

## Sensory activities as part of a cultural tourism route for the Festival de Artes Vivas de la Ciudad de Loja (Living Arts Festival of the City of Loja)

Las actividades sensoriales como parte de una ruta turística cultural para el Festival de Artes Vivas de la Ciudad de Loja

Gladys Alexandra Suárez-Jaramillo\*  
Grace Melina Ortega-Barba\*  
Yesenia Alexandra Briceño Luzuriaga\*

### ABSTRACT

This work was carried out with the objective of elaborating a proposal for a sensory tourism route of art and culture for the FIAVL, based on a selection of attractions under specific criteria of: availability, accessibility, safety, in addition to their relationship with the senses and how these senses are perceived in an attraction by the tourist; this is how the attractions that will act as the basis of this route were chosen. Based on these, together with the bibliographic review and the visitor's opinion or demand, the sensory tourism activities were defined; the second important factor for the route. With these two factors, we proceeded to design the "Sensory Route: Feel Loja", a cultural tourism route that involves the five senses: sight, touch, smell, taste and hearing. The attractions are related to activities that stimulate these senses, and at the same time allow the visitor to learn more about the history and culture of the city of Loja. The methodology proposed for this research work was of the exploratory type, since no route of this type has been carried out in the city, and it also has a quantitative and qualitative approach. Bibliographic consultations

\* Msc. Universidad Nacional de Loja, gladys.suarez@unl.edu.ec, <https://orcid.org/0000-0002-9550-3916>,

\* Msc. Universidad Nacional de Loja, grace.ortega@unl.edu.ec, <https://orcid.org/0009-0001-4503-6352>

\* Msc. Universidad Nacional de Loja, yesenia.briceno@unl.edu.ec, <https://orcid.org/0000-0002-1637-4491>

JOURNAL OF BUSINESS  
and entrepreneurial  
**studies**

ISSN: 2576-0971



Atribución/Reconocimiento-NoComercial- CompartirIgual 4.0 Licencia Pública Internacional — CC

**BY-NC-SA 4.0**

<https://creativecommons.org/licenses/by-nc-sa/4.0/legalcode.es>

Journal of Business and entrepreneurial  
April - June Vol. 7 - 2 - 2023  
<http://journalbusinesses.com/index.php/revista>  
e-ISSN: 2576-0971  
[journalbusinessentrepreneurial@gmail.com](mailto:journalbusinessentrepreneurial@gmail.com)  
Receipt: 30 November 2022  
Approval: 30 January 2023  
Page 92-104

were carried out, survey of tourist attractions: data sheet adapted to the methodology of the MINTUR and technical data sheets of the INPC, data collection through survey technique and Focus Group, among others.

**Keywords:** Sensory - Tourism - Route - Heritage - Loja

## RESUMEN

El presente trabajo se realizó con el objetivo de elaborar una propuesta de ruta turística sensorial de arte y cultura para el FIAVL, en base a una selección de atractivos bajo criterios específicos de: disponibilidad, accesibilidad, seguridad, además de su relación con los sentidos y como se perciben estos sentidos en un atractivo por parte del turista; es así, como se pudieron elegir los atractivos que actuarán como base de esta ruta. A partir de los mismos, en conjunto con revisión bibliográfica y opinión del visitante o demanda, es que se definen las actividades turísticas sensoriales; segundo factor importante para la ruta. Al contar con estos 2 factores, se procede al diseño de la “Ruta Sensorial: Siente Loja”, una ruta turística de carácter cultural en donde están involucrados los cinco sentidos como son: la vista, el tacto, el olfato, el gusto y el oído. Los atractivos se relacionan a actividades que estimulan estos sentidos, y a la vez permiten hacer que el visitante conozca más sobre la historia y cultura de la Ciudad de Loja. La metodología planteada para el presente trabajo de investigación fue del tipo exploratorio, ya que no se ha realizado alguna ruta de este tipo en la ciudad, además posee un enfoque cuantitativo y cualitativo. Se realizó consultas bibliográficas, levantamiento de atractivos turísticos: ficha adaptada a la metodología del MINTUR y fichas técnicas del INPC, recolección de datos mediante técnica de encuesta y Focus Group, entre otros.

