

Perspective of the Political Economy: Consumer Behavior for the Management of a Tourist Destination. Ecuador, 2018

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Abstract: *The research aims to make an analysis from the science of political economy its contribution to consumer behavior, from a scientific perspective that substantiates from the bibliographic state to the situation in the tourism and hospitality industry destination Sucre-San Vicente cantons of Ecuador. Its aim is to demonstrate the application of this science as theoretical and methodological basis for the positioning of a tourist destination. Through the analytical method descriptive study on the book "Contribution to the Critique of Political Economy" Karl Marx was performed by analyzing from the order critical their contribution the existing policies in the country which in turn contribute to sustainable development of a destination.*

Key Words: *destination, consumer behavior, political economy, tourism, hotel sector*

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I. Introduction And Literature Review

The changes that have taken place in the second half of the twentieth century have as a support material accelerated development of the productive forces. The technological revolution is the cause of this development. The dialectic between productive forces and relations of production, has created a series of new phenomena. In a purely structural dimension rapid growth of the tertiary sector (service sector) it is framed. Services have been gaining greater weight in national economies and constitute a sector of strong dynamism in almost all countries, especially tourism today. The Republic of Ecuador is no exception to this reality.

According to the National Plan of Ecuador for Good Living "(PNBV), 2017-2021, No. 2 on its axis argues that: Economy at the service of society, is a must" boost productivity and competitiveness for sustainable economic growth redistributive and solidarity ". This substantiates the need for change of the productive matrix in the country, which is necessary to mitigate the most vulnerable areas of the country and alleviate existing poverty indicators.

In this context, according to the strategic positioning of the country, it will help to boost the tourism potential of Ecuador. Consider that over the past decade, the tourism sector has been a cornerstone in the economic development of Ecuador. Considerable investment in projects of different kinds-from roads to specialized- formation of human talent has allowed to activate the tourism, internal and external movement.

The country shows a positive improvement in the levels of international tourism receipts, year after year. Scording (Ministry of Tourism, 2015), Tourism in Ecuador started in the first half of 2015 as the third largest source of non-oil income in the national economy, with growth of 2.9% in the number of visitors and an increase of 5.9% in the level spending of tourists, this represents \$ 772.8 million, an increase of 8.7% compared

to 2014, generating 397,190 sources of employment, an increase of 11.6% compared to 2014, representing 5.6 % of total employees in the economy.

And for information about the World Economic Forum (2017), in 2016, tourism contributed 2.1% to GDP of Ecuador; It corresponds to 8.7% of exports of goods and accounted for 4.4% of investments amounting to US \$ 1 212millones. (PNBV: 86)

According to figures from the Central Bank of Ecuador, in the same year, tourism revenues over total services exports, were 67.73%, 10.2 pp higher value compared to 2012 (57.5%) . For this new period of government, the main challenge is to strengthen coordination between the public and private sectors to diversify, improve the quality and competitiveness of tourism services.

This justifies the no. 9.4, the PNBV policy poses as a framework for action, "Positioning and empower Ecuador as a mega diverse country, intercultural and multiethnic, developing and strengthening national tourism and cultural industries, promote tourism receptive as a source of foreign exchange and employment, within a framework of protection of natural and cultural heritage. (PNBV: 95).

It should be understood that a tourist is targeted guzzling, opening a niche for Ecuador under a model of sustainable tourism.

However, not all tourist destinations commercial management helps to streamline the process of making business decisions and improve the positioning and competitiveness, especially because it does not have a model for the assessment of consumer behavior in such management. Such is the case of a tourist destination Sucre-San Vicente-Jama-Pedernales. A diagnosis made in said destination showed a number of shortcomings, among which are:

- Failure to comply with basic indicators of PLANDETUR in 2014 (Revenues and income from tourists).
- Low levels of international tourism arrivals to the destination.
- Inefficiency and non-integration of key processes to be developed tourist destination companies.
- Tourists very low income, poor spending by tourists on arrival.
- Accentuated seasonality.

