

Contribution of the real estate sector in the city of esmeraldas: a sustainable and sustainable vision

Contribución del sector inmobiliario en la ciudad de esmeraldas: una visión sostenible y sustentable

Egas-Posligua, Laura Marcela*
Palacios-Cedeño, Nohemí Monserrate*

ABSTRACT

The study analyzes the factors that contribute to the sustainable and sustainable development of the real estate sector in the city of Esmeraldas, in terms of employment generation, investment promotion, sustainable urban development and tax revenue generation. Therefore, the research focused on to analyze the contribution of the real estate sector in the city of Esmeraldas towards a sustainable and sustainable vision . The study was based on the type of documentary research, which allowed to deepen the most relevant findings on the contribution of the real estate sector to boost the local economy. Among its derivations, it is highlighted that the real estate sector in Esmeraldas is channeled in the construction of properties oriented towards the sale and rental of real estate, experiencing significant changes in the period 2015-2021, with a gradual increase in the execution of construction projects supported by public and private investment, allowing the local economic reactivation and contributing to sustainable development, valuing and promoting the competences of the local economy.

* Student of the Master's Degree in Project Management, Graduate School, Universidad Técnica de Manabí, Portoviejo - Ecuador, legas2031@utm.edu.ec
<https://orcid.org/0009-0002-4641-1369>

* Master's Degree in Financial Management and Advisory, Universidad Técnica de Manabí
Portoviejo - Ecuador, nohemi.palacios@utm.edu.ec,
<https://orcid.org/0000-0002-0666-5164>

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RESUMEN

El estudio analiza los factores que contribuyen al desarrollo sostenible y sustentable del sector inmobiliario en la ciudad de Esmeraldas, en términos de generación de empleo, promoción de la inversión, desarrollo urbano sostenible y generación de ingresos fiscales. Por lo que, la investigación se centró en analizar la contribución del sector inmobiliario en la ciudad de Esmeraldas hacia una visión sostenible y sustentable. El estudio se amparó en el tipo de investigación documental, lo que permitió profundizar los hallazgos más relevantes sobre la contribución del sector inmobiliario para el impulso de la economía local. Entre sus derivaciones se destaca, que el sector inmobiliario en Esmeraldas se encausa en la construcción de propiedades orientadas hacia la venta y alquiler de inmuebles, experimentando cambios significativos en el periodo 2015-2021, con un incremento gradual en la ejecución de proyectos de construcción apoyado en la inversión pública y privada, permitiendo la reactivación económica local y contribuyendo al desarrollo sostenible, valorando y fomentando las competencias

Palabras clave: estrategias, ventas, preferencias, medios de comunicación, optimización

INTRODUCTION

The real estate sector plays a fundamental role in the economic and social development of Ecuador, experiencing significant growth and becoming one of the key drivers of the country's economy. It is through the contribution of the real estate sector in Ecuador that various aspects associated with provincial and national economic growth can be evidenced. In addition, the advances related to the sustainable and sustainable development of cities are linked to urban programs and projects, which provide solutions, if effectively managed and planned, resulting in an optimal instrument for the advancement of sustainable and sustainable development in developed countries and in developing countries (ECLAC, 2016).

First, the real estate sector generates employment and promotes investment through the manufacture of housing, commercial buildings, and infrastructure projects that require a large labor force, which drives the generation of employment in the country. In addition, investment in real estate encourages the flow of capital, both domestic and foreign, which contributes to economic growth and the development of the construction industry.

Secondly, the real estate sector promotes sustainable urban development, where as the population grows, the demand for housing and commercial space increases proportionally. Therefore, the sector plays a key role in the planning and construction of sustainable cities, providing affordable housing, adequate infrastructure and green spaces, which contributes to improving the quality of life of citizens and creating more livable urban environments.

In this sense, through the construction, sale and rental of properties, the real estate sector has contributed significantly to the growth and progress of cities; to better understand the importance and contribution of the real estate sector in Esmeraldas, it is necessary to analyze some relevant statistical data. According to the National Institute of Statistics and Census (INEC, 2021) in the last six years there is evidence of a steady increase in housing construction in the city. Specifically, in 2015 a total of 500 homes were built, while, in 2019, the figure rose to 800 homes, this represents a 60% increase in housing construction in just five years. However, by 2020, influenced by the COVID-19 disease, sales decreased by 22.4% compared to the previous year's sales, although, as economic activities were reactivated, by the second half of 2021, sales increased by 35% as well as the execution of housing projects, which benefited the community of Esmeraldas with 659 homes.

