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# From the Formulation to the Implementation of the Tourism Sector Policy with an Afro-descendant Enclave: The Afrochoteño Case

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**Abstract---***In rural environments of various nations in the Americas, such as Ecuador, in recent decades the emergence of entrepreneurship initiatives linked to the tourism sector has been seen, many of them aligned with the philosophy of rural and community tourism. An example is the tourist experience offered by the Afrochoteño Territory, in the northern Andes of the country. In this region, the communities of El Chota, Juncal, Mascarilla, and Salinas have ventured for about two decades into the provision of tourism services of this type. The objective is to demonstrate the impact of the tourism sectoral public policy on the tourist experience in the Afro-Chotan territory. This is how, after the combination of secondary information review techniques, in contrast to the collection of field data that involves various actors in the Afro-Colombian tourist experience, the result was that they remain valid despite the significant gap in implementation. of public policy in favor of these initiatives.*

**Keywords---***Afro-descendants, public policy, rural community tourism, rurality, Valle del Chota.*

## Introduction

Rural community tourism is one of the modalities of providing tourist services that is consolidated in the generation of experiences, based on the sustainable use of historical, cultural, social and environmental resources present in the territories. From this perspective, tourism presents certain benefits, among which we can count: the contribution to the family economy, sociocultural empowerment, conservation of environmental elements and productive diversification (Manyara & Jones, 2007).

Seen from the principle of sustainability, it is one of the valid strategies for the reduction of poverty and the promotion of local development (Perez De Las Heras, 2004), and can only be achieved with the adequate implementation of the territorial management process, the articulation of actors between the public and private, the efficient use of resources and the equitable redistribution of income. However, the scarcity of economic resources, the difficulties for positioning in the market, the disarticulation between territorial actors and insufficient government support can limit the positive impact of the activity in the territories in which it is implemented.

In Ecuador, this modality has obtained a significant legal advance during the last decades, achieving not only its consideration in the Tourism Law (2002) but also the issuance of the Specific Regulation for Community Tourism Centers as an instrument to regulate the activity (2010). In addition, the decentralized administration model of the State facilitates tourism governance, since with the transfer of powers to the smallest territorial administrations (López, 2015), planning and investment at the territorial level are encouraged, as well as greater ordering and regulation. of the activity from the issuance of ordinances, resolutions and specific regulations.

Local regulations recognize the importance of the participation of indigenous, Afro-Ecuadorian and Montubio peoples and nationalities, as holders of this cultural diversity, in the management of community tourism within their territories (Ministerio de Turismo 2014). That is where the emphasis is placed on the role that local communities play in generating different experiences around tourism, since they encourage the direct participation of peoples and nationalities actors at all times of the provision of services, providing an experience of proximity and cultural exchange with visitors within the framework of respect, recognition and appreciation of local practices, knowledge, resources and forms of existence.

The Afrochoteño Territory, settled in the area known internationally as the Chota Valley -on the provincial border of Imbabura and Carchi in northern Ecuador-, began its commitment to tourism as an endogenous strategy of territorial development from the first decade of 2000. With the emergence of associative-community initiatives based on a model of family coexistence and the offer of tourist services of food, lodging, local guidance and participation in cultural and productive activities, the communities of Chota, Juncal, Mascarilla and Salinas become the pioneers of the territorial tourist experience.

## Methodology

This article is the result of qualitative research where, based on the tourist experience with a rural and community approach in the Afro-Chotan territory, it seeks to analyze the influence of the tourism sector policy on the territorial tourist experience; For this, the planning instruments are contrasted with the implementation of the tourism sector policy. In the exercise, the actions proposed in the "Program for the Development and Strengthening of rural community tourism and cultural heritage for Tourism" expressed in the PLANDETUR 2020 are taken as a reference.

For the collection of information, primary and secondary techniques were required. The application of interviews and informal conversations constitute the primary source of obtaining information, these were carried out during the months of March, April and May of 2019 and included managers of the initiatives in the Afro-Chotean territory as well as public officials linked to the Touristic area. The sources of secondary information are the provincial, cantonal and parish development and territorial planning plans corresponding to the area of influence of the Afro-Chotan territory and the local tourism development plans at the territorial level during the period 2015-2019.