**Palabras clave:** Sensorial – Turismo – Ruta – Patrimonio – Loja

## INTRODUCTION

Tourism is an activity that is constantly changing and evolving, the study of the company Trekk Soft cited in the "Global Trends in Consumer Technology and Tourism Report 2019" cited by. (MINTUR, 2019) The most demanded experiences are, among others: unique experiences, where tourists want to be the first to explore exotic destinations, local experiences and destinations that reflect a strong cultural heritage. It should also be noted the tourism trends as a result of Covid-19; as the same company made the "Report tourism trends 2020/2021. In this report regarding tours, activities and attractions, the "return of local and national tourism before international tourism" is demonstrated; as well as the new companies dedicated to the market of tours, activities and attractions have focused on new categories such as escape rooms, guided experiences, cultural experiences, wellness activities and culinary experiences. (Trek Soft; Arival, 2021). In Ecuador, tourism activity is very important; according to a study conducted by the MINTUR tourism revenue in 2018 was USD 2,398.1 billion, representing 5.51% contribution to GDP (MINTUR, 2019). And in relation to the realization of tourism through the perception of cultural heritage, the report of the profile of foreign tourists made by MINTUR shows that most of the tourists visiting Ecuador with a percentage of 58.9% are mainly interested in performing cultural tourism (MINTUR, 2018).

Sensory tourism is aimed at that tourist who expects to get to know new authentic destinations, in addition to connecting in an affective way with them, their enjoyment is based on interactive sensory learning (Landeta, Vázquez, & Ullauri, 2018).. In addition to this (Sotomayor, 2012) expresses in his work " ", that the more senses are stimulated in the tourist when in contact with the destination or attraction the memory will be greater as well as the tourist experience.

The International Festival of Living Arts of Loja is an event in which artistic and cultural events of great importance for the cultural identity of both Ecuador and the world are presented. In this space the maximum representations of culture and heritage of different nationalities and places are shown; including the cultural heritage of our city. The FIAV represents a strong influence for the development of tourism in our town, according to data that show that during the 10 days of the 4th edition of the FIAV there was an income of more than 1'200,000 dollars and 500,000 attendees. (MINTUR, 2020). The problems that are sought to be solved through the development of an art and culture route for the FIAV of the City of Loja is the fact that according to the last report of the 4th edition of the FIAV the artistic category with the highest preference in both the IN and OFF Festival was the theater, activities such as dance and music had low percentages ranging from 5.7% to 13.8%. (UTPL, 2019) This means that the cultural and artistic heritage of the city of Loja is not being represented in its majority during the FIAV.

Some works related to the creation of cultural tourism routes have been taken as a basis, such as the one by (Arredondo, Hernández, & Mendoza, 2013) and their work "Propuesta para el diseño de rutas turísticas culturales: El caso del sur del estado de Jalisco, México" (Proposal for the design of cultural tourism routes: The case of southern Jalisco, Mexico); work from which the route design methodology was modified and adapted, in conjunction with the work of (Villadiego, 2013). In addition, works related to routes and sensory experiences such as: (Landeta, Vázquez, & Ullauri, 2018) and their work: "Sensory tourism and agrotourism: An approach to the rural world and its ancestral knowledge"; research work that was very useful because it was developed in Ecuador, in the province of Santa Elena; in addition, international works such as that of (Van Hoven, 2011) and his work "Multi-sensory tourism in the Great Bear Rainforest"; among others.

The research work will be justified with the development of the research, through the proposal of the sensory tourist route of art and culture that will allow proposing a tour different from the usual and traditional, in order to diversify the offer known as part of the festival. Through the development of objectives such as: the selection of cultural tourist attractions to be considered for the elaboration of the route, the definition of the sensory tourist activities to be carried out from the selected cultural tourist attractions and the design of the sensory tourist route of art and culture of the city of Loja.

The scope of this research is to design and establish the proposal of a sensory tourist route, in which the cultural tourist attractions of our city are highlighted. Likewise, some limitations should be emphasized, such as: the time factor, restrictions due to Covid-19, as well as outdated information for the realization of some objectives.

