

Impact of the Popular and Solidarity Economy in the Rural Parish of Rumipamba

Impacto de la Economía Popular y Solidaria en la parroquia rural de Rumipamba

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ABSTRACT

Rural communities in Ecuador have historically been marginalized and disadvantaged in terms of access to resources and economic opportunities. However, in recent years, interest and promotion of the Popular and Solidarity Economy (EPS) has increased as a way to improve living conditions and sustainable development in these communities. This article explores the impact of the EPS in the rural parish of Rumipamba - Ecuador, highlighting its role in improving quality of life, promoting community participation and strengthening social and economic networks.

A diagnosis and data collection of the Popular and Solidarity Economy and its effect on economic development was carried out, which will be taken as a case study of the survey of the Rural Parish of Rumipamba. It will focus on descriptive statistics, building a diagnosis of the study population that is in the economic range of the effect of tourism and its impact on the economy and improvement of the quality of life. Which there is a statistical analysis and application of policies related to the popular and solidarity economy.

Keywords: popular and solidarity economy, rural tourism, sustainability, community.



RESUMEN

Las comunidades rurales de Ecuador han estado históricamente marginadas y desfavorecidas en cuanto al acceso a los recursos y a las oportunidades económicas. Sin embargo, en los últimos años ha aumentado el interés y la promoción de la Economía Popular y Solidaria (EPS) como una forma de mejorar las condiciones de vida y el desarrollo sostenible de estas comunidades. Este artículo explora el impacto de la EPS en la parroquia rural de Rumipamba - Ecuador, destacando su papel en la mejora de la calidad de vida, la promoción de la participación comunitaria y el fortalecimiento de las redes sociales y económicas.

Se realizó un diagnóstico y recolección de datos de la Economía Popular y Solidaria y su efecto en el desarrollo económico, que se tomará como caso de estudio de la encuesta de la Parroquia Rural de Rumipamba. Se enfocará en la estadística descriptiva, construyendo un diagnóstico de la población de estudio que se encuentra en el rango económico del efecto del turismo y su impacto en la economía y mejoramiento de la calidad de vida. Que existe un análisis estadístico y aplicación de políticas relacionadas con la economía popular y solidaria.

Keywords: economía popular y solidaria, turismo rural, sostenibilidad, comunidad.

I. INTRODUCTION

The Popular and Solidarity Economy (EPS) refers to a form of production, distribution and consumption that prioritizes solidarity, cooperation and equity over the maximization of individual benefit. In rural communities in Ecuador, EPS has emerged as a key strategy to promote inclusion and sustainable development. This study focuses on the rural parish of Rumipamba, analyzing how the EPS has impacted this community in terms of economic development, social inclusion, environmental sustainability and community empowerment.

The law of the Popular and Solidarity Economy tends towards a dynamic, balanced relationship between society, State and market. That is to say, it is directly related to the different associations, entities or groups of a specific sector so that they can develop socioeconomically through financial support.

This legal and financial framework encourages the generation of entrepreneurial initiatives within communities, fostering productive activities, transforming them into the creation of a microenterprise that offers a good or service and can improve family income and therefore quality of life. The associative model emerges as one of the cooperation mechanisms, which pursues the creation of value through the solution of common problems caused fundamentally by lack of scale.

Associativity allows, through the implementation of collective and voluntary strategies, to achieve levels of competitiveness similar to those of larger companies. The popular and solidarity economy is a response to the dominant theories and practices of the contemporary capitalist economy. It has been called by Lazaretti (2010), Razzeto (2007), Coraggio (2011),

with different names such as: “social and solidarity economy”, “solidarity economy”, “work economy”, among others. According to Singer (2000), its central foundation is solidarity as a principle of ethical and moral order opposed to the possessive and competitive individualism of capitalist society.

The economic development of a certain country is based on generating heritage or wealth through the allocation of resources in order to maintain economic stability and the well-being of the inhabitants, evidently in the Rural parish of Rumipamba, it develops economically thanks to all the tourist attractions. that it owns, a place that is visited consecutively by national and foreign tourists.

