

Proposed guidelines for touristic management of micro-territories: the case of San Juan neighborhood, Oldtown, Quito

Propuesta de lineamientos para el ordenamiento turístico de microterritorios, caso barrio San Juan centro de Quito



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Abstract

In this article, I review proposed guidelines for the touristic management of micro-territories, to establish the foundation for new neighborhood-oriented planning methodologies (micro-territories). I proposed an exploratory methodology upon which I built the baseline for organizing micro-territories considering three main axes. The first axis is a diagnosis, subdivided into components: tourism, social, and environmental, each with its indicators and evaluations. The information for its construction was gathered through direct observation and information compilation. The second axis corresponds to satellite localization and categorization of micro spaces. These were constructed on Google Earth, based on diagnostic information, and are integral parts of a micro-territory; The third axis consists of strategies for strengthening the micro-territory; in this section, I provide ideas to assist decision-makers in the studied neighborhood. The micro-territory of San Juan, located in Quito's Oldtown was selected for this study. The results indicate that San Juan's neighborhood has the potential to develop tourism activities, along with an important social base and good natural diversity. These aspects were reflected in four micro-spaces and the development of various strategies, ranging from public lighting to tree planting in the area. In conclusion, it is reaffirmed that the proposal is feasible; however, aspects such as its scope need to be adjusted, certain evaluation indicators need to be changed, or additional micro-spaces need to be included.

Keywords: location, responsible tourism, socio-environmental issues, land planning

Resumen

En el presente artículo se realizó una revisión a la propuesta de lineamientos para el ordenamiento turístico de microterritorios, misma que tenía como fin establecer las bases para una nueva metodología de planificación orientada a los barrios (microterritorios). Para ello se propuso una metodología exploratoria, en la cual se fueron construyendo las bases para el ordenamiento de microterritorios a través de tres ejes principales. Un diagnóstico subdividido en componentes: turístico, social y ambiental, cada uno con sus propios indicadores y evaluaciones. La información para su construcción se recopiló a través de observación directa y com-

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pilación de información. El segundo eje es la localización satelital y categorización de microespacios. Los microespacios se obtienen en base a la información del diagnóstico y son partes integrales de un microterritorio, para su construcción se usó Google Earth. El tercer eje son estrategias para el fortalecimiento del microterritorio; en este apartado se brindan ideas que sirvan a los tomadores de decisiones del barrio estudiado. El microterritorio San Juan, ubicado en el Centro Histórico de Quito, fue seleccionado para el desarrollo de la propuesta. Los resultados obtenidos señalan que el barrio San Juan cuenta con potencial para desarrollar la actividad turística, una base social importante y una buena diversidad natural. Estos aspectos fueron traducidos en la creación de cuatro microespacios y la elaboración de estrategias variadas que van desde alumbrado público hasta arborización de la zona. En conclusión, se reafirma que la propuesta es factible; sin embargo, se deben corregir aspectos como la extensión de la misma, cambiar ciertos indicadores de evaluación o aumentar otros microespacios.

Palabras clave: lugar, turismo responsable, aspectos socio-ambientales, planificación del territorio.

1. Introduction

This article is based on the thesis project: “Proposed guidelines for the touristic management of micro-territories: the case of San Juan neighborhood, Oldtown, Quito” (Ojeda Chiriboga, 2022). The aim is to better present a methodological proposal that could contribute to the study of the touristic phenomenon in spaces that are generally ignored by this field.

The project had as a main objective to propose guidelines for the organization of the touristic space of micro-territories. Once the title is read, one word is highlighted and it is going to be relevant during the whole investigation, and thus important for the present study. The word is “micro-territory”, and it was constructed with both geographical and anthropological bases. The main foundation is Augé’s (2008) concept about places and no-places. He mentioned that the places are spaces where there is identity, there is expression, traces of belonging, in other words, the space to which people can call home. While these spaces can be seen under this perspective, like it is the case of a city or a country, another alternative was explored in the research. The alternative was to focus on the small geographical spaces where all the processes can be felt, and it was concluded that the neighborhood was the place where one inhabits, expresses, lives and starts building one’s identity and expression. All of these are being reflected in other bigger geographical spaces such as cities, cantons or countries.

To reinforce this idea, Judd (2003) mentioned the cities were being converted into copies, suppressing realities and identities for folkloric versions, or as the author call them, “Disney environments”, where enclaves are created for the comfort and security of tourists. On the other hand, micro-territories are enclaves of identity and culture, visions of a reality that is being lost little by little. Moreira Filho et al. (2010) mention the increase of inequality and the effects on the local development caused by globalization. Once again, the neighborhoods rise as those bastions of identity and resistance to globalization considering that they should be places with no exacerbated impulse towards touristic activity. Loza Ibarra (2021) highlights the importance of originality and plurality in different cultures and identities. Considering the ideas of these authors, there exist a lot of similarity with what Augé (2008) expressed. In this investigation, the neighborhoods are considered as the places where culture and identity are reinforced and are resistant to constant global changes, thus they are micro-territories. The term micro-territory was built using the territory term because this word represent identity, belonging and representation according to the referenced authors. The word micro was used because the focus is the neighborhood and these are smaller in comparison to other territories such as cities and provinces, thus the prefix micro was used, which is a simile of small.

The geographical idea that motivated the project was added to the construct of the term micro-territory, which assumes that the tourism regulations are centered in subdividing big geographical spaces called macro-territories. This idea was reinforced when studying various authors. The article of Pinassi and Ercolani (2017), titled “Tourism and touristic space”, analyzed several statements from different authors dedicated to tourism and territories. All of them coincide in subdividing big territories, no matter what the proposal was, all of them started by dividing countries, administrative regions or natural regions. This reinforce the idea of tourism regulations are almost always based in dividing macro-territories. Another author who was analyzed in depth when reading his work, due to being considered one of the main experts on the topic of territory and tourism, is Boullón (2006). His book *Planification of the touristic space* details territorial aspects such as zones, areas and touristic centers, among others. All of them are shown from a macro to a micro logic starting by

dividing a country until reaching the smallest point, which are the cities.

