

Design of strategies to position the tourist attractions of the parish of Cacha, canton Riobamba

Diseño de estrategias para posicionar los atractivos turísticos de la parroquia de Cacha, cantón Riobamba

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ABSTRACT

The Cacha parish, located in Riobamba, Ecuador, has great tourism potential that has not yet been exploited. The objective of this study is to design positioning strategies for its tourist attractions through the implementation of effective branding. A mixed qualitative and quantitative approach was used for the research. A survey of 383 inhabitants of Riobamba was conducted to analyze tourism knowledge and preferences. Data were collected through documentary and field methods, including surveys, interviews and observation. The findings revealed that 67.1% of the respondents were

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unaware of Cacha's tourist attractions and 76% had not seen related publicity. However, 93% expressed willingness to visit. The conclusion is that the lack of knowledge and effective promotion are the main obstacles to tourism development in Cacha. For which strategies are proposed such as: creation of brand identity, development of promotional materials, implementation of advertising campaigns in local and digital media to increase the visibility of Cacha as a tourist destination, participation in tourism fairs and events. The implementation of these branding strategies will contribute to effectively position Cacha as an attractive tourist destination, increasing the number of visitors and generating economic benefits for the local community.

Keywords: Design, strategies, positioning, tourism branding.

RESUMEN

La parroquia Cacha, ubicada en Riobamba, Ecuador, tiene un gran potencial turístico que aún no ha sido explotado. El objetivo de este estudio es diseñar estrategias de posicionamiento para sus atractivos turísticos a través de la implementación de un branding efectivo. Para la investigación se utilizó un enfoque mixto cualitativo y cuantitativo. Se realizó una encuesta a 383 habitantes de Riobamba para analizar el conocimiento y las preferencias turísticas. Los datos se recogieron mediante métodos documentales y de campo, incluidas encuestas, entrevistas y observación. Los resultados revelaron que el 67,1% de los encuestados desconocía los atractivos turísticos de Cacha y el 76% no había visto publicidad al respecto. Sin embargo, el 93% se mostró dispuesto a visitarlo. La conclusión es que la falta de conocimiento y de una promoción eficaz son los principales obstáculos para el desarrollo turístico de Cacha. Para lo cual se proponen estrategias como: creación de identidad de marca, elaboración de material promocional, implementación de campañas

publicitarias en medios locales y digitales para aumentar la visibilidad de Cacha como destino turístico, participación en ferias y eventos turísticos. La implementación de estas estrategias de branding contribuirá a posicionar efectivamente a Cacha como un destino turístico atractivo, incrementando el número de visitantes y generando beneficios económicos para la comunidad local.

Palabras clave: Diseño, estrategias, posicionamiento, branding turístico.

INTRODUCTION

Branding, as a fundamental component in the field of marketing, its main function lies in the development and construction of a brand capable of communicating both the specific activity of the organization and the values it intends to convey, thus seeking a brand that is unique and memorable in the minds of consumers, (Maza Maza, Guaman Guaman, Benítez Chávez, & Solis Mairongo, 2020)..

Tourism branding is the complete process of creating and developing a tourism brand, ranging from the conceptualization and formulation of strategies to the creation of its graphic and visual elements, its main objective is to design a tourist destination and link it with a brand that can be marketed and adapted to tourist attractions, this process is carried out considering the values of a tourist destination, highlighting its resources, qualities and history to both internal and external audiences, it also seeks to differentiate and communicate the values that allow visitors to experience a unique and meaningful experience, (Arteaga Flórez, Pianda Estrada, & Sandoval Montenegro, 2019)..

Branding management, comprises all the instructions that a company carries out to manage both the identity of the organization and the products or services it offers; its purpose is to ensure the quality of the experience that the organization provides to consumers through its products, thus being crucial that it is developed effectively, focusing on satisfying most of the needs and desires of customers, (Ortegón, 2014).

As mentioned by ILGO (2019) cited in. (Maza Maza, Guaman Guaman, Benitez Chavez Chavez, & Solis Mairongo, 2020, p. 15). the steps to develop a branding plan are:

Step 1: Study of the internal and external scenario. The application of this can be done by knowing the company's environment, a self-analysis of the organization, considering the different actions performed by the competition without forgetting to understand the target audience, (Maza Maza, Guaman Guaman, Benítez Chávez, & Solis Mairongo, 2020, p. 15)..