In Ecuador there is the law of the Popular and Solidarity Economy approved with the purpose of establishing an economic, social, solidarity system, including the cooperative, associative, and community sectors, with the purpose of benefiting the most vulnerable people by implementing projects and creating microenterprises. to have economic improvement. Rural parishes, having tourist resources, must develop tourist ventures, their progress is aimed at all the attractions offered to tourists, among which are hiking, accommodation, food services, museums, viewpoints and medicinal products, folklore, etc.

II. METHODOLOGY

1. Bibliographic Review:

Identify and analyze the existing literature on the Popular and Solidarity Economy (EPS) and its impact on rural communities in Ecuador, with a particular focus on the rural parish of Rumipamba.

Source Selection: An exhaustive search was carried out in academic databases, books, government reports and publications related to EPS, rural economic development, and case studies in Ecuador.

The selected sources were analyzed to extract relevant information about the implementation of the EPS, its impact on economic development, and its influence on improving the quality of life and social cohesion in rural communities.

A theoretical framework was developed that contextualizes the situation of the EPS in Ecuador, highlighting its benefits and limitations in rural development.

2. Surveys:

Primary data were obtained on the perception and impact of the EPS in the parish of Rumipamba, focusing on its contribution to the local economy and the quality of life of its inhabitants.

Survey Design:

A structured questionnaire was developed with closed and open questions that address topics such as the level of knowledge about EPS, participation in EPS initiatives, personal and family economic impact, and perception of improved quality of life and social cohesion.

Sampling: The sample will be representative of the population of Rumipamba, including a diversity of ages, genders, and occupations. At least 100 participants will be selected to ensure the validity of the results.

Application: Surveys will be conducted in person and will be complemented by in-depth interviews to gain a more detailed understanding of individual experiences. Data Analysis:

The data collected were analyzed using descriptive statistical techniques to identify patterns and trends in the perception and impact of EPS.

The results were interpreted in the context of the theoretical framework developed in the bibliographic review, highlighting the main conclusions about the role of the EPS in Rumipamba.

3. Integration of Results:

Findings from the literature review and surveys will be integrated to provide a comprehensive diagnosis of the impact of EPS in Rumipamba parish, highlighting both benefits and challenges and proposing recommendations to improve EPS implementation in similar rural communities.

III. RESULTS

Rural communities in Ecuador have historically been marginalized and disadvantaged in terms of access to resources and economic opportunities. However, in recent years, there has been an increase in interest and promotion of the popular and solidarity economy (EPS) as a way to improve living conditions and sustainable development in these communities. EPS refers to a form of production, distribution and consumption that seeks to prioritize solidarity, cooperation and equity over the maximization of individual benefit. A study by Cáceres (2019) found that EPS has become a key strategy to promote inclusion and sustainable development in rural communities in Ecuador. The results showed that EPS initiatives in these communities have managed to improve the quality of life of local inhabitants, promote community participation and strengthen social and economic networks.

Finally, a study by Guevara et al. (2018) noted the importance of EPS education and training to ensure its long-term sustainability and suc-

cess. The results of this study highlighted the need for EPS training and education programs for local residents and key actors in the value chain, to improve the skills and knowledge necessary for success in this form of economy. The promotion of the popular and solidarity economy has proven to be an effective strategy to improve living conditions and sustainable development in rural communities in Ecuador. The growing attention and support for EPS in the country provides a valuable opportunity to address marginalization and inequality in these areas, while promoting solidarity and economic cooperation rather than individual competition. Tourism can be an effective way to promote the popular and solidarity economy in rural communities in Ecuador. By attracting visitors to these areas, local EPS initiatives can be promoted, which can generate employment and increase income in the community. According to a study by Monteros et al. (2019), community tourism in rural areas of Ecuador can contribute to economic diversification and the improvement of living conditions in these communities. Additionally, it has been observed that visitors participating in community-based tourism have a greater willingness to purchase local products and services, which can boost EPS initiatives in the area. Another study by Cárdenas and Barahona (2021) highlighted the potential of community-based rural tourism as a way to promote social and economic inclusion in communities.

This was particularly evident in the rural communities of Ecuador. The study found that community tourism initiatives can be a source of employment and income generation for communities, and can also improve the appreciation and care of the cultural and natural heritage of the area.

