

## Proposal of tourist contents for the design of a mobile application in the city of Guayaquil

Propuesta de contenidos turísticos para el diseño de una aplicación móvil en la ciudad de Guayaquil

Katia Fernanda Cevallos Pincay\*  
María Mercedes Zeballos Gando\*.

### ABSTRACT

Tourism is a social phenomenon that consists of the voluntary and temporary displacement of individuals or groups of people, mainly for recreation, rest, culture or health, who move from their usual place of residence to another place where they do not engage in any lucrative or remunerated activity, generating multiple interrelations of social, economic and cultural importance.

Thanks to the tourism campaigns that have been promoted by the national government, Ecuador is known as a biodiverse country, with a variety of natural and cultural tourist attractions that attract the attention of visitors, being located on the equator, has favored us to have several regions, which are: Littoral or Coast, Andes or Highlands, Amazon and Galapagos. The city of Guayaquil, considered the economic capital of the country, is located in the Littoral Region, it is the main port of the country; it offers a variety of activities and tourist sites to enjoy the place, among which we can find recreation and leisure sites such as the Simon Bolivar Malecon; it has hosted various fairs, congresses and national and international events, such as the International Orchid Congress, International Book Fair, among others.

\* Instituto Superior Tecnológico Espíritu Santo con condición de universitario, Guayaquil, Ecuador, [kfcevallos2@tes.edu.ec](mailto:kfcevallos2@tes.edu.ec), <https://orcid.org/0000-0001-7841-4017>

\* Arquitecta, Instituto Superior Tecnológico Espíritu Santo con condición de universitario, Guayaquil, Ecuador, [mzcevallos2@tes.edu.ec](mailto:mzcevallos2@tes.edu.ec), <https://orcid.org/0000-0003-0068-9031>

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**Keywords:** tourism, mobile applications, Technological Development

## RESUMEN

En este trabajo de investigación se analizará el uso del marketing digital en las microempresas del sector comercial de la ciudad de Guayaquil y como incide la aplicación de dichas estrategias de marketing en el desarrollo microempresarial, para saber qué ocurre al momento de implementar el marketing digital en sus operaciones. En el Ecuador existen numerosos emprendimientos formados bajo la necesidad o innovación, convirtiéndolas en pequeñas empresas por el poco personal que lo compone; sin embargo, dichos emprendimientos se forman de manera muy simple sin tener en cuenta un plan estratégico de marketing, lo que las lleva a que desaparezcan del mercado. Con el uso del marketing permiten no solo posicionar su marca en el mercado, sino que ayuda a mejorar sus ventas, permitiéndoles crecer o mantenerse en el tiempo. La metodología es descriptiva de campo y documental puesto que se describirán las variables a considerar para el análisis, aparte de recopilar documentación bibliográfica de autores previos que han realizado trabajos similares para llegar a un análisis en conjunto con los datos recopilados permitiendo a la vez conocer no solo el estado en que las microempresas manejan esos términos sino también la evolución de una microempresa al aplicar estrategias de marketing, específicamente del marketing digital que en el mundo empresarial actual se utiliza cada vez con más importancia.

**Palabras clave:** turismo, aplicaciones móviles, Desarrollo tecnológico

## INTRODUCTION

Nowadays, mobile devices are a necessary tool for all people, because they are used for work, study, entertainment and communication; therefore, it is a device that has become part of the daily life of every human being.

(Emarketing and Online Reputation, 2012) mentions that now the traveler has a different mentality, the concept of self-service is present throughout the course of the trip, as now you can book a flight, choose a hotel or communicate with other users just by pressing a button.

In order to plan his trip, a tourist needs to research about the culture, the tourist services offered by the destination and any other necessary topic to be able to make his trip without any inconvenience.

In the tourism sector a mobile application is very useful, to obtain information about the site of interest, such as lodging, food, places and tourist activities, location and among other things, Guayaquil is one of the largest cities in the country, composed of many services and tourist attractions that are offered to visitors; therefore, it is important to

investigate and collect the information to be written in a timely manner and adapted to a device that is available to tourists.

Nowadays, mobile devices are part of people's daily life, and even more so when traveling; for this reason it is essential to have all the information about the services and tourist sites in the city of Guayaquil.

Through time, the communication market has been growing and opened a new path with information and communication technologies. ICT's are all those means and programs that are used to manage and share information through different technological devices such as Smart TV, Smartphone, computers, among others.

(Baz, Ferreira, Maria, & Rosana, 2018) mentions that a mobile device can be defined as a small-sized device, with some processing capabilities, with permanent or intermittent connection to a network, with limited memory, that has been specifically designed for one function, but can perform other more general functions.

Nowadays, ICTs are part of people's daily life due to the functions they provide for students, businessmen and tourists. At the end of the 90's the first applications appeared that fulfilled basic functions such as agendas, calculator, ringtones 2, in the field of entertainment there were games such as snake and tetris that were found in Nokia brand devices.

In 2008, the Apple company launched its App Store, which allowed programmers to market their applications, which started with about 500 applications and currently has more than 2 million applications offered to its users.

Google, another technology company; in 2008 launched Android Market which was another store where different applications were downloaded, which started with 50 applications and today has more than 1 million applications. In 2012 Google changed the name of its store to "Google Play".

The tourism sector is made up of different activities which are: accommodation, food and beverage services, transportation, operation and intermediation; of which the companies that provide these activities have a mobile application so that their tourists have a better service.

