador the transportation network is improving and more direct road links are made between the two most populated regions of the country, the Sierra and the Costa.

Although the Panamerican highway in Ecuador runs north to south in the Sierra, intra-regional travel is more time-consuming in the Sierra than in the Costa mainly because of the numerous gorges in the Andes.

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[1] Recursos del Archipiélago de Colón, Estado actual de aprovechamiento y posibilidades de desarrollo, Ministerio de Agricultura y Ganadería, Quito, 1973, p.146.

In the Oriente, the settlements are accessible mostly by pack trails and in some cases by light aircraft. Major cities in the Sierra and in the Costa are efficiently linked by air by commercial national airlines.

II.2. Definition of terms and distinction between travel and tourism.

In this study the terms 'national travellers' refer to any Ecuadorean travelling in Ecuador. The terms 'international travellers' designate any non-Ecuadorean travelling in Ecuador. Also, in this study travellers are categorized according to their purpose or reason for being in one of the surveyed centers. Their reasons are grouped here in the following manner:[1]

tourism i.e. leisure oriented travel including visits to parents and friends, travel for climate or health reasons

business travel i.e. business oriented travel including travel for convention, congress or educational purposes

leisure and business travel i.e. a combination of leisure and business travel

other travel i.e. includes travel in transit or for any other purpose not covered by the above.

Before describing the seasonal travel stimuli for national and international travellers and listing the hypotheses tested in this study, it is essential to define 'travel', 'tourism' and their related terms. In this study it is taken that travel designates the movement of people

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[1] These are the reasons listed on the questionnaires used in this study to inquire about the behavior of travellers. More details on the collection of data and their analytical procedure are given in chapter III.

to places outside their area of residence for whatever purpose and that
tourism designates such a movement but strictly for leisure purposes.
Hence tourism is a sub-aspect of travel and likewise, tourists are a
sub-group of travellers.[1] We emphasize here that the definition of
the word 'tourist' by the Organization of the United Nations and the
International Union of Official Travel Organizations[2] is not used in this
study because it includes both business and leisure travellers.[3*] There-
fore a study adopting the OUN-IUOTO definition of tourist will be at
variance with the one given herein.

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[1] As indicated before, the tourist industry is a sub-sector of the travel
industry.

[2] The International Union of Official Travel Organizations has been
recently re-named World Travel Organization.

[3*] "Tourists, i.e. temporary visitors staying at least 24 hours in the
country visited and the purpose of whose journey can be classified
under one of the following headings:

"(a) leisure (recreation, holiday, health, study, religion, and
sport);
"(b) business, family, mission, meeting.

Source: United Nations Conference on International Travel and
Tourism, Recommendations on International Travel and
Tourism, Rome, 1963, p.5.

*N.B. An additional reason for not using the above definition is
that it relates to international travellers only. Admittedly
this definition was prepared for a conference on international
travel and tourism but at present domestic i.e. national travellers
are still excluded in the official OUN-IUOTO definition of tourist.
However, 'domestic tourists' are described by the Secretariat of
UNCTAD as residents who spend at least one night away from their
normal dwelling-place.

Source: Secretariat of UNCTAD, Guidelines for Tourism Statistics,
Geneva, 1971, p.9, footnote 21.

The term tourism is used in this study in its more restricted sense because we wish to differentiate particular aspects of travel (tourism and business travel) and their effect on the development process in Ecuador. In fact the distinction between travel as a leisure consumer activity and travel as a business consumer activity is implicit to this study because:

a) business travel focuses on centers of commerce, of consumption and/or production whereas tourism focuses on pleasant locations or conditions, on centers of interesting and/or diverse activities

b) the seasonal stimuli for tourism differ from those for business travel

c) the demand for facilities, services and goods varies according to the leisure or business nature of travel[1]

d) the occurrence of these demands places different requirements on the travel industry and thus affects its conditions of utilization and of employment.

II.3. Seasonal travel stimuli for national and international travellers in Ecuador and list of the major hypotheses tested in this study.

We describe below in some detail the seasonal travel stimuli for national and international travellers. These stimuli lead us to formulate a series of hypotheses related to the concern and focus of this study.

In regard to seasonal stimuli, one may consider national and international travel to be undertaken in response to a) pleasant or unpleasant climatic conditions, b) civil or religious holidays or c) business opportunities. Some of these seasonal travel stimuli are

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[1] For example, in the case of tourism, there is demand for access to beaches, monuments, etc. and in the case of business travel there is demand for access to major business offices, for efficient and rapid information and communication systems, etc.

not mutually exclusive: major school and work holidays often occur during climatically attractive periods of the year or even during climatically convenient ones (examples of such cases are given later). On the other hand, climatic factors usually do not affect travel for business purposes and therefore one may assume that national and international business travel fluctuate less than national and international tourism.

One of the features of national tourism in Ecuador is that the two most populated regions have very distinct and different periods of major school and work holidays and they are related to climate conditions. These holidays on the Costa conveniently extend from the end of January till the beginning of May because of the hot and rainy season prevailing there during those months.[1] During those holidays, with little regard to their income level, a great number of Costeños spend some time on the seaside or in the Sierra in order to escape the heat and humidity. In the Sierra, the climatic variations are less pronounced than on the Costa and the corresponding holiday period occurs during the sunnier and drier months of the year i.e. from the end of July till the beginning of October. During this period many Serranos go either to beaches on the Costa or to lake or spa areas in the Sierra. Such a holiday pattern, uncommon in many countries and particularly in developed countries increases the possibility of a more even distribution of national tourists throughout the regions of Ecuador and throughout the year.

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[1] The school holiday period in the Oriente and the Galapagos Islands is similar to the school holiday period in the Costa.

Another feature of the Ecuadorean holiday calendar is the imposing number of local events and festivities which occur on civil or religious holidays. Each city promotes its festivities on a regular annual basis and the local and regional attendance is always very high. A list of major events in Ecuador is given in Appendix 1 and it is noticeable that they are fairly well distributed throughout the year. Some holidays are national ones and not merely local or regional. Even in the case of one or two days of holiday the propensity to travel is high because of short travel distances within the country. For example, prior to Ash Wednesday there are four days of holiday for Carnaval and another four for Easter.[1] In order to give an idea of the magnitude of tourism during such holidays, an estimated half-million people or 7.43% of the country's population travelled to resort areas in the Sierra and in the Costa during Holy Week and Easter holidays[2] in April of 1973.

The annual periods of Ecuadorean business travel are not as clear-cut as those of tourism because business is a year-round activity, especially in the case of industrial and financial business. But one

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[1]As indicated in Appendix 1, the holiday periods of Carnaval and Easter occur on changing dates from one year to another. For the reader interested in verifying the increase in the monthly number of national travellers either in individual hotels or travel centers, the dates of those holidays are given for the years of data in this study:

	Carnaval	Holy Thursday to Easter Sunday inclusively
1971	20-21-22-23 of February	8- 9-10 of April
1972	12-13-14-15 of February	30-31 of March and 1-2 of April
1973	3- 4- 5- 6 of March	19-20-21-22 of April

[2]

Article on "Turismo Interno", in newspaper El Comercio, Quito, April 24, 1973.

may suspect that commercial business travel increases somewhat prior to school periods (from mid-March to May on the Costa and from mid-August to October in the Sierra), prior to Easter and Christmas. On a local scale, some travel centers such as Ambato and Santo Domingo de los Colorados have peaks of business travel on a weekly basis because of market days for agricultural and other products (see list of market days for various towns in last section of Appendix 1, under the heading of most important indian markets during the week.).

The seasonal features of international travel in Ecuador are not as easy to define as those of national travel because this country has numerous international traveller markets (see table 1). However, it is precisely because of this number of traveller markets that some degree of seasonal alternation exists equally in the case of international travel to Ecuador. For example, the major school and work holidays in Argentina extend from January to March whereas those in Venezuela extend from July to mid-September. And similar to the circumstances prevailing in Ecuador, two periods of such holidays are in use in Colombia: in Bogota and Cali (and their surrounding areas) these holidays extend from June to September whereas in the rest of the country they extend from November to February.

In spite of low per capita incomes due to the uneven income distributions in many Latin American countries, more international travellers to Ecuador come from Latin American countries than from European countries (see table showing the principal markets of international travellers to Ecuador). Albeit high transportation fares

Table 1

Principal markets of international travellers to Ecuador
(per country and group of countries)

	1971	1972	1973 [1]
North American Countries			
U.S.A.	19,030	22,266	34,868
Canada	992	1,375	2,097
Sub totals	20,022	23,641	36,965
Andean Group Countries			
Peru	6,148	7,135	16,453
Chile	2,759	3,787	9,200
Colombia	3,913	4,002	7,718
Venezuela	1,448	2,008	3,196
Bolivia	532	702	937
Sub totals	14,800	17,634	37,504
Other Latin American Countries			
Argentina	1,860	2,165	3,633
Mexico	1,090	987	1,862
Brazil	793	918	1,535
Panama	593	498	1,022
Uruguay	406	439	790
Sub totals	4,742	5,007	8,842
European Countries			
Germany (F.R.)	2,182	2,651	5,229
France	1,852	2,525	3,978
United Kingdom	1,548	1,884	2,804
Spain	1,170	1,152	2,345
Italy	671	821	1,884
Switzerland	655	1,194	1,828
Netherlands	518	455	835
Sub totals	8,596	10,682	18,903
Japan	536	623	1,114
All other Countries	4,028	3,898	14,374
TOTAL	52,724	61,485	117,702

[1] Provisional figures.
Source: IUOTO, International Travel Statistics, vol. 27, 1973, section on Ecuador.

between Ecuador and many of its international traveller markets, it is

assumed that the seasonal stimuli for international travel are similar

to those for national travel. In other words, international tourism

to Ecuador mainly takes place during major school and work holidays

which in turn coincide with pleasant climatic conditions such as the

North American, European or South American summer or unpleasant ones such

as the winter in those same areas. Given that summer and winter months

in the northern and southern hemisphere do not occur at the same time of

the year, and that North Americans and Europeans travel to Ecuador mainly

during their summer or winter and similarly for Latin Americans travelling

to Ecuador, it is emphasized here that the seasonal pattern of travellers

from both hemispheres suggests a more or less year-round pattern of demand

for travel facilities in Ecuador.

Similarly to national business travel in Ecuador, inter-

national industrial and financial business travel depends on general

economic conditions there and may be carried out year-round. The same

applies for international commercial business travel but it increases

slightly during pre-festivity or pre-school periods; at that time there

is an additional influx of Colombian and Peruvian wholesalers of consumer

goods.

The following table shows the total monthly number of inter-

national traveller arrivals in Ecuador in 1972 and 1973 (without distinction

of purpose of trip):

Table 2

	1972	1973[1]
January	4,729	9,051
February	5,198	9,945
March	4,622	8,851
April	3,749	7,179
May	4,335	8,297
June	4,446	8,509
July	6,897	13,206
August	5,731	10,969
September	4,583	8,768
October	5,787	11,075
November	5,967	11,417
December	5,441	10,435
TOTALS	61,485	117,702

[1]Provisional figures.
Source: IUOTO, International Travel Statistics, vol. 27, 1973, section
on Ecuador.

If the number of international travellers for all Ecuador fluctuates moderately on an annual monthly basis, a similar fluctuation in the eight surveyed centers remains to be verified.

All the above mentioned spatial and seasonal patterns are described more specifically for the eight surveyed centers in the empirical results in this study (see chapter IV). Furthermore, the following hypotheses are tested in chapter IV and are expected to be supported by the empirical data in this study.

For each of the surveyed centers, we hypothesize that international travel fluctuates more on an annual monthly basis than national travel does. We make this hypothesis because we feel that the response of national and of international travellers to similar stimuli for travel in Ecuador is not the same. If this hypothesis is supported by the

empirical data in this study, we will argue that national travel, when compared with international travel, presents better possibilities for stable conditions of utilization of travel industry facilities and of employment in those facilities.

In this study we assume that the choice of lodging facilities by travellers is influenced by their socio-economic status and/or by their reason for travelling. We hypothesize respectively for national and international travellers that the annual monthly pattern between one category hotel and another in each center is not significantly similar. If such patterns are found in the empirical data, we will consider that each category hotel has its particular annual monthly pattern and that it is reasonable to design a travel center index which includes data from different category hotels. An index based on data from a single or only several category hotels would not yield an adequate index for travel center planning purposes. Such an index would be of use for planning directed at specific categories of hotels.

In this study we assume that international tourism often is undertaken in response to climatic variations in the country of residence of the traveller or in the visited countries. Also, we assume that national tourism often is undertaken in response to climatic variations in the different regions of Ecuador. We know that the climatic variations do not occur simultaneously in the Sierra and in the Costa. For this reason, we hypothesize that between the eight centers, using the travel center index figures, there are more negative cross-correlation coefficients for national travellers than for international travellers. If

our hypothesis is supported, we take it to mean that some of the surveyed centers do not compete with each other by attracting national travellers at the same time of the year. When travel centers compete with each other for travellers (as shown by positive cross-correlation coefficients), the average level of utilization of facilities is lower than if there were multiple spatial and seasonal patterns of utilization. For planning purposes, a preponderance of negative cross-correlation coefficients is desirable.

We argue in the general discussion in this chapter that there are multiple annual periods of national travel and international travel in Ecuador. We hypothesize that a competitive seasonal relationship exists between national and international travellers in each of the surveyed centers. In this study a competitive seasonal relationship implies that the respective peak, trough and intermediate numbers of national and international travellers coincide to some extent on an annual monthly basis. We test this hypothesis to determine the extent to which the seasonal patterns of national and of international travellers suggest a competing demand for travel industry facilities.

We know that travellers demand consumer goods and services which have an overall domestic or imported content. National and international travellers may or may not demand the same goods and services, whether domestic or imported. There is a competitive demand between national and international travellers only when they both require a specific good or service which is insufficient for the total demand. Competitive or non-competitive demands for domestic or imported goods and services have different backward linkage effects. These effects

vary according to the quantity and the domestic or imported content of
the required goods and services. A demand for domestic goods and
services promotes stronger backward linkages with the local and
national economy, more direct income and employment effects and less
foreign currency leakage than a demand for imported goods and services.
We hypothesize that a significant difference exists between the amount
of money spent by national and international travellers on given goods
and services (overnight lodging, food and beverage, local transpor-
tation, artcraft, entertainment). If this hypothesis is supported by
the empirical data in this study, we will argue that national and
international travellers may demand different goods and services and
therefore may not strongly compete for them. Given the limitations of
our data we can only test for whether or not there are significant
differences in levels of expenditure as between national and inter-
national travellers. From the data we can not determine whether or not
there is competition for similar goods and services or determine what
is their mix of domestic and imported content.

To summarize our hypotheses we list them here in sequence:

1 - in each of the surveyed centers, international travel fluctuates
    more on an annual monthly basis than national travel does

2 - respectively for national and international travellers, the annual
    monthly pattern between one category hotel and another in each
    center is not significantly similar

3 - between the eight centers, using the travel center index figures, there are more negative cross-correlation coefficients for national travellers than for international travellers

4 - in each of the surveyed centers, a competitive seasonal relationship exists between national and international travellers

5 - in the surveyed centers, there is a significant difference between the amount of money spent by national and international travellers on given goods and services.

The above hypotheses relate to the concern and focus of this study because the location and the occurrence of the demand for facilities, services and goods from national and international travellers place different requirements on the travel industry in Ecuador. The location and the occurrence of the demands from national and international travellers affect the performance of the travel industry in Ecuador and determine how it can assist the process of national development. A proper approach to the role of government in planning must take into account the differences in spatial, seasonal and sectoral effects of national and international travellers.

II. 4. Review of the literature and further discussion.

A review of the literature on travel for developing and developed countries reveals that national and international travellers commonly are discussed separately and not in relation of one to the other or with consideration of their joint implications for the area under study.

The study by E. Recavarren on Turismo Nacional e Internacional[1] in fact never discusses national and international tourism but describes hotel and transportation conditions in Peru and summarizes recommendations of a number of Latin American Conventions on Travel. However, some statements on a relationship between national and internaional travel do exist. The statements which offer the most insight in that regard are found in a monograph on the geography of recreation and leisure. As expressed by I. Cosgrove and R. Jackson, "in most economically developed countries receipts from foreign tourists are merely the jam on the domestic bread.".[2] (These authors have adopted the OUN-IUOTO definition of tourist and therefore in their study, the term tourist corresponds to our term traveller). In other words, in developed countries, the travel industry for national travellers is also used by the international travellers. In developing countries, the reverse situation does not prevail as extensively as in developed countries: this is only one of many reasons why international travel infrastructure such as airports, luxury hotels tax the economy of these countries. "Most developing countries have poorly developed tourist industries; jam in the absence of bread has created many economic and social conflicts in such areas."[2] Furthermore these authors state that in

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[1] E. Recavarren Ulloa, Turismo Nacional e Internacional, Peru, 1943.

[2] I. Cosgrove and R. Jackson, The Geography of Recreation and Leisure, 1972, p.45.

a country where individual incomes are very unequally distributed,
expenditure by its citizens on international travel at first exceeds
that on national travel. By spending holidays abroad, the small
percentage of wealthy citizens of such a country, as in the case of
Ecuador, cause in their own country an adverse effect on the balance
of travel payments.[1] I. Cosgrove and R. Jackson finish this latter
statement by observing that later in the development process of such
a country, expenditure on national travel often exceeds that on
international travel.

In an article on planning of travel at a national level,
A. Sessa mentions the interdependence of national and international
flows of travellers in regard to the balance of travel payments in
developing countries.[2] His statement is very brief and does not offer
as much perspective as those by Cosgrove and Jackson; however he
recommends promoting flows of national travellers during the off-seasons
of international travellers. In the current literature, the statements
by A. Sessa, I. Cosgrove and R. Jackson on the socio-economic and

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[1]
Total receipts and expenditures from international travel in millions
of U.S. dollars:

	1968	1969	1970	1971	1972*	1973*
Expenditures	8.6	8.8	9.4	11.5	11.0	15.7
Receipts	8.0	8.2	8.5	8.9	9.1	14.8
Balance	-0.6	-0.6	-0.9	-2.6	-1.9	-0.9

*provisional figures.
Source: P. Frings, Documento reservado de la CEPAL, 1974, p.11

[2]A. Sessa, 'La Politique Touristique de l'Etat', Revue de Tourisme,
Janvier-Mars, 1972.

seasonal relationship between national and international travellers in developing countries remain those closest to the focus and concern of this study.

In general, in developing countries the bulk of the literature on travel relates to international travel and very little to national travel.[1] This is true in Ecuador where only statistics on international travellers appear in the yearly reports (Informe de Labores) of la Dirección Nacional de Turismo and in the five year plan of 1973-1977 (Plan de Fomento Turístico 1973-1977, Quito, 1972). These statistics refer to monthly numbers of travellers entering Ecuador and their estimated expenditure there. We fully realize that if in the past priority was given in Ecuador to gathering information on international travellers, first of all it was because they represented a source of foreign currency. Secondly, because of the points of arrival and of departure of international travellers from the country, it is easier to count and survey these travellers than it is in the case of national travellers. However, some statistics relating to national travel have been compiled in recent years: for example, some on artcraft industries (Resumen Estadístico de Artesanías y Pequeñas Industrias 1965-1968, Quito, 1969) and some on employment and salaries in restaurants, hotels and other services (Encuesta anual de restaurantes, hoteles y servicios, Quito, 1969 and 1970). The only inconvenient aspect of the latter

[1] For example, that aspect is evident in the most complete and up-dated bibliography on travel in Latin America, by R. Mings, The Tourist Industry in Latin America : A Bibliography for Planning and Research, Council of Planning Librarians exchange bibliography no.614, 1974.

statistics is that they rely on a varying number of informing establishments in each province of Ecuador.

Since very few studies consider the joint implications of national and international travel and most of the literature in developing countries relate to international travel, we now examine the literature on the costs and benefits of international travel in developing countries. The list of social and economic advantages and disadvantages presented by P. Sadler and B. Archer[1] summarizes well the costs and benefits of international travel in developing countries: effect on foreign exchange, income effects, employment effects, infrastructural changes, effect on domestic price levels, economic dependence on travel, environmental and ecological effects, social and psychological results.[2]

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[1] P. Sadler and B. Archer, The Economic Impact of Tourism in Developing Countries, 1974, p.3.

[2] One or two references are given here for each cost and/or benefit of international travel in developing countries:

-Effect on foreign exchange (H.P. Gray, International Travel-International Trade, 1970)

-Income effects (K. Levitt and I. Gulati, 'Income Effects of Tourist Spending: Mystification Multiplied, A Critical Comment on the Zinder Report ',in Social and Economic Studies, September 1970)

-Employment effects (W. Krause, G.D. Jud and H. Joseph, International Tourism and Latin American Development, 1973)

-Infrastructural changes (T. Cullinan, Tourism in Latin American, 1969; G. Grynbaum, Tourism and Underdevelopment, NACLA Newsletter, April 1971).

Opinions on the costs and benefits of international travel in developing countries range from one extreme to the other; P. Sadler and B. Archer probably adopt the most impartial point of view by suggesting that the governments in such countries consider the opportunity cost and value added in mobilizing factors of production in travel industry rather than in agriculture or in primary and secondary industry. Other authors (T. Cullinan, M.E. Bond, J.R. Ladman, W. Krause, G.D. Jud, H. Joseph, etc.) are optimistic about the benefits of international travel in developing countries mainly because a) the income elasticity of demand for international travel is high, b) the impact of international travel extends to numerous sectors of the economy, and c) the travel industry is labor-intensive and can create employment for semi-skilled and unskilled labor. However, the latter authors do not emphasize the high investment costs in travel industry primarily for international travellers and the import content of goods and services which they consume.

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2 (Cont'd ......)

-Effect on domestic price levels (J.O.J. Lundgren, Tourist Impact/ Island Entrepreneurship in the Caribbean, 1973; R. Erbes, Le Tourisme International et l' Economie des Pays en voie de Développement, 1973)

-Economic dependence on travel (J.P. Renau,' L'Impact Economique du Tourisme sur les Pays du Tiers-Monde: un apport discutable', in Problèmes Economiques, Août 1974).

-Environmental and ecological effects (R. Symanski, Tourist Development in the Dominican Republic : an overview and example; P. Defert, 'Le Tourisme, Réflexions et Mise en Oeuvre', in Recherche Sociale, Oct.-Déc.1973)

-Social and psychological results (R. Mings, The Struggle for Cultural Autonomy among Developing Nations : the case of Puerto Rico and its Tourist Industry, in Caribbean Quarterly, 1968)

It is on these grounds plus those of poor backward linkages with the
economy of a developing country and those of socio-economic and cultural
alienation that other authors (R. Erbes, G. Grynbaum, P.E. Jursa, J.E.
Winkates, etc.) maintain that the benefits of international travel for
the development process in developing countries are limited. Although
R. Erbes' report focuses on African countries and namely on Tunisia it
also quotes figures for Latin American developing countries; for
example, the cost of importing consumer goods reduces by 43% the gross
revenue of hotels in the Bahamas, 15% in Trinidad and Tobago, etc.[1]
Jursa and Winkates mention that Senegal, Ivory Coast, Togo and Ghana
have recently approved rather liberal investment codes with respect
to international travel industry. "Tax holidays, tax exemptions,
repatriation of profits, the granting of government lands, discounted
utility rates and the temporary exemption of all import duties are
elements of these and other new investment codes. Foreign monies all
allocated to development of tourism [2] have access increasingly to
special privileges. At the same time, locally owned and domestically
capitalized firms cannot make use of such privileges."[3] Therefore,

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[1] R. Erbes, Le Tourisme International et l' Economie des Pays en voie
de Développement, 1973, p.64.

[2] These authors abide by the OUN-IUOTO definition of tourism and there-
fore their term tourism corresponds to our term of travel.

[3] P.E. Jursa and J.E. Winkates, 'Tourism as a mode of development',
in Issue, Spring 1974, p.45.

it is the belief in their study that international travel in developing
countries is particulary costly in term of inflation of local and national
prices and in terms of negative socio-economic demonstration effects.

We now list some of the arguments for an emphasis on the
planning of national travel development in developing countries. As
mentioned before, very little research has been done on national travel
in developing countries. Given the propensity of Ecuadoreans towards
tourism and its likehood to increase as their standard of living improves,
this study believes that national travel and tourism presently exist on
a scale wide enough to be considered in a serious manner. In fact,
because of year-round national business travel and two major cycles of
national tourism, this study proposes that more attention be given by
the planning authorities in Ecuador to national travel because:

1 - there is less leakage of foreign currency with national travel than
     with international travel through imported consumer goods and
     services, repatriation of profits by foreign hotels, travel
     agencies, airlines and by skilled foreign labor

2 - through national travel rather than international travel a greater
     possibility exists for creating a demand from the travel
     industry for some Ecuadorean agricultural and industrial products,
     thus promoting direct income and employment effects and stronger
     linkages with the local and national economy

3 - national travel prevents economic dependency on international
travel which is more prone to volatile factors such as changing
patterns in fashion of areas of travel, political events, etc.

4 - national travel reduces negative balance of travel payments and
also attenuates socio-cultural friction between national and
international travellers and even between Costeño and Serrano
travellers. If properly handled, national travel can lead to
mutual understanding appreciation and tolerance of regional
diversity.

In summary, the review of the literature clearly shows that
the focus and the concern in this study are not usually dealt with
in travel industry studies but are of importance in the development
process of developing countries. To this point in the study we have
argued that the development and planning of national travel, especially
in the case of Ecuador, can assist the process of development under-
way in that country. National travel is amenable to promotion by the
government planning authorities, it can be oriented toward domestically
produced goods and services and can involve domestic labor and facilities.
This is less easy to achieve with the development and planning of inter-
national travel in Ecuador. We now turn to the approach used in
collecting and analysing the data in this study.

CHAPTER III

COLLECTION AND ANALYTICAL PROCEDURE OF THE DATA

In this chapter we discuss the selection of the centers which were surveyed and present the sources of data and of information which were available for this study. Also, explanations are given on how problems related to incomplete years of monthly numbers of travellers as well as those related to small samples of behavioral data for travellers are dealt with and how these data are finally analysed.

III.1. Travel centers under study.

As mentioned earlier, there are four physiographic regions in Ecuador and because each of them offers unique attractions to travellers, an attempt was made to select centers which represent as well as possible the conditions of travel in each region. Like many other developing countries, the rural areas in Ecuador lack of facilities for travellers and therefore only urban travel centers, except for the Galapagos Islands, were considered for selection. In addition, more attractions and diverse activities for all the types and categories of travellers are found in urban travel centers.

Because the major cities and roads in Ecuador lie in the Costa and in the Sierra, three centers were selected in each of those two regions and one center in each of the other two regions. The personnel in

la Dirección Nacional de Turismo[1] helped in selecting the eight centers.
Other than their location in different regions of Ecuador the important
choice criteria were that one type of traveller did not monopolize the
use of the local facilities and that the centers could rapidly be
reached to distribute and retrieve questionnaires, tabulation forms
and to interview people.

The eight selected centers are:

in the Sierra	in the Costa	on the fringe of the Oriente	in the Galapagos Islands
Ambato	Guayaquil	Baños	the Islands
Cuenca	Salinas-La Libertad-Punta Carnero		themselves
Quito	Santo Domingo de los Colorados		

They are characterized by the following aspects:

-Guayaquil, Quito and Cuenca are the three most populated cities
in Ecuador and each is visited by national and international
travellers for tourism and/or business purposes.