Table . *Distribution of housing projects executed in the province of Esmeraldas, year 2021.*

Type of project	Number of dwellings
Private of social interest (VIS).	33
Public of public interest (VIP).	147
Public with community accompaniment.	489

Note: MIDUVI (2022)

However, in Ecuador the real estate sector is incipient to sustainable and sustainable development, characterized by the commercialization of housing projects financed by lending institutions, so it would represent an opportunity for investors who wish to transform the traditional construction system towards sustainable and sustainable growth. Highlighting, the constitutional recognition towards sustainability and sustainability to achieve the right to development aligned with the 2030 Agenda and its Sustainable Development Goals in Decree 371. (Constitution of the Republic of Ecuador, 2018).

In this order of ideas, the study presents a reflective analysis of the real estate sector and its performance as a fundamental role in contributing to the growth and development of the city of Esmeraldas, where through the construction of housing, commercial and tourism projects, as well as the sale and rental of properties, this sector has generated employment, investment and has boosted the sustainable local economy. Statistical data from INEC show the positive impact and economic importance of the real estate sector in the city of Esmeraldas, being relevant the promotion and promotion of sustainable and sustainable real estate development to ensure a planned and productive growth, including throughout the province of Esmeraldas.

Thus, authors such as Gehl (2006), known for his theory of sustainability in urban design, whose approach focuses on creating more livable and sustainable cities for people, promoting pedestrian life, social integration and quality of life in the urban environment in conjunction with (Meadows et al., 1972; Figueroa et al., 2020 and Gurdon, 2023) who emphasize the need for a balance between economic growth and preservation of natural resources. They state that economic growth without limits is not sustainable in the long term and that it is necessary to find a balance between economic development and environmental protection. In addition, the contribution of these theories points to the understanding of complex environmental and social problems and the search for sustainable and sustainable solutions.

Evolution of the economy of the canton of Esmeraldas

To establish the evolution of the economy of the canton of Esmeraldas, we used the administrative records of the Internal Revenue Service (SRI) regarding sales reported by individuals and legal entities in this jurisdiction.

According to the SRI in 2021, the Esmeraldas canton reported sales of about US\$2,860.91 million. The average annual growth of the Esmeraldas canton during the period 2015-2021 amounted to 5.62% compared to the 2.97% recorded in Ecuador, which is considered as positive and demonstrates the potential presented by this locality. However, it is necessary to point out that the year of lowest performance for the Esmeraldas canton was 2017 with a contraction in sales of -13.97%, in that same year Ecuador grew 7.94%, which indicates that there are internal and external factors that strongly affect the Esmeraldas economy.(See Table 1).

Table 1. Evolution of sales of the canton Esmeraldas and Ecuador, in millions of dollars, period 2015-2021.

Year	Esmeraldas Canton	Growth rate Esmeraldas	Ecuador	Growth rate Ecuador
2015	3.490,23	11,91%	177.223,98	-6,57%
2016	3.390,93	-2,85%	165.142,19	-6,82%
2017	2.917,15	-13,97%	178.261,96	7,94%
2018	3.045,28	4,39%	188.837,58	5,93%
2019	2.913,11	-4,34%	192.127,79	1,74%
2020	2.749,92	-5,60%	163.210,68	-15,05%
2021	2.860,91	4,04%	199.316,54	22,12%

Note: This table shows the contrast made by the SRI [Servicio de Rentas Internas], (2022); between the growth rate of the canton of Esmeraldas and Ecuador.

In the context of the COVID-19 pandemic, the canton of Esmeraldas had a reduction in sales of -5.60% in 2020 compared to the -15.05% recorded by Ecuador, which indicates that there were productive sectors in the territory that cushioned the impact of the economic paralysis.

According to the sales report made by natural and legal persons settled in the Esmeraldas canton, it is observed that when comparing 2020 with 2019, almost all economic activities were affected in sales, however, the activity of mining and quarrying grew by 6.62%, the distribution of drinking water by 9.82% and transportation with 9.87% (SRI, 2022).