### *Characterization of actors for interviews*

- Community tourist managers: (4 people) one from Doña Evita - Chota, one from Aroma Caliente
- Juncal, one from Esperanza Negra - Mascarilla, one from Bombódromo Palenque – Salinas.
- Community representatives: (4 people) a community tourism professional, a representative of a territorial organization, two council presidents
- Public officials: (6 people) two representatives of the parish gads of Ambuquí and Santa Catalina de Salinas, an official of the zonal coordination 1 of tourism, two representatives of the cantonal tourism offices and one of the provincial tourism headquarters of Imbabura.

## Analysis and discussion of results

### *Tourism and territory, an approach to the Afrochoteno case*

The Afrochoteño Territory is identified as the set of communities settled on the banks of the Chota-Mira River, on the provincial border between Imbabura and Carchi. The Territory presents a landscape contrast with the altitude of the Andes. Given its location between 1,200 and 1,800 meters above sea level, two ecosystems are generated in the territory: Andean dry forest and cloud forest that give rise to two main climates: dry mesothermal equatorial (dry hot) and mega thermal tropical humid (warm humid). The Territory is located in the Hoya del Chota, it is part of the buffer zone between the Ecological Reserves: El Ángel, Cayambe-Coca, and Cotacachi-Cayapas, which makes it possessor of marked characteristics around its biodiversity.

Politically administratively, the territory is distributed among two provinces, five cantons and eleven rural parishes. The communities considered for our study are administratively distributed as follows: El Chota and Juncal belong to the parish of Ambuquí, the community of Salinas to the parish of Santa Catalina de Salinas, all three being within the canton of Ibarra in the province of Imbabura, while the Mascarilla community is the only one belonging to the Mira canton in the province of Carchi.

The Afrochoteño Territory is a key scenario in the construction of Afro-descendants in Ecuador. Although its historical context is permeated by the colony, denial and enslavement and the wide gaps of inequality, the territory represents a space of life where the ancestors and ancestral through their descendants, their struggles and resistances have guaranteed the continuity of their African roots (Walker, 2010).

As an endogenous strategy linked to the generation of alternatives for social promotion, cultural appreciation and economic-productive development, the Afro-Chotean territory ventured into rural community tourism in the 1990s with an experience in the El Chota community. This initiative, in force to date, brings together in the "Doña Evita"

Community Association a group of women supported by their families to provide tourist services of lodging, food and tourist operation, and figure 1 shows the tourist offers.

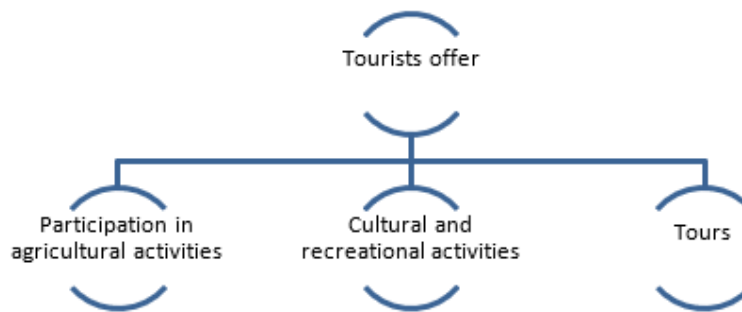


Figure 1. Offer of tourist activities in the community

In the mid-2000s, the community of Mascarilla, through the Esperanza Negra Artisan Group, ventured into tourism based on its artisanal proposal, maintaining to this day with an additional service, participation in goat activities. In Juncal, tourism arises from the hand of the Aroma Caliente Association, which would be in charge of providing food services, lodging with craft and agricultural activities, and local tours.

The community of Salinas is the most recent incursion into the tourist activity of the Afro-Colombian territory through the organization "Sembrando Nuestro Futuro". This initiative arose from the hand of the Chaski Antawa project in 2008 in collaboration with the travel agency "Klein Tours", which was in charge of operating the tourist route by autoferro Ibarra - First step, with a brief stop in the Community whose participation focused on the gastronomic offer for travelers.