Social and Financial Inclusion

The EPS has facilitated the inclusion of traditio-

nally excluded groups, such as women, youth and low-income people. Solidarity financing mechanisms, such as revolving funds and savings and credit banks, have improved access to credit and other financial services, allowing greater participation in the local economy.

Community Strengthening

The promotion of values such as cooperation, solidarity and reciprocity has strengthened the social fabric of Rumipamba. Community initiatives, such as time banks and self-help groups, have improved collective well-being and fostered greater social cohesion.

Environmental Sustainability

EPS organizations in Rumipamba are committed to sustainable practices that protect the environment. The adoption of organic farming, sustainable management of natural resources and the promotion of renewable energy have contributed to the preservation of the natural environment and long-term sustainability.

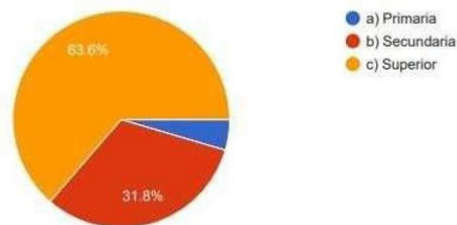
Empowerment and Training

The EPS has provided training and personal development opportunities to community members. Training programs in business management, technical skills and financial education have improved the capabilities of individuals, increasing their potential to contribute to local economic development.

Reduction of Poverty and Inequality

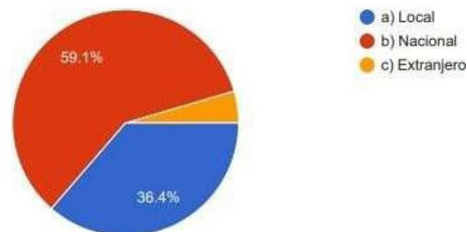
Solidarity economic activities have allowed community members to obtain a decent income and improve their quality of life, contributing significantly to the reduction of poverty and inequality in Rumipamba.

Education Level:



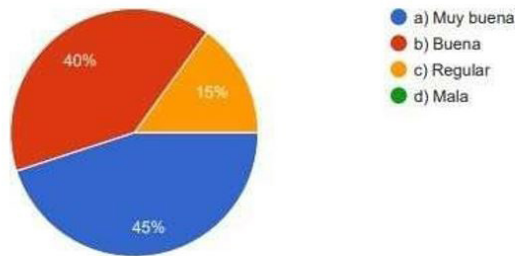
The majority of respondents have higher education with 63% and 31.8% secondary education.

Tourist Type:



The tourism that the parish of Rumipamba receives is national tourism with 59.1% at the national level, 36.4% especially from the surrounding area and the rest is of foreign nationality.

As he describes his experience in the Rumipamba community:



The majority of visitors (85%) consider the tourist experience to be positive, either “good” or “very good.” This suggests that the key elements of tourism in Rumipamba, such as hospitality, natural attractions, and activities offered, are well valued.

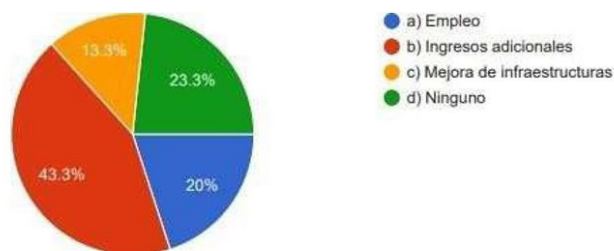
These results provide a solid basis for the promotion of Rumipamba as a tourist destination. The high rate of positive ratings can be used to attract more tourists and reinforce the image of the destination.

The 15% “fair” ratings indicate areas that could be improved. It is important to

identify the causes of these less favorable evaluations. This could involve more detailed surveys or interviews to collect specific feedback on aspects that do not meet expectations.

In summary, the results indicate a predominantly positive perception of tourism in Rumipamba, with specific areas requiring attention to improve the overall experience. This balanced approach can help optimize tourism offerings and foster sustainable growth in the sector.