Step 2: Construction of the brand philosophy. This requires the corporate philosophy, brainstorming and detecting 4 or 5 characteristics of the company for the final construction of the design, (Maza Maza, Guaman Guaman, Benítez Chávez, & Solis Mairongo, 2020, p. 15)..

Step 3: Positioning. It answers the questions: what brand, what does it offer, because of what, for what, defining the way in which the brand is perceived and the segment to which it will be directed, (Maza Maza, Guaman Guaman, Benítez Chávez, & Solis Mairongo, 2020, p. 15)..

Step 4: Construction of a visual identity. It contemplates the logo, color, slogan, smell, sound that you want to project in the brand; therefore it is necessary that it is a unique name, easy to remember and appropriate to the company using naming strategies, (Maza Maza, Guaman Guaman, Benítez Chávez, & Solis Mairongo, 2020, p. 15)..

Step 5: Communicate. Finally, carry out strategies to make the brand and its attributes known to the target audience, without forgetting to measure and control them, (Maza Maza, Guaman Guaman, Benítez Chávez, & Solis Mairongo, 2020, p. 15)..

This scheme is used because it covers crucial aspects in the implementation of the proposal, facilitating a more effective management in the creation of the brand by taking into account different elements, such as brainstorming, naming strategies, communication strategies, among others.

According to, (Olivar Urbina, 2021, p. 56) in marketing, positioning implies the position that the brand of a product or service occupies in the perception of consumers, this process seeks to generate loyalty in the target public through an effective market segmentation, which makes it possible to identify the precise public to which the company is directed. For, (Solorzano & Parrales, 2021, p. 28) brand positioning emerges as one of the most distinctive components within marketing, since companies should not only focus on their functions, but also on the brand identity they possess. This is an essential element of brand identity, as it enables the development of a competitive advantage, as well as facilitates clear communication to the specific target audience.

Within the canton of Riobamba, the rural parish of Cacha is known for being an ancestral town belonging to the Puruhá nationality, it has a significant intangible heritage of its own culture as well as several strategic sites suitable for tourist activities. However, the main problem is the lack of identity that identifies the various tourist, cultural and historical attractions of this parish and therefore the lack of positioning of the tourist sites among local and national tourists, (Plan de Ordenamiento Territorial Cacha, 2019)..

Therefore, the general objective of the research is to design a branding plan for the positioning of the tourist attractions of the Cacha parish in the city of Riobamba, through the implementation of different strategies. The specific objectives are: to examine the situation of the tourist attractions in the Cacha parish through the application of research methods, techniques and instruments; to propose different branding strategies based on the identified needs, in order to effectively position the tourist attractions of the Cacha parish.

MATERIALS AND METHODS

This research is characterized as descriptive, documentary and field research, which allowed us to measure and analyze the specific peculiarities of Chacha, (Valle, Manrique, & Revilla, 2022, p. 15).. With which we seek to understand and describe the singularities of the tourist attractions of the parish, we collect and analyze information from primary and secondary sources on tourism in Cacha; direct information is obtained through surveys, interviews with members of the GAD and observation in the parish.

Population and sample:

The survey was carried out among the inhabitants of the city of Riobamba who belong to the Economically Active Employed Population (EAP). With a sample: 383 people selected by stratified random sampling, dividing the population into subgroups according to the five urban parishes of Riobamba, (Cadena Muncha, & others, 2021, p. 1204).

The data collection instruments were: Questionnaire: It was applied to the inhabitants of the PEA to obtain information about their knowledge and preferences for tourism. Interviews were conducted with the technician in charge and members of the Cacha Parish Government to learn about the strengths and weaknesses of tourism in the parish. For this we used an observation guide to record in detail the tourist attractions of the parish and to have a better knowledge of the cause for the research. The data collection techniques used were the survey with a face-to-face and virtual questionnaire, depending on the case, of the participants of the sample to obtain answers that help us to know their preferences, as well as possible solutions to improve the positioning of the tourist attractions of the parish, with the help of interviews that were conducted individually and face-to-face with the technician in charge and members of the Cacha Parish Government (Feria Avila, Matilla Matilla), (Feria Avila, Matilla González, & Mantecón Licea, 2020, p. 63).. To conclude, observation was used to gather information in order to interpret and analyze findings and describe facts based on the information available at the research site (Argüelles Pascual, Argüelles Pascual, & Mantecón Licea, 2020, p. 63), (Argüelles Pascual, Hernández Rodríguez, & Palacios, 2021, p. 34).The same that was carried out directly in the Cacha parish to record characteristics of the sector, tourist attractions and relevant information for the research, (Arias Gonzáles, 2020, p. 32).