While the reviewed methods are adaptable and work to propose methodologies based on what other authors mentioned and adapt them to a neighbourhood reality, these methodologies would feel stuck or there would be cases that could not be adapted in a correct way. This statement is not intended to express that the methodologies elaborated and proven by the mentioned authors Boullón (2006), Pinassi and Ercolani (2017) are not useful, in fact, the methods can be used in various contexts and are used in the tourist territorial area. However, to propose something different that can adapt to a specific reality, was the proposed task in the investigation project. Therefore, it was decided that a methodology focused on the touristic organization of neighborhoods or micro-territories was necessary, proposing a new organizational approach which could arise from the bases and that could extend to bigger spaces.

Once the reason of the theme was defined, the management of micro-territories in touristic matter was investigated. To do this, several case studies were used in which three clear themes were found referring to touristic “organization” of these spaces: gentrification, tourism, and mixed process. The first theme described is a process in which a human group with higher purchasing power displace another with a lesser purchasing power from its residential place (Milo, 2023). The emblematic case studies of gentrification in Madrid-Spain are Malasana, La Chueca and Lavapiés. García Pérez (2014) explains that these spaces develop in this way due to the circumstances of the city of Madrid and its necessities, in fact, most of the cases develop in the same way which can lead to them becoming obsolete or delayed with time.

The three neighborhoods in Madrid were left in the periphery of the city so they became marginalized and notorious slums. To rescue them, alternatives were promoted—some private, as in the case of Malasaña; others led by municipal initiatives, like Lavapiés; or through collective actions, such as in La Chueca. These spaces were re-inhabited by foreign population that displaced the old inhabitants leading to new social dynamics. The neighborhoods opened up to bohemian life and tourism but there was not an organization that sought to engage the local population. In the case of Lavapiés, the situation could not be considered as gentrification but as tourism. The last one is a phenomenon in which tourists end up displacing the local population from a place or a tourist destination, whether due to the rising cost of living or overcrowding of spaces or a combination of both (Hernández Cordero, 2021).

Thanks to the example of Lavapiés, the tourism process took place as a way of “developing” tourism in the neighborhoods, in this case the local population of Lavapiés was kept but the carried-out actions tended to favour the tourist, which, with time, can lead to discomfort and increase in the cost of living (García Pérez, 2014). Another example was La Boca neighborhood in Buenos Aires, a similar case in which a specific zone was touristified, only for the touristic use leaving the rest of the place stuck with no benefits from tourism (González Bracco y Kotschack, 2017). A similar case is Commune 13 in Medellín, which has a part focused on tourism that has electric escalators to reach the zone of this city, considered before as one of the most dangerous places of the city. However, the benefited area is small: the area of the escalators and its surroundings (Álvarez López, 2019).

However, Commune 13 and specifically Las Independencias neighborhood decided to do an appropriation of the spaces. They painted murals, gave maintenance to the spaces and incorporated local business. Moreover, the electric escalators were not built for tourism purposes but for the use of the community. Despite the existence of touristification, this example is considered as another touristic development in micro-territories to which the coexistence of touristification, gentrification and community models are added, and what Cevallos Aráuz (2018) called alternative economies. Different processes took place at the neighborhood of La Floresta at the central north part of Quito. Gentrification happened due to the building of four universities in the zone, while touristification appeared due to the bohemian life of the sector. Despite these processes, there still exist local residents that live in the neighborhood since it was founded or descendants of the first settlers of the zone.

This occurs due to the coexistence of new residents with old residents, creating something totally new in which both parts are benefited from their economic activities, and becoming a special case where the touristic development does not affect the old inhabitants of the zone as they can adapt to the new ones (Cevallos Aráuz, 2018). These examples were used in the investigation, and each analyzed case reflects a referent reality of tourism in micro-territories. There is a lack of planification, regulation, and when regulations do exist, they tend not to include the local population or relegate them to peripheral, unrelated activities. Sometimes, the local population organize and promotes actions to participate in the touristic activity. However, these are palliative actions but no preventive ones. In other words, they are not measures planned in anticipation of the tourism phenomenon but are instead implemented once it is already in motion.

This lack of planning focused on micro-territories is evident in the Ecuadorian case, starting with national legislation. When analyzing two key laws related to land use and territorial management — the Organic Code of Territorial Organization (COOTAD, 2010) and the Organic Law of Land Use and Management (LOOTUGS, 2016) — it becomes clear that neighborhoods are often overlooked or not considered (COOTAD, 2010) in efforts to support effective self-management. LOOTUGS (2016), on the other hand, does not adequately address land use for tourism. In this law, tourism is seen primarily as an economic tool, rather than as a means for development and territorial planning.

In these situations, the idea of generating tourism regulations was reinforced. Besides, regulations could serve to diagnose and understand the problematics in the neighborhoods where they apply, becoming a tool to comprehend the reality of each micro-territory. Once the necessity and the utility of the proposal were understood, the neighborhood of San Juan was assigned as a case study, this is an adjacent space to the Oldtown Quito. The neighborhood of San Juan was ideal for the development of the proposed methodology because it has a great tourist heritage, and its location, which sometimes could represent a limitation when competing with an attractive site of a high level such as the Oldtown, can also be an advantage. Its proximity to the center brings tourist flows to the zone. Another advantage of the San Juan neighborhood is its particular topography as it is considered as a viewpoint of the city since the neighborhood is located on a hill from which the entire center can be enjoyed (Quito Turismo, 2012).

San Juan is a neighborhood with an ambiguous origin. Although its settlement dates back to before Hispanic times, the first record of human settlement is the inca presence with a dedicated moon temple which make this place be known as Huanacauri. After the colonization and colonial times, San Juan had scattered population and a sparse settlement. This condition changed starting the 20th century at the republican period of the country when San Juan started to receive migrants from other provinces that with time led to a crowded sector where community engaged in deforestation, filling in ravines, and setting up brickworks without any state support. In fact, the neighborhood did not have public services until the 60s' so the people had to resort to constant demands and pressure against the city municipality (Quevedo et al., 1994). With time, the neighborhood has gone through constant changes, and now it has all of the utilities and public services. However, it also has been stuck in other aspects such as the quality of its roads, the cleaning of green spaces and streets, security, demographical changes, among others (Abarca et al. 2021, as cited on Ojeda Chiriboga, 2022).