Later in 2011 the "Tren de la Libertad" route was reactivated as part of the Tren Ecuador product, the official tourist brand of Ecuadorian Railways. This dream for the inhabitants of Santa Catalina de Salinas has come true thanks to the good condition of the railway line and the pressure from the local authorities to rehabilitate the route. At this stage, the community actively participates in receiving visitors with activities such as: local guide, gastronomic tastings, making and selling handicrafts, and cultural performances.

Starting in 2005, rural community tourism initiatives began to consolidate in the Afro-Colombian territory, which attracted the attention of some regional, national and international non-governmental organizations, who, considering the potential of the initiatives, decided to contribute to the process through Accompaniment towards the legalization of experiences (AGRECO Foundation), access to credit (CACMU), provision of materials (Ayuda en Acción), generation of training days (FEPP), and the creation of tourist products in the territory (Klein Tours), among other contributions.

By bringing together the tourist offer of the four communities, this area of the territory has an installed capacity for accommodation that exceeds 90 beds distributed in two service modalities: with local families or collectively in the parish lodging center (Salinas). Lodging with families represents the highest percentage of the offer and allows visitors a greater possibility of coexistence with the inhabitants of the community and an approach to their lifestyle. The food service is offered in two different modalities: collectively in common spaces with a maximum capacity of 100 people and with local families with a maximum capacity per family of 10 people. Within the initiatives, visitors can mainly enjoy typical Afro-Chotan dishes with attention under prior reservation, except in the case of Salinas where attention is permanent.

In the initiatives, you can access the tourist interpretation service or local guide, which is provided mainly by young men and women from the communities and, although they do not have a license, they are supported by the organizations that manage the tourist activity in each community. During their stay in the Afro-Chotean territory, tourists can participate in some characteristic activities of the town such as craft workshops, agricultural activities, gastronomic tastings, participation in programmed events, and Afro-Chotean music and dance performances, among others (Bazargani & Kiliç, 2021; Fayos-Solá, 1996; Pratama & Mandaasari, 2020).

The incursion of the Chota, Juncal, Mascarilla and Salinas communities in the tourist experience has represented the opening of the Afro-Chotan territory to new strategies for generating economic income, beyond agriculture and commerce, which have been the activities developed historically. The creation of restaurants, family lodgings, and agrotourism farms has allowed the linking of women and young people, which mean a valuable contribution to the economy of their families.

The initiatives are managed from a collaborative point of view, starting from the integration between several individuals and in some cases even family groups for the provision of services. Within the tourist offer, the initiatives of Chota, Juncal, Mascarilla and Salinas articulate with other enterprises located in the territory in order to stimulate and allow a greater distribution of tourist income. It is also necessary to state that the initiatives handle specific forms of contribution to the community that range from investment in specific local needs, support to cover unsatisfied basic needs and provision of supplies for the church or spaces for collective use, among others. The implementation of the four tourism initiatives has also motivated the recognition, appreciation and empowerment of territorial resources such as local culture, identity, historical places and sites of ecological relevance, which have been used as tourism resources linked to the tourism offer. rural community of the afrochoteño territory.

### *Sectoral tourism policy and the Afro-Chotean experience*

Rural community tourism represents an innovative strategy of ancestral ethnic groups and their territories in the fight against historical violation since its implementation promotes an alternative, sustainable economy based on self-management and endogenous development. The country's tourism regulations recognize it as a management model in which the local community takes advantage of the natural and/or cultural heritage of its region to develop and offer a tourism service characterized by active community participation and the reinvestment of the benefits derived from activity (Ministry of Tourism 2010).

PLANDETUR 2020 proposes four objectives within the framework of strengthening community tourism activity: i) promote and strengthen community tourism initiatives, ii) strengthen the dissemination and sharing of community well-being practices as a differential value of tourism in the country, iii) strengthen the technical capacities of management and operation of community tourism and iv) strengthen the conditions for development and tourism promotion of community tourism.

The Tourism Law (2002), is the main instrument for the regulation of tourist activity in the country, with its last modification in 2014, it allocates several articles to the treatment of community tourism where, in addition to recognizing the active participation of people and nationalities in the provision of tourist services, defines the need for you to have the respective registration in the Ministry of Tourism and the annual operating license granted by the respective Cantonal GAD.