What benefits has tourism brought to your community:

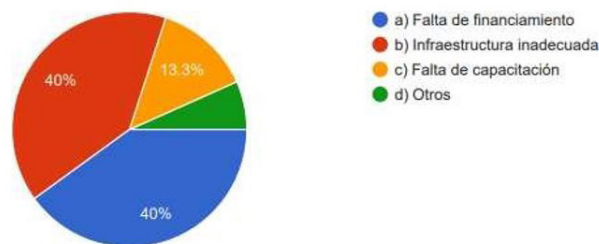


Economic development:

Increased Income: The arrival of tourists has provided an additional source of income for residents, improving the local economy through the sale of products, services, and experiences.

Employment Generation: Tourism has created new job opportunities, from direct jobs in the tourism sector (as guides and accommodation operators) to indirect jobs (in sectors such as construction and agriculture).

What are the main difficulties in developing tourism activities in your community?



Local Budgets: Rural communities often have limited budgets and scarce resources to invest in development projects, including tourism initiatives.

Dependence on External Funds: Lack of internal resources can lead to a high dependence on external funds, such as grants or donations, which are not always consistent or sufficient.

Inadequate Infrastructure: Despite improvements, there may still be deficiencies in basic and tourist infrastructure, such as roads in poor condition or lack of adequate services.

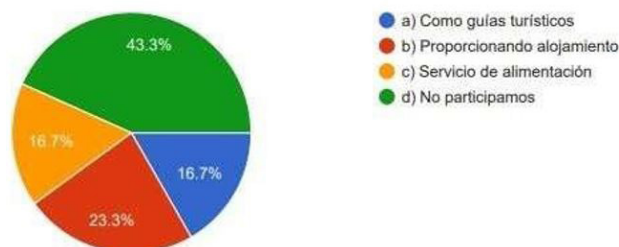
Accommodation Capacity: The limited capacity of accommodation and tourist services may restrict the growth of the sector.

Lack of Training: The lack of training in tourism management and customer service can affect the quality of the services offered.

Professional Development: The need for continuous training for residents involved in tourism to improve their competence and service.

Rural communities often face multiple urgent needs (health, education, basic infrastructure) that can divert attention and resources from tourism development.

How do you or your family participate in tourist activities?



Management and Operation of Tourist Services:

Business Owners: Families own and operate tourism-related businesses, such as accommodations, restaurants, or craft stores.

Tour Guides: They participate as local tour guides, offering tours and experiences that show the culture and attractions of the community.

Production and Sale of Local Products:

Manufacture and sell artisanal or regional products that attract tourists, such as textiles, jewelry, or typical foods.

Local Markets: They participate in local markets and tourist fairs where products are displayed and sold to visitors.

Organization of Events and Festivities:

They are involved in the organization and celebration of festivities and cultural events that attract tourists, such as festivals, fairs, or traditional celebrations.

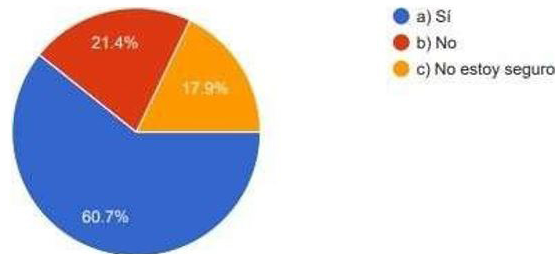
Community Activities: They collaborate in events that promote community participation and the integration of tourists, such as workshops, cooking demonstrations, or recreational activities.

Collaboration in Tourism Projects:

Committees and Associations: They participate in local committees or associations dedicated to the development and promotion of tourism in the community.

Project Proposals: They collaborate in the preparation of proposals for tourism projects and in the search for financing or subsidies.

Do you think tourism has promoted cooperation and solidarity in your community?



1. Promotion of Community Cooperation:

The need to develop and maintain tourism infrastructure leads to collaboration between residents, local businesses and authorities to plan and execute joint projects.

Tourism initiatives require the active participation of diverse community groups, promoting a collaborative approach in the management and organization of activities and services.

Network Development: Tourism has facilitated the creation of networks between residents and businesses, promoting cooperation in the provision of services and promotion of the destination.

2. Promotion of Local Solidarity:

Shared Benefits: Revenue generated from tourism has been reinvested in the community, supporting community projects and improvements that benefit all residents.