## MATERIALS AND METHODS

The present research was of an exploratory nature, since, as is based on (Ramos, Timotea, Cevallos, & Carolina, 2020) exploratory research is that which is carried out on a topic or object that is unknown or little studied, so that its results constitute an approximate vision of said object, that is, a superficial level of knowledge. In addition, the descriptive research technique was used, in which properties, characteristics and profiles of people involved in the research are specified. In addition, information was collected that helped to demarcate the space of the study, i.e. the social environment in which the project is carried out, by means of a documentary review. In the development of this research, mixed tools were used, since both quantitative and qualitative approaches were used. Being the qualitative approach as indicated by (Vasilachis, 2006, p.25) in (Neill & Cortez, 2018) that which: "encompasses the study, use, and collection of a variety of empirical materials-case study, personal experience, life history, interview, texts-that describe habitual and problematic moments and meanings in the lives of individuals. And quantitative research as a structured way of collecting and analyzing data obtained from different sources, which involves the use of computer tools, statistics, and mathematics to obtain results, it is about quantifying the problem and understanding how pervasive it is by seeking results that are projectable to a larger population (Neill & Cortez, 2018).

Different methodologies were determined for the development and collection of data necessary for the fulfillment of each of the proposed objectives, such as the following:

**OB. To** select the cultural tourist attractions to be considered for the elaboration of a Sensory Route of Art and Culture in the city of Loja.

- **Phase I Identification:** For this first phase of the selection of the cultural tourist attractions that will be part of the route, we will begin by identifying them based on a bibliographic study, and the survey of cultural tourist attractions in the city of Loja, using a matrix adapted from the "Tourist attraction survey card" with the 2017 methodology, which corresponds to the methodology in force by the MINTUR, together with the registration and inventory cards of the INPC used in movable and immovable property and intangible heritage.

- **Phase 2 Availability and Safety:** After having identified and classified the cultural attractions, these agents will be considered as part of the selection process. (Arredondo, Hernandez, & Mendoza, 2013) for the fulfillment of this phase; this is how the accessibility and availability criteria result, in addition to the safety criteria that will contribute to the selection of the cultural tourism elements that will make up the route; 2 matrices will be used in the same way for the collection of information based on the aforementioned criteria and their respective weighting, one for availability and accessibility, and one for safety. The matrices will be filled out using the "Adobe Fill & Sign" application, thus avoiding the generation of contaminating waste and the use of unnecessary paper. Those cultural tourist attractions that do not comply with the agent of availability and accessibility, an aspect that would be reflected in the application to the tourist route, will be eliminated from the selection process.
- **Phase 3 Sensory Relationship and Sensory Perception:** This phase will consist of 2 techniques for the collection of information, the first will be the technique of direct observation by the researcher with the cultural attractions identified and classified in phase 1 and resulting based on phase 2 according to their availability and safety. Based on this observation, the tourist attractions of the city of Loja will be rated in relation to evaluation criteria related to the 5 senses, criteria that will be used in the "sensory relationship" matrix. After this first part, we will proceed to the application of the "focus group" technique, which is a session or group sessions oriented to the study of opinions or attitudes based on the cultural tourist attractions of the city of Loja. This strategy will allow collecting information on the perceptions, reactions and expectations of the group of people related to the potential parts of the route. The tourist attractions will be visited and a Sensory Perception Form will be filled out. Those attractions that cannot be visited will be evaluated based on the interviewees' experience or approach to them.
- **Phase 4 Weighting and Selection:** In this phase, the weighting or total score per cultural tourism attraction will be carried out based on the criteria studied in the previous phases, according to the maximum scores indicated by criteria. Therefore, those elements that meet the highest scores will be selected.

**OB. 2.** Define the sensory tourism activities to be carried out based on the cultural tourism attractions of the city of Loja.

To achieve this objective, a bibliographic review will be conducted to establish the sensory tourism activities linked to the selected cultural tourism attractions of the city of Loja.

After this activity, a survey will be conducted to determine the acceptance of the activities in relation to the senses. A sampling will be carried out based on the objective population of this route such as national and international tourists of the FIAV, using the stratified sampling method, which is a type of probability sampling to separate specific segments or strata. The purpose of this survey is to verify the acceptance of the proposal

of a sensory tourism route, as well as the sensory tourism activities proposed in the cultural tourism attractions and finally the means of diffusion that will help us with crucial information for the design of the route's brand in objective 3.