The real estate sector in the canton of Esmeraldas represented 0.82% of the local economy, with a contraction in its growth of -25.31% in 2020 compared to the previous year, together with activities related to the construction sector, closely linked, with a representative participation of 1.79% in the cantonal economy and a contraction in its growth of -48.70%, aspects that could demonstrate the need to reactivate the sector through private investments, and at the same time expresses signs that the sector is depressed and could generate high risks for potential real estate developers. This situation generated in the real estate market a catalyzing mechanism in the perception of housing with functional, flexible and sustainable indicators, consistent with the way of experiencing sustainable and sustainable needs and expectations adopted after the COVID-19 pandemic.

Increase in the real estate sector in the province of Esmeraldas

In order to establish the evolution of housing projects to be built in the canton of Esmeraldas, we used the Building Statistics (ESED), which is an annual statistical operation that characterizes the buildings to be executed through construction permits issued by the Municipal Decentralized Autonomous Governments. Its objective is to provide updated information on the growth rate of potential real estate projects to be built, whether housing, commercial and industrial premises, administrative buildings,

clinics, among others. In Table 3 and Figure 1, it is observed that housing construction during the period 2015-2021 shows a downward trend in the province of Esmeraldas and at the national level, with this it is concluded that the conditions to promote construction projects in real estate have not been favorable for its developers, this can be linked to the scarce financing proposal by the national financial system.

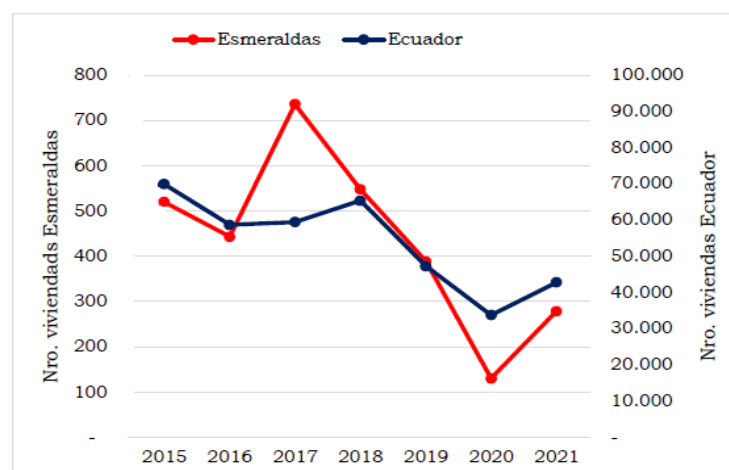
Table 2. Evolution of the number of houses built in the province of Esmeraldas, period 2015-2021.

Year	Emeralds	Ecuador
2015	520	69.907
2016	443	58.675
2017	736	59.456
2018	548	65.347
2019	389	47.291
2020	130	33.772
2021	279	42.787

Note: INEC [Instituto Nacional de Estadística y Censos], Encuesta Nacional de Edificaciones, 2021.

The growth rate of new housing construction in the canton of Esmeraldas during the period 2015-2021 was -8.72% compared to the contraction of -8.87% that was recorded in Ecuador, which evidences a situation of crisis in the construction and real estate sector linked to the supply of housing, therefore it is a priority to promote projects that meet the demand of local and national consumers.

Figure 1. Evolution of the number of houses built in Esmeraldas province, period 2015-2021.



Note. INEC (2021).

One of the main characteristics of real estate projects in the city of Esmeraldas is their focus on the use of sustainable materials and technologies. Real estate developers have opted to use environmentally friendly construction materials and renewable energy, thus reducing the environmental impact of the buildings. In addition, energy efficiency has been promoted in the buildings through the use of efficient lighting and air conditioning systems, which contributes to a lower demand for natural resources.

Another important contribution of the real estate sector to the city is the generation of jobs, where the construction of residential and commercial projects requires local labor, which helps to boost the economy of Esmeraldas; in addition, the real estate sector drives the creation of indirect jobs in related sectors, such as the sale of construction materials, hiring of local machinery and maintenance personnel. Furthermore, developing real estate projects includes an immersed process that involves various sectors related to the local economy, generating productive support for shopping centers, restaurants, educational institutions and local micro-enterprises, increasing the influx of users, giving the local economy a commercial boost derived indirectly from the real estate sector, contributing to the sustainability and sustainability of the locality.