The largest city in Ecuador, Guayaquil, has a population of
approximately 835,000. It is the country's principal seaport, processing
and trade center and therefore the commercial and industrial capital of

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[1]La Dirección Nacional de Turismo is the National Travel Bureau in
Ecuador and its head office is located in the capital city of Quito.
The office in Quito, in the Sierra administers a few small offices
throughout the country plus a major one in Guayaquil, in the Costa.

the country. Though it is connected by rail to Quito the national capital, the less time-consuming links are by air or by land. The international airport in Guayaquil is extremely busy with domestic and international flights. Tourists in Guayaquil are attracted by its river front, its tropical architecture and its modern city life.

Quito has a population of approximately 600,000 and is the political and cultural capital of Ecuador. The Panamerican highway runs through Quito and major roads from the Sierra and the Costa converge there and the city is well serviced by national and international airlines. Tourists in Quito are attracted by its Spanish colonial character; narrow cobbled streets with over-hanging balconies, the ornate architecture of numerous old churches and weekly open-air markets which contribute to its charm. Quito is surrounded by numerous mountains and smaller cities which are regularly visited on one day-trips by tourists. (Otavalo, Calderón, Ibarra, Latacunga, etc.) Most tourists in Quito go to the Monument of the Middle of the World which is located a few kilometers north of that city; at this site one can stand with one foot in the northern hemisphere and the other in the southern hemisphere.

Cuenca with a population of approximately 200,000 is the third largest city in Ecuador. The Panamerican highway links Cuenca with northern and southern Ecuador; regular flights to major cities and a rail line to Quito and Guayaquil supplement the highway connections. The subtropical climate in Cuenca makes it an attractive travel center for Costeños during their hot and rainy season. Cuenca is an important

cultural, commercial and industrial center in a fertile agricultural
basin in the Sierra. Its most renowned activity is the manufacturing
of so-called Panama hats or toquillo hats. Tourists are attracted
there for its climate, its Spanish colonial architecture, its famous
artcraft (marble, gold and silver articles, embroideries, etc.).

-The area of Salinas-La Libertad-Punta Carnero is a major seaside
 resort visited mainly by national and international tourists.

All three municipalities are located on the arid Santa Elena peninsula
at a distance of 145 kilometers from Guayaquil. Visitors to this area
travel either by bus, car or airplane. Of the three municipalities
Salinas has the biggest population and Punta Carnero, the smallest.
The main attraction in this area is the seaside, especially during
the hot and rainy season in Guayaquil; for this reason many Guayaquil
families own a cottage or a condominium in Salinas. The main attraction
in Punta Carnero is the luxury hotel (of the same name) which is located
on a cliff overlooking the sea. Salt, sulphur and petroleum are processed
on the outskirts of La Libertad and occasionally attract a few business
travellers from Guayaquil or elsewhere. In this study these three centers
are combined as one because most of the lodging facilities in Salinas and
those in Punta Carnero are of higher category (luxury, first and second
category) whereas most of La Libertad's are of lower category (third and
fourth with the exception of Hotel Samarina). In fact, only a combination
of the three centers yields a complete representation of the lodging
facilities in this area.

-Santo Domingo de los Colorados and Ambato are important regional
centers as well as centers of contact between the Sierra and Costa
and the Oriente, respectively. These two centers are mainly visited
by travelling businessmen, most of whom are Ecuadorean, though some
come from elsewhere in Latin America. Also they are visited by
national and international tourists.

The population in Santo Domingo de los Colorados is approximately
30,000 . Santo Domingo is an important commercial center connected by
major roads with Quito, Esmeraldas, Manta, Guayaquil. Tourists are
attracted by the warmer weather there than in the Sierra and/or by the
nearby settlements of aboriginal Colorado Indians. Business travellers
and tourists also are attracted by its bustling market days on Sundays
and Tuesdays, when products from the Sierra, the Costa and elsewhere are
traded.

Ambato is among the country's leading commercial centers and has
a population of approximately 100,000. It is linked to Quito and
Guayaquil by rail and by major roads. Ecuador's only major road to the
Oriente meets the Panamerican highway at Ambato. Its climate is temperate
and this city is noted for the variety of fruit grown in its outskirts.
It is nicknamed the "Garden City of Ecuador" and it used to be a fashion-
able resort for wealthy Guayaquil families. Tourists are still attracted
there because of its mild temperate climate. Both business travellers
and tourists are attracted by its colorful open-air produce markets on
Mondays.

-Baños is located on the major road link between Ambato and Puyo.
As indicated by its name, it is a spa and it mainly attracts national
tourists but also a few international tourists.

Because of its location in the Upper Amazon highlands, it is the center
nearest to the Oriente where seasonal and behavioral information on
both types of travellers was readily available.

The Departamento de Estadística in la Direción Nacional de
Turismo suggested Baños for representing travel in the Oriente. Time
and research constraints would have made it difficult to obtain enough
meaningful data in other centers actually located in the Oriente.
Baños is accessible only by a winding road through the Sierra. This
center of approximately 8,000 people is Ecuador's leading spa and its
medicinal waters are renowned throughout the country. In the month of
February, many Ecuadorean pilgrims flock to Baños to pray the Virgén de
Agua Santa. Therefore this center may also be considered as a religious
travel center. In Ecuador, it is the only major gateway from the Sierra
to the Oriente.

-The Galapagos Islands are overwhelmingly visited by international tourists.

The Galapagos Islands have a population of approximately 4,500. They
consist of thirteen major islands plus numerous islets and rocks of
volcanic origin which are dispersed and occupy an area of 320 by 240
kilometers, from east to west and north to south. They owe their world
fame to their botanical and zoological species. 'Galápagos' in Spanish
designates tortoises and on these islands, some giant tortoises are

considered the oldest living animals on earth. The Archipelago was
visited in 1835 by the naturalist Charles Darwin and his observation
of the wildlife there provided some important evidence for his theory
of evolution. In 1959 the Ecuadorean government decreed the unpopulated
and uncultivated areas of the Islands to be a National Park and presently,
it is the only National Park in Ecuador. Although the Islands are under
the supervision of the National Park Service and the Charles Darwin
Station, they remain opened to the visiting public. Given that the
weather conditions remain agreeable and fair all year-round, the major
factors regulating traveller arrivals and sojourn there are the limited
transportation services to and fro mainland Ecuador, the scarcity of
fresh water and the breeding season of animals. Group travel to the
Islands in an organized commercial form has existed only since 1968.
From 1968 to 1972 inclusively six thousand persons travelled to the
Islands and 87% of these travellers were foreigners.[1] Now, each year
an estimated number of four thousand people visit the Islands. One
remarkable and common feature of the animals on the Islands is their
lack of fear of man. All in all, these Enchanted Islands are a unique
travel center for Ecuador and for the world.

In short, in the case of the selected centers for national and
international travel in the Sierra and in the Costa it could be very
roughly generalized that Ambato and Guayaquil are centers of business

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[1] N.B. Both air and water transportation service are included.
Plan Maestro para la protección y el uso del parque nacional Galápagos,
PNUD, UNESCO, FAO, 1973, p.13.

travel, Cuenca and Salinas are centers of tourism and Quito and Santo Domingo de los Colorados are centers of tourism and business travel. Though Ambato and Guayaquil are roughly considered as business travel centers, as major population centers they also attract national and international tourists visiting relatives and friends. In the case of the selected centers in the Oriente and in the Galapagos Islands, it is noted that Baños is mostly visited by national tourists and the Galapagos Islands mostly by international tourists. These eight centers may be considered as the major centers of national and international travel in Ecuador. For the sake of using a shorter name, the major seaside resort area of Salinas-La Libertad-Punta Carnero hereafter is referred to as Salinas and Santo Domingo de los Colorados as Santo Domingo.

III. 2. Sources of data and of information.

Because no statistics on traveller behavior and very little on months of travel were available in 1972[1] in la Dirección Nacional de Turismo, interviews and questionnaires were used to gather the data for this study. Only monthly numbers of persons staying in lodging facilities for travellers serve to index in this study national and international seasons of travel in Ecuador. The criterion of an over-night stay in lodging facilities for travellers is used here in order to include only travellers who require a minimum of local travel

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[1] Monthly numbers of travellers were available in 1972 for a handful of hotels; two years later they were available for many more hotels but no statistics on traveller behavior were yet to be found.

industry facilities.[1] Hence, the essential data were collected in lodging facilities for travellers because the persons who stay there are those who, as transients, spend the most time and (usually) the most money in the area they visit. Also, the distribution of questionnaires inquiring about the behavior of travellers was feasible only in lodging facilities where travellers could fill them out in their free time and at their own discretion. We are aware that there is a fair amount of national tourism in travel centers where tourists stay with relatives. We were unable to collect data on the movement and behavior of such travellers. Within the context of travel in Ecuador, the effects of such tourism on the demand for services and facilities, other than lodging facilities, should be considered and possibly investigated.

Complementary information such as the needs and constraints of the local travel industry was obtained by means of interviews with hotel managers. In this study we use the expression 'local travel industry' to denote a geographically local complex of facilities for travellers, without any reference to the ownership (local, national or foreign) of such facilities. Finally, interviews with the personnel in inter-provincial bus companies, taxi cooperatives, souvenir shops, travel agencies, casinos, etc. provided data on the number of employees in those local travel industry facilities.

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[1] A criterion of twenty-four hours is used in many travel industry studies and it is included in the OUN-IUOTO definition of tourism.

In Ecuador there are four types of lodging facilities for travellers: 'moteles', 'residenciales', 'pensiónes' and 'hoteles'.[1] However, for the sake of simplicity and according to the context, in this study the term 'hotel' designates any or all types of lodging facilities for travellers. La Dirección Nacional de Turismo classifies lodging facilities for travellers into five categories: luxury (except for pensiónes and residenciales), first, second, third and fourth. If it is assumed that the choice of lodging facilities by travellers is influenced by their socio-economic status and/or by their reason for travelling, as mentioned earlier in each center it is hypothesized that traveller months are not similar from one hotel category to another. This is why hotels were sampled in each category of hotels but only one hotel per category in each center because of time constraints in doing research in distant localities. Thus the sample includes five hotels in each center and forty hotels in total. Help in selecting the hotels in each travel center was provided by hotel inspectors working for la Dirección Nacional de Turismo and it is acknowledged here. The assignment of a hotel to a different category than the one it officially belongs to is based on their knowledge of the facilities and of the type and category of travellers who use them.

In each center, the sampled hotels are meant to represent the five hotel categories in terms of their facilities and of the national

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[1] N.B. There are very few 'moteles' and there are all located in travel centers and not between centers or on major roads. The main reason for this feature is that travel distances between most centers in Ecuador are short, even though some are very time-consuming.

and international clientèle who patronize them. Also, the willingness
of the hotel managers to yield monthly numbers of guests[1] and the co-
operation of the desk clerks in handing out questionnaires to the hotel
guests were very important considerations in selecting the hotels; this
is why no standard criterion such as number of rooms was used. In the
few centers where no hotel was classified in the luxury category, the
one with the best facilities was considered as a luxury category hotel.

In Ecuador, the category of a lodging facility is a function
of its total capital value, the quality of its services plus the number
and size of the rooms. But when one has seen the facilities in various
hotels one becomes aware that some hotels are classified in a lower
category than expected; however this is the manner by which the admini-
stration of those hotels pays less for their yearly operating licence.
It is for this reason that some of the sampled hotels were assigned to
a different category of hotel than the one they officially belong to.
Table 3 gives the list of the forty sampled hotels, their official
category (i.e. according to licence fees) and the one which they were
assigned in this study.

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[1]At the beginning of each interview with hotel managers, the fear of
subsequent problems such as higher taxation was evident and had to
be assuaged.

Table 3

LIST OF THE FORTY SAMPLED HOTELS

Assigned hotel category	Center of Ambato	Official hotel category
Luxury	HOTEL VILLA HILDA	First
First	HOTEL VIVERO	Second
Second	HOTEL ASIA	Third
Third	RESIDENCIAL AMBATO	Fourth
Fourth	RESIDENCIAL 9 de OCTUBRE	Third
	Center of Baños	
Luxury	HOTEL VILLA GERTRUDIS	Second
First	HOTEL PARAISO	Second
Second	HOTEL GUAYAQUIL	Third
Third	RESIDENCIAL TERESITA	First
Fourth	RESIDENCIAL CORDILLERA	Fourth
	Center of Cuenca	
Luxury	HOTEL EL DORADO	Luxury
First	HOTEL CUENCA	First
Second	HOTEL MAJESTIC	Third
Third	HOTEL PARIS	Third
Fourth	RESIDENCIAL NIZA	Third
	Center of Guayaquil	
Luxury	HOTEL PALACE	Luxury
First	HOTEL VIATUR	First
Second	HOTEL TOURIST	Second
Third	HOTEL DEL PACIFICO	Third
Fourth	PENSIÓN COLÓN	Fourth
	Center of Quito	
Luxury	HOTEL COLON INTERACION	Luxury
First	HOTEL INCA IMPERIAL	Second
Second	RESIDENCIAL LUTECIA	Second
Third	HOTEL GUAYAQUIL no. 1	Third
Fourth	PENSION GRUTA AZUL	Fourth
	Center of Salinas	Luxury
Luxury	HOTEL PUNTA CARNERO	Second
First	HOTEL BRISA	Third
Second	HOTEL TIVOLI	Third
Third	HOTEL CENTENARIO	Fourth
Fourth	PENSION VIÑA DEL MAR	

Table 3 (Cont'd ....)

	Center of Santo Domingo	
Luxury	HOTEL ZARACAY	First
First	HOTEL TOACHI	Second
Second	HOTEL LA SIESTA	Third
Third	HOTEL VICTORIA	Third
Fourth	HOTEL EUROPA	Fourth
	Center of the Galapagos Islands	
Luxury *	LINA A BOAT	Luxury
First *	IGUANA BOAT	Tourist
Second	HOTEL GALAPAGOS	First
Third	HOTEL SOL Y MAR	Second
Fourth	PENSIÓN WITTMER	Second

*Because there is no luxury hotel on the Island and because the greater majority of travellers tour the Islands for a few days on the Lina A or on other boats such as the Iguana, these two boats are included as sampled lodging facilities for travellers.

III. 3. Collection and analytical procedure of the seasonal data.

In order to obtain the monthly numbers of travellers in the sampled hotels in each center, tabulation forms were filled out by the managers of these hotels. Both numbers of national and of international hotel guests were to be recorded on these forms, for each month of the years 1971 to 1973 inclusively; these numbers were taken from the hotel registration forms which, in Ecuador, require information on the citizenship of each traveller. It is imperative to note that the monthly numbers of travellers were available only as such in each hotel and therefore do not constitute traveller-night data (i.e. the monthly numbers do not

indicate how many nights the registered travellers stayed in a given hotel). It is for this reason that numeric values are not available in this study for the rate of occupancy of the hotels. Furthermore, no information on the purpose of trip of travellers is required on the hotel registration forms and therefore no monthly data on the number of tourists and business travellers were obtainable for the sampled hotels. During the interviews with the hotel managers, we checked that the seasonal data did not contain monthly numbers of travellers which are not representative of their usual pattern.

Since one of the aims of this study is to approximate the seasonal relationship between the two types of travellers in eight centers, a yearly monthly index of national and international travellers is needed for each center. If in each one of them, five numbers of national travellers (one from each category hotel) were available for each month of the years 1971 to 1973, these five numbers added together would yield a monthly center index for each year of that period. The same procedure would follow for international travellers. Unfortunately, it was impossible to obtain three complete years of monthly traveller data in each hotel because the registration forms retained by some managers covered as little as one year. Because of such circumstances, a sequence of twelve months became the required minimum for showing the monthly distribution of travellers in those hotels. In other hotels, incomplete years of data are available in addition to the required minimum of one year; however, in each hotel, the number of data months available for national and for international travellers is always equal.

The technique used in this study for obtaining an equal number
of data months in each hotel is to average the values of the available
months. Immediately, the following question arises: do yearly intra-
hotel patterns exist for each type of traveller to permit the averaging
of monthly values in different years? The existence of yearly intra-
hotel patterns is verified for each type of traveller by correlating
the monthly numbers of travellers in one year with those in another.
In this study, the terms 'correlation coefficient' and 'r value' are
used interchangeably to express the result of the computation of a
Pearson product moment coefficient.[1] For example, when three complete
years of data are available for a given hotel, traveller data for 1971
are correlated first with the traveller data for 1972 and then with the
traveller data for 1973; finally, the data for 1972 are correlated with
the data for 1973. In another hotel, where more than one year of data
exists but one is incomplete, the numbers of travellers in the incomplete
year are correlated only with those in the corresponding months in the
one or two other years. Some hotels have only one correlation coefficient
instead of three because only two years of data (whether complete or not)
are available; others have none because only one year is available. Only

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[1]The latter parametric correlation is used because the conditions of
interval data and of their normal distribution are assumed to be
satisfied by the monthly data in each hotel.

the r values with a significance level of 10%[1] are considered in this study to establish yearly (i.e. over a sequence of months with a maximum of twelve) intra-hotel travel patterns.

The twelve averaged months respectively for national and international travellers provide each hotel with a yearly monthly representation of number of travellers during the period of 1971 to 1973 inclusively. These months are referred to as _traveller-months_ and there are sixty national and sixty international traveller-months for the five category hotels in each center. In the sixty national traveller-months, the five numbers (i.e. one per hotel category) of national travellers for each month are added together and yield a national traveller index for the 1971-73 period for each given center. The international traveller index is derived in the same manner.

In order to compare the fluctuations of national and international travellers in the eight center indexes, the sixty traveller-months in each center are converted into percentages of each hotel's respective total of national and international travellers and they are referred to as sixty _percentage traveller-months_. With these percentage traveller-months it is possible to compute the fluctuation i.e. the coefficient of variation of sixty national traveller-months and of sixty international traveller-months in each center. We compute the coefficient of variation by

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[1] Such a significance level implies a probability of 10% of randomness and 90% of non-randomness for a given yearly pattern; in other words it implies that we are 90% confident that we are not making an error in accepting those r values as valid ones.

dividing the standard deviation[1] for sixty (national or international) traveller-months by the mean of those sixty traveller-months and multiplying the quotient by 100%. The advantage of this coefficient consists of its capacity to measure the total of monthly fluctuations or deviations from a mean value for all sixty traveller-months; for this reason the coefficient of variation is more inclusive than for example an amplitude ratio between the highest and lowest traveller-month. Although the sampled five category hotels in each travel center have different room and guest capacities, we can compare the coefficients of variation between centers and between national and international traveller-months because the coefficients are calculated with percentage traveller-months.

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[1]The standard deviation is defined as the <u>square root</u> of <u>the mean of the squared deviations from the mean</u> or

$$\sqrt{\frac{\Sigma \ (X - M)^2}{N - 1}}$$ where X is the individual traveller-month,

M is the mean of all sixty traveller-months and N equals sixty. In other words the deviation of each traveller-month from the mean value of all traveller-months is squared and divided by N - 1 i.e. by 60 - 1 or 59 months in order to obtain the mean of the squared deviations from the mean. Finally the square root is taken from that result in order to express the amount of deviation in traveller-months i.e. the original unit measure of the data before squaring them.

To determine the frequency and occurrence of peak and trough monthly numbers of travellers for each center index, we consider separately two decision rules: plus or minus 20% and plus or minus 10% about the mean value of each center index. The occurrence of the peaks and troughs for national and international travel enables us to obtain a seasonal and spatial image of travel in the surveyed centers. Admittedly our decision rules for identifying peak and trough months are rather crude but we point out that it is less arbitrary than a visual scanning and classification of the travel center index figures into peak, trough and intermediate months. We are aware that the results of our classification of months only indicate peaks and troughs in terms of numbers of travellers and not in terms of utilization or occupancy of hotel facilities.

In chapter II, it is hypothesized that a competitive relationship exists between national and international travellers in each of the surveyed centers. To evaluate such a relationship, the months of national traveller data are correlated with the months of international traveller data for each center index. Only a correlation coefficient with a significance level of 10% or less can validate or invalidate our hypothesis. For the correlation of the twelve months of national and international traveller data for each center index, such a significance level implies a r value of plus or minus .4973.

In this study, when we indicate that a r value is significant, we mean that it has a significance level of 10% or less.

III. 4. Collection and analytical procedure of the behavioral data.

In order to obtain information about the behavior of the national and the international travellers in Ecuador, three different versions of a questionnaire were used. One version was for national travellers, one for international travellers from Latin American countries and one for international non-Latin American travellers.[1] As previously indicated these questionnaires were distributed to the travellers staying in the sampled hotels in the eight center where we obtained the seasonal data for this study. Copies of each questionnaire version are found in Appendix 2 and although the content varies a little from one questionnaire to another it can be subdivided into questions relating to who answered the questionnaire (e.g. age, nationality, work occupation), when (date) and where (hotel and travel center) plus questions about the behavior of the traveller respondent in the center where he filled out the questionnaire. He was also asked about his behavior in Quito, in Guayaquil and whether or not he visited six specified centers. The questions on traveller behavior in Quito and Guayaquil were included in the questionnaires because we assumed that these two major cities are visited by a great number of national and international travellers;

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[1] The help of Maria Lourdes Cruz and Edgar Naranjo (from la Dirección Nacional de Turismo) in formulating the questionnaires in Spanish is acknowledged here.

the six specified centers are the other selected centers in this study.[1]

The questionnaires on traveller behavior were self-administered by the travellers, with the advantage that staff for interviewing was not necessary. In the eight travel centers, a total of 500 travellers filled out a questionnaire; 281 of these respondents were national travellers and 269 were international travellers. In the 281 national respondents, 214 were from the Sierra, 65 from the Costa, 2 from the Oriente, 0 from the Galapages Islands. In the 269 international respondents, 131 were from North America, 76 from Europe, 59 from Latin America 1 from Australia, 1 from Japan and 1 from Nigeria. Even though the sample size of each type of traveller is just about equal (281 and 269), it soon became evident that the majority of national travellers returned questionnaires filled out in an incomplete manner. The fact that Ecuadorean persons are not accustomed to filling out questionnaires would account for their response which contrasts greatly with that of the international travellers. The possibility of ambiguity in the questions is dismissed because the unanswered questions were not the same from one questionnaire to another. The response of national travellers accounts for a discrepancy between the number of national respondents for one question and the number of national respondents for another question

[1]Initially the center of Puyo was to represent travel conditions in the Oriente and this is why Puyo instead of Baños is indicated in the questionnaires. Subsequently, for the reasons given on p.30 Puyo was replaced in this study by Baños and questionnaires were distributed in Baños and not in Puyo. Because Puyo is located further in the Oriente than Baños, it is assumed that the respondents who answered 'yes' to having visited Puyo also visited Baños.

even though both questions were submitted to the same number of such respondents in one given center. This aspect may be true also for international respondents but not to the same extent as for national respondents.

Because of the small samples of behavioral data for national and international travellers in each center we decided to analyse only the following variables:

1 - the length of stay of national and international travellers in the center where they filled out the questionnaire

2 - the annual frequency of visit to the given centers for national business travellers

3 - the mode of transportation of national and international travellers to the center where they filled out the questionnaire

4 - the amount of expenditure of national and international travellers on individual given goods and services in the given centers.

In other words only the data provided for the above behavioral variables were tabulated i.e. their distribution of frequencies was found and the average and the standard deviation values were computed for the interval data. Finally all the other behavioral variables were not used in this study because they were not intimately related to the focus in this study (e.g. how many times have you visited Ecuador, etc.) and/or because the number of respondents was too small to check for significant differences (e.g. enumeration of activities done in the given centers). In the case of the question if a traveller had visited each of the six specified centers, the tabulation of this type of data would provide little insight in comparing the spatial and behavioral pattern of national and international travellers because a) the reason for having

visited them is unknown and b) for national and international travellers no restriction was imposed upon the period of time during which the visits to these centers had to take place. Logically lesser opportunities for visiting several centers exist for international than for national travellers.

Given that the number of retrieved questionnaires in some hotels was nil or very small, the behavioral data are analysed at the level of each individual center i.e. the sum of questionnaires retrieved in all five category hotels there. To analyse the behavioral data at this level, three assumptions are made:

1 - in any given travel center, for each reason of travel, the behavior of Serrano, Costeño and Oriente travellers are similar[1]

2 - in any given travel center, for each reason of travel, the behavior of North American, European, Latin American and other international travellers are similar

3 - in any given travel center, the behavior of each combination of type and category[2] of traveller is similar from one category hotel to another. For example, the behavior of the national tourists is similar in each of the five category hotels in a given center.

The only behavioral variable which is not analysed at the level of each individual center is the expenditure of national and

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[1] As previously mentioned, questionnaires were distributed in hotels only and not one questionnaire was filled out by a resident of the Galapagos Islands. This is easily accounted for, considering that few Islanders travel to mainland Ecuador and then, they usually stay with relatives or friends and not in hotels.

[2] See definition of terms type and category of travellers, p.

international travellers in the given centers. This variable is analysed at the aggregate level of seven centers together.[1] The previous assumptions are maintained but for seven centers together. The purpose of aggregating the data for this variable is to obtain a sample of respondents big enough to test by mean of an analysis of variance for a significant difference between the expenditure of national and international travellers. For the analysis of variance, the mean value of expenditure on individual given goods or services was calculated, first by finding the arithmetic mean of the amount of expenditure for the respondents in each category hotel in each of the centers. We proceded this way because the varying numbers of respondents in the different category hotels do not reflect the actual distribution of travellers according to hotel categories. Secondly, the arithmetic mean of those averaged results was calculated for the seven centers together.

The following remarks give the particular circumstances and/or assumptions for the analysis of some or all of the behavioral variables. As shown by the following figures, the majority of the questionnaires (without distinction between Spanish or English language questionnaire forms) were filled out in the months of July and August.

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[1]This variable is not analysed for the Galapagos Islands because the majority of travellers there are on package cruise tours and the breakdown of their expenditure on given goods and services is not feasible.

Table 4

| | RELATIVE % FREQUENCY |
MONTH	(OUT OF 519 QUESTIONNAIRES)
February	3.3%
March	1.3%
April	2.5%
June	0.6%
July	58.8%
August	32.2%
September	1.3%

Total of 519 questionnaires WITH indication of month
Total of 31 questionnaires WITHOUT indication of month
Total of 550 questionnaires for national and international travellers

It must be emphasized that the original research design proposed a distribution of questionnaires throughout an entire year, thus not confining the response of travellers to a few months of sampling. But during the absence of the author from Ecuador, technical and co-ordination problems brought their distribution to a halt. Nevertheless, this situation revealed itself to be a positive one in that it permitted re-formulating the questionnaire forms in Spanish with questions more closely related to the local implications of travellers, such as what was their amount of expenditure on individual given services and goods. The fact that the questionnaires in English were printed one year prior to the ones in Spanish accounts for the absence of those variables[1] in the questionnaires in English. However, the statistics

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[1] e.g. expenditure on lodging facilities, on food and beverage, on local transportation, on souvenirs and artcraft, on entertainment.

tabulated for those variables for international Latin American travellers
are used by inference for international travellers as a whole.

Given that the answers of the respondents are confined to a
few months of sampling and because we wish to infer those results on
a yearly basis, it is assumed here that the behavior of travellers is
more or less the same from one month to another. Naturally, we are
aware that this assumption needs to be qualified with regard to factors
such as climatic conditions. For example, the length of stay, expenditure
on some goods or services are often influenced by the prevailing climatic
conditions. Nevertheless, we need to make this assumption in order to
analyse the data at hand and draw general conclusions.

When the analysis of the behavioral data for each center
considers the reason for travel of the respondents, the number of those
travelling for business or for tourism are insufficient to permit testing
for significant differences between the behavior of national and inter-
national travellers. Hence the differences between the behavior of
national and international tourists and business travellers are assessed
in qualitative terms only. In each center the number of respondents
travelling for both business and leisure or for any other non-specified
reason is so small that these two categories of travellers are not
mentioned hereafter.