**OB. 3.** To design the sensorial touristic route of art and culture of the city of Loja.

To proceed with this objective based on the methodologies for the elaboration and design of tourist routes of (Benitez, 2021) and (Arredondo, Hernández, & Mendoza, 2013), the following methodology has been adapted to be used in the present research:

- Phase 1: Location and Delimitation of the Territory.
- Phase 2: Classification and selection of the attractions of the route.
- Phase 3: Target Audience
- Phase 4: Identify potential stakeholders or promoters
- Phase 5: Determination and selection of the services and activities to be included in the tourist route.
- Phase 6: Determination of operating costs and expenses
- Phase 7: Pricing

Phase 8: Design of the route's branding and means of dissemination

## RESULTS

### Objective I

**Phase 1:** List of 17 cultural tourist attractions compiled from which Objective I was carried out. The 17 cards were compiled with information on the cultural tourist attractions of the city of Loja. They include:

- Name
- Card No.
- Type of property
- Location and administration data
- Category
- Type and Subtype
- Characteristics of the Attraction - Technical Description of the Attraction
- Photographs (Attractions and Google Maps)
- Tourist Aspect
- Remarks
- Survey and validation data

**Phase 2:** Based on the application of the matrices to the list of attractions obtained in activity 1. The attractions were scored. As a result, one of the attractions, the "Monasterio de las Madres Conceptas", was eliminated due to accessibility restrictions. Therefore, a list of 16 attractions with their respective scores was obtained.

**Phase 3:** The final scores corresponding to the sensory relationship of the cultural attractions were obtained. Among which are listed with a higher score:

- City Gate
- Museum of Lojan Culture

- Bolivar Theater
  - Music Museum
  - Lourdes Street
- ✓ **Focus Group:** From the application of the Focus Group technique, the following were obtained within the list of those with the best scores with respect to sensory perception:
- City Gate
  - Museum of Lojan Culture
  - Bolivar Theater
  - Music Museum
  - Museum of Religious Art of the Conceptionist Mothers of Loja

**Phase 4:** The final weighting with respect to the cultural tourist attractions and the 4 phases for their selection yields the following attractions as the 5 selected for the realization of the art and culture sensory route:

- City Gate
- Museum of Lojan Culture
- Bolivar Theater
- Music Museum
- Museum of Religious Art of the Conceptionist Mothers of Loja

### **Objective 2**

As a result of the bibliographic research, in relation to the data obtained in the 1st objective on the senses to be enhanced in each of the attractions. The following sensory tourism activities could be compiled:

- Time - Lapse and photographic compilation (City Gate)
- Montessori Olfactory Activities (Museo de la Cultura Lojana) - Sound Environment (Museo de la Cultura Lojana) - Interactive Touchscreens (Museo de la Cultura Lojana)
- Experiential journey through the reality of the cloister (Museum of Religious Art "Madres Conceptas de Loja").
- Live Music (Music Museum: Salvador Zaragocí Tapia)
- Local coffee and artisanal wine tasting (Music Museum: Salvador Zaragocí Tapia)
- Blindfolded Tourism (Bolivar Theater).

### **Survey:**

Also based on the survey applied to 383 people through CrowdSignal and Google Forms applications. Reaching a greater number of people through the help of social networks: Instagram - Facebook and WhatsApp.

The acceptance of the route and the acceptance of the activities offered in the sensory route of art and culture for the FIAVL by the people surveyed is determined.

### **Objective 3**

The application of the methodology for the design of the sensory route, left the following results according to each of its corresponding phases, as follows:

- Phase 1: Location and Delimitation of the Territory.

For the development of the "Art and Culture Sensory Tourist Route" a total of 5 cultural tourist attractions were chosen, which are located within the central historic center of the city of Loja, where the FIAVL is being developed. This is why we proceeded to delimit and locate the route based on a map of the historic center of the city of Loja. Taking into account the selected attractions and the order of the route, resulting in point A or start: The City Gate and as point B or end: The Museum of Music "Salvador Zaragocín Tapia". In addition, images of the attractions to be visited on the route were considered, and icons were used to indicate the relationship between the sensory tourism activities and their respective senses.