Although the Afro-Colombian community rural tourism initiatives have legal status, none of them have registered as a Community Tourism Center (CTC), although the Juncal and Mascarilla initiatives are registered with the Ministry of Tourism as tourism enterprises. those of Chota and Salinas are respectively registered with the Ministry of Economic and Social Inclusion (MIES) and the Institute of Popular and Solidarity Economy (IEPS). According to Cabanilla (2016), it is common for communities to register as a Community Tourism Center as one of the main limitations in their performance and in the contribution from the institutions. This has led some initiatives to register under the categories of accommodation or food and beverage establishments, among others motivated by the recommendations of some tourism sector officials.

In the Law, article 12 highlights the provision of facilities for community tourism initiatives as a responsibility of public institutions and article 14 guarantees the representativeness of community tourism actors in the Tourism Advisory Council through the Plurinational Federation of Community Tourism of Ecuador (FEPTCE). Although theoretical advances are recorded in the Law for the positioning of community tourism activity for the Afro-Ecuadorian people, with the recognition of participation as a people and the duty of the State to provide facilities for community initiatives and guarantee of representation through FEPTCE for decisions on the sector, in practice these benefits have not been able to land in Afro-Colombian territory. When reviewing the list of initiatives registered or affiliated with the FEPTCE for the year 2019, none of the Afro-Colombian initiatives considered for this study appears, which leads us to think that the presentation of their needs and their participation in the tourism planning process is not it is guaranteed.

In this regard, the public officials interviewed agree that the support provided to Afro-Colombian initiatives has been limited and they recognize that this can hardly be expanded due to the legal limitation represented by their non-registration as CTC: "We do know about these experiences, but unfortunately the that are not included in the registry limits our possibility as officials to be able to support them to a greater extent" (Official Municipality of Ibarra), "we have only come up with two or three specific training processes for the enterprises in Chota and the topics have been of customer service and gastronomy" (MINTUR Zone 1 official in direct communication).

The country shows significant progress in strengthening rural community tourism as part of the country's strategy for the consolidation of sustainable tourism. Within the framework of the national tourism planning created in 2007 with the PLANDETUR 2020, some guidelines were established with a view to achieving this objective, being the

"Program for the Development and Strengthening of rural community tourism and cultural heritage for Tourism" the heading where the specific proposal for the promotion and strengthening of rural community tourism is organized. Based on this program, the State proposes to promote and strengthen initiatives, community practices and technical capacities for management and operation, as well as the development and promotion of rural community tourism for which it proposes the following lines of work shown in Figure 2

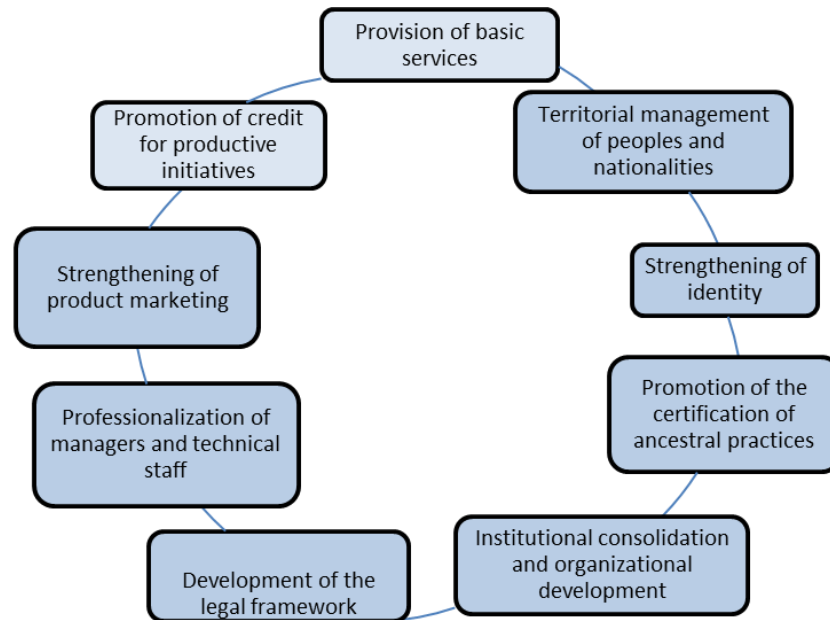


Figure 2. Lines of work for the development of tourism  
Source: (Ministry of Tourism 2007).