The demand for tourism products and services has fostered a sense of solidarity among local businesspeople, who support each other to meet the needs of visitors.

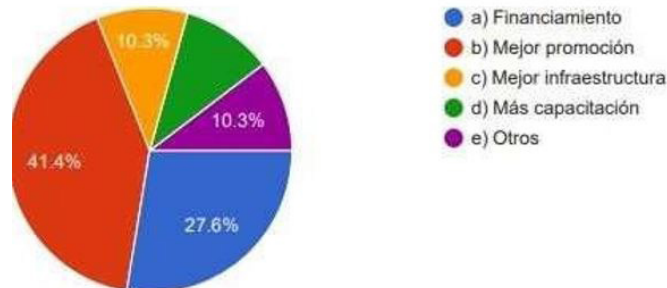
Tourism companies participate in social responsibility activities, supporting local initiatives and contributing to the general well-being of the community.

3. Promotion of Social Inclusion:

Community Participation: Rural tourism has offered opportunities for different groups within the community to actively participate in economic and social life, strengthening inclusion and social cohesion.

Promotion of Local Culture: The valorization and promotion of cultural traditions have fostered a sense of pride and belonging among residents, promoting unity and solidarity.

What suggestions do you have to improve the tourist experience in this community?



1. Better Promotion (41%)

Digital Marketing Strategies: Use digital platforms, such as social media and tourism websites, to promote Rumipamba as an attractive tourist destination. Create visually appealing content and visitor testimonials to increase visibility.

Advertising Campaigns: Develop advertising campaigns targeting specific markets, highlighting the unique characteristics of Rumipamba, such as its culture, nature and local events.

Participation in Fairs and Events: Attend tourism fairs and promotional events to increase destination exposure and establish contacts with tour operators and travel agencies.

2. Financing (27%)

Diversification of Financing Sources: Seek different funding sources, including government grants, NGO funds, crowdfunding, and public-private partnerships.

Proposals and Business Plans: Develop detailed proposals and business plans that highlight Rumipamba's tourism potential to attract investors and financiers. **Financial Management Training Programs:** Train local residents and business owners in managing funds and preparing proposals to improve the ability to obtain financing.

3. Training (12%)

Training Programs: Offer training programs in key areas of tourism, such as service management, customer service, and tourism marketing. Collaborate with educational institutions or tourism experts to provide quality training. **Workshops and Seminars:** Organize workshops and seminars to train residents in specific skills related to tourism and hospitality. **Advice and Consulting:** Provide advice and consulting to local businesses to improve their tourism practices and services.

4. Infrastructure Improvement (10%)

Infrastructure Development Basic: Invest in improving basic infrastructure, such as roads, signage, and public services, to facilitate access and comfort for visitors.

Tourism Infrastructure: Improve specific facilities for tourists, such as accommodation and information centers, to offer a more comfortable and attractive experience.

Continuous Maintenance: Implement a continuous maintenance plan to ensure that the tourism infrastructure remains in good condition and meets the necessary standards.

Comprehensive Action Plan:

Evaluation and Planning: Conduct a comprehensive evaluation of priority areas (promotion, financing, training, infrastructure) and develop a comprehensive action plan that addresses each area in a coordinated manner.

Assign resources and establish a work team to implement improvements in each identified area.

Establish a monitoring system to evaluate the impact of improvements and make adjustments as necessary to optimize the tourism experience.

These suggestions are designed to address the areas identified in the survey and improve the tourism experience in Rumipamba holistically. Implementing these strategies can help attract more visitors, improve the quality of tourism services and support the economic development of the community.