- Phase 2: Classification and selection of the attractions of the route.

For the selection of the tourist attractions to be included in the Art and Culture Sensory Tourist Route, a process explained in the results of "objective I" of this work was used. Through the evaluation of criteria such as: availability, accessibility, safety, sensory relationship and sensory perception; the following list of attractions and the senses with which the tourist activities to be carried out are related was obtained.

**Table 1. Attractions**

ID	Tourist Attraction	Tourism Activities	Senses
1	City gate	Time - Lapse and photographic compilation	View Heard
2	Heritage house: Museo de la cultura Lojana (Museum of Lojana culture)	Montessori Olfactory Activities Sound ambience Interactive touch screens	Heard Touch Olfato View
3	Museum of Religious Art of the Conceptionist Mothers of Loja	Experiential travel cloister reality Blindfolded activities	View Heard Touch
4	Bolivar University Theater	Blindfolded tourism	Heard Touch
5	Music Museum: Salvador Zaragocín Tapia	Live Music Local coffee and artisanal wine tasting	Heard Olfato Taste

- Phase 3: Target Audience

The target audience of the present route are tourists and people; or FIAVL attendees. According to the FIAVL 2019 report, most of them are of national origin. According to this report, 9 out of 10 tourists are Ecuadorians and 1 is foreign (UTPL, 2019). This route is focused on satisfying the cultural tourist, since it shows the history and culture; and also allows to generate knowledge about the cultural heritage of the city of Loja through the senses.

- Phase 4: Identify potential stakeholders or promoters

The social segments that can be summoned for the management of this route are:  
-Municipality of the City of Loja: Due to being one of the most important organizers of FIAVL. In addition to the authority it represents over some of the attractions included in the route.

-Ministry of Tourism: For the proper management of tourism activity within this route as part of the FIAVL.

-Government of Loja: One of the bodies responsible for the stability of the festival in our city.

-Ministry of Economic and Social Inclusion: Because it is the body in charge of managing plans for the proper integration of priority groups or vulnerable population in plans for economic and social development.

-National University of Loja: The UNL can contribute to this project with the joint action of those participating in the route and the Tourism career, students who are training to be future professionals in the field will be of great help for the development and implementation of the route.

-CONADIS : Guarantees public policies and ensures human rights for people with disabilities and their families. Making the route have a positive impact on this segment of citizenship.

These are some of the entities allied to FIAVL, therefore, their possible participation in the management of the route would be very important and useful. In addition to strategic so that the route can be integrated correctly within the realization of the festival.

The FIAVL website also shows that there are several private and public companies, such as the Loja Hotel Association, the Ministry of Foreign Affairs, the Andean Community, the European Union in Ecuador, Banco de Loja, UTPL, among others, with whom it would be possible to work together. Travel agencies and tourism companies will also play an important role in the implementation of the route, its distribution and marketing.

- Phase 5: Determination and selection of the services and activities to be included in the tourist route.

The sensory tourism activities defined for the realization of this route were determined based on "objective 2" of this research.

- Phase 6: Determination of operating costs and expenses

For the elaboration of the budget for the sensory touristic route, a maximum total of 10 tourists per group will be considered.

**Table 2.** *Determination of operating costs and expenses*

DESCRIPTION	UNIT	QUANTIT Y	UNIT PRIC E	TOTA L
<b>COFFEE AND WINE TASTING</b>	PERSO N	10	2.00	20.00
<b>PRINTED MATERIAL</b>	PERSO N	10	0.50	5.00
<b>BLINDFOLDED TOUR</b>	PERSO N	10	2.00	20.00
<b>ENTRANCE TO THE MUSEUM OF CONCEPTUAL MOTHERS</b>	PERSO N	10	1.00	10.00

SUBTOTAL I				55.00
OVERHEADS				
DESCRIPTION	UNIT	QUANTIT Y	UNIT PRIC E	TOTA L
GUIDANCE ADMINISTRATIVE STAFF	ROUTE	1	60.00	60.00
INSURANCE	ROUTE	1	20.00	20.00
SUBTOTAL 2				80.00
SUBTOTAL I + SUBTOTAL 2				135.00
CONTINGENCIES				20.50
UTILITY				40.50
TOTAL				196

- Phase 7: Pricing

Rate calculation per person

The total cost of the tour for a number of 10 people per group is US\$196.00, therefore, the price that each person has to pay to purchase the service of the sensory tour will be US\$20.00.