RESULTS

To carry out the branding strategies we used a strategic matrix that allowed us to analyze the weaknesses, strengths, opportunities and threats, which will allow us to apply some strategies to improve Cacha's positioning.

Table 1: Strategic Matrix

MATRIZ ESTRATÉGICA		
FACTORES EXTERNOS	Oportunidades	Amenazas
FACTORES INTERNOS	O1: Generación de un identificador visual O2: Interés del público objetivo por conocer los atractivos turísticos de Cacha O3: Avances de la TIC's O4: Convenios con instituciones gubernamentales O5: Desarrollo parroquial	A1: Competencia en relación a la actividad turística A2: Percepciones equivocadas sobre las expresiones culturales de Cacha A3: Cambios de gustos y preferencias de los clientes potenciales A4: Incertidumbre política a causa de las nuevas elecciones del 2023
Fortalezas	FO	FA
F1: Turismo cultural y artesanal F2: Elevado valor histórico, cultural y tradicional F3: Ubicación geográfica F4: Turismo sostenible F5: Gran potencial artesanal F6: Centros turísticos apropiados F7: Manifestaciones culturales únicas	F1, F4, F6; O3: Elaborar <u>post's</u> que promocionen el turismo parroquia mediante el uso de las <u>TIC's</u> . F9; O4; O5: Afianzar los convenios con diferentes instituciones públicas y privadas.	F2, F7; A2: Creación de contenido online que permita al público objetivo conocer la historia, cultura y tradiciones de la parroquia. F3, F5; A1: Aprovechar la cercanía con el público objetivo para posicionar los atractivos turísticos y artesanales, mediante el uso de publicidad ATL, BTL y souvenirs F8; A4: Empoderamiento de la marca turística a través de marketing interno.
Debilidades	DO	DA
D1: Falta de señalización turística D2: Ausencia de marca D3: Deficiente presencia en redes sociales D4: Filosofía empresarial D5: Insuficiencia de infraestructura turística D6: Bajo reconocimiento de los atractivos turísticos D7: Escasa difusión de los lugares turísticos D8: Carencia de <u>guias</u> turísticos (público objetivo)	D1, D5; O2: Elaboración de señalización turística y adecuación de infraestructura turística D2, D4; O1: Creación del manual de marca y filosofía empresarial que permita posicionar. D3, D6, D7; O2, O3: Creación de fan page en redes sociales que permita el reconocimiento de los atractivos turísticos D8; O4: Capacitación en <u>guianza</u> turística y atención al cliente, mediante convenios con instituciones gubernamentales.	D9; A3: Creación de productos turísticos que se adapten a los gustos y preferencias de los usuarios.

Source: (Research work, 2023).

Table 2. Strategy N°1

D2, D4; O1: Identidad Corporativa	
Descripción	La identidad corporativa es un elemento que permite la representación de la cultura organizacional, ya que está relacionado con aspectos tangibles e intangibles de la empresa como la misión, visión, valores, identificadores visuales, creencias y comportamientos conductuales de la organización. (Carrero, 2019, p. 349)
Objetivo	Diseñar el manual de marca y la filosofía empresarial que represente a los atractivos turísticos de Cacha para posicionarlos en el público objetivo, a través del uso de diferentes herramientas.
Táctica	Diseño de la filosofía empresarial y manual de marca considerando aspectos significativos obtenidos de la investigación de mercado y la entrevista como aspectos representativos de Cacha, los colores que identifican a la parroquia de estudio, entre otros.
Desarrollo de la táctica	<ul style="list-style-type: none"> ✓ Elaboración de matrices que ayuden la construcción de la misión, visión, valores y políticas. ✓ Creación de bocetos para la posible marca. ✓ Selección de la tipografía. ✓ Selección de gama cromática. ✓ Selección del boceto adecuado. ✓ Variaciones de la marca. ✓ Aplicaciones de la marca. ✓ Usos correctos e incorrectos de la marca.
Alcance	Público objetivo y GAD Parroquial Rural de Cacha.
Frecuencia	Cada 5 años (Indefinida)
Responsable	Unidad de Planificación del GAD Rural de Cacha
Presupuesto	Elaboración de la filosofía empresarial: \$50 Elaboración del manual de marca: \$450
Sistema de medición y control	Índice de Promotores Neto = (% de Promociones - Promotores de detractores) x 100
Anexo de la estrategia	Se adjunta anexo

Source: (Research work, 2023).

