

Tourism micro-enterprises, an alternative for the sustainable development of tourism in the Salitre canton, Guayas Province: nurseries, new undertakings

Los microemprendimientos turísticos, una alternativa para el desarrollo sostenible del turismo en el cantón Salitre Provincia del Guayas: viveros, los nuevos emprendimientos

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ABSTRACT

Nurseries are emerging as a new form of entrepreneurship in the tourism sector. These nurseries focus on the production and sale of plants, flowers and related products, and take advantage of the area's natural attractions to offer unique experiences to visitors. The development of tourism microenterprises such as nurseries provides multiple benefits for the community and the environment. First, they generate local employment, which contributes to the economic and social development of the region. In addition, they promote environmental conservation by encouraging the production and sale of plants and flowers, which have a positive impact on air quality and biodiversity. These microenterprises also diversify Salitre's tourism offerings, attracting a public interested in nature tourism and experiences related to flora and

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gardening. They also promote rural tourism, as the nurseries are located in rural settings, allowing visitors to learn about and appreciate life in the countryside.

Keywords: Micro tourism ventures, Sustainable development, Tourism, Canton Salitre, Guayas Province, Nurseries

RESUMEN

Los viveros emergen como una nueva forma de emprendimiento en el sector turístico. Estos viveros se enfocan en la producción y venta de plantas, flores y productos relacionados, y aprovechan los atractivos naturales de la zona para ofrecer experiencias únicas a los visitantes. El desarrollo de microemprendimientos turísticos como los viveros brinda múltiples beneficios para la comunidad y el entorno. En primer lugar, generan empleo local, lo que contribuye al desarrollo económico y social de la región. Además, promueven la conservación del medio ambiente al fomentar la producción y venta de plantas y flores, que tienen un impacto positivo en la calidad del aire y la biodiversidad. Estos microemprendimientos también diversifican la oferta turística del cantón Salitre, atrayendo a un público interesado en el turismo de naturaleza y en experiencias relacionadas con la flora y la jardinería. Asimismo, impulsan el turismo rural, ya que los viveros se encuentran ubicados en entornos rurales, lo que permite a los visitantes conocer y apreciar la vida en el campo.

Keywords: Micro emprendimientos turísticos, Desarrollo sostenible, Turismo, Cantón Salitre, Provincia del Guayas, Viveros

INTRODUCTION

The tourism industry plays a fundamental role in the economic and social development of communities. However, in order to achieve sustainable growth, it is necessary to seek alternatives that promote environmental conservation and benefit the local community. In this sense, micro tourism ventures have emerged as a promising option.

The Salitre canton, located in the province of Guayas, has recognized the potential of tourism microenterprises as a way to promote sustainable tourism development in the region. In particular, nurseries have become the new ventures that are gaining ground in the tourism sector.

These nurseries take advantage of the area's natural resources and focus on the production and sale of plants, flowers, and related products. In addition to generating local employment, they contribute to environmental conservation and diversify Salitre's tourism offerings. The nurseries attract visitors interested in nature tourism and experiences related to flora and gardening.

In this research, we will explore in depth the role of tourism microenterprises, specifically nurseries, as a viable alternative for the sustainable development of tourism in the Salitre canton. We will analyze the economic, social and environmental benefits that these enterprises can bring to the local community, as well as their impact on the diversification of the tourist offer and the conservation of the natural environment.

Through this study, we hope to highlight the importance of promoting and supporting tourism microenterprises in the Salitre canton as a strategy to achieve sustainable development in the tourism sector. In addition, we will offer recommendations and proposals to further promote these ventures and maximize their positive impact on the community and tourism in general.

It has become a global concern, as it seeks to promote a balance between economic growth, environmental protection and improving the quality of life of local communities. In this context, tourism microenterprises have emerged as a promising alternative to achieve this balance in the Salitre canton, Guayas province, Ecuador. Specifically, nurseries have positioned themselves as new enterprises that are contributing to the sustainable development of tourism in this region.

First, the nurseries provide an economic development opportunity for the local community. These microenterprises generate employment and create new sources of income for local residents. The nurseries require personnel to care for the plants, produce related products, and serve visitors, which boosts the local economy and improves the community's quality of life.