- Phase 8: Design of the route's branding and means of dissemination

- Name of the Route:

"Sensory Route: Feel Loja".

- Logo:

- Slogan:

Discover Loja, through the magic of the senses.

- Media:

- **Promotion**

The survey applied to the demand, served as an aid to determine the strategies for the promotion of the tourist route, which resulted in a total of more than 90% of responses for the electronic media and with respect to the physical media only a total of 57.9% of the responses; therefore, these will be:

**Table 3. ADVOCACY STRATEGIES**

- Social Networks (Instagram - Facebook - YouTube - WhatsApp)
- Electronic Magazines
- Brochures
- Mobile Application
- Web Page

- Distribution

<b>Direct Sales</b>	- <b>Reservation Systems (Web Page)</b>
<b>Distributors</b>	- Retail Travel Agencies - Wholesale Travel Agencies - Tour Operators

The realization of the present research work leaves in evidence the fact expressed in the work of. (Van Hoven, 2011) which emphasizes that tourist experiences have been dominated by the visual; leaving aside the tourist activities that stimulate the rest of the senses; by carrying out the survey of cultural tourist attractions in the city of Loja I can agree with the aforementioned author based on the study conducted, since I have been able to evidence the fact that the most popular tourist activities in the attractions surveyed are photography and self-guided tours; putting aside and limiting the development of these attractions and the feeling or experience that these places leave in the tourist. Therefore.

In addition to this, as it is expressed by (Arredondo, Hernández, & Mendoza, 2013); proposing and elaborating proposals based on the cultural heritage of a territory allows the valuation of the same, as well as in addition to what is explained by. (Landeta, Vázquez, & Ullauri, 2018) that by relating it to sensory tourism activities allows the tourist to become more involved with the destination, generating a unique and unforgettable experience. The present work and the survey that I have applied to those who visit the FIAVL presents the conformity and support of the same to carry out tourist routes based on the cultural tourist attractions of the city, as well as the importance of creating new tourist routes for the festival, with results that exceed 80% acceptance. I can therefore say how important cultural attractions and innovative activities are for the development of a tourist destination.

In addition to presenting this route as part of FIAVL and in relation to what is concluded in the work of. (Landeta, Vázquez, & Ullauri, 2018), it would give the opportunity for the Loja destination with the FIAVL to present itself as one of the pioneers in offering sensory activities and services to tourists by offering these new, innovative and competitive trends.

With regard to the creation and design of the "sensory route: feel Loja", we can emphasize what is mentioned in (Arredondo, Hernández, & Mendoza, 2013) in reference to the organizations, governments and society with which the route is linked, and the importance of these actors for harmony, and the correct development of the route, making it more interesting and competitive. Therefore, for this route we consider the institutions allied to FIAVL, both public and private, which will provide unique and necessary facilities for the development of the route. In addition, the same authors of the work "*Proposal for the design of cultural tourist routes: The case of the south of the state of Jalisco, Mexico*"; establish and refer to the use of new information technologies as

adequate forms for the commercialization of cultural tourist routes, allowing the expansion of these in all kinds of markets. This factor will be considered in this research work since, according to the high percentages that exceed 90%, the electronic media are the most relevant according to the opinion of the demand to promote the sensory route: siente Loja; percentages that exceed the physical means of promotion such as: banners, brochures, pamphlets, among others.

The previous works taken as reference and basis for the realization of my research work had similar results, reflecting the tourist's need for tourist activities and new experiences when traveling. From agrotourism activities in conjunction with society, to activities in tropical forests, which link the senses, producing new feelings in the tourist, in addition to the preservation of the culture and traditions of the destination.

## CONCLUSIONS

The city of Loja has several cultural tourist attractions, of which 17 cards were used and collected for the selection process; of these, 5 cultural tourist attractions were appropriate for the development of the route; in addition to meeting the criteria of accessibility, availability, safety, relationship and sensory perception. The selected attractions were: La Puerta de la Ciudad; Museo de la cultura lojana; Museo de Arte Religioso Madres Concepcionistas de Loja, Teatro Bolívar and Museo de la música "Salvador Zaragocí Tapia".