Based on Gehl (2006), who focuses on the theory of "Human Urban Design", he argues that urban spaces should be designed with people's needs and well-being in mind. His approach focuses on creating more livable cities, promoting sustainable mobility, the integration of green spaces and the creation of accessible and safe public areas.

One of the main contributions of Gehl (2006), is his focus on the design of people-centered cities, he argues that cities should be designed with people's needs in mind and how to improve their quality of life, thus his theory highlights the importance of creating accessible and safe public spaces, encouraging sustainable mobility, and promoting the integration of green areas in the urban environment.

He has also developed the idea of "walking cities". He argues that cities should be designed to encourage walking as a means of transportation, as this is not only beneficial for people's health, but also contributes to reducing pollution and improving air quality. In this way the contributions of Jan Gehl's theory focus on the creation of more livable, sustainable and people-centered cities.

Likewise, the United Nations has recognized the importance of the real estate sector in the creation of a more sustainable future, where the UN has specifically highlighted the key role that the real estate sector can play in the fight against climate change and in the achievement of the Sustainable Development Goals (SDGs).

The (UN, 2019) in its meeting with the Economic Commission for Latin America and the Caribbean (ECLAC) emphasized the need to promote the adoption of sustainable practices and policies in the real estate sector, such as the construction of energy efficient buildings, the use of sustainable materials, the promotion of sustainable mobility and the creation of accessible and safe public spaces. It has also emphasized the importance of collaboration between the different actors in the real estate sector, including governments, companies and civil society, to achieve a transition to a more

sustainable and livable future, recognizing the importance of the real estate sector in the creation of a more sustainable future and promoting the adoption of sustainable practices and policies in this sector. Therefore, the objective of the research focuses on analyzing the contribution of the real estate sector in the city of Esmeraldas towards a sustainable and livable vision.

MATERIALS AND METHODS

The methodology followed for this article was based on a documentary research and thus compile the exploration from its real context, specifying the events in the real scenario of the problem situation, the contained population, its characteristics, attitudes and the variables to be studied. Likewise, bibliographic material from previous research was compiled with the support of academic search engines such as Scopus, Redalyc and academic google, classifying and selecting research and bibliographies referring to the research variable, which theoretically argue the contribution of the real estate sector in the city of Esmeraldas towards a sustainable and sustainable vision (Hernández and Mendoza 2018).

Through documentary research, a specific answer was obtained from the exhaustive investigation of the sources consulted, where its tasks make sense when the study problem has been delimited, in addition, it allows detecting and obtaining, in a selective manner, useful information for the purposes of the study. (Arias, 2012).

Thus, information was collected to analyze aspects such as the evolution of the economy, main economic sectors, increase in the real estate sector in the province of Esmeraldas and demographic features of the canton, all this in order to establish the existence of potential home buyers and thus estimate the population with the possibility of acquisition as a basis for analyzing the growth of the real estate sector in the city of Esmeraldas: a sustainable and sustainable vision.

RESULTS

Analyzing the contribution of the real estate sector in the city of Esmeraldas towards a sustainable and sustainable vision has revealed several important aspects. First, it has been found that the real estate sector plays a fundamental role in the economic development of the city, being one of the main sources of employment and income generation.

However, it has also been observed that there are significant challenges in terms of sustainability and sustainability. There has been evidence of an increase in housing construction without adequate planning, which has led to the occupation of high-risk areas and environmental degradation.

To address these problems, a series of measures have been proposed. These include the implementation of more rigorous urban planning policies that allow for an orderly and sustainable development of the real estate sector. The promotion of more environmentally friendly construction technologies and materials has also been

suggested, as well as the promotion of energy efficiency in buildings. However, the acquisition of housing has also been influenced by the income levels of the province's inhabitants.

Home ownership in Esmeraldas can vary depending on the income level of the province's inhabitants. In general, it is more difficult for people with lower incomes to purchase homes due to financial constraints. For those with higher incomes, homeownership may be more affordable because they are better able to save and meet financial requirements, such as down payment and monthly mortgage payments. However, for those with lower incomes, the situation may be more complicated. Lack of access to mortgage credit, job instability and high housing costs can make homeownership difficult.