The transfer of tourism competence to the decentralized cantonal autonomous governments and their possibility of coordination with those of the provincial and parochial level (National Assembly of Ecuador, 2014) encourage planning, investment, ordering and tourism regulation, facilitating decision-making and greater governability of the -tourist- action in the territories (Torre, 2016). When the time predicted for the achievement of the goal has been fulfilled, it is important to carry out analyses that allow identifying the level of compliance or landing of this public policy in the specific territories, for which reason this article shows what happened regarding the Afro-Chotan tourist experience.

The planning instruments that are taken into account for this purpose are the development and territorial planning plans corresponding to the period 2014-2019 of: Carchi and Imbabura provinces, Ibarra and Mira cantons and Ambuquí and Santa Catalina de Salinas parishes; as well as the tourism promotion ordinance and the 2015 tourism development plan of the Ibarra canton. To verify its application or not in the Afro-Chotan tourist experience, the versions of representatives of the tourist initiatives of the Chota, Juncal, Mascarilla and Salinas communities are taken into account; as well as officials from territorial tourism offices and departments.

A legal advance in the framework of decentralization is the approval in the Ibarra canton of the Promotion Ordinance and improvement of the quality of tourist services in the Canton, at the end of 2012, the document emphasizes its centrality in formal tourism initiatives or ventures duly registered and categorized by MINTUR, which are within the promotion zones, which also include the 7 rural parishes, in which the creation of tourist establishments will be promoted, through the implementation of tax, business and training benefits (Municipality of Ibarra 2012). When asking the members of the experiences if there were laws or local instruments (provincial or cantonal) that regulate community-based rural tourism, most answered that they did not exist, or at least that they had never heard of it. In this sense, it can be seen that the initiatives have not accessed any of the benefits previously registered in the ordinance.

Development plans and territorial ordering at the provincial, cantonal and parish levels include the cultural and environmental characteristics of the territory, recognizing its possibility of use for tourism purposes. Among the main positioning strategies for the activity are listed: training, promotion of fairs, tourist signaling of enterprises, associative strengthening and provision of infrastructure and tourist equipment. The Ibarra Canton also proposes the

generation of rural tourism networks linked to the Ibarra destination and the implementation of tourism-productive projects (Municipality of Ibarra 2015). Only the one in Imbabura shows the lack of infrastructure and tourist equipment in rural areas as one of the limitations in its tourist commitment (Prefectura de Imbabura, 2015).

The development plans and territorial ordering show that tourism is considered in some way in these planning documents in the Afro-Chotean area of territorial influence. However, regarding the consideration of rural community tourism, it is only explicitly manifested in the parish of Salinas both in the diagnosis and in the territorial resources where the existence of local processes of tourism management is recorded from the community organization Bombódromo Palenque, those who are in charge of the management of the tourist establishment of the community; and in the Ibarra canton as part of the proposal to be worked on during the 2015-2019 administrative period (Bachleitner & Zins, 1999; Torres-Delgado & Palomeque, 2012; Aguinis et al., 2023).

With the transfer of the tourism competence to the cantonal levels, the need to plan the tourist activity at this level is notified, so that the Ibarra canton assumes the competence with the conception of the Tourism Development Plan in 2015. This is a key instrument element for the landing of the tourism sector policy in the Canton since it proposes among its lines the articulation of actors, the increase in business competitiveness, the implementation of tourist facilities, the training of human talent, the management of tourism development, the implementation of marketing strategies and the application of R+D+I (Research + development + Tourism Innovation) as strategic axes to promote cantonal tourism development in the short, medium and long term.

Regarding the participatory processes at the cantonal level, only the El Chota initiative states that it has a document that accredits it as a member of the tourism advisory council of the Ibarra canton in 2015, but indicates that it has not received notifications to attend planning meetings o industry analysis; In the case of Salinas, Juncal say they do not know about this advisory council and even less have been part of the process (personal interviews: E-RE-02 DE, E-RE-02 LR, E-RE-02 AM March, 2019).