The annual frequency of visit to given centers is requested
from national business travellers because it is hypothesized in this
study that many of them travel on a regular basis to given centers.
However, in order to tabulate the answers from national business

travellers for this variable it must be assumed that the reason for travel is constant from one visit to another and that it is identical to the reason given when the traveller answered the questionnaire.

Here we wish to emphasize that the data obtained for the length of stay of travellers are poor and therefore no attempt is made in this study to speculate on the occupancy rate of lodging facilities. We realize that what is relevant in the planning of the travel industry is not only the number of travellers but their length of stay i.e. their utilization of travel industry facilities. Such data, especially in hotels, should be high on the list of priorities of data collection in the travel industry in Ecuador.

In summary, given the nature of the gathered seasonal and behavioral data plus the straightforward hypotheses which are formulated in chapter II, the techniques of analysis used to test those hypotheses are basic ones.

CHAPTER IV

EMPIRICAL RESULTS IN THIS STUDY

In chapter II we formulated a number of hypotheses concerning national and international travellers in Ecuador; in this chapter we describe and interpret the results of the empirical analysis by which we attempt to verify those hypotheses. Prior to doing this we underline the fact that the annual monthly data in this study also reflect behavioral features of national and international travellers i.e. where and when they choose to travel in eight particular centers in Ecuador. Therefore the expression 'behavior of travellers' in this study refers to the category of hotel and to the center travellers visit and during which month. As specified in the previous chapter, this expression also refers to the length of stay, the mode of transportation, the amount of expenditure (on some services and goods) of each type of traveller and the annual frequency of visit to given centers by some national business travellers.

IV.1. Respective yearly monthly patterns of national and international travellers in each hotel and from one category hotel to another.

In Appendix 3, graphs show the monthly numbers of national and international travellers for each sampled hotel and for the index

59

of each center.[1] The values shown by the graphs are percentages of the respective yearly totals of national and international travellers.

Chapter III indicated a need to average separately the monthly numbers of national and international travellers in each hotel so that a) the five hotels in each center may be compared for a uniform number of twelve months and b) the index for the center may be derived by including traveller months from hotels of different category. Before averaging, we checked each sampled hotel for significant dissimilar yearly[2] monthly patterns, respectively for national and international travellers. For the national traveller data in the sampled hotels, one significant[3] negative r value is found in the luxury category hotel in Baños. For the international traveller data, three significant[3] negative r values are found: one in the first category hotel in Baños, one in the third category hotel in Quito and one in the third category hotel in Ambato. This small number of significant negative r values

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[1] The superimposition of the dashed and full line representing national and international travellers on the graph for the luxury category hotel in Ambato is due to the fact that this hotel reported a constant monthly ratio of four national travellers for every international traveller (except for March of 1973). Subsequently a verification of the monthly totals for all travellers was possible but not for national and international travellers separately. Faute de mieux the ratio of four national travellers to one international traveller was retained even though it undoubtedly is an annual average and can not be valid for each month of the year. Hence the interpretation of the national and international data for Hotel Villa Hilda is done with caution.

[2] Yearly i.e. over a sequence of months with a maximum of twelve.

[3] At the 10% level or less. See chapter III, p.50, last paragraph.

out of seventy-five[1] r values suggests that using averaged annual monthly numbers is an acceptable procedure. Hereafter only the twelve averaged months for each hotel are used and they are referred to as traveller-months.

In this study we hypothesize that the annual monthly pattern of travellers in one category hotel and in another are not significantly similar. This hypothesis is tested by cross-correlating the national traveller-months in one category hotel with the national traveller-months in the four other category hotels in the same center (see tables 5 to 8). The same procedure is done for international traveller-months (see tables 9 to 12). All r values except those which are significantly positive will validate our hypothesis. Two considerations are kept in mind while interpreting the results of this testing: the data which are correlated between category hotels are obtained from one single hotel and often that hotel has been assigned to a different category than its official classification.

For national traveller-months the hypothesis that the annual monthly pattern of travellers in one category hotel and in another are not significantly similar is validated for Ambato, Baños, Quito, Santo Domingo and the Galapagos Islands.[2] The hypothesis is not validated

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[1] Instead of one hundred and twenty r values (i.e. three r values for each of the forty sampled hotels) only seventy-five were computed because many hotels have only one year of data.

[2] The monthly numbers of national travellers staying in hotels in the Galapagos Islands are small and an unstable annual monthly pattern of national travellers may characterize this travel center. Therefore the r values for these hotels should be considered with caution.

Table 5

COEFFICIENTS AND THEIR SIGNIFICANCE LEVEL FOR THE CORRELATION OF
NATIONAL TRAVELLER-MONTHS BETWEEN FIVE CATEGORY HOTELS IN GIVEN CENTERS

AMBATO

H. Cat.	Lux.	1	2	3	4
Lux.	H. V. Hilda	.36 (.24)	-.12 (.69)	-.21 (.50)	-.54*[1] (.06)
1	H. Vivero		.26 (.41)	-.01 (.97)	.01 (.96)
2	H. Asia			.33 (.29)	.44 (.15)
3	R. Ambato				.09 (.76)
4	R. 9 de Octubre				

BAÑOS

H. Cat.	Lux.	1	2	3	4
Lux.	H. Gertrudis	.08 (.78)	-.08 (.80)	.34 (.27)	-.17 (.58)
1	H. Paraíso		-.38 (.22)	-.49[2] (.10)	-.42 (.16)
2	H. Guayaquil			.20 (.51)	.33 (.28)
3	R. Teresita				.23 (.46)
4	R. Cordillera				

N.B. All coefficients are for twelve pairs of monthly data and their
significance level is between parentheses.

*identifies the coefficients significant at the .10 i.e. at the 10% level
or less.

[1] See footnote 1, page 70.
[2] This coefficient is only significant at the .101 i.e. 10.1% level.

Table 6

COEFFICIENTS AND THEIR SIGNIFICANCE LEVEL FOR THE CORRELATION OF
NATIONAL TRAVELLER–MONTHS BETWEEN FIVE CATEGORY HOTELS IN GIVEN CENTERS

CUENCA

H. Cat.	Lux.	1	2	3	4
Lux.	H. El Dorado	.59* (.04)	.64* (.02)	-.41 (.18)	.28 (.36)
1	H. Cuenca		.87* (.00)	-.14 (.66)	.56* (.05)
2	H. Majestic			-.13 (.66)	.66* (.01)
3	H. Paris				-.13 (.67)
4	R. Niza				

GUAYAQUIL

H. Cat.	Lux.	1	2	3	4
Lux.	H. Palace	-.05 (.86)	-.08 (.78)	.01 (.97)	-.05 (.87)
1	H. Viatur		.67* (.01)	.66* (.02)	.73* (.00)
2	H. Tourist			.13 (.67)	.66* (.01)
3	H. Del Pacifico				.56* (.05)
4	P. Colón				

N.B. All coefficients are for twelve pairs of monthly data and their
significance level is between parentheses.

*identifies the coefficients significant at the .10 i.e. at the 10% level
or less.

Table 7

COEFFICIENTS AND THEIR SIGNIFICANCE LEVEL FOR THE CORRELATION OF
NATIONAL TRAVELLER–MONTHS BETWEEN FIVE CATEGORY HOTELS IN GIVEN CENTERS

QUITO

H. Cat.	Lux.	1	2	3	4
Lux.	H. Colón Int.	.01 (.96)	-.54* (.06)	.16 (.60)	-.19 (.55)
1	H. Inca Imperial		.06 (.84)	.05 (.86)	.33 (.28)
2	R. Lutecia			.03 (.92)	-.13 (.67)
3	H. Guayaquil no. 1				.17 (.59)
4	P. Gruta Azul				

SALINAS

H. Cat.	Lux.	1	2	3	4
Lux.	H. P. Carnero	-.03 (.92)	-.14 (.65)	-.24 (.43)	-.30 (.33)
1	H. Brisa		.40 (.19)	-.06 (.83)	-.07 (.81)
2	H. Tivoli			.60* (.03)	.67* (.01)
3	H. Centenario				.93* (.00)
4	P. Viña Del Mar				

N.B. All coefficients are for twelve pairs of monthly data and their
significance level is between parentheses.

*identifies the coefficients significant at the .10 i.e. at the 10% level
or less.

Table 8

COEFFICIENTS AND THEIR SIGNIFICANCE LEVEL FOR THE CORRELATION OF NATIONAL TRAVELLER-MONTHS BETWEEN FIVE CATEGORY HOTELS IN GIVEN CENTERS

SANTO DOMINGO

H. Cat.	Lux.	1	2	3	4
Lux.	H. Zaracay	.34 (.26)	.16 (.60)	-.50* (.09)	-.63* (.02)
1	H. Toachi		.01 (.95)	-.35 (.25)	-.29 (.34)
2	H. La Siesta			.17 (.58)	-.05 (.87)
3	H. Victoria				.47 (.11)
4	H. Europa				

GALAPAGOS ISLANDS

H. Cat.	Lux.	1	2	3	4
Lux.	Lina A	-.32 (.30)	.02 (.92)	-.08 (.78)	N.C.[1]
1	Iguana		-.18 (.55)	-.00 (.98)	N.C.
2	H. Galapagos			-.37 (.22)	N.C.
3	H. Sol Y Mar				N.C.
4	P. Wittmer				

N.B. All coefficients are for twelve pairs of monthly data and their significance level is between parentheses.

*identifies the coefficients significant at the .10 i.e. at the 10% level or less.

[1]Not computed because the national traveller-months equal zero in Pensión Wittmer.

Table 9

COEFFICIENTS AND THEIR SIGNIFICANCE LEVEL FOR THE CORRELATION OF
INTERNATIONAL TRAVELLER-MONTHS BETWEEN FIVE CATEGORY HOTELS IN GIVEN CENTERS

AMBATO

H. Cat.	Lux.	1	2	3	4
Lux.	H. V. Hilda	.32 (.29)	.23 (.45)	-.12 (.69)	-.09 (.76)
1	H. Vivero		.60* (.03)	.04 (.88)	.19 (.53)
2	H. Asia			.55* (.06)	.24 (.44)
3	R. Ambato				.52* (.08)
4	R. 9 de Octubre				

BAÑOS

H. Cat.	Lux.	1	2	3	4
Lux.	H. Gertrudis	.32 (.29)	.06 (.85)	-.25 (.41)	N.C.[1]
1	H. Paraíso		-.05 (.86)	.32 (.30)	N.C.
2	H. Guayaquil			-.03 (.92)	N.C.
3	R. Teresita				N.C.
4	R. Cordillera				

N.B. All coefficients are for twelve pairs of monthly data and their
significance level is between parentheses.

*identifies the coefficients significant at the .10 i.e. at the 10% level
or less.

[1]Not computed because the international traveller-months equal zero in
Residencial Cordillera.

Table 10

COEFFICIENTS AND THEIR SIGNIFICANCE LEVEL FOR THE CORRELATION OF
INTERNATIONAL TRAVELLER–MONTHS BETWEEN FIVE CATEGORY HOTELS IN GIVEN CENTERS

CUENCA

H. Cat.	Lux.	1	2	3	4
Lux.	H. El Dorado	.41 (.17)	.31 (.32)	-.01 (.96)	-.03 (.92)
1	H. Cuenca		.85* (.00)	.17 (.59)	-.38 (.22)
2	H. Majestic			.22 (.48)	-.37 (.23)
3	H. Paris				.14 (.66)
4	R. Niza				

GUAYAQUIL

H. Cat.	Lux.	1	2	3	4
Lux.	H. Palace	.48 (.11)	-.32 (.30)	.20 (.52)	.02 (.93)
1	H. Viatur		.30 (.32)	.57* (.05)	.23 (.46)
2	H. Tourist			-.26 (.40)	-.33 (.29)
3	H. Del Pacifico				.50* (.09)
4	P. Colón				

N.B. All coefficients are for twelve pairs of monthly data and their
significance level is between parentheses.

*identifies the coefficients significant at the .10 i.e. at the 10% level
or less.

Table 11

COEFFICIENTS AND THEIR SIGNIFICANCE LEVEL FOR THE CORRELATION OF
INTERNATIONAL TRAVELLER-MONTHS BETWEEN FIVE CATEGORY HOTELS IN GIVEN CENTERS

QUITO

H. Cat.	Lux.	1	2	3	4
Lux.	H. Colón Int.	.65* (.02)	-.31 (.32)	-.09 (.76)	.20 (.53)
1	H. Inca Imperial		-.35 (.25)	.28 (.37)	.24 (.44)
2	R. Lutecia			.26 (.40)	-.18 (.56)
3	H. Guayaquil no. 1				.28 (.22)
4	P. Gruta Azul				

SALINAS

H. Cat.	Lux	1	2	3	4
Lux.	H. P. Carnero	.33 (.29)	-.05 (.86)	.40 (.18)	-.35 (.25)
1	H. Brisa		.69* (.01)	-.04 (.90)	-.23 (.45)
2	H. Tivoli			-.22 (.49)	.21 (.49)
3	H. Centenario				-.39 (.20)
4	P. Viña Del Mar				

N.B. All coefficients are for twelve pairs of monthly data and their
significance level is between parentheses.

*identifies the coefficients significant at the .10 i.e. at the 10% level
or less.

Table 12

COEFFICIENTS AND THEIR SIGNIFICANCE LEVEL FOR THE CORRELATION OF
INTERNATIONAL TRAVELLER-MONTHS BETWEEN FIVE CATEGORY HOTELS IN GIVEN CENTERS

SANTO DOMINGO

H. Cat.	Lux.	1	2	3	4
Lux.	H. Zaracay	.63* (.02)	-.12 (.69)	.11 (.71)	N.C.[1]
1	H. Toachi		-.24 (.43)	.24 (.45)	N.C.
2	H. La Siesta			-.07 (.80)	N.C.
3	H. Victoria				N.C.
4	H. Europa				

GALAPAGOS ISLANDS

H. Cat.	Lux.	1	2	3	4
Lux.	Lina A	.01 (.96)	.44 (.14)	.56* (.05)	.79* (.00)
1	Iguana		-.24 (.44)	.06 (.83)	.19 (.54)
2	H. Galapagos			-.10 (.75)	.15 (.63)
3	H. Sol Y Mar				.89* (.00)
4	P. Wittmer				

N.B. All coefficients are for twelve pairs of monthly data and their
significance level is between parentheses.

*identifies the coefficients significant at the .10 i.e. at the 10% level
or less.

[1] Not computed because the international traveller-months equal zero in
Hotel Europa.

for the national traveller-months in Cuenca, Guayaquil and Salinas where some category hotels have annual monthly patterns similar to other category hotels in the same center.

For international traveller-months the hypothesis is not validated for seven of the eight surveyed centers. Given that situation, we suspect that the hypothesis is validated for Baños mostly by chance i.e. the monthly numbers of international travellers there are small and an unstable annual monthly pattern of international travellers may characterize this travel center. It is for this reason that the r values for Baños should be considered with caution.

In short, our hypothesis is considered as invalidated for the annual monthly patterns of international travellers in the eight centers. For national travellers our hypothesis is invalidated for three centers only. In the remaining five centers, Ambato, Quito and Santo Domingo show significant negative r values.[1] The significant r values in those three centers are all between a luxury category hotel and either a second, third or fourth category hotel. So far we have noticed that the significant negative r values are found only for national traveller data, between quite different category hotels (e.g. luxury and fourth category hotels). But we also have noticed that in Cuenca, Guayaquil and Salinas the significant positive r values for national travellers are more numerous than for international

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[1] The significant negative r value between the luxury category hotel and the fourth category hotel in Ambato should be accepted with caution because of the nature of the data for Hotel Villa Hilda. See p.60, footnote 1.

travellers. The few significant positive r values for international travellers are usually between immediate category hotels whereas those for national travellers do not show a well defined pattern of any sort.

Because most of the values in the correlation matrix for each center are not significantly positive, it is shown here that each category hotel has its particular annual monthly pattern and that it is reasonable for the purposes of this study to design a travel center index which includes data from different category hotels. Other than that aspect we are now assured that the coefficients of variation of national and of international travel for each center are calculated with monthly category hotel data which in most cases are not significantly similar or dissimilar.

IV. 2. Fluctuations in national and international traveller-months in five category hotels in each travel center.

In the general discussion for this study it is hypothesized that international travel in the eight centers fluctuates more on an annual monthly basis than national travel does. The method used for measuring the fluctuation in the national and international traveller-months is that of the coefficient of variation.[1] The standard deviations, means and coefficients of variation of the sixty percentage traveller-months are given in the following table.

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[1] As indicated in chapter III, this coefficient is computed by dividing the standard deviation by the mean of the traveller-months and multiplying the quotient by 100% (i.e. one standard deviation/mean x 100%).

Table 13

	One standard deviation %		Means %		Coefficients of variation %	
	N.	I.	N.	I.	N.	I.
Ambato	1.02	4.02	8.33	8.33	12.27	48.23
Baños	2.38	13.44	8.33	6.67[1]	28.50	201.58
Cuenca	2.11	3.19	8.33	8.33	25.34	38.25
Guayaquil	1.58	4.53	8.33	8.33	18.99	54.37
Quito	1.94	2.80	8.33	8.33	23.28	33.65
Salinas	3.69	9.05	8.33	8.33	44.33	108.64
Santo Domingo	2.18	5.16	8.33	6.67[1]	26.12	77.44
Galapagos I.	11.15	5.33	8.33	8.33	133.80	63.98

N. = National traveller-months
I. = International traveller-months

According to the coefficients of variation, international travel fluctuates more on an annual monthly basis than national travel does, except in the Galapagos Islands.

International travel in Ambato fluctuates much more than national travel (48.23% versus 12.27%); hotel managers interviewed there indicated that only a few international travellers occasionally stay overnight. However, many such travellers do visit Ambato but only for a few hours and therefore do not require lodging facilities. International travellers do not stay overnight in Ambato because this city is located very near to the capital city of Quito and it is on the main

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[1] The reason for which Baños and Santo Domingo have means of 6.67% instead of 8.33% like the other centers is that the values of international traveller-months in one hotel in Baños and in Santo Domingo all equal zero.

road to other major centers which have more outstanding attractions for international travellers than Ambato. National travel to Ambato occurs on a regular basis from one month to another mostly because of weekly market activity. This aspect would largely account for the fact that this coefficient is the lowest for national and international travel in the eight centers. The other centers also have weekly markets but their flow of national travellers do not depend as much on weekly market activity as in the case of Ambato.

The coefficient of variation of international travel in Baños is very high because international tourists rarely visit health resorts which do not have a world renown, as in the case for Baños. This aspect as well as the poor accessibility of this center would largely account for the fact that its international coefficient is the highest for the eight centers. On the other hand the coefficient of variation of national travel in Baños is fairly low because national tourists visit this resort year-round. In spite of its isolated location in the Upper Amazon high-lands and its poor road link with the rest of the country,[1] national tourists visit Baños for its mineral water pools and/or because it is a site for religious pilgrimages.

In Cuenca and in Quito international travel fluctuates more than national travel. In those two centers the difference between the coefficient of variation for international and national travel is less than in the other centers. This aspect is not unexpected for Quito

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[1] The Ambato-Baños new road link was still being built in 1973.

because both national and internationl travel are assumed to be year-round activities in the capital city of the country. The small difference between the coefficient of variation of national and international travel is unexpected in the case of Cuenca. This small difference would suggest that international travel in Cuenca is fairly stable on an annual monthly basis, similarly to national travel there. The hotel managers interviewed in Cuenca indicated that throughout the year when international tourists in Ecuador visit centers other than Quito, Cuenca is one of the most visited centers. The Spanish-colonial quaintness of Cuenca as well as its renowned artcraft attract many international travellers. Because it is the third most populated city in Ecuador, it is assumed that national business travel to Cuenca is a year-round activity; on the other hand, according to the hotel managers interviewed very little and only occasional international business travel takes place in that city. Some national tourists visit Cuenca because of its close location to a number of thermal and mineral water pools (e.g. in Durán which is at eight kilometers from Cuenca).

International travel to Guayaquil fluctuates more than national travel for the following reasons: international tourism decreases during the rainy season there and during the low season (from September to April) for international tourism to the Galapagos Islands. The link between international tourism to the Islands and to Guayaquil is that tourists visiting the Islands often stay overnight in Guayaquil and leave from there on a tour to the Islands. International and national business travel to Guayaquil are assumed to be distributed fairly evenly

throughout the year because this city provides the greatest opportunities in the country for business, commercial and industrial activities. In contrast, national tourism there is not considered to be strong, especially during the rainy season which lasts from December to May and also because of the few tourist attractions in Guayaquil.

International travel to Salinas fluctuates much more than national travel (108.64% versus 44.33%). The coefficient of variation of international travel in Salinas is high because this seaside resort is visited only occasionally during the year by international tourists. National travel fluctuates less because people from nearby Guayaquil go to Salinas mostly during the rainy season (February to April) but also occassionally during the rest of the year. Furthermore in July and August, some people from the Sierra go there for their holidays. As mentioned before, there is very little business travel to Salinas, either by national or international travellers.

In Santo Domingo, international travel fluctuates more than national travel (77.44% versus 26.12%). International travel fluctuates by a fair amount because only Latin American business travellers and international (Latin American and non-Latin American) tourists occasionally visit this center. National travel fluctuates much less because of year-round business travel to Santo Domingo in order to trade temperate and tropical climate products.

The Galapagos Islands are the exceptional case where international travel fluctuates less than national travel (63.98% versus 133.80%). This is largely due to the fact that it is very costly to

travel to the Galapagos Islands and to cruise from one island to another. The Islands are visited more regularly by international tourists than by national tourists because the number of international tourists who can afford and who want to visit there is far greater than the number of national tourists. No international business travel takes place in the Islands but national business travel does occur to some small extent.

The lowest coefficient of variation of national travel in the eight centers is that in Ambato, followed by Guayaquil and Quito; these coefficients range between 12.27 and 23.28%. The centers which show coefficients of variation above 50% and below 100% are Cuenca, Santo Domingo, Baños and Salinas (25.34, 26.12, 28.50 and 44.33% respectively) whereas the Galapagos Islands rank above 100%.

It is interesting to note that the coefficient of variation of national travel in the seaside center of Salinas is much higher than that in the spa center of Baños. Though Salinas is far more accessible than Baños, Salinas shows sharper annual monthly fluctuations than Baños. One characteristic which would account for the difference in annual monthly fluctuations in national tourism in Salinas and in Baños is that the water temperature and the climate in Baños are more constant during the year than in Salinas, where they change when the off-shore cold water current is displaced from December to May by the El Niño warm water current. One other aspect would be that Baños is also a religious center of travel and Salinas is not. The coefficients of variation of national travel are quite similar in Quito and Guayaquil, the two major cities in the country. This is so because the economic capital of Ecuador,

Guayaquil, presents greater opportunities for national business travel than Quito. However, in regard to national tourism Quito presents greater opportunities than Guayaquil. The lowest coefficient of variation of international travel in the eight centers is that in Quito, followed by Cuenca and Ambato; these coefficients range between 33.65 and 48.23%. The centers which show coefficients of variation above 50% and below 100% are Guayaquil, the Galapagos Islands and Santo Domingo (54.37, 63.98 and 77.44% respectively) whereas Salinas and Baños rank above 100% of variation.

The difference between the coefficients of variation of international travel in Quito and Guayaquil is greater than between their coefficients of variation of national travel. As it is the case for national travel, Guayaquil presents greater opportunities for international business travel than Quito. On the other hand, given its location and character, Quito presents greater opportunities for international tourism than Guayaquil.

Unlike for national travel, the coefficient of variation of international travel in Salinas is much lower than the coefficient for Baños. If Salinas attracts international travellers more evenly during the year than Baños does, it is because Salinas is renowned for its sea-fishing expeditions and it also has bigger and more numerous luxury hotel facilities. Furthermore, Salinas is more accessible than Baños from Quito and Guayaquil which are the major points of arrival of international travellers to Ecuador.

IV. 3. Annual ratio of national to international travellers in
each travel center index.

The annual ratios of national to international travellers in

the indexes for the eight centers are the following:[1]

Table 14

Ambato	14.00 to 1	Quito	0.59 to 1
Baños	10.00 to 1	Salinas	5.00 to 1
Cuenca	2.00 to 1	Santo Domingo	3.00 to 1
Guayaquil	3.00 to 1	Galapagos Islands	0.08 to 1

National travellers outnumber international travellers in six out of

eight center indexes. In the individual hotels, national travellers

outnumber international travellers in thirty-one out of the forty

sampled hotels; furthermore, in each center the ratio of national to

international travellers increases noticeably from the luxury to the

fourth category hotel.[2] According to the individual hotel ratios, the

hotels which cater most to the national travellers are the fourth and

third category hotels and the hotels which cater most to the inter-

national travellers are the luxury category hotels. This substantiates

an earlier assumption that national travel largely accounts for the

fact that 80.6% of hotels in Ecuador are of third and fourth category.

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[1] The ratios which score more than unity i.e. 1 to 1 have been rounded
to the first whole number.

[2] Only one hotel in Ambato, one in Baños and one in Santo Domingo are
exceptions to the increase of national to international travellers
from the luxury to the fourth category hotel. These exceptions are
likely due to the presence of 'wanderlust' international tourists
who usually stay in lower category hotels.

The spatial significance of the figures in table 14 may be interpreted in the following manner. Numerous centers other than Quito and Guayaquil are visited by international travellers. International travellers of course visit Quito and Guayaquil, where are located the only international airports in Ecuador and where the majority of international travellers enter the country.[1] In other words, the attractiveness of several of the centers, to international travellers, is outstanding enough to prevent a monopoly of such travellers by one or two centers such as Quito or the Galapagos Islands. Given appropriate planning measures this advantageous spatial feature of international travel in Ecuador could be maintained and strengthened.

Only Ambato, Baños and Salinas are not visited very much by international travellers. In the surveyed centers only the Galapagos Islands are not visited very much by the national travellers. For the travel center of Quito, we feel that the annual ratio of national to international travellers should be considered with added caution because the actual ratio of national to international travellers in Quito most likely is not as low as shown here.

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[1] Data for the years of 1965 to 1970 show that more than 75% of international traveller arrivals in Ecuador are by air and not by land or water.
Source: Plan de Fomento Turístico 1973-1977, Ministerio de Recursos Naturales y Turismo, Quito, 1972, p.8.

IV. 4.   Annual monthly patterns of national and international travellers
         in the eight travel center indexes.

Here we test the hypothesis that, using the travel center

indexes, there are more negatively correlated patterns of national

travellers than of international travellers for all possible travel

center pairs.[1]

We find three negatively correlated patterns of national

travellers for travel center pairs which are significant at the 10%

level or less. We do not find any negatively correlated pattern of

international travellers which is significant at the 10% level or less.

Thus our hypothesis is validated but in a very weak manner, because

three significant negative r values out of twenty-eight possible r values

is a small percentage. Table 15 gives the values of the three negatively

correlated patterns of travellers.

Table 15

Negatively correlated patterns of national travellers
for travel center pairs

	r value
Guayaquil and Salinas	−.70
Quito and Baños	−.61
Galapagos Islands and Salinas	−.69

Here we have an indication that Guayaquil and Salinas probably do not

compete for national travellers. Neither do Quito and Baños, or the

Galapagos Islands and Salinas. These negatively correlated patterns

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[1] A travel center pair is defined as two travel centers considered jointly,
one relative to the other. For eight centers, there is a total of twenty-
eight travel center pairs.

of national travellers suggest that these centers do not compete because the climatic conditions which stimulate tourism there do not occur at the same time. If this situation really exists, and it is our opinion that it does, appropriate planning measures should maintain this advantageous aspect of national travel in Ecuador. This aspect presents advantages at the local, regional and inter-regional levels. The level of utilization of local travel industry facilities is not lowered because one center is competing with another to attract national travellers at the same time of the year. Also this aspect promotes a more year-round flow of travellers between centers within the same region and between different regions.