Illustration 1: Corporate Identity



Source: (Research work, 2023).

Illustration 2: Corporate Identity



Source: (Research work, 2023).

Table 3: Strategy No. 2

D9; A3: Diseño de producto turístico	
Descripción	Un producto turístico está directamente relacionado con los bienes tangibles e intangibles que se oferta a un turista como la alimentación, hospedaje, los atractivos turísticos naturales culturales, entre otros. (Ramírez Hernández, 2019, p. 127)
Objetivo	Diseñar un producto turístico que permita adaptarse a los gustos y preferencias de los clientes, por medio del reconocimiento de sitios estratégicos para el desarrollo del turismo.
Táctica	Diseñar la "Ruta del Inti" y "la "Ruta Samay" que permitan dar a conocer las distintas actividades que se pueden desarrollar en Cacha.
Desarrollo de la táctica	<ul style="list-style-type: none"> ✓ Identificación de sitios estratégicos para el desarrollo del turismo. ✓ Elaboración de las rutas turísticas ✓ Difusión de las rutas
Alcance	Público objetivo
Frecuencia	Anualmente
Responsable	Unidad de Planificación del GAD Rural de Cacha
Presupuesto	Transporte: \$15 Gastos de viáticos: \$5
sistema de medición y control	Eficacia = (Resultados alcanzados / resultados previstos) x 100
Anexo de la estrategia	Se adjunta anexo

Source: (Research work, 2023).

Table 4: Strategy No. 3

D1, D5; O2: Merchandising Turístico	
Descripción	Merchandising turístico está relacionado con la adecuada colocación de material promocional que permite atraer turistas y promocionar los atractivos turísticos de un determinado sitio turístico. (Muso, Mancheno, & Quisimalín, 2020, p. 168)
Objetivo	Posicionar la marca turística Cacha en el público objetivo, mediante la aplicación de señalización turística.
Táctica	Diseño de señalización turística que permita orientación propia del cliente objetivo.
Desarrollo de la táctica	<ul style="list-style-type: none"> ✓ Implementación de señalética identificativa ✓ Implementación de señalética de orientación ✓ Implementación de señalética informativa
Alcance	Público Objetivo
Frecuencia	Anualmente
Responsable	Unidad de Planificación del GAD Rural de Cacha
Presupuesto	4 señaléticas turística: \$450 Señalética parroquia: \$300
Sistema de medición y control	Eficacia = (Resultados alcanzados / resultados previstos) x 100
Anexo de la estrategia	Se adjunta anexo

Source: (Research work, 2023).

Illustration I. Tourist signage



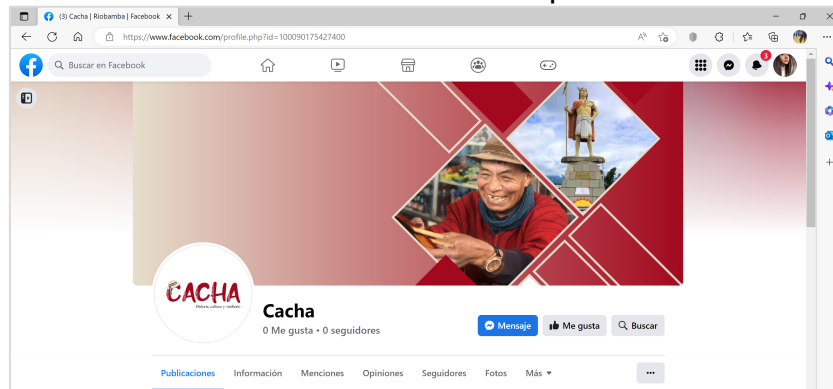
Source: (Research work, 2023).