In response to this situation, the Ecuadorian government has implemented social housing programs to provide affordable housing options for low-income people. These programs include housing subsidies, credit facilities, and the construction of low-income housing.

Table 3. Number of people by income level in the canton of Esmeraldas, year 2021.

Level of Revenues	No. Of Persons
Less than 425	41.167
425-600	7.113
601-800	4.443
801-1000	3.568
1001-1200	1.838
1201-1400	1.061
1401-1600	495
1601-1800	548
1801-2000	206
2001-2200	157
2201-2400	175
2401-2600	165
Greater than 2600	742
Total	61.678

Note. INEC (2021).

With this information, it is observed that the highest percentage of households (66.78%) is in the "Less than 425" income range. This indicates that the majority of households have a low income level. On the other hand, only a small percentage of households (1.20%) have an income level higher than 2600. These data allow us to infer that access to homeownership is influenced by income level, as most households are concentrated in the lower income levels.

Table 4. *Distribution of workers by income level and occupational category, in percentages, year 2021.*

Income level	Government employee	Private employee	Patron	Own Account	Another	Total
Less than 425	0,34%	21,96%	2,09%	59,54%	16,07%	100,00%
425-600	22,68%	51,09%	4,10%	17,49%	4,64%	100,00%
601-800	58,77%	24,56%	3,95%	11,84%	0,88%	100,00%
801-1000	72,38%	17,68%	1,66%	8,29%	0,00%	100,00%
1001-1200	80,37%	5,61%	5,61%	8,41%	0,00%	100,00%
1201-1400	77,19%	17,54%	1,75%	3,51%	0,00%	100,00%
1401-1600	57,58%	15,15%	9,09%	18,18%	0,00%	100,00%
1601-1800	84,85%	9,09%	3,03%	3,03%	0,00%	100,00%
1801-2000	100,00%	0,00%	0,00%	0,00%	0,00%	100,00%
2001-2200	70,00%	0,00%	20,00%	10,00%	0,00%	100,00%
2201-2400	88,89%	11,11%	0,00%	0,00%	0,00%	100,00%
2401-2600	75,00%	25,00%	0,00%	0,00%	0,00%	100,00%
Greater than 2600	48,89%	15,56%	13,33%	22,22%	0,00%	100,00%
Total	20,41%	24,41%	2,91%	41,63%	10,63%	100,00%

Note. INEC (2021). National Survey of Employment, Unemployment and Underemployment.

The results reflect that the income level of workers in Esmeraldas for the year 2021 with purchasing power for housing are those who work in government areas, followed by those who receive income through self-employment, then 15.56% of private employees and 2.91% as employers, indicating that, of 100% of the inhabitants of the province of Esmeraldas, 5.5% have a considerable income level to purchase a home offered by private real estate companies. However, the remaining percentage can opt for housing projects promoted by the government of Ecuador through public policies to guarantee citizens access to a safe, healthy and dignified habitat.

Therefore, through the Ministry of Urban Development and Housing (MIDUVI), environmentally friendly projects have been implemented, creating new possibilities, consumption patterns, productivity, social and economic development, related to the productive matrix, solidary redistribution of productive opportunities, emphasizing mainly on natural systems, the interdependence of natural resources with urban

development, mobility and sustainable infrastructure, urban resilience, adaptation to climate change and food sovereignty. (MIDUVI, 2022).

Thus, according to the income level of the people who work in the province of Esmeraldas, they can opt for the housing offers promoted by the government, to facilitate access to adequate and decent housing for priority groups, poverty and vulnerability, as well as for low and middle-income families in need of their own home. Integrating strategic allied builders that have generated 489 houses derived from the execution of the investment project "Casa Para Todos", financed by different multilateral organizations. (MIDUVI, 2022).

Table 5. *City of domicile of potential buyers, in number and percentages, August 2022.*

City	No. of surveys	%
Emeralds	319	97,55%
Atacames	3	0,92%
Quevedo	1	0,31%
Santo Domingo	2	0,61%
Other unspecified	2	0,61%
Total	327	100,00%

Note. Market Study, (2022). Prepared by the consulting team.

Among the characteristics that were identified in the reference sample, the following were described: regarding the sex of the 327 interviewees, 53.52% of the participants in the study to establish the profile of homebuyers were women and 46.48% were men. The age of the potential homebuyers was between 31-35 years old, representing 22.02% of the total. 65.14% of the participants in the market study defined themselves as mestizo, 39.45% of them were married and according to the study participants, 34.25% of them had a family nucleus of 4 people.