San Juan is a suitable space to carry out the proposal as it is a micro-territory with various problems but with a great touristic potential. This led to the design of the proposal which has three sections. The first section is a diagnosis based on three key points: tourism, social (local population) and environment. In this section, the aim is to contribute the necessary balance between touristic activities and social to which environmental activities are also added to promote responsible tourism from the micro-territorial organization. The second section was the satellite localization and the categorization of micro-spaces. This section is a visual way of diagramming where different tourist and social phenomena occur. The third section collects the strengthening strategies proposed for the micro-territory, this is so that the social actors could improve the territory by themselves or with the help of competent authorities.

2. Materials and methods

The proposal for tourism planning was based on creating guidelines that could be used for all types of micro-territories with its own adaptations to the intrinsic realities that could be found in each place. The methodology used for this investigation is described in the following paragraphs.

The project was done in 10 months from June 202 until April 2022. The applied method was exploratory because, as explained by Hernández Sampieri et al. (2014), is a procedure that is done over an unknown or not well studied topic or objective based on secondary literature research. It results in primary data such as interviews and territorial observation that aims to familiarize with a phenomenon. The exploratory methodology was carried out for its openness and dynamism and in order to act freely and to elaborate a novel proposal. The research was based on primary information: direct observation and the participation of local and secondary population.

The interviews were conducted to relevant social actors, five in total. The mentioned tool allows the participation of selected actors to share their opinion about specific topics (Esteban Nieto, 2018). This method was used to know and comprehend the different points of view about tourism, society or the environment of

the place they inhabit. Secondary information was obtained through academic repositories to collect information relating to other neighborhoods and applied methods. News and bibliographic documents provided information about San Juan neighborhood. The research was organized in three sections: Diagnosis, Satellite Localization and Strengthening Strategies.

The micro-territory diagnosis started with the delimitation of the study place, a satellite image of the area of the micro-territory from Google Earth was inserted along with relevant information of the place. Later, what Neighborhoods Sarmiento and Gómez Rodríguez (2020) called “recognition process and interpretation” was carried out and it consisted of three field surveys in which the whole place was explored and searched for three different components that are supposed to be vital to conduct responsible tourism (touristic, social and environmental) (Trade, Industry and Tourism Ministrey [MINCIT], 2024).

The first survey focused on the micro-territorial touristic component. The objective of the survey was to collect all the information needed to develop the diagnosis focused on tourism. It started by revealing all the touristic heritage that later was classified in attractions and resources through an evaluation of quantitative indicators done in a categorization matrix of touristic heritage elaborated from the proposal of Zapatero Zapatero and Sánchez Muñoz (2013) (Table 1). The qualitative information collected from each indicator was included in the matrix for its organization, to then give a quantitative evaluation. The matrix was applied in this way because of the outdated data base of attractions and resources at national level at the time of the investigation.

Table 1. Categorization matrix of Tourist Heritage sites.

Attribute	Indicators	Assessment		
		High (10 pts)	Medium (5 pts)	Low (0 pts)
Attractiveness	1. Singularity			
	2. Level of recognition			
	3. Level of conservation			
	4. Heritage status			
	5. Dissemination through the media and social networks			
Accessibility	6. Probability of visitors (Site) or that they are carried out in the present (demonstration)			
	7. Easy accessibility by car or by bus			
	8. Required adjustments for the access of disabled people			
	9. Personal or explicative milestones that could share information			
Complements	10. Touristic facilities (bathrooms, parking, food court at the place)			
	11. Nearby registered touristic plant (restoration services, lodging, touristic mediation, and touristic transport)			
	12. Nearby green areas			
	13. Wi-Fi zone, viewpoints, public gyms and nearby recreation areas			
Total				

In the categorization matrix, a mixed system of grading was used in which values were assigned to (high = 10 pts., medium = 5 pts., low = 0 pts.) attractiveness (5 criteria), accessibility (4 criteria) and complements (4 criteria), each one with its indicators and evaluation methodologies. If the total result had a grade of 130 as maximum and 66 as minimum, that place or cultural manifestation is considered as an attraction, but if it does not reach the points it is considered as a resource.

In the quantitative evaluation (Table 2) of the qualitative data, the information of the description and the number of the analyzed components were used. The process was similar to the one carried out by Leiva Chávez (2022), who also implemented a traffic light system to visually emphasize the results obtained. Usually, the red is used to symbolize negative ratings, yellow for the medium ratings and green for the positive ones.

Table 2. Ranges utilized in the quantitative assessment.

Touristic Resources	Assessment
1-3	Low
4-6	Medium
≥ 7	High

Another point that was observed in the exit was the accessibility oriented to the streets, avenues, steps, etc., and their state, construction materials, transportation, etc. Support services such as police, firefighters, hospitals, water, and internet in the sector were also detailed. The state of the equipment was also assessed such as open gyms, sport courts, informative points, park seats, etc. that could improve the experience of visiting the place. The touristic plant was analyzed based on the information of the Tourist Cadastre 2021 (Tourism Ministry [MINTUR], 2021).

The tourism promotion and the statistics of the demand were obtained thanks to the data of the United Nations World Tourism Organization (UN Tourism, 2021), and from the governing bodies of the touristic activity at local and national level. All the information related to the publicity of the sector, or its heritage (attractions or touristic plant) was placed in these sections (promotion and statistics). Both items count with their own quantitative evaluation. The collected information has a previous introduction and analysis.

The second field survey was centered in the social component of the micro-territory. At this point, key determined actors were contacted: neighborhood council, neighborhood assembly, youth council, community police and San Juan’s market president, who were interviewed. The first interview had questions aimed at determining places for citizen coexistence, meeting and entertainment places that could be important for the local population. The information obtained from the first interview was evaluated during the second interview. For this purpose, a table describing different characteristics of each item of the first questionnaire such as originality, intangibility, conservation status and conservation needs was designed. The third interview was directed to collect touristic and environmental data of the micro-territory such as determining the main attraction of the micro-territory for the interviewees, or if they know about the flora and fauna of the neighborhood. Similar to the touristic component, the social section was evaluated using the information from the three interviews.

The third field survey was focused on the environmental component. The urban parks, green areas and solid residues management were observed, and a total of four matrices were build. The first explains the recollection routes of the solid residues, the second specifies the characteristics and the number of green areas, the third one is about the identified fauna, and the fourth one is about the observed flora.