IV. DISCUSSION

Table 1. Descriptive statistics:

Descriptive statistics				
	Range Statistical	Minimum Statistical	Maximum Statistical	Average Statistical
What type of tourist activities are carried out in your community?	3	1	4	1.93
How often are these activities carried out?	3	1	4	2.77
Who organizes tourist activities in your community?	3	1	4	2.60
What type of visitors usually participate in these activities?	3	1	4	2.13
Do you think that tourist activities have increased in recent years?	2	1	3	1.77
What benefits has tourism brought to your community?	3	1	4	2.30
What are the main difficulties in developing tourism activities in your community? They receive support from the government or some other organization to develop these activities?	3	1	4	2.17
How do you or your family participate in tourist activities?	3	1	4	2.50
What improvements would you suggest to promote tourism in your community?	3	1	4	2.13
Are you satisfied with the current development of tourism in your community?	3	1	4	2.17
What impact do you think tourism has on local culture?	3	1	4	1.97
How do you perceive the impact of tourism on the local economy?	3	1	4	1.70
How has your community changed since the beginning of tourism activities?	2	1	3	1.53
Has your quality of life improved thanks to tourism?	3	1	4	2.40
What positive changes have you observed in your community since tourism was promoted? Have you noticed an increase in job creation due to tourism?	2	1	3	2.37
How has tourism affected the prices of goods and services in your community?	3	1	4	2.30
Do you think tourism has promoted cooperation and solidarity in your community?	2	1	3	2.20
How has tourism impacted the youth of your community?	4	1	5	2.53
Are there conflicts related to tourism in your community?	2	1	3	1.62
What opinion do you have about current tourism management in your community?	3	1	4	2.28
Do you participate in any tourist activities?	2	1	3	1.86
What measures would you suggest to improve tourism management in your community?	3	1	4	2.38
How has tourism influenced social unity within your community?	4	1	5	2.79
What concerns do you have about the growth of tourism in your community?	4	1	5	2.52
Do you think tourism can be a tool for sustainable development in your community?	2	1	3	1.54

The table shows descriptive statistics of variables related to tourism activities in a community, including frequency of activities, participation of visitors, the perceived impact on local culture, and perceptions about tourism development in the community.

The variables have a response range between 1 and 4 or 5, with means ranging between 1.53 and 3.87, indicating various perceptions and levels of impact.

Type and Frequency of Tourist Activities:

The mean for “What type of tourist activities are carried out in your community?” is 1.53, suggesting that there is a limited variety of tourism activities in the community. However, the frequency of these activities is relatively high (mean of 2.77), which could indicate a significant economic dependence on tourism.

Organization of Tourist Activities:

Tourist activities seem to be well organized, with a mean of 2.60, which could reflect the active participation of the community in the management of these activities.

Improvements in Quality of Life: The average of 2.27 in the question “Has your quality of life improved thanks to tourism?” indicates that residents perceive a positive, although not overwhelming, impact of tourism on their economic well-being.

Satisfaction with Current Development: Satisfaction with tourism development has a mean of 1.97, which suggests that, although there is a positive impact, there is room to improve current conditions.

Impact on Culture and Social Unity: With means of 1.80 and 1.77 respectively, the data indicate a perception of moderate impact of tourism on local culture and social unity. This suggests that, although tourism provides economic benefits, there may be concerns about its influence on the cultural and social dynamics of the community.

Cooperation and Solidarity: The perception that tourism has promoted cooperation and solidarity has a mean of 2.53, indicating a positive influence on social cohesion.

Diversification and Sustainability: Since tourism activities appear to be concentrated in certain areas, it is important to consider the diversification of tourism activities to ensure a more equitable distribution of economic benefits in the community.

Improvement in Tourism Management: The variables related to the management of tourism activities (means from 2.60 to 2.77) suggest that, although current management is adequate, it could be optimized to maximize the positive economic impact and reduce possible negative effects on the social cohesion.

Economic Sustainability: With a mean of 2.87 on the question about whether tourism can be a tool

for sustainable development, the data supports the idea that tourism is seen as a viable avenue for sustainable economic development. However, the perception that prices of goods and services have increased (mean 2.33) could indicate accessibility challenges for residents.

A comparative analysis was conducted between the importance and satisfaction of the mean scores of each factor (Table 2). For this, the t-test was used to determine if there are differences between the means of each factor (see Table 3). The results show that there is a significant difference in all comparisons.

Table 2.