With these data we can test a related hypothesis. The hypothesis that, using the travel center indexes, there are more positively correlated patterns of international travellers than of national travellers for all possible travel center pairs. The following tables give the values of the positively correlated patterns of travellers which are significant at the 10% level or less.

Table 16

Positively correlated patterns of international travellers
for travel center pairs.

	r value
Ambato and Cuenca	.64
Ambato and Quito	.55
Ambato and Santo Domingo	.75
Cuenca and Santo Domingo	.73
Cuenca and Baños	.82
Galapagos Islands and Quito	.64

Table 17

Positively correlated patterns of national travellers
for travel center pairs

	r value
Ambato and Cuenca	.98
Ambato and Salinas	.52
Cuenca and Santo Domingo	.69
Quito and Guayaquil	.59
Galapagos Islands and Quito	.56
Galapagos Islands and Guayaquil	.71
Galapagos Islands and Santo Domingo	.56
Salinas and Baños	.74

The positively correlated patterns of national and international travellers suggest that a number of travel centers are competing with each other for travellers. But we question the extent to which these results should be taken at face value.

First let us examine the positively correlated travel center pairs for national travellers. Though the pattern of national travellers in the Galapagos Islands is significantly similar to the pattern of national travellers in Quito, Guayaquil and Santo Domingo, respectively, we believe that there is very little competition between these centers. The national tourists who can afford and who do visit the Galapagos Islands constitute a minute number compared to the number of national tourists and business travellers who go either to Quito, to Guayaquil or to Santo Domingo.

Also we consider that there is little competition between Ambato and Salinas because Ambato mainly attracts business travellers and Salinas mainly attracts tourists. In other words, the positively correlated pattern for those two centers suggests a similar pattern of travellers but for different categories of travellers. If we disregard the positive correlation coefficients involving the Galapagos Islands

and if we consider the Ambato-Salinas coefficient as a special case,
we count only four significantly positive coefficients instead of eight.

For the positively correlated patterns of international
travellers, we suggest that many international travellers visit a few
centers in Ecuador to maximize the benefit of their trip there. This
aspect may largely account for similar patterns of such travellers in
different centers. For example, many international tourists visit
the capital of the country and also the Galapagos Islands. Though we
would expect a positively correlated pattern of international travellers
in the two major cities where the majority of international travellers
enter Ecuador, the r value for Quito and Guayaquil is very low and non-
significant.[1] We speculate that this situation exists because more
international business travellers than tourists go to Guayaquil and vice-
versa for Quito. In any event, we note that the correlated pattern of
international travellers for that travel center pair is not significantly
positive or negative.

Though we have argued for some centers that they do not compete
very strongly with other given centers, we recognize that some seasonal
competition for travellers inevitably exists between more or less
similar centers. Also, we are aware that the correlated patterns of
travellers for travel center pairs which are non-significant for a
sequence of twelve months may contain individual peak periods of travellers

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[1] The r value for Quito and Guayaquil is .17 and it is significant at
the 58% level.

which create a competition for travellers between centers.

Where climatic conditions do not dictate the timing of holidays and festivals, proper spatial and seasonal planning of such events could reduce the degree of competition between centers and increase their level of utilization of travel industry facilities.

IV. 5. Frequency and occurrence of peak and trough months in the eight travel center indexes.

We now try to determine the frequency and international travellers for each center index. This measure enables us to obtain a seasonal and spatial image of travel in the eight surveyed centers. Unlike the coefficient of variation which is sensitive to all the monthly numbers of travellers, this measure considers only high or low monthly numbers of travellers. The correlation coefficients computed in the section IV.4. do no pick up peak and trough months since they involve all the twelve months rather than searching out peaks and troughs.

More attention is given here to peak and trough months than to intermediate months because they usually imply a greater or lesser utilization of the travel industry facilities and an increase or decrease in amount of work for employees in the travel industry. Once the frequency and occurrence of peaks and troughs in each center are better known, appropriate seasonal and spatial planning measures can help to smooth out or minimize the impact of undesirable levels of resource utilization.[1]

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[1]For example, some travel facilities such as buses can be moved about between locations as a function of peak and trough period demands. Public sector employees such as park attendants, etc., can be rotated through jobs and job sites as a function of the pattern of demand.

We emphasize that the center indexes in this study consist of monthly numbers of travellers without an indication of their length of stay in the centers. Therefore these indexes can not be used as indexes of occupancy. Furthermore, we are aware that the use of monthly data to determine peaks and troughs may hide a peak period of a few days if the rest of the month is low or intermediate in number of travellers.

To permit a comparison between centers, we use the center index figures in monthly percentages of the yearly total of national and of international travellers. If the twelve monthly percentages were evenly distributed for each type of traveller in each center, every month would equal 8.33% (i.e. the yearly total of 100% divided by twelve). We consider separately two decision rules to identify peak and trough months in the eight national and international indexes: plus or minus 20% and plus or minus 10% about the mean value of each center index. In other words, according to the 20% decision rule a peak scores higher than 9.99% (i.e. 8.33% plus 20% of 8.33%) and a trough lower than 6.67% (i.e. 8.33% minus 20% of 8.33%). According to the 10% decision rule a peak scores higher than 9.16% and a trough lower than 7.50%. We consider two rough decision rules for identifying peaks and troughs because we do not have adequate information to select a criterion for identifying peaks and troughs in terms of the effect of changes in the number of travellers on the utilization of facilities. A better decision rule would be one which could identify peaks in terms of occupancy rates and facility bottlenecks, and which could

identify troughs in terms of serious excess capacity and the implications

for employment and rate of return on travel facilities. Further research

is necessary to identify a better measure of peaks and troughs.

By using the 20% decision rule, in table 18 we find eleven peaks

and ten troughs for the eight national center indexes and twenty peaks

and twenty-two troughs for the eight international indexes. In the same

table, by using the 10% decision rule, we find twenty-two peaks and

twenty-one troughs for the eight national center indexes and thirty-one

peaks and thirty-two troughs for the eight international center

indexes. A greater frequency of peaks and troughs for international

travellers than for national travellers (with one or the other decision

rule) corroborates the earlier finding that international travel

fluctuates more than national travel does, on an annual monthly basis

in the surveyed centers.

To interpret the spatial and seasonal image given by the

peaks and troughs of national and international travellers, we will

consider the results which were generated by using the 20% decision

rule (see table 18). This interpretation is done with caution and

awareness of the shortcomings of the data which are at hand.

For national travellers, January appears as an intermediate

month in all the surveyed centers. February, March and April is the

period during which Costeños have their major school and work holidays.

During that period, we assume that the peak in Baños, Cuenca and those

in Salinas are attributable to the additional presence of Costeño

tourists in those centers. Also the national holidays of Carnaval and

Table 18

TRAVEL CENTER INDEXES IN MONTHLY PERCENTAGES OF RESPECTIVE YEARLY TOTAL OF NATIONAL TRAVELLERS

months	J	F	M	A	MY	J	JY	A	S	O	N	D
AMBATO	7.84	9.02	8.26	9.07	8.38	8.20	8.17	8.51	7.96	8.35	8.63	7.61
BAÑOS	8.11	▲10.75	△9.54	8.87	8.02	○6.79	8.10	▲10.29	9.16	7.61	●4.83	7.91
CUENCA	○7.28	8.12	△9.54	▲11.03	○7.27	●6.56	△9.21	8.62	8.60	8.76	9.08	●5.93
GUAYAQUIL	7.93	●5.97	○7.10	8.14	8.16	8.23	8.85	△9.12	△9.21	9.82	8.92	8.55
QUITO	○7.04	○6.89	7.83	8.80	8.55	△9.17	8.81	7.52	8.20	△9.24	8.66	△9.29
SALINAS	7.62	▲11.48	▲11.49	▲12.43	8.56	○7.06	7.59	9.07	7.61	●5.23	●5.01	○6.86
SANTO DOM.	○7.11	8.04	7.86	○7.36	8.25	8.98	△9.36	▲10.16	7.73	8.11	8.05	8.99
GLPGOS I.	○6.79	●3.60	●1.75	●5.04	△9.98	▲12.04	△9.47	▲11.83	●6.17	▲15.12	7.51	▲10.70

TRAVEL CENTER INDEXES IN MONTHLY PERCENTAGES OF RESPECTIVE YEARLY TOTAL OF INTERNATIONAL TRAVELLERS

months	J	F	M	A	MY	J	JY	A	S	O	N	D
AMBATO	●6.23	●6.62	8.17	8.75	7.63	9.02	▲10.61	8.88	8.36	△9.77	8.36	7.61
BAÑOS	▲11.58	8.64	9.11	▲14.24	○7.40	●6.55	△9.21	▲11.77	●3.70	7.69	●4.56	●5.55
CUENCA	○7.27	●6.45	▲10.27	△9.32	△9.21	○6.94	▲10.41	△9.81	●5.86	○7.21	8.25	8.98
GUAYAQUIL	7.95	8.12	7.63	7.82	○6.73	○7.37	8.25	▲10.04	○7.46	△9.51	▲10.20	8.92
QUITO	○6.93	7.92	8.93	8.59	8.52	8.39	△10.89	○7.34	●6.22	8.66	▲10.10	7.51
SALINAS	●4.29	▲15.66	▲11.61	▲12.23	△9.44	8.61	▲11.72	●6.26	●4.52	○7.21	●3.37	●5.10
SANTO DOM.	●5.51	●4.18	●4.41	●5.97	●5.99	▲13.59	▲14.11	▲13.52	▲10.09	9.06	8.67	●5.02
GLPGOS I.	8.26	△9.27	8.50	7.60	●6.36	9.15	▲11.63	△9.65	●0.72	△9.25	▲10.11	△9.51

Peak months	▲	20% above the mean
	△	10% above the mean
Trough months	●	20% below the mean
	○	10% below the mean
Intermediate months	BLANK	

Easter occur during those months. The trough in Guayaquil suggests that the rainy season in the Costa does cause a temporary decrease in travel to this center. The Galapagos Islands show very clear troughs during those months. This may be interpreted as indicating that few Costeños visit the Islands. If this is the case, it would be interesting to know why. There are no peaks for international tourists in the Galapagos Islands during this period, so strong competition on the behalf of international tourists is not the reason.

The month of May appears as an intermediate month in the eight centers. June shows a trough in Cuenca and a peak in the Galapagos Islands, for which no specific explanations can be offered here. Given the small number of national travellers who go to the Islands, it may well be the case that small changes in absolute numbers show up as large percentage changes. Our travel center index for the Islands shows a yearly total of 324 national travellers (and 4,195 of international tourists).[1]

July, August and September is the period during which Serranos have their major school and work holidays. Baños, Santo Domingo and the Galapagos Islands each show a peak in the month of August. Travel to the Islands during the month of September is restricted because it is the breeding period for the animals on the Islands.

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[1] We are using the terms national 'travellers' and international 'tourists' because national business travellers and tourists visit the Islands but no international business travellers do.

During the period of October, November and December, the trough in Baños, in Cuenca and those in Salinas are probably attributable to a decrease in tourism during the months prior to Christmas. The peak in October and in December in the Galapagos Islands may reflect an increase in national business travel there. In one case, the assumed increase in business travel follows the restriction in travel in September, because of the breeding period of the animals. In the other case, the assumed increase in business travel occurs prior to the Christmas and New Year festivities.

Some peaks which we would expect to be identified are not with the 20% criterion but they are, with the 10% criterion. These expected peaks are related to special events for each center. For example, there are festivities in October in Guayaquil to commemorate that city's Independence from Spain. In December, in Quito there are festivities to commemorate the city's fundation. Those festivities and others elsewhere last for many days and attract outsiders. Those who can not stay with friends or relatives, stay in hotels. We note here that the Fiesta de la Fruta y de las Flores in February in Ambato does not show as peak, with either of our decision rules.

Before commenting on the peaks and troughs for international travellers, we point out that our travel center indexes for Ambato, Baños and Salinas show small yearly totals of international travellers and therefore small changes in absolute numbers may show up as large percentage changes.[1]

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[1]These totals are 861, 351 and 1,827 international travellers, respectively. The totals for the five other centers range between 4,484 (in Santo Domingo) and 24,899 (in Quito).

For international travellers, January appears as a trough month in Ambato, Salinas and Santo Domingo. The troughs would be attributable to a decrease of international travel immediately after the New Year. For the exceptional peak of international travellers in Baños, it may well be the case that small changes in absolute numbers of travellers show up as large percentage changes. Our travel center index for Baños shows a yearly total of 351 international travellers (and 3,406 of national travellers). February appears as a trough in Ambato, Cuenca and Santo Domingo whereas it appears as a high peak in Salinas. We consider the peaks in some centers during February, March, and April to reflect the additional presence of international tourists, on holidays during the winter months in the northern hemishpere. It would be interesting to know if February, March and April actually are peaks as high as shown by the center index for Salinas. Again we suggest that it may partly be the case of small changes in absolute numbers of travellers which show up as large percentage changes. Our travel center index for Salinas shows a yearly total of 1,827 inter- national and 8,930 national travellers . In any event, during those months Santo Domingo shows very low trough which make us question why that center is not visited by international travellers at that time of the year. We are prepared to consider that a trough period exists in Santo Domingo during those months because the climatic conditions are not as agreeable then as during the rest of the year. This study can offer no other reason for what appears to be a trough period spread out during five months. Our travel center index shows a sizeable

yearly total of 4,484 international travellers and therefore we do not consider the monthly changes in percentages as being accidental or random.

May shows a trough in Santo Domingo and in the Galapagos Islands. We speculate that May is the month of transition between the cruises during the winter and the summer months for the Islands' major market of travellers, which is in North America and Europe. June appears as a trough in Baños and as a very high peak in Santo Domingo. As expected, because of the summer holidays for travellers from the northern hemisphere, July shows a peak in all centers, except in Baños. August appears as a peak in Baños, Guayaquil and Santo Domingo but as a trough in Salinas. Most of the travel centers show a trough in September because the holidays of many international travellers end during that month. The peak in September in Santo Domingo is exceptional and in this study we can not offer any explanation for it. As mentioned earlier, travel to the Galapagos Islands is restricted in September and seemingly it is more restricted for international tourists than for national travellers.

The month of October appears as an intermediate international travel for the eight centers. We may speculate that the peaks in November in Quito and Guayaquil, the two major cities in the country, are caused by an increase of international commercial business travel prior to Christmas and New Year period. For that same month there is a peak of international travel to the Islands and a trough in Baños and Salinas. December appears as a trough month in Santo Domingo, Salinas and Baños.

In short, our interpretation of the peak and trough months of national and international travel is done with caution and awareness of the shortcomings of the data which are at hand. We recognize that no interpretation for some international peak and trough months was offered. This is due to our limited knowledge of the features of international travel in the individual centers but also to the nature of the travel center index figures. Further research is necessary to identify a better measure of peaks and troughs, for the sake of minimizing undesirable levels of resource utilization.

IV. 6. Seasonal relationship between national and international travellers in the eight travel center indexes.

In chapter II it is hypothesized that a competitive seasonal relationship exists between national and international travellers. The following r values are the coefficients of correlation of the twelve months of national travel with the twelve months of international travel in each center index.

Table 19

	r value	sign. level[1]		r value	sign. level[1]
Ambato	.04	89.6%	Quito	.39	20.6%
Baños	.44	14.4%	Salinas	.74	00.6%
Cuenca	.48	10.9%	Santo Domingo	.67	01.6%
Guayaquil	.44	14.9%	Galapagos I.	.25	42.4%

For the correlation of the twelve months of national and international travel for each center index, significant coefficients must have a r value of plus or minus .49 . A r value equal or less

[1] The significance level figure for each r value indicates the percentage of times that the acceptance of that r value would be an error resulting from chance or random circumstances.

than −.49 suggest that the two types of travellers are related in a complementary way i.e. to some extent their respective peak, trough and intermediate numbers of travellers do not coincide on an annual monthly basis. A r value equal or greater than .49 suggest that the two types of travellers are related in a competitive way i.e. to some extent their respective peak, trough and intermediate numbers of travellers do coincide on an annual monthly basis.

The r values in table 19 indicate that a competitive seasonal relationship between national and international travellers exists in Salinas and in Santo Domingo; their r values equal .74 and .67 and are significant respectively at the 0.6 and 1.6% level. In Cuenca the seasonal relationship between the two types of travellers is probably competitive, given its r value of .48 which is significant at the 10.9% level. Hence the hypothesis of a competitive seasonal relationship between national and international travellers is validated in this study only for Salinas, Santo Domingo and Cuenca. These indices of competitive seasonal relationship are important since international travellers represent from seventeen to thirty-four percent of the annual total of travellers, according to our estimates (see table 14 in section IV. 3.). Quito and Guayaquil, which also have important yearly proportions of international travellers, have r values of .39 and .44 with significance levels of 21 and 15% respectively. The latter statistics lend weak support to our hypothesis for Quito and Guayaquil. The same applies to Baños, where the yearly proportion of international tourists is very small, and which has a r value of .44 significant at the 15% level.

We note that the patterns of national and international travellers which are evaluated as non-significant could still contain specific peaks producing a competitive demand for facilities. One can examine the data for such peaks, either by visually scanning the graphs for each center in Appendix 3 or by using table 18 with the peak symbols for national and for international travel.

We tested this hypothesis to determine the extent to which the two types of travellers are seen to be in competition for lodging facilities. Though the travel center indexes for Salinas, Santo Domingo, Cuenca and other centers show the coincidence during the same month of a peak for national and international travel, we found earlier in this study that each type of traveller stays in different category hotels. Usually, national travellers stay in the lower category hotels and international travellers, in the higher category hotels. Furthermore, the hotel managers interviewed in each center stated that hotel facilities are infrequently used to full capacity. Given these arguments, we suggest that there is no major evidence of prolonged excess peak demand by the two types of travellers for lodging facilities. Prolonged excess peak demand for lodging and other travel facilities are some of the major problems which the planners in the travel industry have to handle.

We now examine the data we obtained on the behavior of travellers in the surveyed centers. These behavioral data are extremely crude and are interpreted with great caution. The purpose of sections IV. 7. and IV. 8. is to shed some light on the behavioral patterns of travellers so that we may explore their implications for the planning of the travel industry, with regard to the national development process.

As mentioned in the introduction to this chapter, the annual monthly data in this study reflect behavioral features of travellers i.e. where and when they choose to travel in eight given centers in Ecuador. By their spatial behavior, travellers concentrate or spread the linkage effects of travel. Also, by their seasonal behavior, travellers imply either a stable or unstable demand and utilization of travel facilities. Hence, the spatial and seasonal behavior of travellers in the individual centers determine the nature of the linkage effects of demand for travel facilities. In other words, we are interested not only in when and where national and international travellers are but also in what they are doing.

IV. 7. Information on the length of stay and frequency of visit of travellers.

Because occupancy rates of travel facilities were not available for this study, we collected some data on the length of stay of the different types and categories of travellers plus the frequency of visit to given centers by some national business travellers. With this information we speculate briefly on the utilization of hotel facilities and on some of the conditions of employment in those facilities. The information drawn from the tabulation of these and other behavioral data is used with great caution because the number of sampled travellers in each center is small and is confined mostly to two months. These sampled travellers are those who answered our questionnaire on the behavior of travellers.

Table 20 indicates the average length of stay of national and international business travellers and tourists in hotels in the individual centers. When the number of sampled travellers per type and category is smaller than thirty, we rely on information obtained during interviews with hotel managers. This is another reason for considering the data in table 20 with caution.

In this study we assume that the length of stay of business travellers in a given center is dependent on the business opportunities offered there. Therefore we expect the length of stay of national and international business travellers to vary from one center to another. And we find that the empirical results in table 20 suggest such a pattern for national and international business travellers in the surveyed centers. For example, it is suggested that national business travellers stay longer in Ambato and Guayaquil and international business travellers stay longer in Guayaquil and Quito than in the other surveyed centers. On the other hand national business travellers seem to stay overnight only in the spa center of Baños and the seaside area of Salinas.[1] International business travellers do not go to Baños, Salinas or to the Galapagos Islands.

In this study we assume that the length of stay of tourists in a given center is dependent on the length of their holiday plus the attractions and/or activities offered in the visited center. Therefore we expect the length of stay of national and international tourists to

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[1]The business transactions which regard the salt, petroleum, etc. production in the area of Salinas are mostly done in the company offices in nearby Guayaquil and not in Salinas.

Table 20

AVERAGE LENGTH OF STAY OF TRAVELLER RESPONDENTS (PER TYPE AND CATEGORY)
IN HOTELS IN THE INDIVIDUAL CENTERS

	AMBATO	BAÑOS	CUENCA	GUAYAQUIL	QUITO	SALINAS	SANTO DOMINGO	GALAPAGOS I.
NATIONAL BUSINESS TRAVELLER	1 to 8 days	1 day*	1 to 5 days	1 to 7* days	1 to 5* days	1 day*	1 to 2* days	Information not available
INTERNATIONAL BUSINESS TRAVELLER	1 to 2* days	N.A.	1 to 3* days	1 to 30* days	1 to 10* days	N.A.	1 to 3* days	N.A.
NATIONAL TOURIST	1 to 2* days	1 to 4 days	1 to 3* days	1 to 2* days	1 to 3* days	1 to 7* days	1 to 3* days	Information not available
INTERNATIONAL TOURIST	1 to 2* days	1 to 2 days	1 to 2* days	1 to 2* days	1 to 4 days	1 to 2* days	1 to 2* days	5 to 24** days

* According to information obtained during interviews with hotel managers.
** This applies only to cruises on the Lina A or Iguana boats.
N.A. = Not Applicable.

vary from one center to another. And we find that the empirical results
in table 20 suggest such a pattern for national and international tourists
in the surveyed centers. For example, it is suggested that national
tourists stay longer in Salinas and in Baños. We underline the fact we
are considering here the average length of stay of tourists in hotels.
We are not considering the length of stay of tourists staying with friends
or relatives or the length of stay of cottage or condominium owners in
Salinas or elsewhere. It is suggested in table 20 that international
tourists stay the longest in the Galapagos Islands, because cruise tours
around the Islands on the Lina A and Iguana boats last between five and
twenty-four days. Otherwise it is suggested that international tourists
could be characterized by their great mobility and consequently their
short stay of one or two days in the other surveyed centers. This
characteristic of international tourism applies to many countries in
the world and is not particular to Ecuador.[1] Only Quito seems to retain
some international tourists for a period longer than one to two days;
this is quite acceptable, given the many attractions of Quito and its
surrounding centers. In other words, it is possible for international
tourists to visit one or many centers during the day and return at
night to their hotel facilities in Quito.

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[1]The exceptions to this characteristic of great mobility and very short
length of stay of international tourists are areas where tourists go for
particular attractions such as agreeable climate and beaches, sporting
activities, etc. For example, in the Caribbean Islands, especially the
small ones, the mobility of international tourists is reduced and often
their length of stay is more than one or two days.

Though the data in table 20 do not suggest the following
pattern in a clear manner, we speculate that in most centers national
tourists tend to stay longer than international tourists. We make this
speculation because we consider that the international tourists are
more mobile than the national tourists, due to travel interests and/or
financial means. We also speculate that in Quito and Guayaquil inter-
national business travellers tend to stay longer than national business
travellers. In this case, the data in table 20 do support that specu-
lation. We make this speculation because we consider that by staying
longer in the two major cities of Ecuador, international business
travellers attempt to minimize the need for frequent and costly trips
between their country of residence and Ecuador. Further research and
better data on the length of stay of travellers are needed for the
planning of the travel industry in Ecuador.

In the questionnaires inquiring about the behavior of national
travellers, we asked about the annual frequency of visits to given centers.
We did so because many national business travellers go to some centers
on a regular basis, for example, because of weekly produce markets.

The annual frequency of visit [1] to given centers by some
national business traveller respondents is shown in table 21. According
to those results, 78.8% of such respondents in Ambato, 46.0% in Cuenca,

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[1] According to the assumption for the annual frequency of visit to
a given center, see p.57.

Table 21

ANNUAL FREQUENCY OF VISIT TO GIVEN CENTERS BY
NATIONAL BUSINESS TRAVELLER RESPONDENTS

	AMBATO	CUENCA	GUAYAQUIL	SANTO DOMINGO
SAMPLE SIZE	52	37	14	6
Every 7 days or less	11.6	2.7	35.7	0.0
Every 8 to 14 days	5.7	8.2	14.2	33.3
Every 15 to 21 days	25.1	10.8	0.0	16.7
Every 22 to 30 days	17.3	5.4	14.3	0.0
Every month but less than 2	9.5	5.4	21.4	0.0
Every 2 months but less than 3	9.6	13.5	7.2	16.7
Every 3 months but less than 4	3.8	10.8	0.0	0.0
Every 4 months but less than 6	5.8	13.5	7.2	0.0
Every 6 months but less than 8	7.8	18.9	0.0	0.0
Every 8 months but less than 12	3.8	0.0	0.0	0.0
Every year	0.0	10.8	0.0	33.3
	100.0	100.0	100.0	100.0

85.6% in Guayaquil and 66.75 in Santo Domingo travel to the given centers every three months or less.[1] There is no such information for Quito because no national business travellers were sampled there. However, in this study we assume that the annual frequency of visit to Quito by national business travellers is similar to the frequency of visits of such travellers to Guayaquil. 54.0 and 33.7% of respondents in Cuenca and in Santo Domingo respectively visit there between every three months and a year. In short, this information confirms the existence of regular trips of some national business travellers to the surveyed centers where there is commercial activity.[2] The utilization of hotel and some non-hotel (e.g. inter-provincial buses) travel facilities at the local, regional and inter-regional levels in Ecuador are probably very dependent on the regular trips of these national business travellers.

Though no occupancy rate is available for all the hotels in each center, we now briefly speculate on the stability of the utilization of hotel facilities in the surveyed centers.

In chapter II or the general discussion for this study we mentioned that climatic factors usually do not affect travel for business purposes and therefore we assumed that national and international business

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[1] N.B. The number of respondents in Guayaquil and Santo Domingo is very small and therefore their data are considered with added caution.

[2] There is no such information for the Galapagos Islands because no national business travellers were sampled there. However, we may assume that there is a minimum of regularity in the trips of national business travellers to the Islands, because of the need to provide the Islanders with goods and services.

travel fluctuate less than national and international tourism. Here
we speculate that the annual utilization of the hotel facilities in the
centers of tourism such as Salinas, Baños and the Galapagos Islands is
more unstable than in the other surveyed centers. In the other surveyed
centers there is a combination of tourism and business travel or a
predominance of business travel. With further research and the provision
of rates of occupancy, it would be possible to know exactly what the
conditions of utilization of facilities are in these centers. This
knowledge would be very helpful for planning, and policy-making would
be based on accurate data rather than on tentative estimates.

In regard to the conditions of employment in hotel facilities,
it is interesting to note that there is no seasonal hiring of employees.
In Ecuador, for the majority of jobs it is the common practice to hire
permanently and not on a seasonal basis. The only evidence of seasonal
hiring of extra employees during peak periods was found in the larger
luxury hotels such as Hotel Colón Internacional and Hotel Punta Carnero.
The number of full-time employees in most of the sampled hotels varies
between two and forty-one. This minimum and maximum number of employees
may be considered as representative of the present employment
capacity of hotels in Ecuador.[1] In the forty sampled hotels, only four
of them employed two persons. We are underlining this aspect because

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[1] Hotel Colón Internacional and Hotel El Dorado employ respectively 319
and 83 persons and are exceptional cases in the country. In the other
sampled hotels, their closest runner-up is Hotel Punta Carnero, with
41 employees.

hotels with a small number of rooms often employ the owners of the hotel and possibly, during peak periods of travel, some of their children of working age.[1]

The general absence of seasonal employment in the hotels in Ecuador is a feature which contrasts with the usually seasonal employment in many hotels in developed countries. Undoubtedly such a feature reflects the lower labor productivity in the hotel facilities in Ecuador than in the developed countries.[2] Here we speculate that an increase in the number of travellers which would be highly concentrated during one period of the year and/or an increase in number of big luxury hotels would tend to foster seasonal employment in hotel facilities. On the other hand, if that increase in the number of travellers were evenly distributed throughout the year and/or if those travellers would stay in the already existing luxury and modest facilities there would be less pressure for seasonal employment in hotel facilities in Ecuador. Finally, we speculate that the labor productivity in hotel facilities would be improved if the

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[1] As a matter of information, the number of rooms in most of the sampled hotels varies between eight and eighty and these numbers may be considered as representative of the average range in the number of rooms in hotels in Ecuador. Hotel Colón Internacional has 196 rooms and is an exceptional case. In the other sampled hotels, its closest runner-up is Hotel Palace, with 80 rooms. Though Hotel El Dorado employs a great number of people, it has only 49 rooms. Hotel Punta Carnero has 40 rooms.