Once the diagnosis finalized, the second step to be done was the satellite localization and categorization of touristic and day-to-day micro spaces. For this purpose, the so-called tourist micro space and everyday micro space were used, which are in line with the terms established in the project. The touristic micro space are places where the information of the touristic component of the diagnosis had more importance to design it. The design of the day-to-day micro-space was based on the information collected on the social component of the diagnosis, and considering the interviews one and three above all.

The layout of the micro spaces was carried out using Google Earth. The software was used to place landmarks and draw lines based on previously provided information, gradually shaping the micro spaces. The resulting images were placed on a horizontal A4 sheet within a matrix that includes a legend explaining the elements shown in the figure. After the satellite localization of the micro spaces, they were categorized based on a scoring system derived from the evaluation of various items identified during the diagnostic phase; each was assigned a specific category. With this step completed, sufficient information was gathered to proceed to the third phase, which involved formulating strengthening strategies for the identified micro spaces.

Three software tools were used in the investigation: Canva, Google Earth and Maps. The last two options were used to take the different pictures related to the satellite location. Canva was used for the creation of infographics explaining about the recorded interviews.

The regulations were proposed in a way that could be flexible to different micro-territorial contexts. For example, if a place does not have touristic attractions, the created record raised this information, and it was corroborated with the qualitative grading of no attractions. The information of identified resources was placed in the qualitative matrix and were graded. Then, in the satellite location, the heritage building was located, categorizing the micro-space where the heritage building with its grading. Later, strategies to strengthen that

place's heritage were proposed.

In the case that some element was not present in the micro-territory and could affect the quantitative grading, such item was deleted, and the numeric values were accommodated to the reality. An example is the categorization of micro-spaces which are based on a maximum value of 130. If at a certain context the indicators are not present in a micro-territory, they are subtracted, reducing the maximum score.

If a micro-territory is new (recent settlements), peripheral or does not count with relevant heritage, the proposed regulations can be used to carry out a diagnostic assessment of the place, to propose upgrades in the sector, etc. Even with certain modifications, the guidelines can outline issues of socioeconomic development, being the proposal a possible tool for the planification of the development of a micro-territory.

3. Results and Discussion

The San Juan neighborhood, located to the North-West of the Oldtown of the city of Quito, on the slopes of the Pichincha. The main spaces that border it are the Miraflores neighborhood to the North, the Oldtown to the South, Toctiuco to the West and San Blas to the East. At this point, the borders were fixed in color green, and they can be observed in Figure 1. To determine these border points, two documents were used as base: the one created by Quevedo et al. (1994), which is important to understand the historical places where the neighborhood was located and the borders of its expansion. The second document is the model done by Abarca et al. (2021), and as cited in Ojeda Chiriboga (2022), it established similar frontiers with local inhabitants and social actors who confirmed the defined borders as correct.

In the Figure 1 the positioned borders can be visualized according to the description of the previous authors. In order to locate the borders, streets and avenues were used; for example, the North-East border was formed with the union of the August 10th Avenue and the Santa Prisca Street.

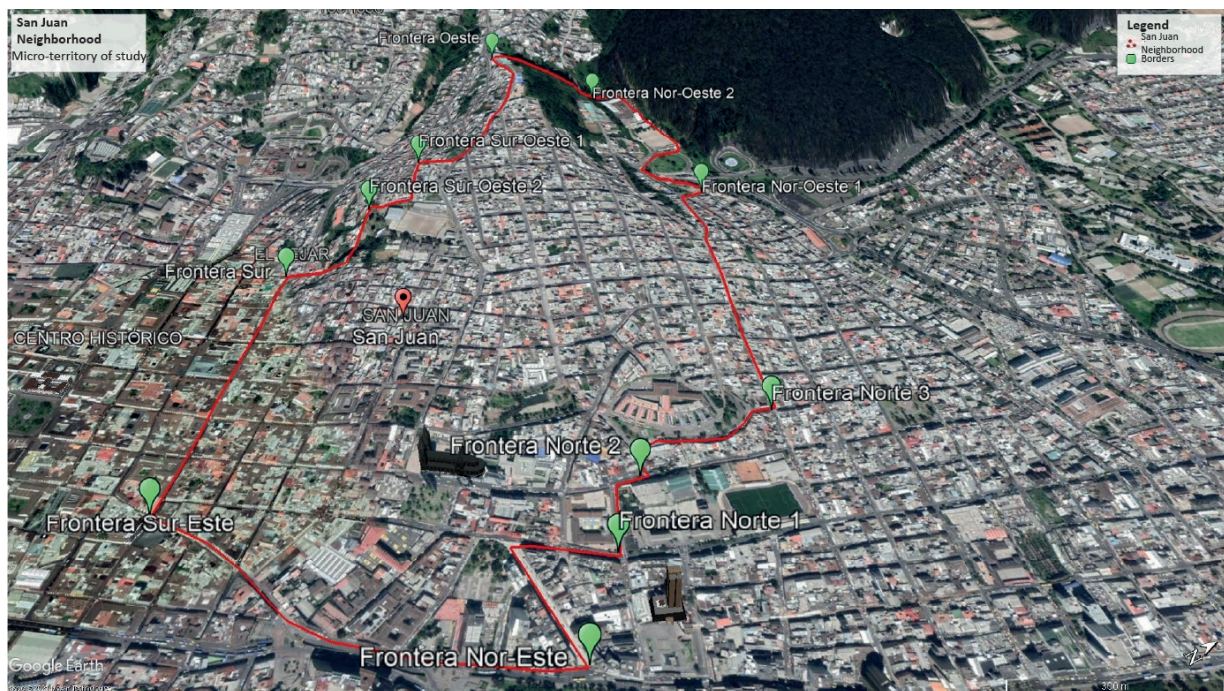


Figure 1. San Juan micro-territory.

3.1. Diagnostics of the micro-territory San Juan

The diagnosis has three respective components, starting with tourism, which has an analysis of the micro-territory heritage. In the case of San Juan, 31 touristic heritages were identified, which belong to cultural or natural assets with an intrinsic value (González, 2024). The touristic heritage of San Juan or San Juan's Heritage to simplify, was obtained from the information provided by Abarca et al. (2021), as cited by Ojeda Chiriboga, 2022, and Quevedo et al. (1994), and from the territory observation.