The hotel sector in Sucre and San Vicente cantons have had a decrease in the event of the earthquake that occurred on April 16, 2016, which left most of the hotels and places of destroyed homes or collapsed, but during the time hotels or places of accommodation were repaired and still has not seen a growth in this sector, which is why the hotel owners must implement new strategies for tourists to come and spend holidays, to rest or time holiday; and so have income and hotel sector of this city is accepted by customers again and notice that the hotels are in good condition and provide the appropriate security for them.

Nowadays study on employment in hotel companies in the destination Sucre-San Vicente header cantonal show fewer service representative without considering Canoa as positioned in the tourism market destination.

1.2 Research Objectives

The Tourism Observatory Extension Bay under his creator **Dr. Wilfredo Valls Figueroa** has conducted various research work in order to strengthen both the hotel and restaurant industry in the area, conducting studies at micro and macro level and involving unions, governments, managers and all interested in promoting tourism. Below it is represented in Table 1 hotel services category level and squares according to statistics of the cadastre 2016 earthquake.

Table 1: Category hotel sector of destination Sucre-San Vicente

Category	No. Category	% by category	No. Rooms	% Rooms	No. Plaza	Room%
hotel	8	21%	81	12%	294	10%
lodging house	7	18%	202	30%	459	26%
Residencial	6	15%	107	16%	303	8%
Inn	6	15%	49	7%	195	10%
Pension	8	21%	165	25%	427	2. 3%
Cabin	4	10%	65	10%	284	22%
Total	39	100%	669	100%	1962	100%

Source: Cadastre 2016

Although they have these infrastructure services exist causes of this situation, including non-assessment highlights consumer behavior for the commercial management of the destination. The shortcomings outlined, show a theoretical and methodological vacuum and justify the research topic.

We have relied for research in Political Economy Marxist Leninist, so this paper aims to "demonstrate the application of this science as theoretical and methodological basis for the positioning of a tourist destination.

1.3 Research Methodology and Data Analysis

Demonstrating the application of Marxist-Leninist political economy as theoretical and methodological basis for the development of the doctoral thesis required to consider, as a starting point, the object of study of this science and the functions it fulfills.

Political Economy Marxist-Leninist, studying a particular historical material, which is the set of social relations that are established in a process of production, distribution, exchange and consumption, that is, the relations of pre capitalist production, capitalist or relations of production in the transition to socialism, and performs the following functions: cognitive, methodological, ideological and practical.

Production relations are the set of relationships established between men, regardless of their conscience and will, in the process of production, distribution, exchange and consumption. Are the last four times, the phases of production relations.

C. Marx in his "Contribution to the Critique of Political Economy, analyzed in Appendix, Introduction to the critique of political economy the ratio of production to distribution, exchange and consumption. "In production, the members of society appropriating (produce, create) products of nature to human needs; distribution determines the proportion in which the individual participates in these products; Change brings you the particular products in which wants to turn the quota has been responsible for distribution; finally, in consumption, the products become objects of enjoyment, of individual appropriation ". Production facilitates objects that meet the needs ...; consumption, the product disappears from the social movement, It is converted directly into server object and the individual need and meets with enjoyment. Production appears as a starting point; consumption, as, as an end point¹.

Marx goes on to explain this relationship, specifically on the production-consumption, noting that: "Without production, no consumption, but there is no production without consumption. Consumption leads to the production of double way. First: as the product does not really product is made but consumption ... Secondly consumption produces production as it creates the need for new production, ie, the ideal, internal and active production mobile.

By the production can be said that production leads to consumption, then: by providing the object, determining its mode of consumption and exciting in the consumer need for products that production has established itself as object "².