[2] N.B. The labor productivity in some luxury category hotels in Ecuador may be as high as similar hotels in developed countries.

utilization of such facilities were increased and if the number of employees in each hotel were not unnecessarily increased. Because of the present common practice of hiring on a permanent basis, we can not recommend an immediate decrease of the excess number of employees, especially in the lower category hotels. Such a process will be feasible only over a long period of time, when other sectors of the economy such as manufacturing will be able to draw these unskilled people into more productive work.

IV. 8. Information on traveller expenditure : some limited comments.

Other than the testing of the hypothesis of a significant difference between the amount of money spent by national and international travellers, this section contains information on the number of employees and the conditions of utilization in some non-hotel sectors of the travel industry. This information is incomplete and irregular from one sector to another of the travel industry but we include it here to provide the reader with a glimpse of the types and levels of infrastructure which exist in and between the surveyed centers.

To assure sample sizes big enough to test for significant differences between the amount of money spent by national and international[1] travellers, the data on expenditure were tabulated for seven[2] centers together and not individually. Also, for this reason the

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[1] Because the questions about expenditure are only on the forms in Spanish and not on those in English for international travellers, the statistics tabulated for international Latin American travellers are used by inference for international travellers as a whole.

[2] The reason for tabulating the data for seven centers rather than eight is given in chapter III.

tabulation was done by considering only the type of travellers and not their category i.e. their reason for travelling. These data have the same sampling constraints as the other behavioral data and our interpretation of the tabulated results is done very cautiously.

The results of our survey suggest that national respondents spent an average of 80 sucres per person per day ($3.20 U.S.A.[1]) on renting a hotel room and that international respondents spent an average of 98 sucres per person per day ($3.92 U.S.A.). For food and beverage, per person and per day national respondents spent an average of 77 sucres ($3.08 U.S.A.) and international respondents an average of 102 sucres ($4.08 U.S.A.). According to the analysis of variance, the modest difference between the expenditure on lodging facilities by the national respondents and that of the international respondents is significant at the 5% level; and the less modest difference between their expenditure on food and beverage is significant at the 9% level. We take these average amounts of expenditure to reflect differences in the use of lodging facilities and differences in the kind of food and beverage consumed and where they were purchased. Earlier in this study we found that national travellers stay mostly in third and fourth category hotels and international travellers, in luxury category hotels. According to the daily cost of a room for one person in a luxury hotel, the average for international respondents is low but we take it to reflect a wide cross-section of respondents i.e. some with very modest financial means

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[1] At the exchange rate of 4 sucres to $1.00 U.S.A., which was the official exchange rate in 1973.

and other respondents, with greater financial means. Hereafter we keep
in mind that the average expenditure figures in this study probably
reflect a wide cross-section of international and national respondents.
Further in this chapter, we suggest possible ways of improving the
collection and analysis of expenditure figures for travellers.

The analysis of variance of expenditure per person per day
on local transportation (i.e. transportation in the center itself and
not outside of it) shows that there is a significant difference between
the average of 10 sucres ($0.40 U.S.A.) for national respondents and
the average of 31 sucres ($1.24 U.S.A.) for international respondents.
This probably indicates that national travellers use the local public
transit service whereas international travellers use the local taxi
service.

Table 22, gives the results of the tabulation of the mode of
transportation to the individual centers per category and type of
traveller. In that table, when the percentages for one type and
category of traveller in one center do not total 100% it is because
of a percentage for a non-listed transportation mode, which in any case
scores a very low percentage value. Although the number of respondents
in each center is unequal and often very small, there seems to be no
distinct difference between the transportation mode of the national
and international business respondents to individual centers. When
transportation by airplane to a given center is possible, both national
and international business respondents use this mode of transportation;
otherwise transportation by bus is more common than by private car. In the

Table 22

TRANSPORTATION MODE OF TRAVELLER RESPONDENTS
(PER TYPE AND CATEGORY) TO THE INDIVIDUAL CENTERS
(in percentage of sample size of respondents)

	AMBATO	BAÑOS	CUENCA	GUAYAQUIL	QUITO	SALINAS	SANTO DOMINGO	GALAPAGOS I.
NATIONAL BUSINESS TRAVELLER								
sample size	52	1	49	11	0	3	7	0
private car	46%	100%	20%	10%	–		43%	(possible by
bus	48%		29%	45%	–	100%	57%	boat or air-
airplane	N.A.*	N.A.	47%	45%	–	N.A.	N.A.	plane only)
INTERNATIONAL BUSINESS TRAVELLER								
sample size	6	0	11	5	14	0	2	N.A.
private car	33%	–	18%	0%	7%	–	50%	
bus	67%	–	9%	20%	93%	–	50%	
airplane	N.A.	N.A.	55%	60%	0%**	N.A.	N.A.	
NATIONAL TOURIST								
sample size	19	35	16	11	1	8	5	0
private car	47%	57%	31%	18%	100%	88%	60%	(possible by
bus	53%	43%	31%	18%		12%	40%	boat or air-
airplane	N.A.	N.A.	25%	18%		N.A.	N.A.	plane only)
INTERNATIONAL TOURIST								
sample size	9	50	16	13	32	5	6	0
private car	0%	8%	7%	8%	3%	40%	17%	(possible by
bus	78%	92%	80%	39%	3%	60%	83%	boat or air-
airplane	N.A.	N.A.	13%	46%	94%	N.A.	N.A.	plane only)

*N.A. = Not Applicable

**There is a sample bias here because many international business travellers to Quito travel by airplane.

case of tourists, a higher percentage of national respondents travel by private car whereas a higher percentage of international respondents travel by airplane or bus. We speculate that international business travellers are unlikely to bring their own car because the road links to Ecuador from neighboring countries are not major highways. Also, car rental facilities in Ecuador are limited.

Table 23 gives the number of inter-provincial bus companies and taxi cooperatives plus the number of local people they employ. This information was obtained by mean of interviews in 1973 with the personnel in bus companies and taxi cooperatives.

Table 23

	Inter-provincial bus companies		Taxi cooperatives	
	# of co.	# of employees	# of coop.	# of employees
Ambato	13.	30 (est.)	26	180
Baños	N.A.	N.A.	3	20
Cuenca	17	38	23	236
Guayaquil	74[1]	974 (est.)	36	N.A.
Quito	16 (min.)	N.A.	42	644
Salinas	N.A.	N.A.	4	32
Santo Domingo	11	50 (est.)	1 (min.)	25 (min.)
Galapagos I.	not applicable		not applicable	

N.A. = not available
min. = minimum
est. = estimated

In the case of inter-provincial bus companies, the flow of traffic is usually stable except for extra daily trips for special events in given centers or for national holidays. The fact that the buses also transport

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[1] Source : Comisión de Transito del Guayas, 1973.

cargo is an advantage which maintains demand for transportation during the slack periods in the transportation of travellers. In the case of taxi cooperatives, the utilization of such facilities depends not only on travellers but also on the local population. According to interviews, 70% of the income of taxi drivers in Ambato comes from national and international travellers; for taxi drivers in Baños, Cuenca and Santo Domingo this percentage is 100, 50 and 20 respectively.

The analysis of variance of expenditure on artcraft, souvenirs, etc. shows that there is a significant difference between an average of 145 sucres ($5.80 U.S.A.) for national respondents and an average of 499 sucres ($19.96 U.S.A.) for international respondents. It must be pointed out that the latter expenditure is per person per length of stay in the given centers. The following table gives the number of artcraftsmen in the province where the surveyed center is located, the number of souvenir shops in the center itself and their number of employees.

Table 24

	# of artcraftsmen in the province	# of major souvenir shops	# of employees
Ambato	200 same prov.	4	4
Baños	200	14	14
Cuenca	1,8161**	6	10
Guayaquil	N.A.*	18	N.A.
Quito	N.A.	25	N.A.
Salinas	N.A.	N.A.	N.A.
Santo Domingo	N.A.	2	3
Galapagos Islands	0	0	0

*N.A. = not available.

**Source : Oficina de Coordinación de la Pequeña Industria y Artesanía del Azuay, November 1973.

In the case of souvenir shops, the number of sales depends mainly but not totally on travellers. According to our interviews, 50% of individual sales in souvenir shops in Ambato are with travellers (national and international); in Baños, Cuenca, Quito and Salinas this percentage is 100,100,85 and 90 respectively. It may be noted here that the province of Azuay and its capital city of Cuenca is the most renowned in Ecuador for its artcraft, which is also exported to other countries and therefore provides some amount of foreign exchange to the country. On the Galapagos Islands, commercial artcraft is non-existent; furthermore, it is illegal for Islanders to sell turtle shells, sea-horses, etc. to travellers.

The analysis of variance of expenditure on entertainment shows that there is a significant difference between the average of 60 sucres ($2.40 U.S.A.) for national respondents and an average of 199 sucres ($7.96 U.S.A.) for international respondents. This information is rather vague since it may refer to many activities such as going to a movie, to a casino, etc. This expenditure also is per person per length of stay in the given centers. No number of local employees in entertainment facilities other than those in casinos (see table 26) is recorded in this study.

Table 25 gives the number of travel agencies and their number of employees in the surveyed centers.

Table 25

	# of travel agencies	# of employees
Ambato	2	6
Baños	0	0
Cuenca	6	40
Guayaquil	41	574
Quito	26	326
Salinas	0	0
Santo Domingo	1	1
Galapagos Islands	1	not available

A list of employment sectors directly linked to travel other than those already mentioned appears in table 26.

By now, it is evident that the level of utilization of travel facilities and the percentage of local employment directly linked to travel is vital to the economy of Baños and Salinas. However, this is not at all the case for the Galapagos Islands, where according to a recent Ecuadorean government report[1] very little benefit from travel accrues to the Islanders.[2] The local economies of Guayaquil, Quito, Ambato, Cuenca and Santo Domingo are not highly dependent on travel but a fair amount of employment and of personal and governmental income are derived from the travel industry in these centers.

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[1] Recursos del Archipiélago de Colón, Estado actual de aprovechamiento y posibilidades de desarrollo, Ministerio de Agricultura y Ganadería, Quito, 1973, p.146.

[2] On the island of Santa Cruz, it is estimated that 29 persons have a job related to travel either with Metropolitan Touring or in the 3 hotels there (Hotel Galapagos, Hotel Sol y Mar and Pensión Colón Insular) and 5 persons in the Pensión Wittmer on Floreana Island and and 15 on Baltra Island.

Table 26

NUMBER OF EMPLOYEES IN OTHER SECTORS
OF THE LOCAL TRAVEL INDUSTRIES

	AMBATO	BAÑOS	CUENCA	GUAYAQUIL	QUITO	SALINAS	SANTO DOMINGO	GALOPOGOS I.
AIRPORT	–	–	23	418	140[1]	–	–	15

<div align="center">civil aviation administration and operations
duty free shops, restaurants, etc.</div>

	AMBATO	BAÑOS	CUENCA	GUAYAQUIL	QUITO	SALINAS	SANTO DOMINGO	GALOPOGOS I.
CASINO	–	–	–	70	50	5[2]	4	–
MINERAL WATER POOLS	–	36	–	–	–	–	–	–
FISHING CRUISE TOURS	–	–	–	–	–	56	–	–

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[1] 140 in Quito includes only civil aviation administration and operations.

[2] During December to April only. During the rest of the year, those 5 employees work in Guayaquil where the same person ownes the 2 casinos there as well as the one in Salinas, in Hotel Miramar.

In summary, our hypothesis that there is a significant difference between the amount of money spent by national and international travellers is validated. We are aware that it is validated for data which have great shortcomings in sampling and in analysis. But in the absence of better data, we accept the result that there is a significant difference in expenditure between the two types of travellers. We find that the expenditure of international respondents is higher than that of national respondents, especially for artcraft and entertainment. The differences between their expenditure on local transportation, room facilities and food and beverage are not as great. Further research and more refined data would establish if these behavioral patterns of travellers actually exist or not. For example, these more refined data would consider the purpose of trip of a traveller and possibly his occupational background (e.g. a blue collar worker, professional, etc.). In any event, from our data we speculate that national and international travellers may demand different goods and services and therefore may not strongly compete for them.

IV. 9. Summary of the empirical results in this study and their
          implications for planning.

The noteworthy empirical results in this study and their implications for planning are :

1 - according to the annual ratios of national to international travellers
     in the sampled hotels, the hotels which cater most to the national
     travellers are the fourth and third category hotels and the hotels
     which cater most to the international travellers are the luxury

category hotels. These differences between category hotels are important when planning for specific mixes of hotel categories in given travel centers.

2 - the majority of the cross-correlation coefficients between category hotels in each center are not significantly positive. This result suggests that each category hotel has a particular annual monthly pattern. Hence, it is necessary to design a center index which includes traveller-months for each of the five different categories of hotels in Ecuador, when examining and/or planning for a travel center as a whole.

3 - no significant negative r values are found for the cross-correlation of international traveller-months between category hotels in each surveyed center. A small number of significant negative r values are found for the cross-correlation of national traveller-months between quite different category hotels (e.g. luxury and fourth category hotels) in Ambato, Quito and Santo Domingo. The implication of these results is that national travellers, compared to inter-national travellers, present better possibilities for a more year-round presence of travellers in those centers. It is possible that many of the national travellers in those centers use the same transportation, recreational facilities even though they occupy different category hotel facilities. Such circumstances may imply a more stable utilization of such non-hotel facilities of the travel industry.

4 – according to the traveller-months for the five categories of hotels in each of the surveyed centers, international travel fluctuates much more than national travel does, except in the Galapagos Islands. The implication of these results is that the travel centers which depend more on national travel than on international travel are more likely to have stable conditions of utilization of travel facilities and of employment in those facilities.

5 – according to our estimates of annual ratios of national to international travellers for the surveyed centers, national travellers outnumber international travellers in six out of the eight centers. Though it is a well known fact that international travellers outnumber national travellers in the Galapagos Islands, it remains uncertain that they do in Quito. In any event, a particular feature of international travellers in Ecuador is that many of them visit centers other than Quito, Guayaquil and the Galapagos Islands. Given appropriate planning measures, this advantageous spatial feature of international travellers could be maintained and strengthened.

6 – the negatively correlated patterns of national travellers between pairs of travel center indexes suggest that some centers do not compete with each other by attracting travellers at the same time of the year. This study suggests that these centers do not compete because the climatic conditions which stimulate tourism occur in different regions at different times. This feature, particular

to national travellers, promotes a more year-round flow of travellers between centers within the same region and between different regions. For these reasons, appropriate planning measures should maintain this aspect of national travel in Ecuador, which may imply multiple spatial and seasonal patterns of utilization of travel facilities.

7 - there are more positively correlated patterns of international travellers than of national travellers, between pairs of travel center indexes. This study suggests that many international travellers visit a few centers in order to maximize the benefit of their trip to Ecuador. This aspect may largely account for the similar patterns of such travellers in several centers. But, given that some seasonal competition for travellers inevitably exists between more or less similar centers, planning measures could help to reduce the degree of competition and possibly increase the level of utilization of travel facilities.

8 - by using two separate decision rules to identify peak and trough months in the eight national and international center indexes, we find a greater frequency of peaks and troughs for international travellers than for national travellers. This result corroborates the earlier finding that international travel fluctuates more than national travel does, on an annual monthly basis in the surveyed centers. When the frequency and occurrence of peaks and troughs in each center are better known, appropriate seasonal and spatial planning measure can help to smooth out or minimize the impact of

undesirable levels of resource utilization and of labor productivity.

9 - the correlation of the twelve months of national and international traveller data for each center index suggests that there is a competitive seasonal relationship between national and international travellers in Cuenca, Salinas and Santo Domingo. Earlier in this study, we found that national and international travellers usually stay in different category hotels. Therefore it is our opinion that national and international travellers are not in great competition for lodging facilities in those three centers or in the other surveyed centers. We can only speculate that the apparent lack of seasonal competition between national and international travellers may help to prevent bottlenecks or excess capacity in non-hotel facilities which are used both by national and international travellers.

10 - given the limitations of the data on length of stay used in this study, we can only speculate that in most centers national tourists tend to stay longer than international tourists. On the other hand, we speculate than in Quito and Guayaquil international business travellers tend to stay longer than national business travellers. Further research and better data on the length of stay of travellers are greatly needed for the planning of the travel industry in Ecuador.

11 - the data on the annual frequency of visits to given centers by national business travellers confirm the existence of regular trips of national business travellers to the surveyed centers where there

is commercial activity. The utilization of hotel and some non-hotel travel facilities at the local, regional and inter-regional levels in Ecuador are probably very dependent on the regular trips of these national business travellers. These aspects of national travel in Ecuador should not be overlooked by planners in the travel industry.

12 - with our limited data on traveller expenditure on given goods and services, our hypothesis that there is a significant difference between the amount of money spent by national and international travellers is validated. We can only speculate that national and international travellers may demand different goods and services and therefore may not strongly compete for them. Further research and more refined data are needed to gather evidence on the difference in traveller expenditure behavior. Such information would shed light on the linkage effects of demand for goods and services of the travel industry and facilitate the planning of that sector of the national economy.

13 - according to our limited data on transportation to the individual centers, national and international travellers mostly use air or bus transportation rather than private car transportation. This is very important for planning because the transportation of travellers by airplane or bus permits also the transportation of cargo and thus diminuishes the effects of slack periods in the transportation of travellers.

14 - our limited data on employment suggest that there are no major
seasonal fluctuations in the number of employees in the local
travel industry facilities, regardless of the seasonal variation
in the number of national and international travellers. The
main reason for this condition of employment is that it is the
common practice in Ecuador to hire people permanently and not
on a seasonal basis.

15 - our study did not attempt to look directly at the links between
the activities of the travel industry and the rest of the local
economy of the surveyed centers. But the information we gathered
on each center suggests that the travel sector is vital to the
local economy of Baños and to a lesser degree, to the economy of
Salinas. Contrary to what we would expect, very little of the
local economy of the Galapagos Islands does depend on travel.
The local economies of Guayaquil, Quito, Cuenca, Ambato and Santo
Domingo are not highly dependent on travel but a fair amount of
employment and of personal and governmental income are derived
from the travel industry in these centers.

The evidence in this chapter suggests that the particular
seasonal and behavioral patterns of national and international travellers
within centers can help to determine the nature and the magnitude of
travel linkage effects in the immediate region of each center. These
linkage effects may be numerous and beneficial to the national economy
if travellers demand more local services and goods than imported services

and goods. Furthermore, these linkage effects can be maintained or
even strengthened by appropriate direct or indirect measures by the
planners in the travel industry. This is why an up-to-date knowledge
of the nature, location and occurrence of the demands from national
and international travellers is fundamental to the planning of the
travel industry in Ecuador, especially in regard to the development
process in that country.

We now turn to chapter V where broad planning policy guidelines
are based upon the noteworthy results of our empirical analysis.

CHAPTER V

SOME BROAD PLANNING POLICY GUIDELINES
AND RECOMMENDATIONS FOR FURTHER RESEARCH.

In this chapter, first we re-state the concern of this study
and suggest some broad planning policy guidelines. Second, we recommend
improvements in the collection and analysis of travel and tourism data.

V. 1. Re-statement of the concern of this study and some broad planning
policy guidelines.

The concern of this study is how the Ecuadorean planners
consider the travel industry with regard to assisting the process of
development in their country. As noted by P.E. Jursa and J.E. Winkates,
"usually the governmental role in the travel industry is a significant
one. In fragile economic systems the government can control the sub-
stance and pace of (tourist)[1] development in order to insure a proper
balance of resources to meet demand. Similarly, government can control
demand. (Tourism)[1] can be regulated through a number of avenues".[2]
Although Jursa and Winkates enumerate such avenues only with regard
to international travel (e.g. airport landing rights, minimum spending
quotas and etc.), avenues are also open to control the substance and
pace of the development of national travel.

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[1] These authors abide by the OUN-IUOTO definition of tourist and of
tourism and therefore their terms correspond to our terms traveller
and travel.

[2] P.E. Jursa and J.E. Winkates, 'Tourism as a mode of development', in
Issue, Spring 1974, p.47.

To prevent any mis-interpretation of the broad planning
policy guidelines which are presented further on, we argue that
the Ecuadorean government does not have to consider travel and
tourism as a primary component in a strategy for development. Indeed
a country with a wide range of natural resources such as Ecuador
should direct planning above all toward the development of agriculture
and industry rather than embark on policies which stress the develop-
ment of travel, at the expense of agriculture and/or industry.

The analysis in this study suggests that _national_ travel
has a role to play in the development process of the country.
As discussed in detail in chapter II, much of the demand for national
travel is fostered by the different physiographic and climatic regions
in Ecuador. Businessmen travel to trade temperate and tropical
produce and tourists go to the seaside or mountain centers. A further
consideration is that there are more national travellers in Ecuador
than international travellers. It is true that international travel
generates foreign exchange whereas national travel does not. But
given its petroleum exports, Ecuador need not stress the foreign
exchange earning capacity of international travel quite as much as
other countries facing more severe foreign exchange constraints.

National and international travel do exist in Ecuador and
the substance and the pace of their growth within the overall develop-
ment strategy could complement the development process in Ecuador.
Particular attention should be given to the spatial distribution of
the effects of development in Ecuador. This is equally important in

the case of the development of travel as it is in the case of the agricultural and industrial sectors. Ecuador has a high income disparity and a large portion (58%)[1] of its population lives in the rural areas. The benefits of travel and tourism development should be felt by the rural and the poor. If we accept that the essence of development is the improvement of the well-being of this large portion of the national population, then the following questions may be raised: can the travel industry directly employ these unskilled people or is the nature of the travel industry such that benefits are concentrated in the hands of those already at the upper end of the income distribution? Is its local demand only to a limited extent for peasant foodstuffs and occasional artcraft? We suggest here that national travellers are more likely to demand goods and services produced locally whereas international travellers are more likely to demand goods and services which are either imported or supplied by the more skilled portions of the Ecuadorean population. We emphasized above that the development of travel should be seen in its proper perspective within the context of an overall development strategy. Here we further emphasize that although much of the focus of our discussion is on the effects of national travel, we are not suggesting that international travel be ignored. We focus on the planning and development of national travel but not to the exclusion of international travel.

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[1] Oficina de los Censos Nacionales, III Censo de Población y II de Vivienda, resultados provisionales, Quito, 1974, p.4.

The empirical results in chapter IV suggest that the particular seasonal and behavioral patterns of national and international travellers can help planners to determine the nature and the magnitude of travel linkage effects. Some aspects of these backward linkages are discussed below, in particular with regard to the need for improved hotel facilities in Ecuador.

The Ecuadorean government, in the development of the travel industry, must pay particular attention to the spatial distribution of the effects of travel and the spatial effects of policies directed at the travel industry. Jursa and Winkates observe that "while most governments use the foreign exchange earned by the government for operating revenue or capital improvements throughout the country, (tourist)[1] money spent in the private sector stays in one area. In some cases this situation has already led to promoting regional jealousies."[2] Insofar as this study could perceive aspects of regional 'jealousies' or disparity in terms of travel industry infrastructure and benefits, no such disadvantage presently exists in Ecuador. Only the Oriente could claim to be missing out on its

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[1] These authors abide by the OUN-IUOTO definition of tourist and therefore their term tourist corresponds to our term traveller.

[2] P.E. Jursa and J.E. Winkates, 'Tourism as a mode of development', in Issue, Spring 1974, p.48.

share of travel industry infrastructure and benefits but its population constitutes less than 1% of the whole country and its economy, at present, is totally oriented toward the extraction of petroleum. However, if this lack of striking regional and travel center disparity is to be maintained, some degree of decentralization of the major travel industry infrastructure will be needed soon. Without proper planning, most of the new travel industry investments (mainly air transportation facilities and hotels) will be made in Quito, Guayaquil and Cuenca. Also, improved roads to Quito and Guayaquil will mean that centers such as Santo Domingo and Ambato will no longer serve as overnight stops for travellers. Furthermore, it is questionable to recommend investments in new travel industry infrastructure in centers such as Ambato and Santo Domingo, because of their few attractions for national and international tourists. Hence planners will have to select new sites and a strategy of travel development which will decentralize the spatial distribution of facilities in the long run. International tourists in developing countries visit urban centers and when they visit natural sites such as beaches, they usually prefer those which are most urbanized. Contrary to the trend in North America and in some European countries where many national tourists travel to rural areas, the majority of national tourists in Ecuador travel to urban areas.

If the world fuel crisis gains greater impact and the middle-class and richer Ecuadoreans shift more away from vacations abroad toward domestic vacation travel, it is expected that they also will be attracted toward the urban travel centers. The planning

of national travel will likewise have to contend with the phenomenon
of secondary homes i.e. haciendas or cottages which are more and more
numerous near major centers such as Quito, Guayaquil and Esmeraldas.
The increase in this type of land use and the rise in real estate
speculation are new problems which sooner or later will necessitate
governmental intervention.

Our study perceives that the greatest constraint on national
and international travel and tourism in Ecuador is the low quality
of the majority of the lodging facilities. National business travel
and tourism would largely account for the fact that 80.6% of hotels
in Ecuador are of third and fourth category. As mentioned before,
a great number of Ecuadoreans travel from one region to another in
order to trade different products. Also low income Ecuadoreans are
more prone to tourism than are their counterparts in the developed
countries. If the travel industry is to meet the increase in
demand especially for lodging facilities, we argue here that a
policy of renovating some of the existing hotels be undertaken as
opposed to promoting the construction of new big luxury hotels.
We recommend this policy guideline because:

1 - numerous and beneficial backward linkages between the travel
    industry and other sectors of the national economy can be formed
    through the demand from small renovated hotels as opposed to the
    sudden and enormous demand for goods and services from big new
    luxury hotels, which can not be met nationally

2 - the possibilities of full occupancy are greater for a small

   renovated luxury or first category hotel and the gradual

   improvement of the skills of employees is thus more likely,

   whereas big new luxury hotels create dependencies on foreign

   specialized management and their use of imported administrative

   and service equipment

3 - the renovation of hotel facilities can be done by the local manpower

   and it is labor-intensive and more capital-saving than the building

   of a big luxury hotel which often implies the hiring of non-national

   firms, the use of highly mecanized equipment and therefore higher

   costs for the local and national economy

4 - if the renovation of the hotel facilities is done by the local

   manpower, opportunities are created by which the local construction

   manpower is made more organized, productive and eventually more

   skillful.