Table 5: Strategy No. 4

D3, D6, D7; O2, O3: Promoción y Publicidad	
Descripción	En la actualidad es importante el uso de la promoción y publicidad a través de redes sociales debido a que brinda la difusión de las actividades que desarrolla la empresa. (Cisneros, Ruiz León, & Hernandez, 2019, p. 181)
Objetivo	Promocionar la marca y los atractivos turísticos de la parroquia Cacha a través de redes sociales, para posicionarlos en la mente del público objetivo.
Táctica	Elaboración de fan page en diferentes redes sociales que comuniquen el identificador visual de la marca.
Desarrollo de la táctica	<ul style="list-style-type: none"> ✓ Elaborar fan page en Facebook ✓ Elaborar fan page en Instagram ✓ Diseño de perfil ✓ Diseño de plantillas para publicaciones
Alcance	Público objetivo
Frecuencia	Indefinida
Responsable	Unidad de Planificación del GAD Rural de Cacha
Presupuesto	Profesional en marketing: \$50
Sistema de medición y control	Tasa de conversión = (Numero de conversiones / número de visitantes en la página web) x 100
Anexo de la estrategia	Se adjunta anexo

Source: (Research work, 2023).

Illustration 4: Facebook profile



Source: (Research work, 2023).

Table 6: Strategy No. 5

F2, F7; A2: Marketing de contenidos	
Descripción	El marketing de contenidos proporciona contenido de valor relacionado a las acciones que desempeña la empresa posicionándola en la mente del consumidor. (Velázquez Cornejo & Hernández García, 2019, p. 51)
Objetivo	Promocionar los atractivos turísticos de la parroquia rural Cacha en el público objetivo, a través de la generación de contenido digital.
Táctica	Elaborar contenido digital que ayude a posicionar los atractivos turísticos en el público objetivo, mismo que será difundido en distintas redes sociales.
Desarrollo de la táctica	<ul style="list-style-type: none"> ✓ Recolección de contenido visual de los sitios turísticos ✓ Diseño del contenido digital ✓ Difusión del contenido digital en diferentes plataformas
Alcance	Público objetivo
Frecuencia	Dos veces por semana
Responsable	Unidad de Planificación del GAD Rural de Cacha
Presupuesto	Profesional en diseño o marketing: \$2700 Publicidad pagada: \$960
Sistema de medición y control	Engagement = ((Me gusta + comentarios + compartidas) / números de seguidores) x 100
Anexo de la estrategia	Se adjunta anexo

Source: (Research work, 2023).

Illustration 5: Post 1



Source: (Research work, 2023).

Table 7: Strategy No. 6

F3, F5; A1: Publicidad ATL	
Descripción	La publicidad Above the Line (ATL) o en español publicidad sobre la línea, hace usos de medios de comunicación tradicionales que permiten un enlace comunicativo entre la empresa y el público objetivo. (Bartolomé & Zambrano Narvaez, 2019, p. 73)
Objetivo	Posicionar la marca y los atractivos turísticos de Cacha en el público objetivo.
Táctica	Diseño de una valla publicitaria que permita dar a conocer al público objetivo la marca y los atractivos turísticos del sitio de estudio.
Desarrollo de la táctica	<ul style="list-style-type: none"> ✓ Diseño de vallas publicitarias ✓ Colocación de la valla publicitaria en la ciudad de Riobamba
Alcance	Público objetivo
Frecuencia	Trimestralmente
Responsable	Unidad de Planificación del GAD Rural de Cacha
Presupuesto	3 vallas publicitarias: \$3600
Sistema de medición y control	Costo de adquisición = (Gastos de marketing / Número de nuevos clientes)
Anexo de la estrategia	Se adjunta anexo

Source: (Research work, 2023).

Illustration 6: Fence I



Source: (Research work, 2023).

Table 8: Customer profile Power

PERFIL DEL CLIENTE POTENCIAL	
Variables demográficas	
Género	Femenino y masculino.
Edad	La edad del posible comprador esta entre 18 años a 53 años.
el de ingresos	El nivel de ingresos corresponde a \$425 a \$850.
Nivel académico	Con respecto al nivel académico del cliente potencial es superior.
Ocupación	La ocupación que posee el posible comprador es: trabajador independiente, empleado privado y funcionario público.
Variables geográficas	
Unidad geográfica y tipo de población	Personas que habitan la zona urbana de la ciudad de Riobamba.
Variables psicográficas y conductuales	
Grupos de referencia	Con respecto al grupo de preferencia, son: familia, pareja, amigos.
Motivos de compra	Descanso y placer.
Frecuencia de compra	La frecuencia en la que visitan atractivos turísticos es por temporada de vacaciones; que se relaciona a las diferentes feriados nacionales o vacaciones por trabajo, y anualmente.