Similarly, 59.63% of those involved had a third level education. Of those interviewed, 66.97% worked in public institutions, with 63.30% having a permanent appointment and 58.41% of those interviewed indicated that 2 people work or contribute to the household. 88.07% stated that their income was above \$800. Finally, regarding the possession of a vehicle by potential homebuyers, 61% of the study participants stated that they owned their own vehicle.

Another important feature to mention is the propensity to buy on the part of potential homebuyers, 61.16% of the participants in the market study are willing to buy a new home despite the negative economic situation in Ecuador.

On the other hand, Torres (2016) applied a survey to 382 people with an age range of 21-50 years for being characterized in a period between the initiative of a professional

life and people who require housing to lay family foundations. It showed that of the 100% surveyed, only 27% have their own home, with the remaining 73% reflecting the number of people with the possibility of acquiring a home in order to establish a sustainable and sustainable real estate project. Another relevant aspect of the study was that of the 100% of collaborating agents, 87%, a figure that exceeds the 73% who do not own their own home, expressed the intention of acquiring it, reflecting a real estate demand in the city of Esmeraldas that contributes to local sustainability and sustainability. It was observed that the perspective of the population of Esmeraldas is to acquire a property, prevailing an unsatisfied market with concerns about costs, location and type of housing, highlighting that both studies, delimited the population with a sustainable economic and labor status. However, the current economy allows projecting an increase in real estate development, demonstrated in the construction of new housing programs in Esmeraldas, projecting future investments.

Table 6. *Real estate with construction projects 2015-2021.*

Real estate	Area	Current supply of houses
Malibu	135 m ²	85
Viteri Construction	64 m ²	325
Balcones de Tachina	135 m ²	480
Tecnipetrol	95 m ²	125
Coral Hertk	95 m ²	120
Torres and Torres	132 m ²	12
TOTAL		1.147

Note: Torres (2016)

Real estate projects are symbols of social modernity and are currently closely linked to sustainability and sustainability comprising economic development and satisfying the needs of the population without affecting the impact of the local ecosystem, preserving an individual and collective future. Constituting a strategic area from the point of view of economic activation and people's welfare, with best practices in construction, which support equity, innovation and sustainability. Thus, they contribute to the development of competitive, integrated and efficient cities in the use of resources. (Technological Development Corporation and Chilean Chamber of Construction, 2015)..

Sustainability and sustainability have been framed in the constitutional principles worldwide, even international organizations such as UNESCO, established Sustainable Development Goals (SDGs) towards the 2030 agenda. As well as the New Urban Agenda Habitat III signed in 2016 and committed to transformation through an urban paradigm shift based on integrated and indivisible dimensions of social, economic and environmental sustainable development to ensure that cities and towns are inclusive, safe, resilient and sustainable. Highlighting the connections between real estate projects

and job creation, by creating job opportunities and increasing the quality of life that should be integrated into all urban regeneration policies and strategies. Sustainable urban and regional development is an essential element in achieving sustainable development and human well-being.

The Urban Agenda urges local, national and international organizations, as well as all those involved in economic development such as partners, national, international and multilateral financial institutions, regional development banks, the private sector and other stakeholders, to optimize urban and rural development projects and strategies to apply an integrated approach to sustainable and sustainable urbanization by meeting the housing needs of the population. The sustainable and sustainable real estate approach represents an ideal towards a better future, in which all people enjoy equal rights and access to the benefits and opportunities that cities can offer. With the intervention of all levels of local and national government, civil society organizations, the private sector, real estate groups and society in general, this ideal can be achieved.

The implementation of the New Urban Agenda is synthesized in a set of strategies to lead to good urbanization through the generation of employment, prosperity and development. This is pronounced in five key areas to support stakeholders: sustainable urban development for social inclusion and the end of poverty; sustainable and inclusive urban prosperity and opportunities for all; environmental sustainability and resilient urban development; building the urban governance architecture: establishing a supportive framework and; urban territorial development planning and management (UN-HABITAT, 2016).