Governmental policies promoting travel infrastructure are
usually biased toward big new luxury hotels. What is the purpose of
tapping Ecuadorean resources for such facilities which cater mostly
to international travellers? Jursa and Winkates propose for the
African developing nations that emphasis be put on 'wanderlust'
international tourists i.e. those who are willing to 'rough it' by
accepting less than luxury hotels and who often are more respectful
of local populations and traditions. Jursa and Winkates are confident

that by encouraging 'wanderlust' international tourism, the African states will gain more by spending less on luxury hotels, new road infrastructure and transportation facilities. Planners in Ecuador should seriously consider this type of international tourism, given that the projected trend indicates little change in South America's share of the total U.S. traveller expenditures during the 1973-1980 period.[1]

The major obstacle to a selective program of renovation of hotel facilities is that hotel owners presently can not easily obtain low interest loans from banks or other national entrepreneur sources. The recommended policy guideline here is the following: the travel industry planners should encourage as much as possible the smaller and lower risk investments in hotel renovations rather than the bigger and more risky investments in new hotel construction.

We now turn to another constraint on the travel industry in Ecuador which is linked to the low quality of hotel facilities and their rate of utilization: the low labor productivity in most of the local travel industry facilities (hotels, souvenir shops, travel agencies and interprovincial bus companies, etc.). Although the usually seasonal employment in the travel industry in the developed countries are not found in Ecuador, labor in the travel industry needs to increase its productivity. One of the means of doing so is to renovate some of the existing hotels

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[1] M.E. Bond and J.R. Ladman, 'International Tourism and Economic Development : A Special Case for Latin America', in <u>Mississipi Valley Journal of Business and Economics</u>, 1972, p.52.

and encourage national and international travellers to stay in those
facilities. The empirical results in chapter IV show that national
travellers outnumber international travellers and that the national
traveller-months do not fluctuate as much as international traveller-
months, except in the Galapagos Islands. Consequently the conditions
of utilization and of employment in the travel industry in most centers
greatly depend on the presence of national travellers. Furthermore,
in five out of the eight surveyed centers, the peak, trough and inter-
mediate months of national and international travellers do not coincide
on an annual monthly basis. This constitutes an invaluable asset for
the utilization and employment conditions for the local travel industry
in Ecuador. It is particularly an asset in the case of Quito and
Guayaquil, where the number of national and international travellers
is expected to continue to increase. In Cuenca, Salinas, Santo Domingo
and Ambato the number of national and international travellers can be
expected to increase at a slower pace than in Quito and Guayaquil.

With respect to the Galapagos Islands, special limitations
determine quite narrowly their possibilities of development of tourism.
The Galapagos Islands, with 4,000 or so residents, are a center whose
population growth is constrained by the scarcity of fresh water and its
isolated location. The planning of tourism in the Islands is affected
by three considerations. First, the exotic fauna and flora present
a major attraction only to certain tourists. Second, the nature of
the ecological system of the Islands dictates that the development
of tourism take place with extreme care not to destroy the very asset
which attracts tourists in the first place. Third, the overwhelming

majority of tourists are international and therefore represent a source of foreign exchange. For the period covered by this study (1971-1973), these tourists represent less than 5% of the total of international travellers to Ecuador. So long as petroleum revenues continue to be available, there is less need to stress the foreign exchange earning capacity of tourism to the Galapagos Islands.

A comprehensive planning of tourism to the Islands would establish an upper limit on the number of tourists to be handled at any point in time. The seasons when tourists should be excluded from certain areas of the Islands have been determined. The building or renovation of tourist facilities should then be restricted to service no more than the upper limit of tourists. In the short run, and until more extensive research is completed, we suggest that the number of tourists to the Islands be kept at the present level of around 4,000 and that no other hotel be built there. We note here that the five hotels which exist on the Islands are in great need of facility improvement.

We have suggested above that Ecuadorean planners consider the development of national tourism as the important element of a travel development plan. Some avenues which increases the accessibility of low income groups to national tourism should certainly be considered. One of the ways for the Ecuadorean planners to promote national tourism which has positive social and economic effects is to encourage by concrete means employers to facilitate vacation periods for their employees in national resorts. One such practice is already engaged

in by LIFE pharmaceutical products company of Quito which sends its
employees for holidays to Bahía de Caraquez. Furthermore, planners
could facilitate the promotion and publicity of mid-term holidays in
less favored travel centers for high school and university students.
It is not uncommon for students or workers from one locality to hire
a bus and a driver for a few days of travel within Ecuador. This
phenomenon would benefit from extra but low cost publicity which is
available in Ecuador for the use by the Dirección Nacional de Turismo,
the Asociación Hotelera de Ecuador,[1] provincial and municipal chambers
of commerce, etc.

V. 2.   Recommended improvements in the collection and analysis of
        travel and tourism data.

The key features in the approach to this study are that
we differentiated particular aspects of travel i.e. business travel
and tourism. Also we considered national and international travel
and tourism in eight centers located in very distinct regions of
Ecuador. Furthermore, we used traveller seasonal and behavioral
data which were gathered in five different categories of hotels in
each center. Thus, we obtained an overall glimpse of the spatial,
seasonal and sectoral aspects of national and international travel
and tourism in Ecuador. Finally, we suggested some guidelines to
facilitate the planning of travel and tourism vis-à-vis the process
of development.

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[1] i.e. Hotel Association of Ecuador.

The improvements which we wish to recommend here can be divided into two groups : those related to studies which would have some similarity to ours and those related to further data collection by the Dirección Nacional de Turismo.

Indexes such as the ones we used for travel centers would gain in reliability if they included a greater number of sampled hotels per category. When data on traveller behavior are required for a study, questionnaire forms to be self-administered by travellers should be used only when no other alternative is possible and then, the forms should be extra short and unambiguous. When the interviewing of travellers is a possible alternative, this data collection technique plus random sampling is much preferable for statistical analysis and inference. An additonal improvement would be to interview during a period of one year, thus including data from the various seasons for each type and category of travellers. We emphasize here the importance of systematic data collection techniques so that the data and resulting analysis in other studies can be used with fewer qualifications.

The most important improvements we recommended in regard to further data collection by the Dirección Nacional de Turismo are:

1 - require monthly occupancy data from each lodging facility in Ecuador

2 - require information on the purpose of trip of travellers i.e. business travel or tourism.

In this manner, the data for lodging facilities, can be broken-down into business traveller and tourist occupancy. Furthermore, those data can be aggregated in various ways, e.g. the fourth category hotels for one regional group of travel centers. This type of information would be most helpful for the planning of travel and tourism in Ecuador. It would yield a better overall picture of the spatial, seasonal and sectoral effects of travel and tourism than the one offered by the present study.

In the meantime, our conclusion to this study is that the spatial, seasonal and sectoral effects of national travel and tourism can assist the development process in Ecuador better than those of international travel and tourism. Given the general discussion and the results in this study, it is our hope that the Ecuadorean planners will strenghten the effects of national and of international travel and tourism which assist the development process of the nation and avoid those which hinder it.

CALENDARIO ANUAL DE EVENTOS Y FESTIVIDADES EN EL ECUADOR

(ANNUAL CALENDAR OF EVENTS AND FESTIVITIES IN ECUADOR)

FECHAS FIJAS

(FIXED DATES)

ENERO (JANUARY)

FECHAS (DATES)

NOTA   Desde el 1ero. de Enero comienzan las fiestas por el "SESQUICENTENARIO" de la Independencia
              de Quito y se extenderán hasta el "24 de Mayo". Habrá un programa especial para estas fies-
              tas.
              - From January the 1st. until "May 24th" start the festivities for the "150 Years of Quito's
              independence". There will be an especial program for these festivities.

1.   Festividades de Año Nuevo en todo el país. Bailes, disfraces, murgas, etc.
              - New Year festivities all over the country. Dances, custom parties, masquerades parades, etc.

6.   Festival de los Reyes Magos. Procesiones, cánticos, colorido, especialmente en la región an
              dina.
              - Festivity of the Three Kings. Colorful; Religious Processions, music, etc; specially im-
              portant in the highlands.

FEBRERO (FEBRUARY)

12.   Aniversario del Descubrimiento del Río Amazonas; Día del Oriente Ecuatoriano. Ferias Agro-
              pecuarias en Puyo, Tena, Morona, Macas (Región Oriental).- Día del Archipiélago de Colón
              (Islas Galápagos).
              - The Amazonas river's discovery anniversary: Day of the Ecuadorian Oriental region. Agricul-
              tural and Animal fair in Puyo, Tena, Morona, Macas.- Day of the Colón's Archipiélago (Ga-
              lápagos Islands' day).

MARZO (MARCH)

2 - 5   "Festival de la Caña y la Artesanía". Atuntaqui, Provincia de Imbabura.
              - "Sugar cane and Craftmanship festival". Atuntaqui, Imbabura Province.

4 - 10   "Festival del Durazno". Gualaceo, Provincia del Azuay. (Exposición de frutas, flores y
              artesanías).
              - "Peach Festival". Gualaceo, Azuay Province. (Fruits, Flowers and craftmanship exposition)

15.   Feria-Exposición Agropecuaria e Industrial. Salcedo, Provincia de Cotopaxi.
              - Agricultural, animal and industrial exposition-fair. Salcedo, Cotopaxi Province.

ABRIL (APRIL)

13. "Festival de la Manzana" en Bayushi, Provincia de Chimborazo (Lado Nor-Occidental de Guano).
     - "Apple festival" in Bayushi, Chimborazo Province (North-west of Guano).

21. Feria Internacional Agropecuaria, Artesanal e Idustrial en Riobamba, Provincia de Chimbo
     razo (Danzas Folklóricas, desfiles, verbenas, etc).
     - International agricultural, animal, craftmanship and industrial fair in Riobamba, Chimbo
     razo Province (Folkloric dances, parades, parties, etc).

MAYO (MAY)

1.   Día del Trabajo. Desfile de Obreros en todo el país.
     - Labour day. Workmen parade all over the country

11 - 14 Feria Agropecuaria Industrial del Oriente, Puyo, Provincia de Pastaza
     - Agricultural, animal and industrial fair in the Oriental Region. Puyo, Pastaza Province

24. SESQUICENTENARIO DE LA INDEPENDENCIA DE QUITO. Aniversario de la Batalla de Pichincha
     (1822). Desfiles y festividades, especialmente en Quito. Fiesta Nacional.
     - 150 YEARS OF QUITO'S INDEPENDENCE. Pichincha Battle's Anniversary (1822). Parades, fes-
     tivities, specially in Quito. National Day.

JUNIO (JUNE)

14. Aniversario de la Cantonización de Vinces, Provincia de los Ríos
     - Vinces' Anniversary, Los Ríos Province

24. Día de San Juan. Fiesta importante en Otavalo y Tabacundo, Provincia de Pichincha.
     - St. John's Day. Great festivity in Otavalo, Imbabura Province; and Tabacundo, Pichincha
     Province.

24-2 de Julio "Fiesta del Maíz y del Turismo" en Sangolquí, Provincia de Pichincha. Desfiles, compar-
July 2nd.   sas, exposición de artesanías.
     - "Corn and Tourism Festivity" in Sangolquí, Pichincha Province. Parades, masquerades,
     craftmanship expositions.

26 - 28 Festividades del Cantón Cañar
     - Cantón Cañar Festivities

28 - 30 Día de San Pedro y San Pablo, Fiesta religiosa muy atractiva en Cayambe, Otavalo, Coto-
     collao, Tabacundo, etc. Bailes típicos, fogatas.
     - St. Peter and St. Paul's Day. Religious celebrations and Folkloric dances, etc. in Ca-
     yambe, Otavalo, Cotocollao, Tabacundo.

JULIO (JULY)

18 de Julio Fiestas de la Cantonización de Santo Domingo de los Colorados.
July 18th.   - Sto. Domingo de los Colorados' Anniversary.

23. Feria Exposición Agropecuaria Industrial en Machachi, Provincia de Pichincha.
     - Agricultural, animal and industrial Exposition Fair in Machachi, Pichincha Province.

24. Aniversario del nacimiento del Libertador Simón Bolívar.
     - Libertador Simón Bolívar's Day.

25. Aniversario de la Fundación de la ciudad de Guayaquil. Semana de Festividades con des-
     files, bailes, elección de la Perla del Pacífico (reina de belleza internacional), com-
     petencias deportivas internacionales, etc.
     - Guayaquil's foundation Anniversary. A week of festivities with parades, dances, Beauty
     Pageants, international sports, etc.

<center>AGOSTO (AUGUST)</center>

1 - 4   Feria Agropecuaria en Biblián, Provincia de Cañar.
- Agricultural and animals Fair in Biblián, Cañar Province.

5.   Día de la Independencia de Esmeraldas: Feria Agropecuaria - Bailes Populares
- Esmeraldas' independence Day: Agricultural and animal Fair, folkloric dances.

10.   Aniversario del Primer Grito de la Independencia en América (Quito, 1809). Fiesta Nacio nal. Desfiles Militares.
- National Celebration of Independence (Quito, 1809). The first American intent of Independence. Military and school parades.

10.   Feria Agropecuaria de Bolívar en Guaranda
- Agricultural and Animal Fair in Guaranda, Bolívar Province

15.   Fiesta religiosa de San Jacinto en Yaguachi, Provincia de Guayas. Peregrinaciones de todo el país.
- San Jacinto's religious celebration in Yaguachi, Guayas Province. Preregrines from all over the country.

25.   Feria Agropecuaria Artesanal Internacional en Santa Rosa, Provincia de El Oro. Espectáculos varios.
- International Agricultural, animal and craftmanship fair in Santa Rosa, El Oro Province Several Shows.

<center>SEPTIEMBRE (SEPTEMBER)</center>

2 - 15   "Fiesta del Yamor". Otavalo, Provincia de Imbabura. Reminiscencia de ritos aborígenes, riñas de gallos, exposiciones de artes manuales, etc.
- "Yamor Festivities": Otavalo, Imbabura Province. Aborigines rites remembrance, rooster fights, mannual arts expositions, etc.

5 - 9   Fiesta y Feria en homenaje a la Virgen del Cisne, en Loja. Peregrinación con la imagen de la Virgen desde El Cisne a Loja. Diversiones varias.
- Fair and Festivities in "Virgen del Cisne's" honour in Loja. A very important and Solemn religious celebration.

6 - 14   "Fiesta de la Jora" en Cotacachi, Provincia de Imbabura. Costumbres de tiempo incásico danzas folklóricas, etc.
- "The Jora Festivities" in Cotacachi, Imbabura Province. Incasic usage, folkloric dances.

8.   Feria Agropecuaria en Macará, Provincia de Loja. Espectáculos costumbristas, gran afluencia internacional de turistas.
- Agricultural and animal fair in Macará, Loja Province. Folklore; this festivity brings

10.   "Fiesta del Maíz" en Machachi, Provincia de Pichincha. Feria Exposición Agropecuaria e Industrial.
- "Corn Festivity" in Machachi, Pichincha Province. Agricultural, animals and industrial Exposition Fair.

11 - 16   Feria Agrícola de Milagro. Provincia de Guayas. Carreras de Autos, diversiones varias
- Agricultural fair in Milagro, Guayas Province. Car races, several shows.

20 - 26   "Feria Mundial del Banano", en Machala, Provincia de El Oro. Singulares atracciones; muy importants.
- "Banana's World Fair" in Machala, El Oro Province. Several attractions; very important festivity.

24. "Feria de la Producción", en Piñas, Provincia de El Oro. Singulares atracciones.
     - "Production Fair" in Piñas, El Oro Province. Special Attractions.

24 - 28 "Fiesta de Los Lagos", Feria Agropecuaria industrial en Ibarra, Provincia de Imbabura.
     Danzas con grupos aborígenes, desfiles, Competencia automovilística en Yaguarcocha.
     - "The Lakes Festivity", Agricultural, animal and industrial Fair in Ibarra, Imbabura
     Province. Aborigines dances, parades, etc. Car races in Yaguarcocha.

27. Feria de Artes Manuales Indígenas en Espejo, Provincia de Imbabura.
     - Indian's Handicraft, Arts Fair in Espejo, Imbabura Province.

29. Feria Exposición Agropecuaria industrial en Gonzanamá, Provincia de Loja. Eventos di-
     versos.
     - Agricultural, animal and industrial Exposition-Fair in Gonzanamá, Loja Province. Sev
     eral events.

OCTUBRE (OCTOBER)

9.   Aniversario de la Independencia de Guayaquil. Fiesta Nacional. Feria Industrial in-
     ternacional. Conciertos, regatas, eventos deportivos internacionales, desfiles, etc.
     Festividades del 3 al 12.
     - Guayaquil's Day. National Festivity. International Fair. Concerts, sailing, sports,
     parades, dances, etc. Festivities from the 3rd. to the 12th.

14. Feria Exposición Agropecuaria y Turística en Manta y Portoviejo, Provincia de Manabí.
     Diversas atracciones.
     - Agricultural and animal Exposition Fair in Manta and Portoviejo, Manabí Province. Sev
     eral attractions.

NOVIEMBRE (NOVEMBER)

1.   Día de Todos los Santos. Fiesta Religiosa
     - Day of All Saints. Religious Festivity

2.   Día de Difuntos. Conmemoración Religiosa en todo el país. Visita a los cementerios.
     Platos típicos: "Colada Morada" y "Muñecas de Pan". Muy importante en Calderón.
     - All Souls' Day. Religious celebration all over the country, several events. "Cola-
     da Morada and "Bread Dolls" (special food). Remarkable in Calderón, Pichincha prov-
     ince.

3.   Aniversario de la Independencia de Cuenca. Provincia de Azuay. Fiesta Nacional. Fe-
     ria Exposición Agropecuaria y Artesanal. Desfiles, etc. Muchas atracciones.
     - Cuenca's Day. Azuay Province, National Festivity, Agricultural, animal and craftman
     ship; parades, etc. Many attractions.

4.   Cantonización de Manta, Provincia de Manabí. Desfiles y festividades varias.
     - Manta's Day, Manabí Province. Parades and Several Events.

11. Aniversario de la independencia de Riobamba, Provincia de Chimborazo. Feria Agrí-
     cola industrial y Artesanal. Importantes atracciones, desfiles, etc.
     -Riobamba's Day, Chimborazo Province. Agricultural-industrial and Handcrafts Fair.

21. Fiesta Religiosa en el Quinche, Provincia de Pichincha, en homenaje a la Virgen del
     lugar. Gran feria comercial.
     -Religious Festivity in Quinche, Pichincha Province, in honour to the Holly Virgin.
     Great commercial Fair.

26. Exposición Agropecuaria e Industrial. Daule, Provincia del Guayas.
     - Industrial-animal Exposition Fair. Daule, Guayas Province.

DICIEMBRE (DECEMBER)

1 - 6
Aniversario de la fundación de Quito, capital de la República (día 6). Festividades, corridas de toros, desfiles, deportes internacionales, etc. La noche del día 5: Bailes en las calles y plazas. Una de las fiestas más importantes del Continente.
- Quito's Day, Capital of the Republic (December 6th). Festivals, bullfights, parades, international sports, etc. On the 5th., during the night: Dances in the streets. One of the most important festivities in South America.

24.
Noche Buena. Fiestas familiares y públicas.
-Christmas Eve. Family and public festivities.

25.
Navidad. Confección de Pesebres, concurso de villancicos. Iniciación de las festividades de fin de año que se extienden con bailes, etc., hasta el 6 de Enero.
- Christmas Day. Typical "Pesebres", Christmas choral contests. Beginning of the festivities of the end of the year and the New Year, until January the 6th.

31.
Fin de Año. Incineración de muñecos que representan el Año Viejo, a las doce de la noche. Alegría y fiestas en todo el país.
- New Year's Eve, at midnight, incineration of dolls called "Año Viejo" (Old Year), represented by figures of the year's most outstanding politic personalities and events. Dances and good humour all over the country.

FECHAS MOVIBLES
(CHANGEABLE DATES)

Febrero-Marzo
(February-March)
Carnaval. Fiestas y bailes en todo el país. Costumbre de arrojar globitos con agua a los balcones y a peatones. En las mismas fechas se realiza la Feria Internacional de las Flores y de las Frutas en Ambato, Provincia de Tungurahua. Exposición artesanal, danzas folklóricas, corridas de toros, eventos varios, desfiles, etc.. Festividades en todos los balnearios de la costa.
- Carnival festivities all over the country. There is the custum of throwing to people small balloons filled with water. In Ambato, the International Fair of Fruits and flowers, Tungurahua Province. Handicrafts exposition, folklore dances, bullfights, several events, parades, etc.

Marzo-Abril
(March-April)
Semana Santa. Ceremonias religiosas en todo el país, especialmente el Viernes Santo y el Domingo de Pascua. Procesiones y misas.
-Easter's week. Religious celebrations all over the country, especially on Holy Friday.
Easter Processions and masaes.

Mayo-Junio
(May-June)
Corpus Christi. Corresponde a un Jueves, sesenta y un días después de la Pascua. Entre el 21 de Mayo y el 24 de Junio. Festividades en todo el país, especialmente en la región andina. Danzas, festividades autóctonas.
-Corpus Christi. It is on a Thursday, sixty one days after Easter, between May 21st. and June 24th. Festivities all over the country, especially in the highlands. Folkloric dances and festivities.

Junio-Julio
(June-July)
Octavas. Cuatro domingos después de Corpus. Festividades características, especialmente en la región andina.
- Octaves. Four sundays after Corpus. Typical festivities, especially in the highlands.

FERIAS INDIGENAS SEMANALES MAS IMPORTANTES
(MORE IMPORTANT INDIAN MARKETS DURING THE WEEK)

Lunes (Mondays)	Ambato (Provincia de Tungurahua) -Ambato (Tungurahua Province)
Martes (Tuesday)	Latacunga (Provincia de Cotopaxi) - Latacunga (Cotopaxi Province)
Miercoles (Wednesdays)	Pujilí (Provincia de Cotopaxi) - Pujilí (Cotopaxi Province.)
Jueves (Thursdays)	Tulcán (Provincia de Carchi); Cuenca (Provincia de Azuay); Saquisilí (Provincia de Cotopaxi) - Tulcán (Carchi Province); Cuenca (Azuay Province); Saquisilí (Cotopaxi Province)
Sábado (Saturdays)	Otavalo (Provincia de Imbabura); Latacunga (Provincia de Cotopaxi); Riobamba (Provincia de Chimborazo) - Otavalo (Imbabura Province); Latacunga (Cotopaxi Province); Riobamba (Chimborazo Province)
Domingo (Sundays)	Tulcán (Provincia de Carchi); Santo Domingo de los Colorados, Sangolquí y Machachi (Provincia de Pichincha); Salcedo (Provincia de Cotopaxi). - Tulcán (Carchi Province); Santo Domingo de los Colorados, Sangolquí and Machachi (Pichincha Province); Salcedo (Cotopaxi Province)

THIS QUESTIONNAIRE IS FOR THE USE OF DR. HAROLD WOOD AND CLAIRE MORAN OF THE UNIVERSITY OF MCMASTER (HAMILTON, CANADA) FOR THE BETTER UNDERSTANDING OF THE ROLE AND IMPORTANCE OF TOURISM IN ECUADOR.   ALL INFORMATION GIVEN HERE IS STRICTLY CONFIDENTIAL AND ANONYMOUS.

1.   TODAY'S DATE:
     HOTEL, PENSION, RESIDENCIAL (NAME):
     LOCATION:

2.   YOUR PERMANENT ADDRESS, CITY: PROV., STATE: COUNTRY:
     YOUR NATIONALITY :

3.   NUMBER OF PERSONS ACCOMPANYING YOU (YOURSELF INCLUDED) BY AGE GROUP:

     14 YEARS OLD OR LESS: PERSONS
     FROM 15 YEARS OLD TO 24 YEARS OLD: PERSONS
     FROM 25   TO 34   :   PERSONS
     FROM 35   TO 44   :   PERSONS
     FROM 45   TO 54   :   PERSONS
     55 YEARS OLD OR MORE   :   PERSONS

4.   PROFESSIONAL CATEGORY (CHECK ONE ANSWER ONLY):

     FARMER
     BUSINESS,COMMERCE (OWNER, DEALER OR SALESMAN)   ( )
     INDUSTRIALIST (OWNER OR ASSOCIATE)   ( )
     EXECUTIVE, MANAGER   ( )
     PROFESSIONAL   ( )
     EMPLOYEE (WHITE COLLAR)( )
     WORKER (BLUE COLLAR)   ( )
     RETIRED   ( )
     STUDENT   ( )
     OTHER (SPECIFY)— —

5.   LEVEL OF EDUCATION (ONE ANSWER ONLY):

     ELEMENTARY   ( )
     HIGH SCHOOL   ( )
     TECHNICAL, TRADE SCHOOL ( )
     COLLEGE, UNIVERSITY   ( )
     POSTGRADUATE   ( )

6.   PRINCIPAL REASON FOR YOUR STAY IN THIS CITY (ONE ANSWER ONLY):

     IN TRANSIT   ( )
     PLEASURE, TOURISM   ( )
     BUSINESS OR WORK   ( )
     PLEASURE AND BUSINESS   ( )
     VISIT TO PARENTS, FRIENDS   ( )
     CLIMATE OR HEALTH BENEFIT   ( )
     CONVENTION, CONGRESS   ( )
     OTHER (SPECIFY):   ( )

7.   LENGTH OF STAY IN LATIN AMERICA: DAYS:
     LENGTH OF STAY IN ECUADOR ONLY: DAYS.

8. DATE OF ARRIVAL IN THIS CITY: --------------------------;
    LENGTH OF STAY IN THIS CITY :   ------------------ DAYS.