Source: (Research work, 2023).

The following results were obtained with respect to this study. The profile of the potential client, which is as follows:

In the survey, 97.7% of those surveyed considered tourism to be crucial, as it contributes to generating new employment opportunities and helps to disseminate the history, culture and tradition of the tourist destination.

The market research reveals that 87.7% of the target public would be willing to participate in Andean cultural festivities such as Inti Raymi, despite not knowing that these festivities are celebrated in the Cacha parish. In terms of tourism preferences, 33.2% prefer experiential tourism, 31.3% opt for cultural tourism, and 17.2% choose gastronomic tourism; however, 9.1% show a preference for sports tourism.

Another result reveals that 10.5% of those surveyed do not know any of the rural parishes of Riobamba, while 28.8% have visited the parishes of San Luis, Licán, Quimiag and San Juan. The 17.4% know the tourist sites of Calpi and Cacha.

Regarding information on tourist destinations, 74.7% of participants are mainly informed through digital media, with social networks (37.7% Facebook, 23.4% WhatsApp and 19.5% Instagram) being the most used channels. These media could be leveraged to position tourism activity in Cacha.

In relation to the creation of a brand for a tourist destination, 91.9% of those surveyed consider it adequate, looking mainly for quality (33.2%), trust (20.9%) and a positive experience (18.1%). Regarding the most relevant elements of the brand, 31.1% emphasize the symbol, 26.6% mention the name and 20.4% highlight the colors.

In the creation of a visual identity to differentiate the rural tourist attractions of the Cacha parish, the colors preferred by potential clients are green (31.9%), yellow (15.2%), red (13.7%) and blue (13.6%). In addition, 67.1% of those surveyed do not know the tourist attractions in Cacha Parish, although 93% would be willing to visit them.

After conducting the market research in Riobamba, directed to the target audience and the interview that provided both internal and external perspectives of the parish under study, it was concluded that there is no distinctive identity that differentiates the various tourist, cultural and historical attractions of the rural parish of Cacha, belonging to the canton of Riobamba. This lack of uniqueness translates into a lack of positioning of the places that the parish under study has before the target public, since 67.1% of respondents do not know the tourist sites of the parish under study and 76% of potential customers have not seen advertisements related to this tourist destination. It is relevant to note that, despite this lack of recognition, the parish has several tourist attractions suitable for the development of tourism, in addition to this, 93% of the target public would be willing to visit them. Parishes belonging to the canton of Riobamba such as San Luis, Licán, Quimiag and San Juan are also identified as direct competitors, while Licto and Flores are considered indirect competitors due to similarities in culture and tradition.

Following the definition of branding provided by (Revuelto, 2019) which highlights the creation of a unique identity that allows differentiation from the competition and in the minds of potential customers, we agree with the importance of branding to position the tourist sites of the Cacha parish, recognizing that branding allows the creation of a visual identifier that stands out from the competition and remains in the minds of the target audience, through various positioning strategies.

In this context, we share the perspective of (Plasencia Calo, 2021). Who applied branding and marketing strategies to position the tourist attractions of the San Isidro parish in the province of Chimborazo. His experience supports the idea that branding management can be an effective solution for the positioning problems of similar tourist destinations as in the case of Cacha parish. In addition, the research of (Heredia Medina, 2021) which focuses on branding management for the Cacha agricultural and livestock

handicraft fair, also supports the effectiveness of branding in improving the recognition and positioning of specific events and destinations, benefiting local producers and artisans.

In summary, branding management is a crucial tool to address the problems of positioning the tourist attractions of the parish under study, facilitating the creation of a unique identity and the use of effective communication strategies, especially through online media such as social networks, where 74.7% of respondents seek information to select a tourist destination.

CONCLUSIONS

The research concluded that the collection of bibliographic information is fundamental to scientifically support the present work, at the same time it facilitated the selection of a branding model that was used in the development of the research.

In this context, the importance of conducting a thorough analysis of the internal and external situation of the object of study through research methods, techniques and instruments is emphasized, as it provides an understanding of the situation in which the object of study finds itself.

It was determined that 67.1% of potential clients are not aware of the tourist attractions of the rural parish of Cacha and 76% of them have not perceived any form of tourism-related publicity in that parish. For this reason, branding strategies have been developed in order to position Cacha's tourist attractions among the target public.

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