The forms created by the Ministry of Tourism were not used because they are rigid and difficult to adapt, so a proprietary tool was preferred, as it proved to be more flexible and useful for micro-territory cases. However, that affirmation contrast by the work done by Cueva Fernández and Mendoza Guevara (2022) who adapted the MINTUR forms to their own work and were able to categorize heritage form another micro-territory located at the periphery of the Oldtown. The case of the Loma Grande neighborhood obtained 22 level II resources, and at this point the contrast between the two methodologies is observed.

The MINTUR forms are technic and have been used in various cases. However, they are rigid, and when categorizing what a neighborhood poses, they can result in variety of touristic heritage. The form is going to overestimate various heritages, such as the case of Cueva Fernández and Mendoza Guevara (2022). They managed to adapt their information and obtained a category with an existent tool, but they got spaces with no defined touristic platform as touristic resources, or that had a deficiency in helper services or other lacking characteristics (Ibáñez, 2023). The terms tourism heritage or simply heritage are used as overarching concepts that encompass tourist attractions and resources. These terms are commonly employed as synonyms to avoid redundancy in paragraphs where many of these previously analyzed terms must be used.

The obtained resources imply that the heritage of Loma Grande should be improved to become touristic attractions, but they are indeed complete touristic heritage with helper services and touristic platforms, etc. (Ibáñez, 2023). However, the MINTUR forms used by Cueva Fernández and Mendoza Guevara (2022), do not take into account the importance of those touristic resources for the population, or the importance of the touristic heritage visited by locals, and some have an incipient touristic platform such as Tamalito in Loma Grande or the library at the Quinatoa Center.

The proposed form in this investigation do not offer the technical rigor nor the experience of the MINTUR forms, but it offers the flexibility, and it does not underestimate the existing heritage. It also recognizes its value when grading in a general note the attractiveness, accessibility and complements with its respective indicators that assign a numeric value that results in a final score categorizing whether the analyzed touristic heritage is an attraction or a touristic resource. In comparison, what for the MINTUR form can be a resource of category one or two, for the proposed forms it can be a valuable attraction for the micro-territory, such as the case of the San Juan hills or the San Juan sport centre.

Once the heritage was categorized, a description of each analyzed space could be done. The qualitative description started, and it was carried out along with the observation in the territory and an information collection, which allows for a better understanding of the analyzed topic. In the case of attractions or resources, a synthesis of the place was included, the location and photos, in addition to indicate whether a cultural manifestation has been done in the process. The categorization offered as a result 19 touristic resources and 12 attractions.

The descriptions not only include a compilation of 'positive' information, but also detail negative situations such as vandalism, neglect, or dirtiness in the area. At the time the research was conducted, the wave of crime in Ecuador had not yet erupted, which is why there were no descriptions related to those aspects

In the case of tourism heritage, especially regarding resources, it was evaluated as high, which means that it is possible to diversify the sector's offerings and promote new spaces. This kind of evaluation of the heritage has been analyzed in the documents, for example, in the case of the Commune 13 (Álvarez López, 2019), the neighborhood from Madrid (García Pérez, 2014) or La Floresta (Cevallos Aráuz, 2018). In each of those spaces, the attractions or resources from the zone were enumerated, maybe not in a detail manner like during this investigation, because these were not the objectives of those investigations and without the use of qualitative or quantitative evaluations. However, the mentioned authors gave importance to visualize the attractions or possible attractions in a place in order to give them touristic relevance, or as an alternative for the development of their inhabitants.

A compilation and description of the attractions was done in the document from Cueva Fernández and Mendoza Guevara (2022). Specifically, on the cultural manifestations as a touristic product in Loma Grande. This work gave a different compilation from the work done in this investigation because the focus is different, and in the micro-territories proposal the aim is to provide with guidelines for a new methodology, while the document from Cueva Fernández and Mendoza Guevara (2022) focuses on give an initial diagnosis of Loma Grande. This allows the authors to extend and detail better the descriptions of each heritage. Thus, their work contains evidence such as photos of the place, its categorization with its respective indicators and scores, as well as a written detail.

In perspective, it could be said that both projects could perform similar tasks, but their perspective is di-

fferent because one shows all the details of why heritage is a resource or not, and the other shows the detail of the heritage in a direct way and the categorization in a secondary role.

To evaluate the touristic platform, the tourist cadastre of the year 2021 was used (MINTUR, 2021), using the available information in (Table 3): name of the institution, location, activity and classification. This is in order to visualize the available touristic platform and its possibility to provide with services to the local population and visitors. The micro-territory of San Juan has five accommodations, 37 restauration sites, and eight touristic operators, to which other more informal establishments are added, above all the ones for restoration that is located in the high part of the neighborhood because 95% of the cadastres are found in spaces close to the Oldtown.

Table 3. Establishments dedicated to Tourism Operation and Intermediation.

Name	Location (streets)	Activity	Classification
Ecuador Family Tours	Venezuela N10-17 and Oriente	Operation and touristic intermediation	Touristic operator
Truecolors Travel	Guayaquil N9-59 and Oriente	Operation and touristic intermediation	Touristic operator
Cacao Land Tour Operator	Benalcazar N7-79 and Manabi	Operation and touristic intermediation	Touristic operator
Villa Colonna	Benalcazar 1128 and Esmeraldas	Operation and touristic intermediation	Touristic operator
Allytravels	Carchi Oe4-19 and Venezuela	Operation and touristic intermediation	Touristic operator
TruEcuadorTravel Cia. Ltda.	Guayaquil N9-59 and Oriente	Operation and touristic intermediation	Dual travel agency
Ecuador Mystic Country Travel Agency	Av. 10 de Agosto N225 and Carlos Ibarra	Operation and touristic intermediation	Dual travel agency
Travel Innovation	Pedro Briceno Oe1-171 and Vargas	Operation and touristic intermediation	International travel agency

Source: MINTUR (2021).

Even though the preferred evidence to be located close to the Oldtown of Quito, it was identified that the number of touristic establishments was optimal based on the indicator built from the numerous establishments taking as a reference the number of registered stores in other peripheral spaces similar to San Juan (close to the Oldtown). The quantity allows for diversification of the micro-territory's offerings; however, it is rated as medium, since although there is a good number of establishments, most of them cater to local residents or primarily aim to serve people who visit the Historic Center for purposes other than tourism, rather than attracting tourist flows to the micro-territory.