Any economic research, which is carried out, related to one or another phase of production relations must understand that they are elements of a single whole, differences within a unit. About Marx explains:"Production dominates itself in antithetical determination as to other factors, as well on the latter. From it always recommences endlessly the process. Your weight falls that change and consumption can not be decisive elements. This also applies to distribution while distribution. But as distribution agent's production, it is a factor of production. A given production thus determines consumption, distribution and certain change and interrelationships certain of these different factors. Of course also the production in its unilateral form is its determined time by other factors. Thus, when the market, or the exchange area extends, production volume increases and deeper division operates in it. To transform the distribution is also transformed production, for example, when there is a concentration of capital, the distribution of population in the city and countryside is altered, etc. Finally, production is determined by consumer demand. There is an interaction between the different factors. This is typical of any organic entity "³.

Production change and consumption: phases of production relations

Whereas the research topic, above, is directly related to the production of a service in a tourist destination, marketing, as a moment of change and consumer behavior, consumption, Marx's ideas to consider when compared to understand the interrelationship between these phases.

In the specific case of service production, tourism is a phenomenon of economic, social and cultural. It consists of the voluntary and temporary displacement, individually or in groups, the place of habitual residence, with motifs of recreation, leisure, culture and health, to another site that may or may not be activities, places, goods and services planned, constructed and operated for your enjoyment. And when it comes to tourist destinations refers to an area or geographic area located in a distant place and is visited by tourists, it has limits of physical nature, political context and perception by the market. From the business point of view, both strategic and organizational, the perimeter of fate are the relationships that are built between all productions units involved in tourism. The interaction between these units ensures, among other things, to the consumer.

¹C. Marx: "Contribution to the Critique of Political Economy" p. 138.

² C. Marx, "said Work, pages 139-1490.

³ C. Marx: "Contribution to the Critique of Political Economy, p. 145.

Consumer behavior is defined as the study of behavior show that consumers to browse, buy, use, evaluate and dispose of products and services, consider, meet your needs. Consumer behavior, as a disciplineMarketing It focuses on how individuals make decisions to spend their available resources (time, money and effort) in related consumption depending on the environment in which they mainly play the marketing items.

For (Ana Maria, 2011), Consumer behavior is the study of individuals, groups or organizations and the processes followed to select, obtain, use and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer.

Also (Hawkins, Best & Coney, 2004) Kotler & Armstrong in his book Fundamentals of Marketing define us consumer behavior as "buying behavior of final consumer's individuals and households who buy goods and services for personal consumption."

With previous authors cited consumer behavior is defined as the set of persons, groups and organizations that use their available resources to meet their needs.

They are currently considered different types of consumers depending on the study of behavior and naming of some researchers depending on the environment where these consumers play, but more often reiterative are as follows:

Personal

Are individuals who purchase goods and services for their own use so we can meet your needs or personal uses.

Organizational consumer

It includes individuals and companies such as government agencies, private businesses, service companies which must purchase products, equipment and services to run their businesses with or without the profit motive. Is important and relevant take this into account as they need to purchase different amounts, more or less specific characteristics and different costs, which can also be applied wholesale and retail which is decisive for the consumer in question.

It is always important to highlight the variables that can influence the consumer decision-making. These variables can be structured into 2 groups:

1. Personal Influential (motivations, beliefs, personality)
2. Influential social (cultural, socio-demographic profile, social class, reference groups)

As mentioned above, the types of consumers, you can define that individuals are those who buy their goods and services for personal use in order to meet their needs but this already do through their personal influent and social influent.

Once characterized, in the more general consumer behavior, is important to know *How to evaluate consumer behavior for the commercial management of tourist destinations?* This is the problem of research in the dissertation. Which in turn it is proposed as a general goal: To design a model for evaluating consumer behavior in the commercial management of tourist destinations, contributing to improve the process of making business decisions and improve the positioning and competitiveness.