In the tourism market you can find applications of virtual guides, which have information about museums, parks and other tourist places; some examples of this type of applications is Xativa Turismo Guía Oficial, which you can find tourist routes, restaurants, hotels, also has audio guides of the tourist places of the city of Játiva (Spain), other important things of the application has geolocation<sup>3</sup> that helps tourists to have a better experience in the city.

Ecuador also has tourist applications such as GOUIO and Guayaquil is my destination, tourist guides for the city of Quito and Guayaquil; you can find in these applications areas of interest, activities, places of accommodation and restaurants. GOUIO also

provides augmented reality service and offline maps; which means that the application can work without internet access.

In the hotel sector we can also find applications where they make known the rooms with their rates; a clear example is the TMRW Hotels application, is an application of KViHOTEL (Budapest, Hungary). Through the application you can make reservations, check-in and check-out, also with this application you can enter the room, you can also request additional services.

Booking is another application through which you can make room reservations, there are filters in which you can choose the type of hotel, room and services that the tourist wants. In this application you can find hotels, hostels, apartments, lodges, etc., in the city of Guayaquil and around the world.

Ecuador is a country that annually receives millions of foreigners views, according to the Ministry of Tourism the arrivals of foreigners in 2018, were 2,427,660 tourists; of which the 433,842 foreigners go to the city of Guayaquil. (Ministry of Tourism, 2018, you can observe the origin of foreigners who entered in recent years in the city of Guayaquil. The main foreigners arriving in the city of Guayaquil are from the United States, Spain and Colombia, of which those coming from the United States are approximately 142,220 foreigners which represents 33%; arrivals coming from Spain are 41,601 foreigners which represents 10% and those coming from Colombia is 35,019 tourists which represents 8% of foreign income to the city of Guayaquil in the last year. Mobile users in the main countries from which foreign tourists come to the city of Guayaquil. Taking into consideration the arrivals from the United States to Guayaquil; this population has around 120 million mobile users, in 2017; while in Spain has around 113 million mobile users, and Colombia 126.8 million mobile users.(International Telecommunication Union, 2017).

## **MATERIALS AND METHODS**

The research method to be used in this project are surveys, which allow the collection of data that will be used to obtain information on different topics that will help to support the research. The survey will be composed of 9 questions. The population is the set of the totality of the elements that are going to be investigated or to carry out a study. To carry out the surveys of the present project, the city of Guayaquil will be taken into consideration, because the information that will be collected is about the tourist content that a person wants in a mobile application.

"In 2010, the last census was carried out by the National Institute of Statistics and Census, and registered a population of 2'440,553 inhabitants in the city of Guayaquil". (Census, 2010). The sample is the subset of the elements found in the population in order to carry out the research or study.

Taking into consideration the population of 2'440,553 inhabitants of the city of Guayaquil, a sample will be taken to carry out the surveys of this project, which resulted in 385 people to be surveyed.

## RESULTS

51% of respondents represent young people between the ages of 18 and 25 years old, while 31% of respondents are around 26 to 35 years old, 14% of respondents are around 36 to 45 years old and finally people aged 46 years and older only represent 4.1% surveys, respondents are of female gender a percentage of 57.5%, while 42.5% are of male gender, people consider it important to use a mobile application when making their trips which represents 85.1% of respondents; while 12.1% do not consider it necessary and 2.8% of the people have doubts about using an application in their trips, the accommodation that exist in the place where they will travel which represents 78.20%; in second place, we have that gastronomy is another of the options of consideration which represents 73.60% and in third place we have the touristic places which represents 72.10% of importance in a touristic application.

Respondents consider that it is important to find the location of the tourist attractions in a mobile application which represents 81.80% of the people; 72.30% of the respondents consider that it should publish the prices or costs of tickets to the different tourist attractions, 56.70% mention that the schedules should be published and finally they consider that it is important to find the history about the attractions which represents 43.60% of the respondents.

72.80% of the respondents consider that it is important to find accommodation rates in a mobile application intended for tourism; while 66.20% of the people consider that the type of room would be another option to stay informed about the accommodation that exists in the city. In addition, 58.50% prefer to be informed about the services offered by the places of accommodation and 50.50% prefer to know the location of those places of accommodation, 69% of the respondents consider that it is important to find the location of the different places that offer the gastronomy of the city in a mobile application; while 65.10% of the respondents would like to find information on the opening hours of these places; 60.50% of the respondents consider that it would be important to find the costs of the different dishes offered by these places and 49.20% of the respondents prefer to obtain information on typical dishes.

For the last question, 62.80% of the respondents would like to find information about the squares and parks that exist in the city; while 56.90% prefer to find information about the night spots, 56.70% would like information about the handicraft markets that exist in the city.

55.10% of the people consider important information about the different churches, 50.80% of the respondents answered that they would like to find information about the

monuments in the city and finally 41.30% would like to find information about the museums in the city.

## CONCLUSIONS

After having carried out the data collection research, the results were analyzed and tabulated, and the following conclusion was reached:

Currently the content found in a mobile application is influential in the people who use it, this implies in the tourism field because people before making their trips seek information about the attractions, accommodations, restaurants, activities, among other things about the place they are going to visit. Annually the city of Guayaquil receives thousands of domestic and foreign tourists, according to data from the International Telecommunications Union in recent years have increased mobile users, this means that most of the population has a Smartphone or other mobile device.

According to the aspects mentioned above, it is considered that the project is feasible to have a device used with a mobile application, which will provide visitors with updated information on the different tourist attractions, as well as services that the city has, opening hours, location, programming of the different events that are organized, and more information that is useful for both domestic and international tourists.

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