In the case of the neighborhoods in Madrid, García Pérez (2014) demonstrated that one of the ways to consolidate gentrification or touristification of one sector was through the touristic platform which generally was totally oriented towards the tourism or to public with a higher purchasing power. Thus, in the case of San Juan, there is still no process because a big part of the touristic platform is oriented to a mixed consumption from local or touristic population. There are a few exceptions in which the restoration places are exclusive for the touristic use. One example is El Ventanal, a restaurant of four forks, whose main attraction is the view of the North and South of Quito, and its gourmet gastronomic offering.

In the investigation by Tupiza Lascano (2018), carried out in the Guapulo neighborhood in the city of Quito, it is evidenced that running a diagnosis on the touristic platform of a micro-territory is important. The information gathering from this aspect was carried out from the direct observation, resulting in a reduced touristic platform that the same author determines as incomplete due to the lack of tourism agencies. The situation is different to the San Juan's, where there exists a complete touristic platform and which was built using two different methods based on the tourist cadastre and observation. It allowed to have a wider perspective on the micro-territory of what San Juan is capable of receive.

The accessibility to the territory was analyzed, and the roads by which this site can be accessed are highlighted. However, no emphasis was placed on the means of transportation other than sporadic mentions. This

decision was made by prioritizing the possibility of reaching a location, rather than focusing on the means of getting there. The quality of the roads was also considered, as well as the effect of it on the touristic experience because a more comfortable trip could help the visitor's experience.

The urban zone of San Juan has 12 access streets (Table 4) which results in a high assessment of this point. However, it was given a low score due to the quality of the used material and the lack of maintenance. When the information collection was done, there existed many damaged roads. Nowadays, they have not changed or have worsen, other roads have deteriorated, and others lack maintenance. However, the municipality of Quito is carrying out improvement actions to satisfy the sector's needs in some spaces. The main streets were determined considering which roads were the most popular for the entrance to the micro-territory, or which roads better facilitated the connectivity with other points of the city.

Table 4. Access roads to the micro-territory and their defects.

Roads	Longitude (km)	Time (min)		Type	Status*
		By car	By foot		
Guatemala Street	1,21	0:03	0:17	Principal	40
Cuenca Street	0,77	0:03	0:13	Principal	20
Carchi Street	0,85	0:05	0:15	Principal	0
Carlos Ibarra and Julio Matovelle Streets	0,61	0:01	0:07	Principal	15
Francisco de Caldas Street	0,30	0:01	0:05	Principal	5
Canada / Sebastian de Benalcazar Streets	0,99	0:05	0:14	Principal	20
Vargas Street	0,66	0:04	0:09	Principal	2
Tegucigalpa, Jose Riofrio and Nicaragua Streets	0,94	0:03	0:11	Principal	40
Fray Jose Yopez and Rio Cenepa Streets	0,23	0:01	0:02	Principal	40
Cotopaxi Street	0,56	0:02	0:09	Principal	15
Santa Prisca Street	0, 20	0:05	0:15	Secundaria	0
Gral. Pedro Briceno Street	0,21	0:10	0:18	Secundaria	2

* Number of damages (potholes, holes, uncovered manholes, etc.).

Álvarez López (2019) mentioned the importance of the access roads in a space, whether for tourism or for the enjoyment of the local population. This is the case of Commune 13 and its electric escalators which are of public use and for tourism. The same escalators give a renewed image to the site, which is full of bars, restaurants, cafeterias, or murals. This case sets an example that the same strategy can be replicated in streets, avenues, or stairs, and if they are well maintained, they can be useful not only to attract tourists but also to provide a feeling of warmth and security to the place. In San Juan, the use of murals was promoted in some spaces to bring life to the site, and one of the examples are its stairs.

In the project of tourist development for the community of Cuniburo in Cayambe, Leiva Chávez (2022), detailed the access routes for the place, being just a small amount; even though the status of the majority of the roads is better than that of San Juan streets. The roads in Cuniburo are fast routes that connect sectors or far-away cities; thus, their maintenance should be prioritized to keep open communication, unlike the city roads where there are more options to access a place.

In this proposal, the importance of the roads to reach a place is emphasized. Unlike Leiva Chávez (2022), who equally emphasizes the roads to reach a place and the means of access, being buses, cars or taxi, and others the most important for the entrance of visitors to a place. Leaving an empty space in the proposal of the micro-territories, where the issue of the transportation is ignored, and it is given for granted without any major details about it. On the other hand, Tupiza Lascano (2018) gives a deep analysis about the routes of access, describing with details: their connection, their status, the quality, the transportation that use them, etc. It gives more information for the realization of their diagnosis.

The helping services (Table 5) in the micro-territory are based on other aspects which are part of the tourist experience. However, these services, like electricity, drinkable water, sewage system, cleaning services, fire-fighters, medical services, internet, mobile and landline telephony, and gas station are not exclusive for the tourism but for the local population and to satisfy the needs of the neighborhood people. At this point, geographical points where the services are located were established to have a prompt action in the field. For example, the police at a UPC [Communitary Police Unit] and its range of action. This approach, however, is deficient. Looking back almost three years after the research was conducted, it misunderstood the point. The idea to improve the point for future applications is to consider whether the described services already existed in the place, something that San Juan meets because it is an urban and consolidated neighborhood.

Table 5. Supporting services.