In addition, the nurseries promote environmental conservation. The main focus of these enterprises is the production and sale of plants and flowers, which promotes the preservation of the region's native flora and biodiversity. By growing and selling plants, nurseries contribute to improving air quality and protecting local ecosystems. They can also implement sustainable practices, such as efficient water use and proper waste management.

MATERIALS AND METHODS

In terms of tourism, the nurseries offer a unique experience for visitors. Tourists interested in nature tourism and contact with flora find the nurseries an attractive destination. They can explore the gardens, learn about the different species of plants and flowers, participate in gardening activities and take back plants as souvenirs. This

diversified offer in the tourism sector in Salitre attracts a wider public and encourages visitors to stay longer in the region.

In addition, the nurseries contribute to the development of rural tourism in the Salitre canton. Being located in rural settings, the nurseries allow tourists to experience life in the countryside and connect with the local culture. Visitors have the opportunity to interact with farmers and learn about traditional agricultural practices. This not only enriches the tourist experience, but also strengthens ties between the local community and tourists.

To maximize the benefits of tourism microenterprises such as nurseries, support and promotion by local authorities and tourism sector stakeholders is essential. Strategic alliances can be established with travel agencies and tour operators to include the nurseries in tourist packages and promote them as attractive destinations. It is also important to train local entrepreneurs in business management, tourism marketing and sustainability so that they can manage their businesses efficiently and responsibly.

Tourism microenterprises, specifically nurseries, represent a promising alternative for the sustainable development of tourism in the Salitre canton, Guayas province. These enterprises offer economic, social, and environmental benefits by generating employment, promoting environmental conservation, diversifying the tourism offer, and strengthening rural tourism. With the right support, the nurseries can become key drivers of sustainable tourism development in the region, improving the quality of life of the local community and attracting more tourists.

RESULTS

The results of emphasizing the importance of tourism microenterprises for the sustainable development of tourism in the canton of Salitre. Some possible results could include:

1. Sustainable tourism development: Sustainable tourism development seeks to balance economic growth, environmental protection, and the well-being of local communities. It is essential to adopt responsible practices that promote long-term sustainable tourism.
2. Tourism microenterprises: Tourism microenterprises are small businesses or companies that develop in the tourism sector. These enterprises generate local employment, promote the conservation of the natural environment, and diversify the region's tourism offer.
3. Potential of nurseries as microenterprises: Nurseries are new tourism ventures that focus on the production and sale of plants and flowers. These enterprises can generate economic, social and environmental benefits, attracting visitors interested in nature tourism and experiences related to flora and gardening.
4. Implications and challenges: In implementing tourism microenterprises, there may be challenges related to infrastructure, access to finance and training.

However, overcoming these challenges can have positive long-term implications in terms of local employment generation, economic benefits, and conservation of the natural and cultural environment.

5. Actions and strategies: To strengthen tourism microenterprises in Salitre canton, we suggest facilitating access to financing, promoting training and education, fostering collaboration and networking, implementing effective promotion strategies, and encouraging community participation.

In general, we emphasize the importance of tourism microenterprises as a promising alternative to promote sustainable tourism development in the Salitre canton. These ventures can generate economic, social and environmental benefits, improve the quality of life of the local community and promote the conservation of the natural and cultural environment. By taking concrete steps to support and strengthen tourism microenterprises, a more balanced and sustainable tourism development in the region can be achieved.

CONCLUSIONS

In conclusion, tourism microenterprises are a promising alternative for the sustainable development of tourism in the Salitre canton. These enterprises, such as the nurseries, not only generate economic benefits for the local community, but also contribute to the conservation of the natural environment and diversify the region's tourism offer.

By promoting tourism microenterprises, positive long-term results can be achieved. These include the generation of local employment, increased economic income, improved tourism infrastructure, and the preservation of cultural and natural heritage. However, it is important to face the challenges that arise when implementing tourism microenterprises, such as the lack of financial resources and the need for training and education. Through access to financing, business training and the promotion of community participation, these challenges can be overcome and the tourism sector in Salitre can be strengthened.

Ultimately, the successful implementation of tourism microenterprises in Salitre canton can boost sustainable tourism development, benefiting the local community, preserving the natural and cultural environment, and offering unique and enriching tourism experiences for visitors. By fostering collaboration and commitment from all stakeholders, a more responsible and balanced tourism can be built in Salitre Canton, achieving long-term sustainable development.

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