Ecuador, through the Ministry of Economic Policy Coordination and the Monetary and Financial Regulation Policy Council, is responsible for finding financing mechanisms that benefit real estate developers and builders. It allows establishing links with the capital markets, creating multiplier effects in the economy, generating employment, productivity and added value. They also stimulate the vitality of various production departments and serve as support, forming part of the value chain of construction activities and therefore also of the real estate sector.

Therefore, the real estate sector plays a crucial role in the development of the city of Esmeraldas, since it not only contributes to the creation of housing and commercial spaces, but also has a significant impact on the local economy. However, it is essential that this contribution be made in a sustainable and sustainable manner, taking into account social, economic and environmental aspects. First, from the economic point of view, the real estate sector generates employment and attracts investment to the city. The construction of housing and commercial buildings requires local labor, which boosts employment and economic growth. In addition, the sale and rental of properties generates income for property owners and real estate agents, as well as taxes for the local government, which contributes to the city's development.

In 2015, the real estate sector in Esmeraldas was affected by the drop in oil prices, which led to a decrease in investment and the development of real estate projects in the area.

In addition, there were infrastructure problems and lack of basic services in some areas, which limited the growth of the sector. However, as of 2016 there was a gradual recovery in the real estate sector. The Ecuadorian government implemented policies to encourage investment and improvements were made to infrastructure and basic services in Esmeraldas. This generated an increase in the demand for real estate, especially in tourist areas such as Atacames and Muisne, where construction projects for hotels, condominiums and beach houses were developed.

In the following years, the real estate sector in Esmeraldas continued to grow. Significant investments were made in housing projects, especially in the construction of residential complexes and private housing developments in the parish of Tachina, and social interest housing in the communities of Tabule and Quinindé. There was also an increase in demand for commercial and office space, driven by economic growth and the development of tourism and commercial activities in the area. However, during 2020, the real estate sector throughout the country was affected by the COVID-19 pandemic and Esmeraldas was no exception, with a decrease in sales and construction of new projects due to restrictions imposed to curb the spread of the virus. However, as the measures were eased and the economy recovered, the real estate sector in Esmeraldas gradually recovered. Finally, in 2021, the real estate sector in Esmeraldas increased in demand for housing, driven by greater economic stability and growing migration to the area. Investment in tourism projects also increased, which generated greater demand for real estate in coastal areas.

However, the real estate projects executed complied with the construction standards established by the Council of the Municipal Decentralized Autonomous Government of the Canton of Esmeraldas, which states that for sustainability and sustainability, construction materials must be stable (stone, brick, iron, concrete), and the use of mud, wood, cane, zinc or similar materials is penalized under the condition of demolition. Structurally designed with the indicated measures of fronts and minimum surfaces, coefficients of use and occupation of soil, free areas, withdrawals, heights and number of floors. As well as sewage and wastewater treatment to mitigate contamination, designed to efficiently maximize the use of natural resources, such as sunlight and natural ventilation, reducing the need to use artificial lighting and air conditioning systems, which in turn reduces energy consumption.

Likewise, construction materials and labor focused on territorial productivity, promoting the endogenous economy and reducing the environmental footprint of construction, making use of hardware stores, glass shops, sawed lumber and general material sales located along the road leading to Atacames and along the paved road leading to downtown. At the same time, they fulfilled the community's social responsibility, generating jobs for the inhabitants by hiring local labor, which boosted the economy of the surrounding homes and businesses. (GAD Esmeraldas, 2019)..

Also, for water management, rainwater collection and treatment systems were implemented, as well as the use of low consumption technologies, such as efficient toilets

and faucets, mitigating the consumption of drinking water and promoting a more responsible management of the resource. With green spaces around the homes and common areas for the enjoyment of residents, favoring community coexistence and promoting a healthier environment. (MIDUVI, 2022).

Currently, some private sector housing projects are seeking to integrate renewable energy systems, such as solar panels or wind turbines, to generate clean energy and reduce dependence on conventional energy sources. The relationship between these features and sustainable and sustainable housing is based on the idea of minimizing environmental impact and promoting energy efficiency, using renewable resources and encouraging responsible resource management. These measures contribute to the reduction of pollution, the consumption of natural resources and the emission of greenhouse gases, thus promoting a more sustainable and environmentally friendly lifestyle.