Location		Kind of service	Supplier**
Address	Present in the micro-territory		
10 de Agosto and Mariana de Jesus Avenues	NO	Electricity	Electric Company Quito (EEQ) Headquarters
Mariana de Jesus Avenue between streets Alemania & Italia	NO	Drinking water	Metropolitan Drinking Water and Sanitation Company (EPMAPS) Headquarters
Mariana de Jesus Avenue between streets Alemania & Italia	NO	Sewage	Metropolitan Drinking Water and Sanitation Company (EPMAPS) Headquarters
Mariscal Sucre Avenue and Manosca street	NO	Cleaning	Metropolitan Sanitation Company (EMASEO) Headquarters
General Ignacio de Veintimilla Avenue and Juan Leon Mera	NO	Firefighters	Quito Firefighters Headquarters
Francisco de Caldas and Venezuela streets	YES	Police	National Police
Guatemala and Fray Jose Yopez streets	YES	Police	National Police
Babahoyo and Imbabura streets	Adjacent	Police	National Police
Garcia Moreno and Esmeraldas streets	YES	Medical Services	Santa Barbara Clinic
Tapi and Haiti streets	YES	Medical Services	Type A Health Center of the Ministry of Public Health
Sebastian de Benalcazar and Mejia streets	NO	Internet	Central Agency CNT
Inaquito street and Naciones Unidas Avenue	NO	Internet	Netlife Headquarters
Guayaquil and Espejo streets	NO	Internet	Claro Center Agency
Isla Puna and Isla de la Plata streets	NO	Internet	Fibramax Headquarters
Sebastian de Benalcazar and Mejia streets	NO	Mobile telephony	Center Agency CNT
Guayaquil and Espejo streets	NO	Mobile telephony	Claro Center Agency
Giovanni Calles Highway (Portal Shopping)	NO	Mobile telephony	Movistar Headquarters
Naciones Unidas Avenue (Quicentro Shopping)	NO	Mobile telephony	Tuenti Headquarters
Sebastian de Benalcazar and Mejia streets	NO	Landline telephony	Center Agency CNT
Sebastian de Benalcazar and Guatemala streets	YES	Gas stations	PyS gas stations

* Place the address in the streets if it is located inside of the micro-territory, if it is a service externally provided, fill the address of the headquarters.

** Company or public entity that gives the service.

According to the collected information and evaluations, the services got a low score because their wide range of action which considered any emergency in the place to be solved with lower capacity.

The basic services are currently found completely covered. They are the result of a process of constant struggles to get them. From the 60s', the different neighborhood councils and assemblies fought with the municipality and other government entities for obtaining the much-desired services. A lot of times, the services were denied until little by little they got electricity, drinking water, sewage and the consolidation of the sector in the following years (Quevedo et al., 1994). Other ways to measure or check the impact of the basic services in a micro-territory and their contribution to the tourism were described in the work done by Tupiza Lascano (2018), who evaluated this point through a FODA analysis. This analysis determined that the basic services are strengths for Guapulo because, similarly to San Juan, it is completely covered by the services. On the other hand, Leiva Chávez (2022) assessed the existence and coverage of the services through observation and secondary information reviews. Similarly, it did not focus on the location of the services but whether the community of Cangahua had them or not.

Castrillón Monard (2023) makes information recompilation similar to the one at Leiva Chávez (2022), taking into account secondary information and observation to determine what services exist in the place. Similarly, the description was not focused on the location of the headquarters of each service, but in which services the place has already. It is worth mentioning that basic services for each of the authors vary, although everyone agrees that electricity, drinking water and telephony are basic services, they have a different point of view on sewage, internet, medical services, garbage collection, etc.

The services and equipment are other points to take care of. These are complementary to the visitor experience or to the local people. In other words, they are tools or infrastructure to improve the experience, in this case, with sport courts to do exercise, children's games, garbage bins, outdoor gyms, walkways for traffic in parks, parking lots, swimming pools, Wi-Fi points, viewpoints, etc. At this point, the availability of the services in the territory and their status were evaluated (Table 6). The result obtained was a medium score because of the infrastructure which was vastly vandalized or lack in maintenance. Even though, it was still functioning or in process of restoration and readjustment through the appropriation of these spaces by the community.

Table 6. Equipment.

Service/Equipment	Quantity	Status		
		Bad	Medium	Good
Walkways within urban parks	26		X	
Garbage bins in urban parks and sector	15	X		
Ecuavolleyball and basketball courts	4			X
Children's games	15	X		
Gyms	4		X	
Skate courts	1			X
Swimming pools	1			X
Football pitch	2			X
Stairs	2			X
Public toilettes	4	X		
WiFi points	1	X		
Public squares	4		X	
Public viewpoints	2		X	
Parking lots	4		X	
Total	14	85	4	5

Álvarez López (2019), in the work dedicated to the Commune 13 and Las Independencias neighborhood in Medellín city, focused on cultural appropriation as a measure of development and attraction of tourist flow. In the case of San Juan, these services are carried out to beautify public spaces and make them safer and more

attractive. They are promoted by the neighborhood council, and they count on volunteers and local people. The difference is that San Juan's equipment has not generated monopolization of the tourist offer, like the case of the electric escalators in Las Independencias. In this aspect, San Juan has the opportunity to better manage future tourist flows.

Tables were not used to evaluate the promotion and the statistics of a potential demand. Instead, more emphasis was given to show images and describe what the micro-territory could offer, and who could visit it. At this point, it is clarified that future applications of the proposed methodology could not see the statistics because it is recommended to use statistics of the micro-territory, which is impossible due to the unavailability of this type of data. Similarly, the promotion was based on what was promoted in the place according to its heritage or touristic platform. There was not a consolidated promotion of the micro-territory in general. As results of these sections, it is known that the promotion and demand of the place should be improved.

The promotion and statistics are important in every tourist investigation. However, when the studies are developed in such small geographical places, most of them disappear. This phenomenon is noticeable in the base investigations of the discussion. Although what has been seen is a better management of promotion, like the case of La Boca that is promoted in the city of Buenos Aires (González Bracco y Kotschack, 2017) or the Commune 13 in the tourist guide of Medellín city (Álvarez López, 2019). The promotion or demand of the micro-territories is still limited or inexistent, similar to San Juan that does not count with specialized promotion or statistics of its demand.

Díaz Cruz (2018) reinforces the idea that promotion of micro-territories is usually deficient. In the study of San Marcos neighborhood, another peripheral space in the Oldtown of Quito, the author mentioned the need of generating promotion. In the investigation, only a Facebook page dedicated to the cultural guide in the neighborhood was found. This seemed deficient; thus, the conclusions expressed the urge to improve this section in San Marcos. San Juan has more web pages in social media to promote the place; though they talk about various topics and, as mentioned before, this section could be improved.

Regarding to statistics, Cueva Fernández y Mendoza Guevara (2022) created it based on surveys done to the general public, which resulted in closer-to-reality data than the data used during this investigation that was taken from organizations, such as the Ministry of Tourism, Tourism Quito or the Global Organization of Tourism. This data had a broad range because it is focused on macro-territories that do not represent the reality of San Juan, and do not comprehend the possible demand of the micro-territory.

All the quantitative evaluations done through the component of final "score" of the section were considering in order to finalize the tourist segment. A summary table (Table 7) was elaborated in which the tourist component was evaluated with a medium score, which shows the existent potential of the neighborhood to promote responsible tourism. However, there are points to improve like the promotion or the statistics of demand.