Descriptive statistics				
	Range Statistical	Minimum Statistical	Maximum Statistical	Average Statistical
Gender	1	1	2	1.28
Age	1	1	2	1.08
Education level	2	1	3	1.44
Are you a tourist:	2	1	3	1.80
How would you describe your tourist experience in this community?	2	1	3	1.56
Have you noticed an atmosphere of cooperation and solidarity in the community during your visit?	1	1	2	1.28
What kind of interactions have you had with the locals?	2	1	3	1.72
Do you consider that tourist services are well organized?	2	1	3	1.71
What tourist activities have you done during your visit?	3	1	4	1.80
How would you rate the attitude of local inhabitants towards tourists?	2	1	3	1.76
Have you participated in any community activities during your visit?	2	1	3	1.88
Do you think tourism in this community promotes sustainable and fair practices?	2	1	3	1.50
What aspects of your visit did you find most positive in terms of cooperation and solidarity?	3	1	4	2.28
What suggestions do you have to improve the tourist experience in this community?	3	1	4	2.36
Do you consider that the prices of tourist services are fair?	2	1	3	1.76
Would you recommend this community to other tourists?	2	1	3	1.44

The table presents descriptive statistics of a set of variables related to the tourist experience in a community. The indicators include gender, age, level of education, perception of the organization of tourism services, among others.

Each variable has its range, minimum, maximum and statistical average, which provides us with an overview of the behavior of the responses.

Gender: The statistical mean of 1.28 suggests a distribution slightly skewed toward a particular gender. With a minimum and maximum range of 1 to 2, it appears that the variable was coded as binary, likely 1 for one gender and 2 for another.

Age: With a mean of 1.08 and a range of 1 to 2, most respondents are in the lower age range (probably youth or young adults).

Education Level: The mean of 1.44 suggests a slight trend towards higher levels of education, with values between 1 and 2.

Tourist Experience: Several questions explore different aspects of the tourist experience, such as the organization of services, interactions with locals, and the perception of fairness in prices. Means close to 2 suggest a generally positive assessment, but with room for improvement.

Sustainability and Cooperation: The questions about the promotion of sustainable practices and the perception of cooperation show averages between 2 and 3, indicating that these aspects were perceived positively by the majority.

Socks: In general, the means that range between 1.5 and 3 show that tourists' perception of their experience is mostly favorable, but not unanimous. It is important to note that aspects with means close to 3 reflect a high rating.

Variance: Although the table does not explicitly show the variance, the range of responses indicates that there is some dispersion in the responses, suggesting diversity in respondents' opinions.

Most statistical averages suggest that tourists have a positive perception of their experience in the community, although there are areas that could improve, such as interaction with locals and perception of cooperation.

Recommendations for Improvements: Initiatives could be explored to strengthen cooperation between tourists and locals, improve price fairness, and continue promoting sustainable practices to further increase tourist satisfaction.

Table 3.

Descriptive statistics				
	Range Statistical	Minimum Statistical	Maximum Statistical	Average Statistical
Gender	1	1	2	1.45
Age	1	1	2	1.14
Education level	1	1	2	1.36
Are you a tourist:	2	1	3	1.68
How would you describe your tourist experience in this community?	2	1	3	1.67
Have you noticed an atmosphere of cooperation and solidarity in the community during your visit?	2	1	3	1.55
What kind of interactions have you had with the locals?	2	1	3	1.86
Do you consider that tourist services are well organized?	2	1	3	1.59
What tourist activities have you done during your visit?	3	1	4	1.91
How would you rate the attitude of local inhabitants towards tourists?	2	1	3	1.64
Have you participated in any community activities during your visit?	2	1	3	1.86
Do you think tourism in this community promotes sustainable and fair practices?	2	1	3	1.41
What aspects of your visit did you find most positive in terms of cooperation and solidarity?	3	1	4	2.00
What suggestions do you have to improve the tourist experience in this community?	3	1	4	2.10
Do you consider that the prices of tourist services are fair?	2	1	3	1.64
Would you recommend this community to other tourists?	1	1	2	1.14

The table shows descriptive statistics from a survey conducted to evaluate the tourism experience in a specific community. Variables such as gender, age, level of education, perception of cooperation and solidarity in the community, and valuation of tourist services are analyzed.

This analysis is key to understanding how tourists perceive their experience and how these perceptions can influence the sustainable tourism development of the community. Gender: The mean of 1.45 suggests a slight preponderance of a particular gender, within a scale that appears to be binary (1 for one gender and 2 for another). This could influence the overall perception of the tourist experience.