One of the elements in the planning of community tourism motivates the professionalization of community tourism managers in this sense it is evident that the communities have participated in some training processes provided by public agencies at the cantonal, provincial and zonal level as detailed in the table below in table 1.

Table 1  
Training days

Training sessions promoted by public institutions				
Name	year/hours	Organizing Entity	Place	Participants
Tourist photography workshop	2018/11 hours	Imbabura Prefecture	Ibarra	Chota, Salinas (4 people)
Strategy application workshop	2018/22 hours	Imbabura Prefecture – MINTUR – PUCE I	Ibarra	Chota (2 people)
Tourism training course	2016/30 hours	Imbabura Prefecture	Chota	Juncal (25 people)
Minga zonal community tourism	2015/ 16 hours	MINTUR	Ibarra	Juncal (4 people)
Versatile waiter course	2014-2015/180 hours	PROMOSER – MINTUR-SETEC – MIN. OF INDUSTRIES AND PRODUCTIVITY	Chota	Juncal (20 people)
Community tourism training workshop	2012/100 hours	MINTUR	Chota	Juncal (30 persons)
Workshop on quality management and good practices in sustainable tourism	2012/85 hours	MINTUR	Salinas	Chota, Juncal, Salinas, Mask (30 people)
Rural Tourism Development Workshops	2009/24 hours	I	Ibarra	Chota, Juncal, Salinas (15 people)

Source: Tourist managers, Afro-Colombian initiatives - personal interviews, March 2019

From the public institutions of the zonal, provincial and cantonal level, eight training days have been established between 2009 and 2018 in which the tourist actors of the Chota, Juncal, Mascarilla and Salinas initiatives have participated. The topics range from rural community tourism, quality, good tourist practices, tourist products, and tourist gastronomy. Another element considered in the action plan for the strengthening of rural community tourism in the country is the strengthening of the marketing of the community tourism product, which is directly related to product creation processes and tourism promotion.

Among the theoretical contributions of public policy with respect to this specific action, what is expressed in the Ibarra Cantonal Tourism Plan (2015) stands out, which establishes two tourist routes that open the possibility of articulation with the Afro-Choteña tourist experience, thus: the route adventure that encourages the practice of adventure sports such as rafting and the sol bomba route and culture that promotes recreational tourism based on local inns; same that in a kind of "enclave economy" articulate natural resources and Afro-Chotan culture, that is, "they only take advantage of cheap labor and the resources of the territory", since the actors benefited from the income generated from the activity are mainly external.

The representatives of the initiatives (personal interviews: E-RE-01 EL, E-RE-02 LR, E-RE-03 AM, March 2019) indicate that they have attended nearby inns on more than one occasion to show their their handicrafts or make cultural presentations at the invitation of the owners of these tourist businesses. AND This leads us to think that tourism policy continues to be centralized in the promotion and positioning of the private initiative to the detriment of the initiatives generated from the communities.

Regarding tourism promotion, from the institutions in the province of Imbabura, actions have been budgeted for the general promotion of its central destinations: Imbabura and Ibarra. Promotional videos and audios have been made for national dissemination, advertising campaigns on social networks, organization of familiarization trips for influencers, and diffusion in national and international tourist fairs. In some of these forms of tourism promotion, the territory is shown as a cultural or recreational tourism destination, making the existing community rural tourism offer invisible.

There have been visits from different organizations such as: the Ministry, the prefecture and the Municipality as well, photos and videos have been taken, they state that they are going to promote tourism and when they appear on TV or in other media they never talk about the offer of rural tourism in the community, then, the reality is that they do not adequately promote what is offered in the community, only the dances appear, they do not explain where the community of Valle del Chota is located, or others that are offered by neighboring communes (Personal interviews: E-RE-01 EL, E-RE-02 LR, March 2019)

The Afro-Chotan territory boasts a tourist experience with a rural community approach based on an experiential format, of coexistence and cultural exchange. It articulates four initiatives located in the communities of El Chota, Juncal, Mascarilla and Salinas; each one harbors particularities that have allowed them to remain active in tourism during the last two decades. However, from the case study it can be determined that the influence of the tourism sector policy on the Afro-Chotean tourist experience is very limited, a fact that from the official discourse is justified by the condition of "informality" of its initiatives.