To solve the problem, so far it has been revised, first, SERVQUAL Model Quality of Service, which was developed by Zeithaml, Parasuraman and Berry aimed at improving the quality of service offered by an organization. It uses a standard questionnaire that evaluates service quality along five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. It consists of a scale multiple response designed to understand customer expectations regarding service. Evaluates, but also a tool for improvement and benchmarking with other organizations.(Consultants, 2016)

The model SERVQUAL Service Quality measures what the customer expects from the organization providing the service in the five dimensions mentioned, contrasting this measure to estimate what the customer perceives that service in these dimensions.

By determining the gap or gap between the two measures (the discrepancy between what the customer expects the service and what it perceives thereof) is intended to facilitate the implementation of appropriate corrective actions to improve quality.

According to the mentioned above model SERVQUAL is one that measures the quality of a service organization, which this model gives us a series of questions and is based on 5 dimensions are reliability, responsiveness, security, empathy and tangibles, each of these dimensions are measured by perception and customer expectations.

II. Multidimensional Servqual Scale

For (Morales, 2005)SERVQUAL multidimensional scaling is a tool for measuring the quality of service developed by Valerie A. Zeithaml, A. Parasuraman and Leonard L. Berry, sponsored by the Marketing Science Institute in 1988. It has undergone improvements and revisions and has been validated in Latin America

by Michelsen Consulting with the support of the new Latin American Institute for Quality in Services. The validation study was completed in June 1992.

The authors suggest that the comparison between the general expectations of users (clients, customers, patients, students, beneficiaries, etc.) and their perceptions of the service provided by an organization can be a measure of quality of service, and the gap existing between both and indicator for improvement.

In order to define the needs, expectations and perceptions of customers is necessary to evaluate behavior and inquire whether the user or customer has certain needs and desires, which sometimes is not even aware. These needs and desires must be collected by the organization to design and deliver (deliver) services achieve their satisfaction.

Some systems are able to identify real customer needs, while others only perceive the needs of which the customer is aware. Both perspectives are useful for improving service quality and tend to greater satisfaction of those who receive the service.

The multidimensional scale SERVQUAL measures and related customer perception and expectations regarding quality of service so the perception of the customer or user concerns as it believes that the organization is meeting service delivery, according to how he values what receiving, while customer expectations define what the service expected to be delivered by the organization. This expectation is primarily shaped by their past experiences, their conscious needs, word of mouth communication and external information. From here you can arise feedback into the system when the customer makes a judgment.

SERVQUAL is a method of evaluating the key factors to measure the quality of the services provided. The SERVQUAL questionnaire is based on the classic assessment model customer, who believes that any customer who purchases a service generates expectations of service will receive through different channels and once received a number of factors, dimensions, It allows you to have a perception of service received. The difference between the two attitudes is the Customer Satisfaction Index and is the indicator that is obtained by appropriate treatment of information obtained by applying this tool to assess the quality of service is SERVQUAL.(Dircom, 2013)

A rating of the quality of service: Service Quality Index (ISC). (DIRCOM, 2013)

- What consumers want.
- What are consumers
- Dissatisfaction gaps
- Sorts quality defects

Level indicator of quality of service (Nizama, sf)

Q = P - E

Q = Quality of service

P = Perception of the service delivered

E = Customer Expectation

A negative indicator indicating that customer expectations are not being met by the perception that this is the service that is being provided to them.

A positive indicator indicating that customer expectations are being met by the perception that this is the service that is being provided to them.

For (Uriostegui, 2013) CSI (Customer Satisfaction Index): In a system that captures customer feedback on services received while staying at a hotel and helps provide important information to the areas involved to correct those points that indicates the host.

The raison d'etre of a hotel, providing accommodation and food services, that create memorable experiences for guests. To achieve this, it is necessary that the decisions made are correct and can be measured through valid instruments to meet the customer's perspective on the service provided by the hotel, and respond to meeting guest expectations and whether it has generated a memorable experience during your stay.

In order to measure satisfaction rates Heyes (1999), she suggests focusing on the concept of quality, which Montgomery (1996) defined as "the degree to which products or services meet the needs of people who use it". This author also distinguishes two types of quality, design and adaptation.