Age: With a mean of 1.14 and a range of 1 to 2, the majority of respondents are young, which may reflect a specific demographic that participates in community tourism.

Education Level: A mean of 1.36 indicates that the majority of respondents have a level of education that could be between secondary and higher education, which may influence their expectations and perceptions about tourism.

Perception of the Tourist Experience:

- General Experience: The question about how they describe their tourist experience in the community has an average of 1.87, which indicates a rating close to the midpoint between “bad” and “good”, but with a positive trend. This suggests that while there are positives, there are areas that could be improved.

- Cooperation and Solidarity: The average of 1.59 in the perception of an environment of cooperation and solidarity reflects a relatively favorable opinion, which is a good indicator of social cohesion in the community, an important

aspect for sustainable tourism.

Evaluation of Tourist Services

- Organization of Tourist Services: The mean of 1.67 for the organization of services indicates that tourists consider the services to be moderately wellorganized. However, there is still room for improvement, which could increase overall tourist satisfaction.

- Fair Prices: With a mean of 1.72, the perception of fairness in the prices of tourist services is relatively positive, although not exceptional. This is crucial to guarantee the competitiveness of the destination and the satisfaction of tourists.

Sustainability and Recommendation

- Promotion of Sustainable Practices: The question about whether tourism in the community promotes sustainable practices has a mean of 1.74, which suggests that

tourists perceive an effort towards sustainability, but greater visibility and effectiveness in these practices is possibly required.

- Community Recommendation: An average of 1.14 on the question about whether they would recommend the community to other tourists indicates a moderate willingness to recommend the destination, which may be directly related to the areas of improvement identified in the organization of services and the general experience.

Conclusions and Recommendations

- Overall Positive Impact with Areas for Improvement: The analysis suggests that, overall, tourists have a satisfactory experience in the community, but there are certain key areas that need attention, such as improving service organization and promoting sustainability.

- Recommendations for Tourism Development: Based on the results, the community could be recommended to implement improvement programs in the management of tourism services and increase the promotion of sustainable practices. Likewise, working on strategies to improve the tourist's overall experience could increase the destination's recommendation rate.

Implications for Future Research

- This analysis provides a basis for future research on how to improve the tourism experience in similar communities, and how tourists' perception can influence sustainable tourism development.

V. CONCLUSION

The implementation of the EPS has generated an additional source of income for the residents of Rumipamba, contributing to the overall improvement of their quality of life. The additional income has allowed families to access better education, health and basic services.

The EPS has promoted cooperation and solidarity among community members by facilitating joint participation in economic initiatives and community projects.

Collaboration in economic activities and the formation of support networks have strengthened social ties and cohesion among residents.

Projects promoted by the EPS have led to improvements in local infrastructure, such as the construction of community centers, road improvements, and access to basic services. These improvements have facilitated economic development and quality of life in Rumipamba; although there is still a need to maintain signage and improve infrastructure.

Participation in economic activities under the EPS model has empowered residents, giving them a greater voice and participation in decision-making related to the development of their community.

The community has shown greater involvement in the planning and execution of projects, reflecting an increase in organizational capacity and local autonomy.

Despite progress, challenges related to infrastructure and training in tourism and hospitality persist. The lack of adequate resources and the need for continuous training to improve management and skills can limit the full potential of the EPS.

Lack of financing remains a major obstacle. It is crucial to seek various sources of financing and develop strategies to secure additional resources to continue the development and expansion of EPS projects.

To ensure long-term success, it is essential to adopt sustainable practices in EPS project management. This includes proper planning, ongoing training, and adaptation to changing community needs.

Improving the promotion and visibility of EPS projects can attract more external support and resources, fostering the growth and sustainability of these initiatives.

The Popular and Solidarity Economy has had a positive impact in the rural parish of Rumipamba, improving the quality of life, strengthening social cohesion and developing local infrastructure. Although significant progress has been made, it is essential to address challenges related to infrastructure, tourism training and financing to maximize the potential of the EPS. Sus-

tainability and proper promotion will be key to ensuring the continued success of these initiatives and their positive impact on the community.

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