Said "informality" has restricted the possibilities of substantial support from the public sector to strengthen the experience. Since they are not formally registered, it is difficult to channel the injection of resources into various topics, which is why the institutional contribution is mainly concentrated in training processes and indirect tourism promotion actions. That is why the Afro-Chotean tourist experience in the rural and community modality is constantly made invisible from the public sector, making the landing of public policy always subject to institutional bias on the "non-correspondence" of the tourist experience with the modality. community rural tourism.

Although the national regulatory instruments on rural community tourism highlight the close relationship between nationalities and peoples with the management of rural community tourism, in practice it is not effective. The institutionalization of this modality tends to homogenize the experiences, breaking with the principle of diversity and eliminating the diverse and unique nature of each experience. With this, the separation between the official discourse on rural community tourism and its applicability in the territories and initiatives of peoples and nationalities is evidenced (Wang & Ap, 2013; Razzaq et al., 2013; Garrod et al., 2006; Sunariani et al., 2019).

The minimal influence of the implementation of the sectoral tourism policy on the Afro-Colombian tourist experience is revealed from what is addressed in this document since the configuration of the revised legal instruments (Tourism Law 2004 & Regulation for the regulation of Tourism Centers Community Tourism 2007) establish certain guidelines for the functioning and operation of rural and community tourism activities that the initiatives in Chota, Juncal, Mascarilla and Salinas have not been able to comply with. Not having an official registry in the Ministry of Tourism that accredits them as Community Tourism Centers has broadly restricted the

implementation of public policies that contribute to the positioning of the experience as part of the rural community tourism offer at the national level.

It is important to note that, although the tourism action strengthening program (instrument reviewed for analysis) lists eight specific actions for the implementation of the tourism sector policy, in this document only four aspects have been considered, because they do not contributions are evident in the other four elements either for budgetary, administrative or prioritization of actions. Thus, the level of participation of the Afro-Colombian initiatives in the actions established within the framework of the Program is restricted to a minimum contribution in training issues and discontinued participation in promotional strategies of a zonal, provincial or cantonal nature, without having a major impact on the increase in demand (Ruiz et al., 2008; Krutwaysho & Bramwell, 2010; Baum, 1994).

Progress is observed to a greater extent in the fulfillment of two actions: the development of the legal framework that includes the Tourism Law and regulations for Community Tourism Centers and the institutional consolidation of community rural tourism, however, the influence of its implementation has not Facilitated the operation of Afro-Colombian initiatives since, despite their prolonged existence, they are not formally recognized as community rural tourism initiatives by the tourism governing body, nor by the public institutions that coordinate the activity.

In none of the planning or implementation instruments of the Autonomous and Decentralized Governments reviewed is the consideration of policies for the provision of basic services, the management of the territories of peoples and nationalities, the strengthening of identity, the certification of ancestral practices, or strategies for access to productive credit for the sector. The planning focuses, in an indirect way, on training processes and tourism promotion, and the possible articulation of the "Afro-Chotan cultural product" to the offer of the Ibarra tourist destination - raised from the GAD Ibarra.

## Conclusion

In practice, it is observed that during the last decade, the GADs involved in the Municipality of Ibarra have promoted a training process in which Afro-Colombian initiatives have participated. This took place in 2009; while the prefecture has done so in 2012 and 2018. The Zonal 1 coordination of MINTUR contributed with three processes during the years 2012-2016, the latter being the training processes with the greatest scope with between 15 and 20 participants, due to their realization in the Afrochoteño territory.

From the planning and implementation instruments of the tourism sector policy and the respective data analysis, it is necessary to conclude that the impact of the tourism sector policy on the Afro-Colombian tourism experience in the rural and community modality is very limited, since the minimum investment in sporadic training processes and indirect tourism promotion it is not possible to strengthen the initiatives and position the experience in the offer of existing rural and community tourism destinations in the country. However, and against all odds, elements linked to the collective community and territorial exercise of the experience, the lessons learned from years of existence, the articulation of diverse local actors, among others, have allowed the initiatives to remain current, adapting to changes. and multiple external factors that have involved the experience over time.

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