In addition, it is important that real estate development continues to promote housing projects keeping in mind the needs of the Esmeraldas community, providing housing projects adapted to the local purchasing power with adequate public spaces and improving the quality of life of the residents. In addition, it must also be aware of its environmental impact and promote sustainable practices in the development of projects. This implies implementing energy- and resource-efficient designs, using sustainable materials, and minimizing the generation of waste and polluting emissions. It is important that real estate developments are respectful of the natural environment of Esmeraldas, preserving natural resources and protecting biodiversity.

CONCLUSIONS

The real estate sector has played a key role in contributing to the development of the city of Esmeraldas under the sustainable and sustainable vision in the 2015-2021 period. Promoting planned and regulated development, as well as social inclusion, through environmentally responsible practices that have ensured a balanced and beneficial growth in the Esmeraldas community. Significantly impacting the urban environment and quality of life, with the creation of housing developments and buildings adapted to the regulations that promote a more livable and environmentally friendly city, designed with accessible and safe public spaces, promoting sustainable mobility and the integration of green areas, urbanizing a more organized and friendly city for the population.

In addition, the real estate projects developed in Esmeraldas in the 2015-2021 period, from a sustainable and sustainable perspective, have benefited communities through cooperative social responsibility, creating jobs for qualified local inhabitants, generating employment and boosting the economy of local households and businesses, reducing economic scarcity and improving the quality of life of people in the community, improving the real estate image and reputation, attracting investors, customers and other stakeholders who value companies and governments committed to sustainability and local development.

Therefore, the real estate sector in Esmeraldas, despite the difficulties faced, experienced significant changes from 2015 to 2021, registering a gradual growth by promoting real estate projects that contributed to the improvement and quality of life through policies focused on sustainability and urban sustainability, involving all sectors of the State that contribute and contribute to the sustainable development of the province and benefiting sustainable economic development. Providing the opportunity to develop job skills and abilities, triggering greater professional and personal growth of local workers, and therefore greater efficiency through knowledge and experience in the market. Thus contributing to the sustainable development of the region, avoiding labor migration and improving the connection with the community by developing stronger relationships with residents.

Notably, the decline in housing and income reduction in Esmeraldas, along with the growth of housing construction without adequate planning, pose significant challenges in terms of sustainability and sustainability. To address these problems, it is necessary to implement more rigorous urban planning policies, promote more environmentally friendly construction technologies and materials, and promote energy efficiency in buildings.

In addition, it is essential to consider the acquisition of housing based on the income levels of the province's inhabitants, as the lack of access to mortgage credit, job instability, and high housing costs can complicate the situation for those with lower incomes. The promotion of sustainable and sustainable construction projects, as well as the generation of employment and investment in the local economy, are key factors to ensure planned and productive growth in Esmeraldas.

Ultimately, it is crucial to adopt a comprehensive approach that takes into account the needs and well-being of people, promoting pedestrian life, social integration and quality of life in the urban environment as a whole. This implies a balance between economic growth and environmental protection, seeking sustainable and sustainable solutions that guarantee a better future for the city of Esmeraldas.

The real estate sector in the city of Esmeraldas has made significant progress towards a sustainable and sustainable vision under the regulations established by the Autonomous Decentralized Municipal Government of Canton Esmeraldas. Its contribution has been remarkable in terms of planned urban development, rational use of natural resources, conservation of natural heritage, employment generation and economic dynamization. These actions are fundamental to ensure the harmonious and responsible growth of the city, improving the quality of life of its inhabitants and preserving the natural and cultural environment.

Finally, it is important to refer to the challenges that currently emerge from this research regarding the construction of sustainable and sustainable housing in Esmeraldas, which include the lack of adequate planning in the growth of housing construction, which has led to the occupation of high-risk areas and environmental degradation. In addition, housing acquisition has been influenced by the income levels of the province's

inhabitants, which can complicate the situation for those with lower incomes due to lack of access to mortgage credit, job instability, and high housing costs.

To address these problems, a series of measures have been proposed, such as the implementation of more rigorous urban planning policies, the promotion of more environmentally friendly construction technologies and materials, and the promotion of energy efficiency in buildings. In addition, it is essential to consider the acquisition of housing according to the income levels of the province's inhabitants and to promote sustainable and sustainable construction projects, as well as the generation of employment and investment in the local economy, to ensure planned and productive growth in the city of Esmeraldas.

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