Apply an instrument that defines the 5 dimensions of the direct method SERVQUAL which is one of the models that allows different papers that have the consumer regarding the quality of services and features enabling meet expectations and perception of the as for the customer service, which will in turn yield information of great importance in every sector to evaluate and correct the weaknesses and strengths. And thus this method would take place through verbal scales supported by the Likert scale which willallowing the customer to choose the conditions in which it is to receive the service.

The application of this method comprises the development of group work with experts to define the elements to consider and assessments. Matrix satisfaction levels developed by the PhD Norma Rafaela

Hernandez, the PhD Graciela Castellanos Pallerols in their studies in different research proposals Marketing. The procedure described follow:

The procedure for calculating the level of customer satisfaction from expert judgment (people related to the activity covered by this type of business). The application of this method comprises the development of group work with experts to define the elements to consider and assessments. The following describes the procedure:

1. Define parameters to evaluate
2. Define the weight vector (VP) .- the distribution of values in the VP will be held from 0 to 1, the same will depend on the importance of the panel assigned to each of the measurement parameters. The total amount shall be equal to 1.
3. Parameter evaluation experts for Outlook (séj) .- The measurement parameters were performed according to the value of 1 to 4, wherein the value 4 to the highest one to the lowest expectation expectation will be assigned; others will be proportional to them.
4. Parameter evaluation experts for Perceptions (SPJ) .- assessment parameters is performed according to values of 1 to 4, wherein the value 4 to the highest perception and the value 1 to the perception will be assigned lower, the remaining are proportional to them.
5. Calculation or weight expectations for each parameter:
 $E_j = SEJ * VP_j$
6. Calculation or weighting of perceptions for each parameter:
 $P_j = SPJ * VP_j$
7. Level of satisfaction for each parámetro.- this is calculated by taking the value of the expectations and perceptions subtracting, as follows:
 $NS = E - P$
8. Satisfaction index for each parámetro.- this is calculated by taking the weighted value of perceptions and dividing the weighted value for expectations, as follows:
 $IS = P_j / E_j$

Thus the rate of customer satisfaction in relation to the parameter or service being measured is obtained. The higher the value, the greater the degree of satisfaction of customers.

9. Level of satisfaction
 $NS = E - P$

Ie total expectations minus total of perceptions

10. Satisfaction index
 $IS = P / E$

Ie the total of perceptions divided by the total expectations.

In this matrix it will be linked with the SERVEQUAL method based on the dimensions of the method and thus to measure from the perspective of consumers and the expectations of them.

Aspects are discussed above, broadly the theoretical framework of this thesis, which was developed relying on the cognitive function and methodology of political economy. This meant, from the review of accumulated knowledge, analyze, organize and synthesize approaches that precede the subject under investigation. Always based on an objective reality, considering the historical approach of economic processes, the logic of evolution that involves, among other things, go from the general to the particular and the unity of quantitative and qualitative.

The research is inserted in the Program of Good Living, and throughout the legal and institutional framework for promoting the development of tourist destinations because of the strategic importance of this sector as a source of progress and economic development of Ecuador support. It is in this aspect that must be considered the ideological function.

III. Conclusions

Marxist Leninist Political Economy has served as a theoretical and methodological basis for the development of this research because it allowed us:

1. Contextualize the relations of production from the research topic.
2. Progress in developing the theoretical framework of the thesis, from an initial literature review on the subject and research field, following in the footsteps of other thinkers who have ventured into the subject. Identify key facilitating and subordinate categories and their contribution to the solution of the research problem.
3. Basing processes to be considered in the methodology that will make the thesis (model) considering the historical approach under investigation, in order to understand its internal logic and always directing the analysis of the simple to the complex, from the lower to the higher, taking into account the unity of quantitative and qualitative.

4. Demonstrate that the proposal is inserted into Good Living Program, in favor of improving the positioning and competitiveness of the tourist destination, so it responds to the social interests that proclaims the current citizen's revolution.

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