The application of the Focus Group and the in-situ visit to the aforementioned attractions made it possible to relate the senses to the selected attractions; thus, through the bibliographic review, the following sensory tourism activities were defined: Time Lapse and photographic compilation, Montessori olfactory activities, sound ambience, interactive touch screens, experiential travel, cloister reality, live music, tasting of local coffee and artisanal wine, and blindfolded tourism.

The survey conducted revealed that more than 70% of the respondents' answers were positive with respect to the acceptance of the sensory tourism route and the sensory tourism activities offered in it. Considering the sensory tourism activities to be carried out as part of the route and their respective budget, it can be defined that the cost of the route for a total of 10 people per group will be \$20 per person, allowing the route to meet its expenses and leaving a profit margin.

The name assigned to this is "Sensory Route: Feel Loja" and its promotional strategies are defined on the basis of the previously applied survey, which indicates that 99.5% of respondents consider electronic media to be the best promotional strategy, while 57.9% of respondents believe that physical media are the best option.

## REFERENCES

Arredondo, P. N., Hernández, C., & Mendoza, T. D. (2013). Proposal for the design of cultural tourism routes "The case of southern Jalisco state, Mexico". *Tourism and Society*, 324 - 344.

- Arredondo, P., Hernández, C., & Mendoza, T. (April 2013). Proposal for the design of cultural tourism routes "The case of southern Jalisco state, Mexico". *Tourism & Society*, 6(2), 324 - 344.
- Benitez, G. (September 16, 2021). *Academia Edu*. Retrieved from Diseño de Rutas Turísticas:  
[https://www.academia.edu/32072888/Dise%C3%B1o\\_de\\_Rutas\\_tur%C3%ADsticas](https://www.academia.edu/32072888/Dise%C3%B1o_de_Rutas_tur%C3%ADsticas)
- Landeta, N., Vázquez, B., & Ullauri, N. (2018). Sensory tourism and agrotourism: An approach to the rural world and its ancestral knowledge. *Revista Investigaciones Sociales*, 46 - 58.
- MINTUR. (2018). *International Tourism Profiles 2017*. Quito: Ministry of Tourism.
- MINTUR. (2019). *Report on Global Trends in Consumption, Technology and Tourism 2019*. Quito - Ecuador: Ministry of Tourism.
- MINTUR. (2019). *Rendición de cuentas 2018*. Ecuador: Ministry of Tourism.
- MINTUR. (January 14, 2020). *Turismo.Gob.Ec*. Retrieved from The results of the 4th Festival de Artes Vivas de Loja 2019 were presented:  
<https://www.turismo.gob.ec/se-presentaron-los-resultados-del-4to-festival-de-artes-vivas-de-loja-2019/>
- Neill, D., & Cortez, L. (2018). *Processes and Foundations of Scientific Inquiry*. Machala: Ediciones UTMACH.
- Ramos, G., Timotea, I., Cevallos, G., & Carolina, E. (2020). Religious, cultural and gastronomic tourism route in Loja canton. *Journal of business and entrepreneurial*, 4(1). Retrieved from <http://www.redalyc.org/articulo.oa?id=573661266008>
- Sotomayor, M. I. (October 22, 2012). The experience of the senses. *Revista Cultura*, 151 - 178. Retrieved from [https://www.revistacultura.com.pe/revistas/RCU\\_26\\_I\\_la-experiencia-turistica-de-los-sentidos.pdf](https://www.revistacultura.com.pe/revistas/RCU_26_I_la-experiencia-turistica-de-los-sentidos.pdf)
- Treek Soft; Arival . (2021). *Tourism Trends 2020/2021 Report*. Treek Soft.
- UTPL. (2019). *Boletín Artes Vivas 2019*. Loja: UTPL.
- UTPL. (2019). *Resultados e Indicadores 4to Festival Internacional de Artes Vivas*. Loja: UTPL.
- Van Hoven, B. (2011). Multi-sensory tourism in the Great Bear Rainforest. *Journal of the Association of Icelandic Geographers*, 25, 31 - 49.
- Villadiego, G. B. (2013). *Design of Tourist Routes*. SENA.