9. A. FREQUENCY OF YOUR VISITS TO ECUADOR (CHOOSE ONE ANSWER ONLY):

    FIRST VISIT: ( )
    VISITED ECUADOR BEFORE: ( ) NUMBER OF TIMES BEFORE: ------------
    OR EVERY ----- DAYS: SO, GENERALLY IN WHICH CITIES: --------------------------------------
    OR EVERY ------ WEEKS: SO, GENERALLY IN WHICH CITIES: ------------------------------------
    OR EVERY ------ MONTHS: SO, GENERALLY IN WHICH CITIES:-------------------------------------

   B. TRANSPORTATION MODE (MOST FREQUENTLY USED) TO ECUADOR (ONE ANSWER ONLY):

    PRIVATE CAR   ( )
    AIRLINE COMPANY   ( ) ITS NAME: --
    BUS COMPANY   ( ) ITS NAME: --
    TRAIN   ( )
    OTHER OR COMBINATION OF MODE (SPECIFY, WITH CO. NAMES): ================------------------

10. HAVE YOU VISITED QUITO (CHOOSE ONE ANSWER):

    NO   ( )
    NO, BUT WILL BEFORE LEAVING THE COUNTRY ( )
    YES   ( )

A. (MOST FREQUENTLY USED) TRANSPORTATION MODE TO QUITO (ONE ANSWER ONLY):

    PRIVATE CAR   ( )
    AIRLINE COMPANY, NATIONAL BOARDING ( ) ITS NAME: -----------------------------------
    AIRLINE COMPANY, INTERNATIONAL BOARDING ( ) ITS NAME: -----------------------------------
    BUS COMPANY, NATIONAL BOARDING ( ) ITS NAME: -----------------------------------
    BUS COMPANY, ( ) INTERNATIONAL BOARDING ( ) ITS NAME: -----------------------------------
    TRAIN   ( )
    OTHER OR COMBINATION OF MODES (SPECIFY, WITH CO, NAMES) : ================------------------
    ----

B. TYPE OF ACCOMMODATION IN QUITO (ONE ANSWER ONLY):

    HOTEL   ( ) NAME THE MOST FREQUENTED: --
    RESIDENTIAL ( ) NAME THE MOST FREQUENTED: --
    PEVNSION   ( ) NAME THE MOST FREQUENTED : ---------------------------------------
    PARENTS, FRIENDS' HOME ( )

C. AVERAGE LENGTH OF STAY DURING YOUR VISIT(S) TO QUITO: -------DAYS.

D. INDICATE THE CITIES AND SITES WHICH YOU VISITED OUTSIDE QUITO (WHILE STAYING THERE):

CITY OR SITE	TRANSPORTATION MODE	PRINCIPAL ACTIVITIES UNDERTAKEN (E.G. SIGHT-SEEING, MUSEUM VISITS; SPORTS (WHICH), ETC.)
-------------	-------------	-------------
-------------	-------------	-------------
-------------	-------------	-------------
-------------	-------------	-------------

11. Have you visited Guayaquil (choose one answer):

NO ( ) _____

NO, BUT WILL BEFORE LEAVING THE COUNTRY ( )

YES, ( ) _____ _____

A. (Most frequently USED) transportation mode to Guayaquil (one answer only):
PRIVATE CAR ( )
AIRLINE COMPANY, NATIONAL BOARDING ( ) ITS NAME: ----------------------------------
AIRLINE COMPANY, INTERNATIONAL BOARDING ( ) ITS NAME: ----------------------------
BUS COMPANY, NATIONAL BOARDING ( ) ITS NAME: ------------------------------------
BUS COMPANY, INTERNATIONAL BOARDING ( ) ITS NAME: ------------------------------
TRAIN ( )
BOAT COMPANY ( )
OTHER OR COMBINATION OF MODES (SPECIFY, WITH CO. NAMES) : ------------------------

----

B. Type of accommodation in Guayaquil (one answer only):
HOTEL ( ) NAME THE MOST FREQUENTED: ---
RESIDENCIAL ( ) NAME MOST FREQUENTED : --
PENSION ( ) NAME THE MOST FREQUENTED : --
PARENTS, FRIENDS' HOME ( )

C. Average length of stay during your visit (s) to Guayaquil: ------- DAYS.

D. Indicate the cities and sites which you visited outside Guayaquil while staying there:

CITY OR SITE	TRANSPORTATION MODE	PRINCIPAL ACTIVITIES UNDERTAKEN(E.G. SIGHTSEEING; MUSEUM VISITS; SPORTS (WHICH) ETC.)
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

1. If you presently are in a city other than Quito or Guayaquil indicate your (most frequently used) transportation mode to this city:

PRIVATE CAR ( )
AIRLINE COMPANY, NATIONAL BOARDING ( ) ITS NAME: -----------------------------
AIRLINE COMPANY, INTERNATIONAL BOARDING ( ) ITS NAME: ------------------------
BUS COMPANY, NATIONAL BOARDING ( ) ITS NAME: -------------------------------
BUS COMPANY, INTERNATIONAL BOARDING ( ) ITS NAME: --------------------------
TRAIN ( )
OTHER OR COMBINATION OF MODES (SPECIFY, WITH CO. NAMES) : --------------------

----

2. Indicate the activities undertaken in this city (e.g. sightseeing; market, museum

CITY OR SITE	TRANSPORTATION MODE	PRINCIPAL ACTIVITIES UNDERTAKEN (E.G. SIGHTSEEING; MARKET, MUSEUM VISIT SPORTS (WHICH), ETC.)
_____	_____	_____
_____	_____	_____
_____	_____	_____

12. PERSONAL INCOME (IN U.S. DOLLARS OR EQUIVALENT, ONE ANSWER ONLY AND IN ALL FRANKNESS BECAUSE OF COMPLETE ANONYMITY):

LESS THAN $1.000 U.S. EQUIVALENT ( )   FROM $29.000 U.S. TO $37.000 ( )
FROM $1.000 U.S. TO $2.000 ( )   FROM $37.000 U.S. TO $46.000 ( )
     FROM $ 2.000 U.S. TO $4.000 ( )   FROM $46.000 U.S. TO $56.000 ( )
     FROM $4.000 U.S. TO $7.000 ( )   FROM $56.000 U.S. TO $67.000 ( )
     FROM $7.000 U.S. TO $11.000 ( )   FROM $67.000 U.S. TO $79.000 ( )
     FROM $11.000 U.S. TO $16.000 ( )   FROM $79.000 U.S. TO $92.000 ( )
     FROM $16.000 U.S. TO $22.000 ( )   FROM $ 92.000 U.S. TO $106.000 ( )
     FROM $22.000 U.S. TO $29.000 ( ) $106.000 AND MORE

13. HAVE YOU VISITED THE GALAPAGOS ISLANDS: YES ( )   NO ( )

14. NAME OTHER PRINCIPAL SITES OF ECUADOR DIFFERENT THAN THOSE ALREADY INDICATED BY YOU WHICH YOU HAVE OR WILL SEE AS AN INTERNATIONAL VISITOR DURING THIS TRIP: ------------ --

15. THE PRINCIPAL MOTIVATION FOR YOUR FIRST VISIT TO ECUADOR (ONE ANSWER ONLY):
TRANSIT   ( )
GEOGRAPHICAL ATTRACTIONS (E.G. SCENERY, JUNGLE, ETC) ( )
VISIT TO THE GALAPAGOS ISLANDS ( )
PROXIMITY   ( )
VISIT TO PARENTS, FRIENDS ( )
BUSINESS TRIP   ( )
CONVENTION, CONGRESS   ( )
FAIRS EXHIBITIONS, EXPOSITIONS ( )
NATIONAL CIVIC EVENTS   ( )
OTHER (SPECIFY): --

16. WILL YOU VISIT OTHER LATIN AMERICAN COUNTRIES DURING THIS TRIP: YES ( )   NO ( )

17. ARE YOU IN ECUADOR WITH AN ORGANIZED TOUR: YES ( )   NO ( )

18. DURING YOUR STAY IN ECUADOR, YOUR PRINCIPAL INFORMATION AND CONSULTATION SOURCE FOR VISITS AND ACTIVITIES (INDICATE A MAXIMUM OF 2 SOURCES BY ORDER OF IMPORTANCE 1ST., 2ND):

DIRECCION NACIONAL DE TURISMO (CETURIS)   ( )
YOUR TRAVEL AGENT   ( )
TRANSPORT AGENCIES   ( )
HOTEL, PENSION, OR RESIDENTIAL PERSONNEL   ( )
PARENTS, FRIENDS   ( )
GUIDE BOOKS   ( )
OTHER (CLEARLY SPECIFY) : --

19. IF YOU HAVE ANYTHING SPECIFIC TO ADD FOR THE BETTERMENT OF TOURISM IN ECUADOR, PLEASE DO SO: --

DIRECCION NACIONAL DE TURISMO (Ceturis)

DEPARTAMENTO DE ESTADISTICA

144

FORM. 14-E

144
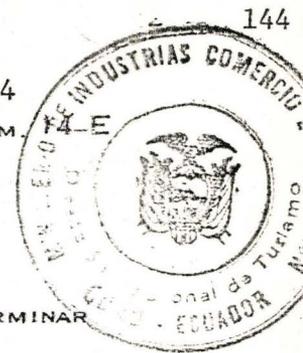
PARA ECUATORIANOS SOLAMENTE

ESTE CUESTIONARIO ES CONFIDENCIAL CON FINES ESTADISTICOS, SIRVE PARA DETERMINAR LAS FUNCIONES E IMPORTANCIA DEL TURISMO EN EL ECUADOR.

USO DE
OFICINA
SOLO

1.- FECHA DEL DIA: ---
    HOTEL, PENSION, RESIDENCIAL: --------------------------- ------------
    LUGAR: --------- --

2.- SU DIRECCION PERMANENTE: CIUDAD: --------- PROVINCIA: -----------

3.- NUMERO DE PERSONAS QUE LE ACOMPAÑAN (INCLUSO UD. MISMO) POR CATEGORIA DE EDAD:

DE 14 AÑOS O MENOS ---------- PERSONAS
DESDE 15 AÑOS A 24 AÑOS ---------- PERSONAS
DESDE 25 ,, A 34 ,, ---------- PERSONAS
DESDE 35 ,, A 44 ,, ---------- PERSONAS
DESDE 45 ,, A 54 ,, ---------- PERSONAS
55 AÑOS Y MAS ---------- PERSONAS

4.- OCUPACION (UNA SOLA RESPUESTA)

AGRICULTOR	( )	EMPLEADO	( )
GERENTE, INDUSTRIAL	( )	OBRERO	( )
COMERCIANTE	( )	JUBILADO	( )
AGENTE DE VENTAS	( )	ESTUDIANTE	( )
PROFESIONAL	( )	OTRO (ESPECIFIQUE)	( ) _ _ _ _

5.- MOTIVO PRINCIPAL DE SU PERMANENCIA EN ESTA CIUDAD (UNA SOLA RESPUESTA)

DE TRANSITO	( )	ESTUDIOS	( )
PLACER	( )	CLIMA, RAZONES DE	
NEGOCIOS	( )	SALUD	( )
PLACER Y NEGOCIOS	( )	CONVENCION, CONGRESO	( )

6.- INDIQUE LA DURACION TOTAL ANUAL DE SUS VACACIONES: ------------ DIAS

7.- FECHA DE LLEGADA A ESTA CIUDAD: ------------------------
    PERMANENCIA TOTAL EN ESTA: ------------------------------ DIAS

8A.- PROMEDIO ANUAL DE SU(S) VISITA(S) A ESTA CIUDAD:

NUMERO DE VECES POR AÑO: ---------- VECES
O REGULARMENTE, CADA -------------- DIAS
CADA -------------- SEMANAS
CADA -------------- MESES

8B.— Su medio de transporte mas utilizado hasta ESTA CIUDAD (una SOLA respuesta)

Automovil Particular ( )   Bus   ( )

Avion   ( )   Tren   ( )

Otro modo o conbinado (especifique)----------------------

8C.— Marque UNA O MAS ACTIVIDADES PRACTICADAS POR Ud. EN ESTA CIUDAD o sus ALREDEDORES:

Cine o teatro   ( )   Pesca   ( )

Club, bar   ( )   Caza   ( )

Deportes nauticos   ( )   casino   ( )

Visita a monumentos ( )   andinismo ( )

Otros Deportes   ( )

visita a pueblos, mercados ( ) ; Indique los nombres----------
----

8D.— Evaluacion aproximada de los gastos por su estancia en ESTA CIUDAD (se puede indicar contoda confianza el precio mas exacto pues el ANONIMO ES ABSOLUTO)

Como le conviene mas (sea una columna u otra)

Promedio por PERSONA   Promedio por Grupo

Alojamiento $------POR DIA $----------POR DIA

Bebida y Comida ------POR DIA   ----------POR DIA

Trasporte Local ------POR DIA   ----------POR DIA

(Taxi, bus)

Compras de especialidades $------ POR ESTADIA $------POR ESTADIA

(joyeria, artesania, etc.)   Total   Total

ESPARCIMIENTOS $------POR ESTADIA $------POR ESTADIA

(excluyendo al casino)   Total   Total

9.— Si la ciudad descrita antes era Quito o si vive en esa ciudad deje libre esta parte siguiente y vea la pregunta No. 10

A.— Promedio anual de sus visitas a Quito (una SOLA respuesta)

NUMERO DE VECES POR AÑO: --- ----VECES

O REGULARMENTE CADA----------- DIAS

CADA-----------SEMANA

CADA---------- MESES

B.— Promedio de su permanencia en Quito:----------DIAS

C.— Su medio de transporte hasta Quito (una SOLA respuesta)

AUTOMOVIL PARTICULAR ( )   BUS   ( )

AVION   ( )   TREN   ( )

OTRO MODO O COMBINADO (ESPECIFIQUE)----------------------

D.— Marque UNA O MAS actividades practicadas por Ud. en Quito o sus ALREDEDORES:

___ __CINE   TEATRO ( )   PESCA   ( )

__ __CLUB, BAR   ( )   CAZA   ( )

___ __CASINO   ( )   DEPORTES NAUTICOS ( )

__ __VISITAS A MONUMENTOS, MUSEOS ( ) ANDINISMO ( )

___   OTROS DEPORTES ( )

___ __VISITAS A PUEBLOS MERCADOS ( ) INDIQUE LOS NOMBRES _____
___ __

10.—   SI LA PRIMERA CIUDAD DESCRITA ANTES ERA GUAYAQUIL O SI VIVE EN ESA CIUDAD

       DEJE LIBRE ESTA PARTE SIGUIENTE Y VEA LA PREGUNTA No. 11

   A.— PROMEDIO ANUAL DE SUS VISITAS A GUAYAQUIL:

___   NUMERO DE VECES POR AÑO: ------------VECES

___   O REGULARMENTE, CADA ---------------DIAS

___   CADA -----------------SEMANAS

___ __   CADA ------- ---------- MESES

   B.— PROMEDIO DE SU PERMANENCIA EN GUAYAQUIL:---------------DIAS

   C.— SU MEDIO DE TRANSPORTE HASTA GUAYAQUIL (UNA SOLA RESPUESTA):

       AUTOMOVIL PARTICULAR ( )   BUS ( )

___   AVION   ( )   TREN ( )

       OTRO MODO O COMBINADO (ESPECIFIQUE):-----------------

   D.— MARQUE UNA O MAS ACTIVIDADES PRACTICADAS POR UD. EN GUAYAQUIL O SUS ALRE-

       DEDORES:

___ __   CINE TEATRO ( )   PEZCA   ( )

___ __   CLUB, BAR   ( )   CAZA   ( )

___ __   CASINO   ( )   DEPORTES NAUTICOS ( )

___ __   VISITAS A MONUMENTOS, MUSEOS ETC, ( )   OTROS DEPORTES   ( )

___ __ __ VISITAS A PUEBLOS, MERCADOS ( ) ; INDIQUE LOS NOMBRES ; _____

11.—   VISITO LAS ISLAS GALAPAGOS   SI ( )   NO ( )

___   SANTO DOMINGO DE LOS COLORADOS   SI ( )   NO ( )

___   AMBATO   SI ( )   NO ( )

___   EL PUYO   SI ( )   NO ( )

___   CUENCA   SI ( )   NO ( )

___   SALINAS   SI ( )   NO ( )

12.—

       EN SU OPINION QUE SERIA LO IMPORTANTE PARA QUE EL ECUADOR MEJORE SU TURIS

       MO, SEA NACIONAL, INTERNACIONAL O AMBOS _____

       _____

       _____

       MUCHAS GRACIAS POR SU COLABORACION.

DIRECCION NACIONAL DE TURISMO

FORM. 13-E.

DEPARTAMENTO DE ESTADISTICA

PARA VISITANTES INTERNACIONALES SOLAMENTE

ESTE CUESTIONARIO ES CONFIDENCIAL CON FINES ESTADISTICOS, S RVE PARA DETERMINAR LAS FUNCIONES E IMPORTANCIA DEL TURISMO EN EL ECUADOR.

USO DE

OFICINA

SOLO

— — 1.- FECHA DEL DIA: --

— HOTEL, PENSION, RESIDENCIAL (NOMBRE): -------------------------------

— LUGAR: --

— — 2.- SU DIRECCION PERMANENTE, CIUDAD: ------------- PROVINCIA: ---------

— PAIS: --------------------

— 3.- NUMERO DE PERSONAS QUE LE ACOMPAÑAN (INCLUISO UD. MISMO) POR CATE-

GORIA DE EDAD:

DE 14 AÑOS O MENOS	------------- PERSONAS
DESDE 15 AÑOS A 24 AÑOS	------------- PERSONAS
DESDE 25 AÑOS A 34 AÑOS	------------- PERSONAS
,, 35 ,, A 44 ,,	------------- PERSONAS
,, 45 ,, A 54 ,,	------------- PERSONAS
55 AÑOS Y MAS	------------- PERSONAS

4.- OCUPACION (UNA SOLA RESPUESTA)

AGRICULTOR	( )	EMPLEADO	( )
GERENTE, INDUSTRIAL	( )	OBRERO	( )
COMERCIANTE	( )	JUBILADO	( )
AGENTE DE VENTAS	( )	ESTUDIANTE	( )
PROFESIONAL	( )	OTRO (ESPECIFIQUE)	( )

5.- MOTIVO PRINCIPAL DE SU PERMANENCIA EN ESTA CIUDAD (UNA SOLA RESPUES-

TA)

DE TRANSITO	( )	ESTUDIOS	( )
PLACER	( )	CLIMA, RAZONES	( )
NEGOCIOS	( )	DE SALUD	
PLACER Y NEGOCIOS	( )	CONVENCION, CONGRESO	( )

— 6.- DURACION DE SU PERMANENCIA SOLO EN EL ECUADOR: ------------ DIAS

— — 7.- FECHA DE LLEGADA A ESTA CIUDAD: --------------------------------

— PERMANENCIA TOTAL EN ESTA: --------------------------------- DIAS.

8.- FRECUENCIA DE SU VISITA AL ECUADOR (UNA SOLA RESPUESTA)

ES LA PRIMERA VEZ   ( )

— O NUMERO DE VISITAS ANTERIORES: ----------- VISITAS ANTERIORES

— O REGULARMENTE, CADA ----------- DIAS

—   CADA ------------ SEMANAS

—   CADA ------------ MESES

9.-   VISITO QUITO

     NO   ( )   (ENTONCES SIGA INMEDIATAMENTE A LA PREGUNTA 10)

—   SI   ( )

     NO PERO VOY A CONOCER ANTES DE MARCHARME   ( )

A.-   MEDIO DE TRANSPORTE MAS UTILIZADO HASTA QUITO (UNA SOLA RESPUESTA)

     AUTOMOVIL PARTICULAR   ( )   BUS   ( )

—   AVION   ( )   TREN   ( )

     OTRO MODO O COMBINADO (ESPECIFIQUE) ---------------------------------

B.- TIEMPO DE PERMANENCIA PROMEDIO EN SU (S) VISITA (S) A QUITO ---------

     ------------------- DIAS.

C.- INDIQUE LAS CIUDADES O SITIOS QUE VISITO O VISITARA ALREDEDOR DE QUITO,

     PERMANECIENDO EN QUITO:

CADA CIUDAD O SITIO	MEDIO DE TRANSPORTE	ACTIVIDADES PRINCIPALES PRACTICADAS (EJ.: PASEOS, VISITAS A MERCADOS, MUSEOS, DEPORTES (CUALES), ETC.)
----------------	----------------	----------------------
----------------	----------------	----------------------
----------------	----------------	----------------------
----------------	----------------	----------------------
----------------	----------------	----------------------

10.-   VISITO GUAYAQUIL

     NO ( )   (ENTONCES SIGA INMEDIATAMENTE A LA PREGUNTA 11)

—   SI ( )

     NO PERO VOY A CONOCER ANTES DE MARCHARME   ( )

A.-   MEDIO DE TRANSPORTE MAS UTILIZADO HASTA GUAYAQUIL (UNA SOLA RESPUESTA)

     AUTOMOVIL PARTICULAR   ( )   BUS   ( )

—   AVION   ( )   TREN   ( )

     OTRO MEDIO O COMBINADO (ESPECIFIQUE) ---------------------------------

B.-   TIEMPO DE PERMANENCIA PROMEDIO EN SU(S) VISITA(S) A GUAYAQUIL ---------

—   ------------------------------------- DIAS.

C.-   INDIQUE LAS CIUDADES O SITIOS QUE VISITO O VISITARA ALREDEDOR DE GUAYAQUIL,

     PERMANECIENDO EN GUAYAQUIL

CADA CIUDAD O SITIO	MEDIO DE TRANSPORTE	ACTIVIDADES PRINCIPALES PRACTICADAS (EJ.: PASEOS, VISITAS A MUSEOS, DEPORTES (CUALES) ETC.)
- - -	- - -	- - - - - - -
- - -	- - -	- - - - - - -
- - -	- - -	- - - - - - -

11.- VISITO O VISITARA LAS ISLAS GALAPAGOS .   SI ( )   NO ( )

—   STO. DOMINGO DE LOS COLORADOS   SI ( )   NO ( )

—   AMBATO   SI ( )   NO ( )

—   EL PUYO   SI ( )   NO ( )

—   CUENCA   SI ( )   NO ( )

—   SALINAS   SI ( )   NO ( )

12.- SI LA CIUDAD DONDE ESTA AHORA NO ES QUITO O GUAYAQUIL,

A.-   MARQUE SU MEDIO DE TRANSPORTE MAS UTILIZADO HASTA ESA CIUDAD (UNA SOLA RESPUESTA)

AUTOMOVIL PARTICULAR   ( )   BUS   ( )

AVION   ( )   TREN   ( )

OTRO MODO O COMBINADO (ESPECIFIQUE) ------------------------

B.-   MARQUE UNA O MAS ACTIVIDADES PRACTICADAS POR UD. EN ESTA CIUDAD O SUS ALREDEDORES:

CINE, TEATRO   ( )   PESCA   ( )

CLUB, BAR   ( )   CAZA   ( )

CASINO   ( )   DEPORTES NAUTICOS   ( )

VISITAS A MONUMENTOS, MUSEOS   ( )   ANDINISMO   ( )

VISITAS A PUEBLOS, MERCADOS   ( )   OTRO(S) DEPORTE(S)   ( )

INDIQUE LOS NOMBRES: ------------------------

13.- EVALUACION APROXIMADA DE LOS GASTOS SÓLO POR SU ESTANCIA EN ESTA CIUDAD (SE PUEDE INDICAR CON TODA CONFIANZA, EL PRECIO MAS EXACTO, PUES ES ANONIMO EN ABSOLUTO):
COMO MAS LE CONVENGA, SEA UNA COLUMNA U OTRA

	PROMEDIO POR PERSONA	PROMEDIO POR GRUPO $ POR DIA
ALOJAMIENTO	---------- $ POR DIA	----------
BEBIDA Y COMIDA	---------- ,,	----------
TRANSPORTE PAGADO LOCALMENTE (TAXI, BUS, ETC.)	---------- ,,	----------

	PROMEDIO POR PERSONA $ POR ESTADIA TOTAL	PROMEDIO POR GRUPO $ POR ESTADIA TOTAL
_ _ COMPRA DE ESPECIALIDADES (JOYERIA, ARTESANIA, ETC.)	-------------------------	-------------------------
_ _ _ ESPARCIMIENTOS (EXCLUYENDO EL CASINO)	-------------------------	-------------------------

14.- ESTA EN EL ECUADOR A TRAVES DE UN TOUR ORGANIZADO

_ _ _ _   SI   ( )   NO   ( )

15.- SI TIENE ALGO ESPECIFICO QUE AÑADIR PARA EL MEJORAMIENTO DEL TURISMO EN EL ECUADOR, HAGALO POR FAVOR

APPENDIX 3

The following eight pages show graphs with the monthly dis-
tribution of national and international travellers for each sampled
category hotel and the index of each surveyed center. The monthly
numbers are in percentages of the respective yearly totals of national
and international travellers.

We are using percentage numbers instead of absolute numbers
so that the yearly pattern of national and international travellers in
each hotel may be compared visually, though their respective yearly
totals are not equal in absolute numbers. Also, we tried to keep constant
the interval units 2.24% on the x axis, for the sake of comparison between
graphs. But in some hotels and in the travel center indexes, the small
monthly fluctuations would not be apparent with such an interval unit;
this is why we then used the more convenient interval unit of 0.80%.

In the case of an incomplete year of data, to convert the
absolute monthly numbers of travellers to percentages, the missing yearly
totals of national and international travellers were extrapolated as
described in the following example. A given hotel shows national traveller
data in 1971, 1972 and for the first five months in 1973; if the sum of
the first five months in 1971 and in 1972 averaged 65% of the yearly total
of national travellers, the sum of the first five months in 1973 is assumed
equal[1] to 65% and the yearly absolute total (which is equal to 100%) is

---

[1] This assumption is based on the hypothesis that similar patterns in the
monthly percentages of travellers exist from one year to another for each
type of traveller in each hotel. This hypothesis is tested and the results
are given on pp. 60-61.

easily calculated. The same procedure applies for international traveller data and in both cases, had only one complete year of data been available, no averaging would be necessary to obtain the percentage sum of the first five months.

The computer subroutine which was used for plotting these graphs is GRAFF Version 2.1. The original GRAFF program was written by J. Drake and Verson 2.1 was implemented by J.G. Cogley, both of whom are from the Geography Department at McMaster University (1973). The author is particularly thankful to Dr. J.G. Cogley for his help in explaining the use of this subroutine.

National travellers

-------- International travellers
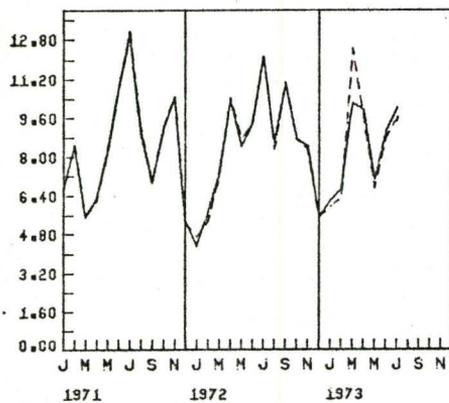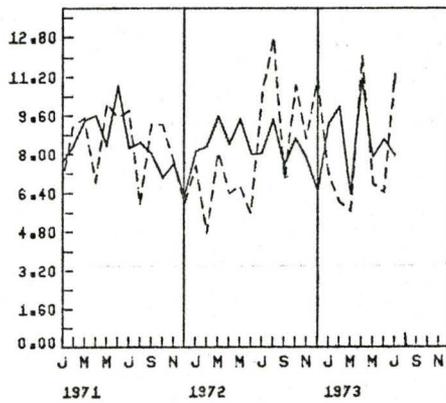
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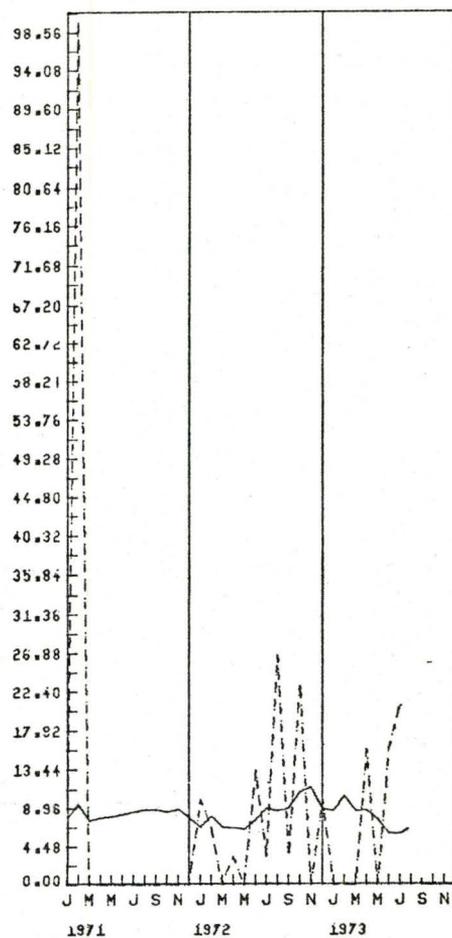
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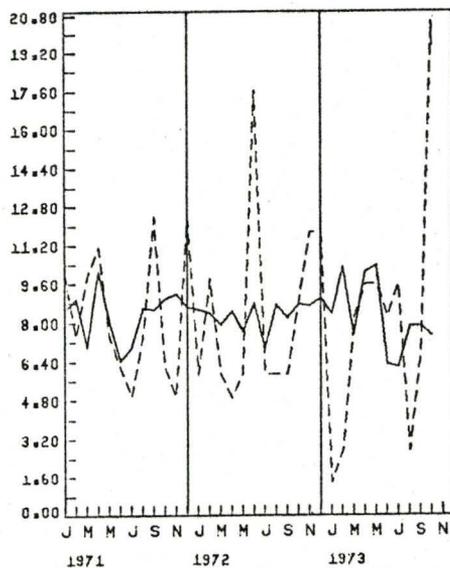
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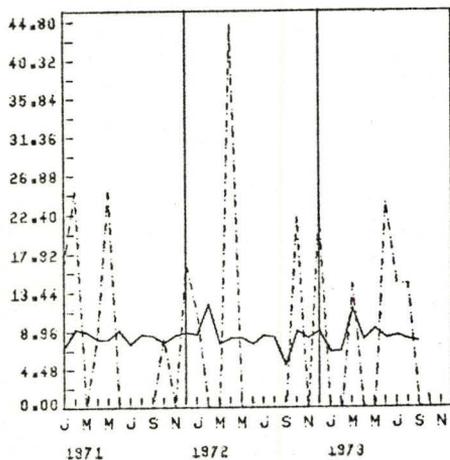
Third

Fourth

Center index for Ambato
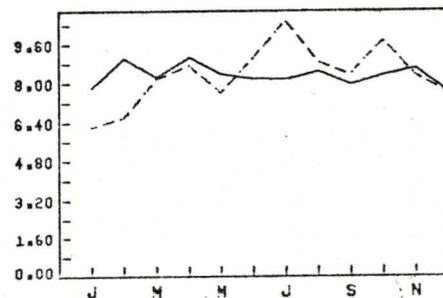
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National travellers

International travellers
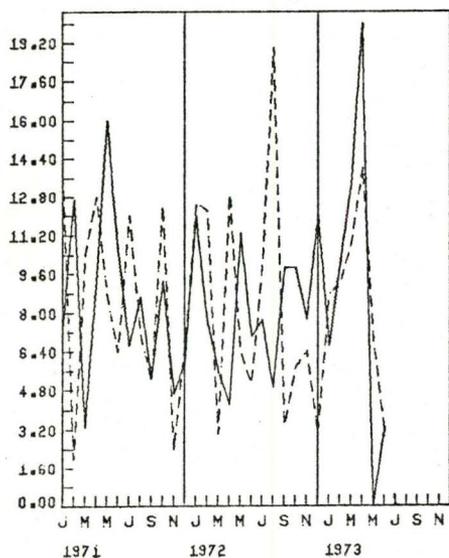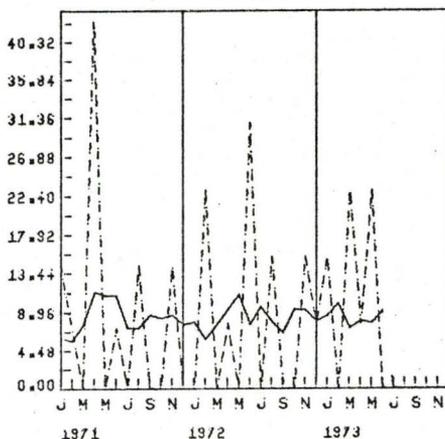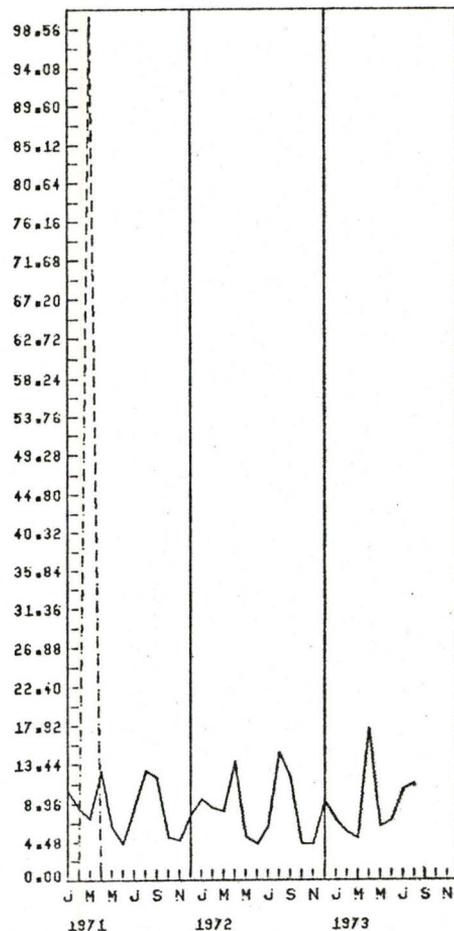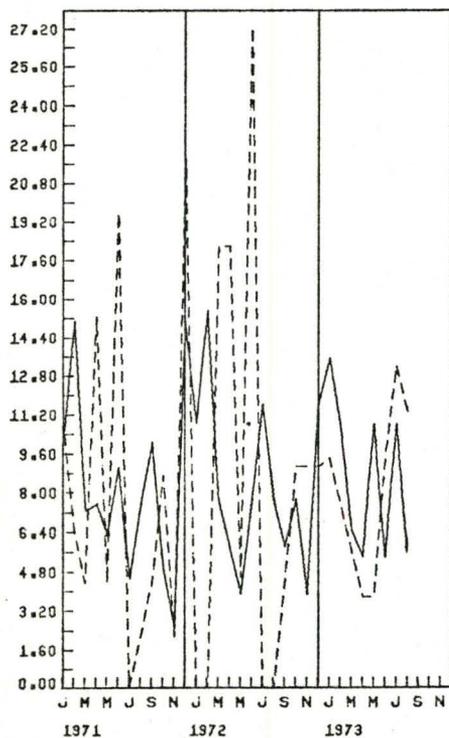
Luxury
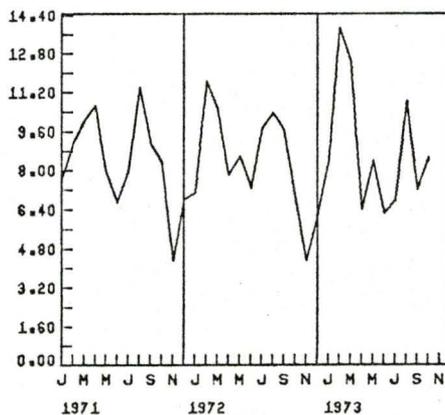
First

Third

Fourth

Center index for Baños
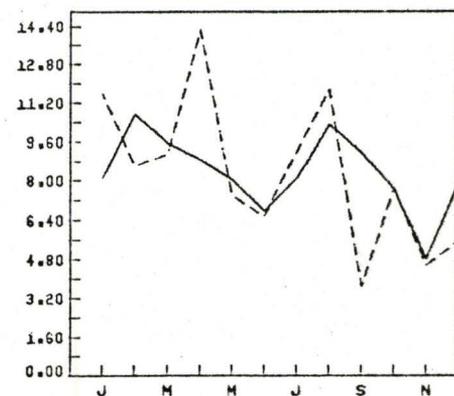
National travellers

International travellers
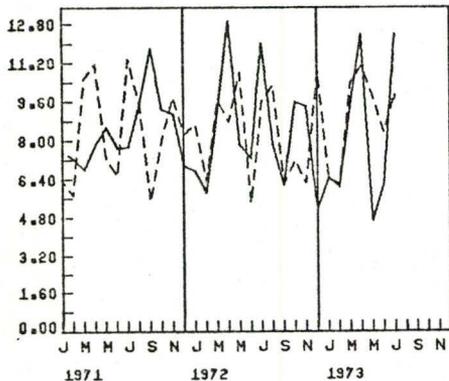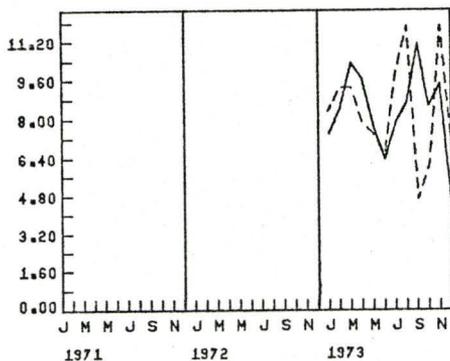
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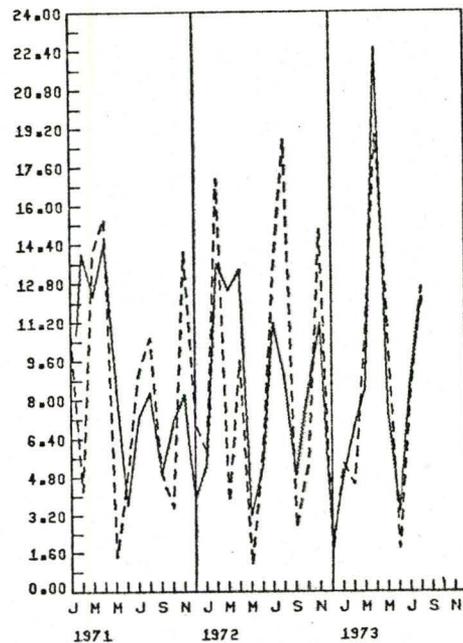
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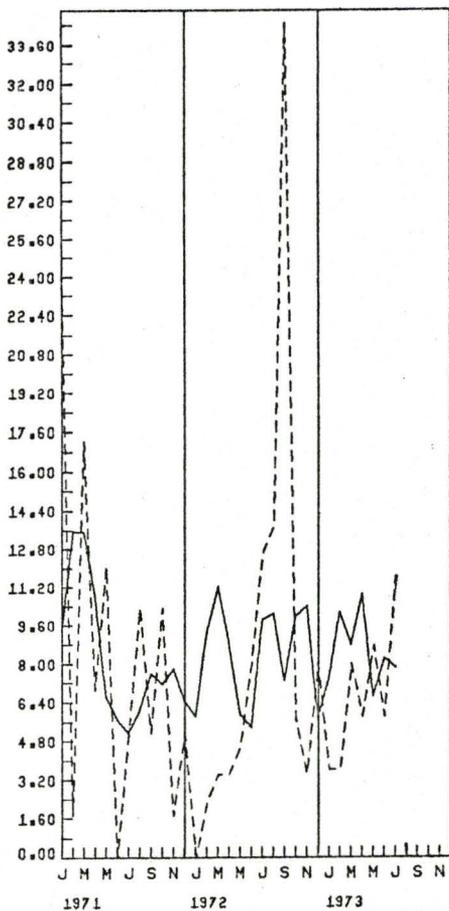
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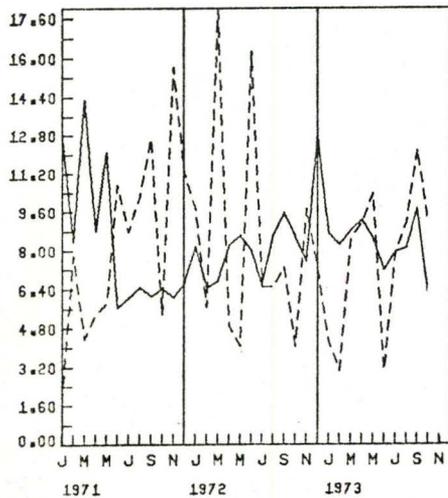
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Fourth

Center index for Cuenca
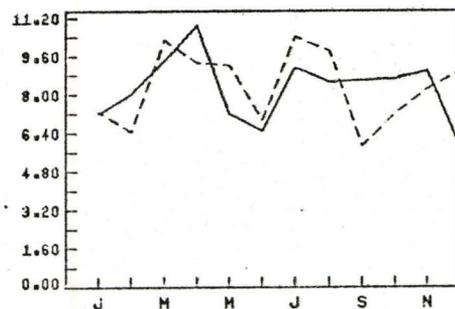
156

National travellers

International travellers
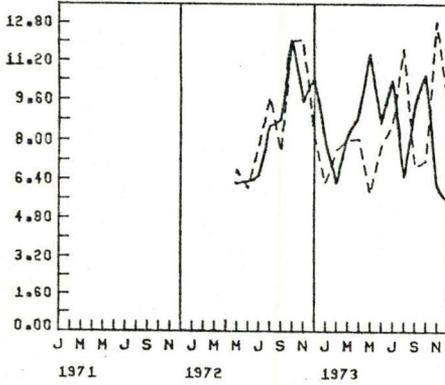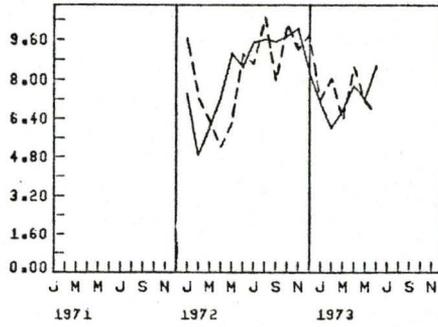
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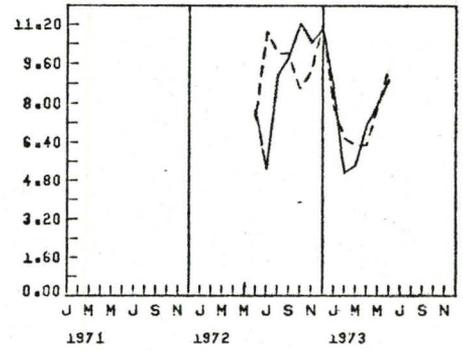
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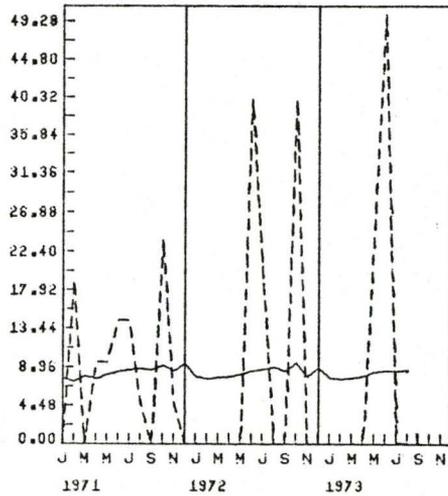
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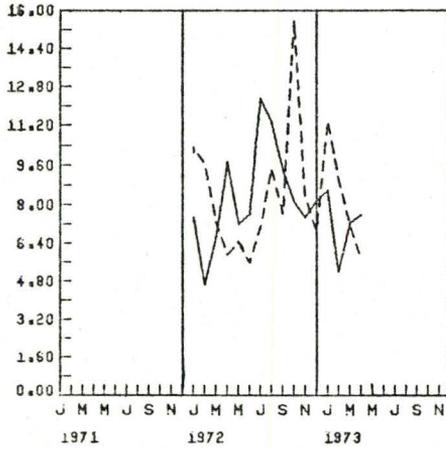
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Fourth

Center index for Guayaquil
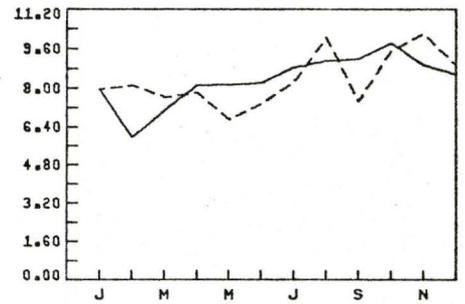
——————— National travellers

----------- International travellers
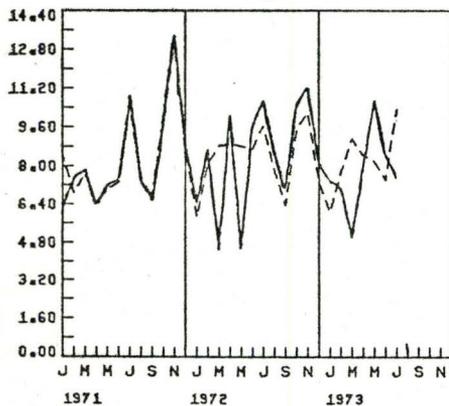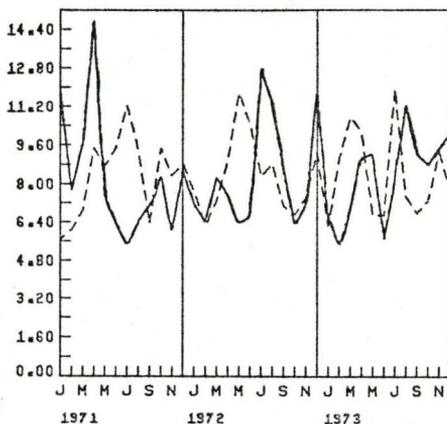
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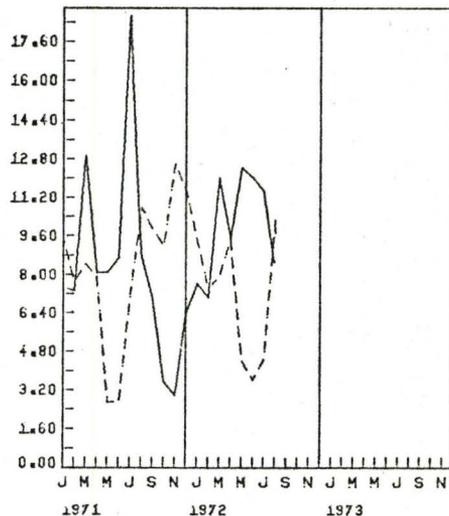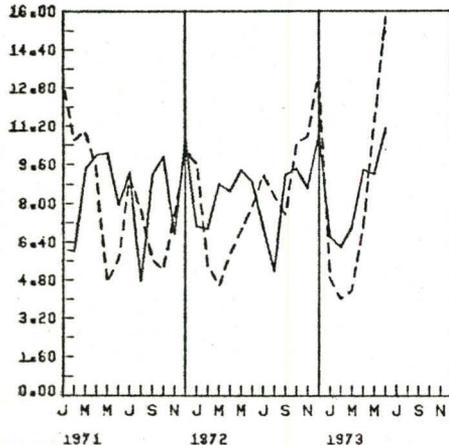
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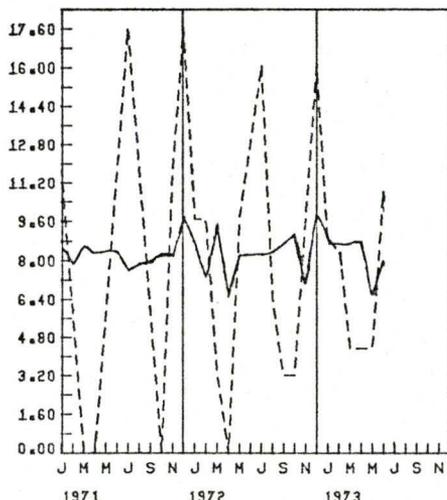
Third

Fourth

Center index for Quito

National travellers

---------- International travellers

Luxury

First

Second

Third

Fourth

Center index for Salinas

_____ National travellers

------------ International travellers
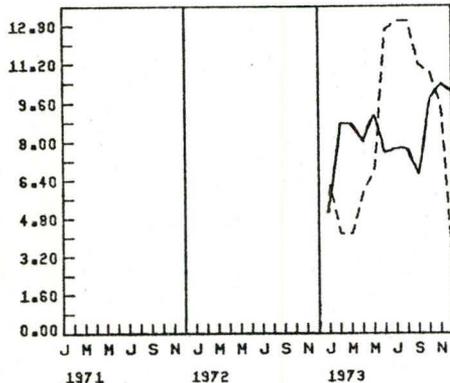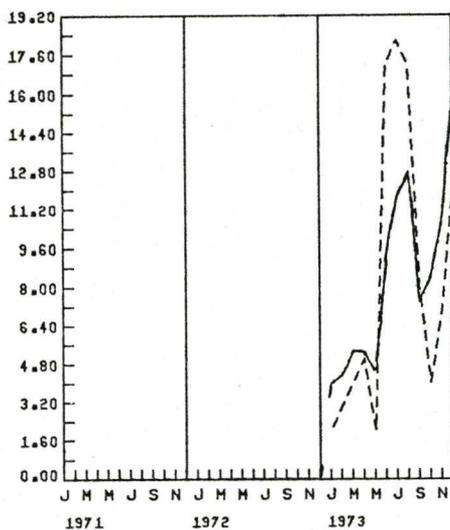
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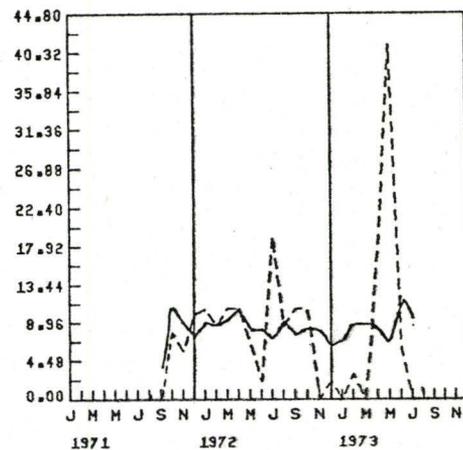
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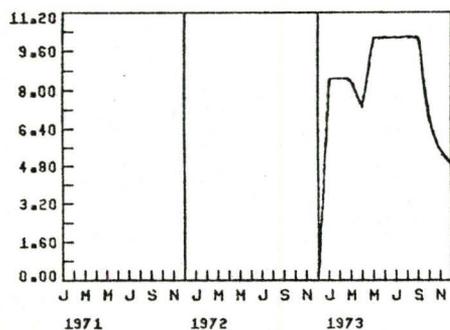
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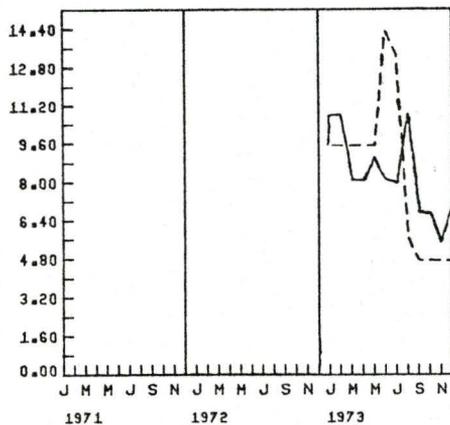
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Center index for
Santo Domingo

Luxury

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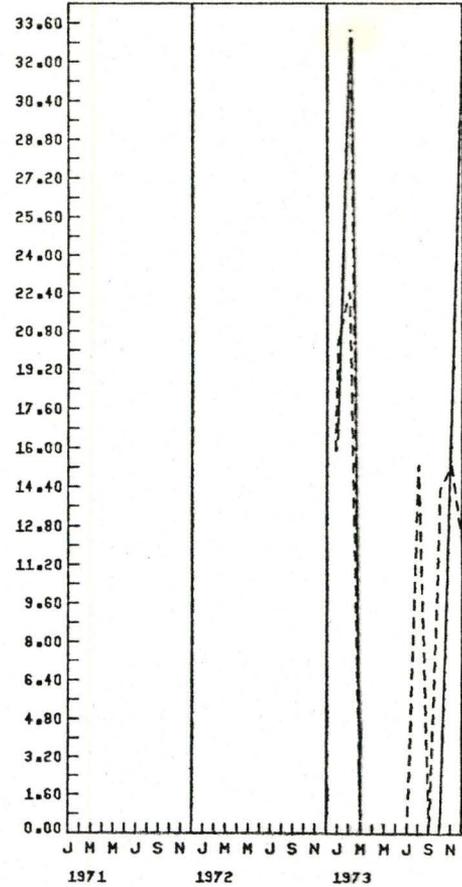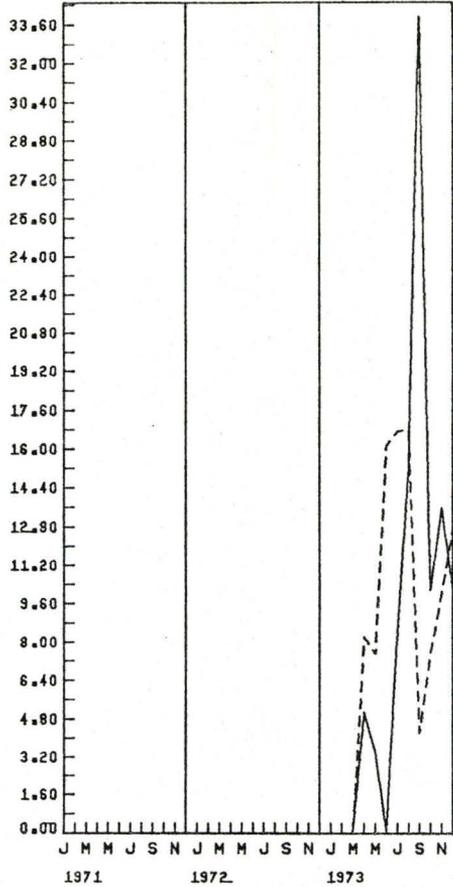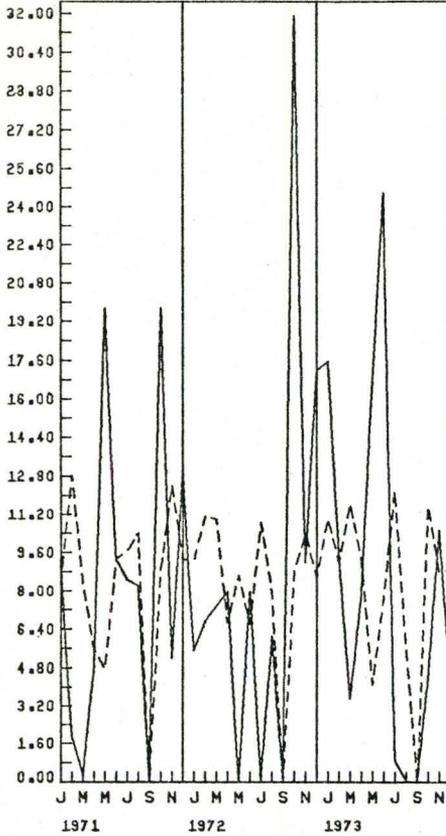
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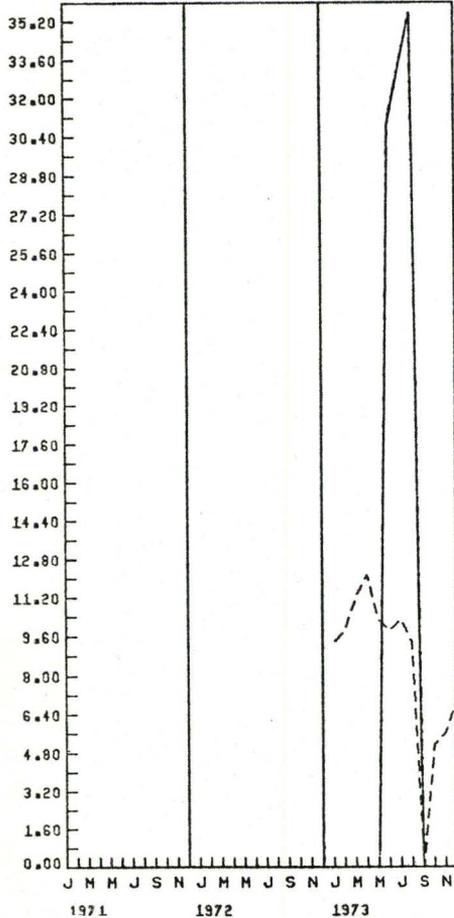
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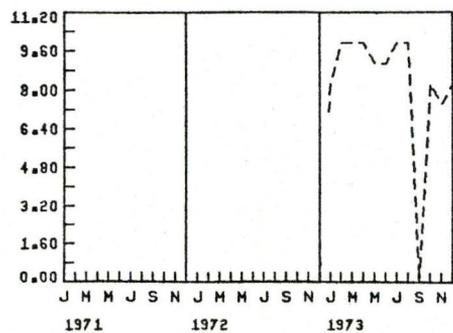
Center index for
the Galapagos Islands

National travellers

International travellers
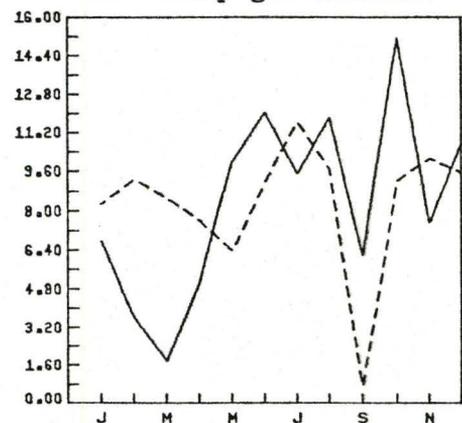
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