The final evaluation of the tourism component is based on the need to compile all assessments in order to reach a statement, which expresses that, according to the tourism diagnosis, the neighborhood has potential. Something similar was done by Leiva Chávez (2022) with a different methodology developed in factors and subfactors, which determine that Cuniburo still has limitations in attracting tourist flows from a tourism standpoint. In both cases, developing the methodologies for the application of diagnosis takes a lot of time and steps to reach the mentioned conclusions. However, Leiva Chávez (2022) has an advantage because the applied methodology has been tested and applied. The methodology of this investigation is still under construction, and it should be tested in other spaces.

The social component is based on the participation of hundreds of actors, who by other means, are relevant, or are able to act in the micro-territory. Therefore, the neighborhood assembly, the neighborhood council, the youth council, the president of San Juan market and local officers of the UPC were interviewed. Information from the interviews is summarized in Figure 2.

In the first interview, the interviewees were asked questions about spaces of relevance like shops, stationery stores, hardware stores, restaurants, meeting places and recreation areas. The questions helped the identification of establishments of importance for the population. Similarly, the debate over the meaning of a place for tourism and local population was opened. One example of this debate was the Matovelle Park, which is an attraction of the place but also an entertainment space for the people.

In the third interview, statements were made regarding tourism and environmental issues, such as claiming that the Basilica of the National Vote is the main attraction of the neighborhood, something that was defined from the beginning with the heritage categorization. However, with this interview, it can be confirmed that the Basilica is the main attraction indeed because it was given a high score by the people. In the same way, it

can be confirmed that the environmental component in San Juan is neglected. The information given by social actors implied that there was not much knowledge about it.

Table 7. Touristic Component Evaluation.

Attributes	Indicators	Assessment			Final
		High (10 pts)	Medium (5 pts)	Low (0 pts)	
Attractiveness	1. Singularity of the attractions of the micro-territory		X		
	2. Age of the attractions of the micro-territory	X			
	3. Degree of recognition of the attractions of the micro-territory	X			
	4. Degree of conservation of the attractions of the micro-territory	X			
Attractiveness Total					35/40
Suitability	5. Helper services				
	6. Available services and equipment for tourism				
	7. Near-by tourist resources or complements				
	8. Accessibility				
	9. Quality of the access roads to the place				
Suitability Total					30/50
Tourist platform	12. Accommodation services, food and drinks, operation and tourist intermediation, tourist transportation.	X			
	13. Percentage of establishments exclusively dedicated to tourism.		X		
Tourist platform Total					15/20
Offer and demand	14. Promotion of the place to study			X	
	15. Statistical numbers of the possible demand of the micro-territory		X		
Offer and Demand Total					5/20
Total: attractiveness + suitability + tourist platform + offer and demand					85/130



Figure 2. Data gathered from interviews.

Table 8. Social component assessment.

Sheet	Local Actors	Low (0 pts)	Medium (5 pts)	High (10 pts)
Everyday micro-spaces originality of stores Sheet	Actor 1			X
	Actor 2			X
	Actor 3			X
	Actor 4		X	
	Actor 5	X		
Everyday micro-spaces, originality of stationaries Sheet	Actor 1		X	
	Actor 2		X	
	Actor 3		X	
	Actor 4		X	
	Actor 5	X		
Everyday micro-spaces, originality of the hardware stores Sheet	Actor 1			X
	Actor 2		X	
	Actor 3	X		
	Actor 4			X
	Actor 5		X	
Everyday micro-spaces, originality of the restaurants' menus Sheet	Actor 1		X	
	Actor 2			X
	Actor 3			X
	Actor 4		X	
	Actor 5		X	
Everyday micro-spaces, status of conservation of meeting and entertaining places Sheet	Actor 1			X
	Actor 2			X
	Actor 3		X	
	Actor 4		X	
	Actor 5		X	
Everyday micro-spaces, need of conservation of meeting and entertaining places Sheet	Actor 1			X
	Actor 2			X
	Actor 3		X	
	Actor 4			X
	Actor 5			X
Everyday micro-spaces, intangibility of the offered dishes in the sector Sheet	Actor 1			X
	Actor 2		X	
	Actor 3		X	
	Actor 4			X
	Actor 5			X
Everyday micro-spaces, intangibility, traditional handicrafts store Sheet	Actor 1			X
	Actor 2			X
	Actor 3			X
	Actor 4			X
	Actor 5			X
Everyday micro-spaces, intangibility, gastronomic offer Sheet	Actor 1			X
	Actor 2		X	
	Actor 3		X	
	Actor 4			X
	Actor 5		X	
	0	0	95	230
Total				325/450p

The evaluation, as mentioned during the methodology, was based on the number two interview. In this interview, aspects were evaluated, by focal groups, such as the originality of some described spaces, intangibility, conservation of spaces and the need of preservation, which were rated with low, medium and high values, to which quantitative values were assigned. This resulted in a high social component (Table 8), which is an aspect of high importance for the neighborhood. With this evaluation, it is implied that the micro-territory has a strong social base that must be considered for the development of tourism planning.

It can be added that the cases of Lavapies, La Floresta, Commune 13 have an important social factor that has prevented the total gentrification or touristification of these spaces, generating new dynamics. However, the dynamics have not been planned, and it can generate disagreements among the local population and tourists or new inhabitants with the pass of time. The lack of planification was prevented by the integration of local people, but this seems to be insufficient when analysing Cueva Fernández and Mendoza Guevara (2022)'s and Díaz Cruz (2018)'s investigations. They conducted surveys, which a priori meant a greater amount of information than what could be obtained by interviewing relevant social actors, and allowed to establish what is important for people of the sector and their preferences. Besides, Cueva Fernández and Mendoza Guevara (2022) and Díaz Cruz (2018) carried out interviews containing more simple questions, easier to understand, and shorter than the ones in the three interviews done during this investigation.

The last component of the diagnosis is the environment part where the objective is to evaluate situations related to the management of solid residues, green spaces in the sector, flora and fauna. First, a synthesis of recollection routes of solid waste was made, which gave 5 routes that cross San Juan. In addition, the use of regular cleaning crews for the place. However, there was a serious problem of garbage in the neighborhood with dirty sidewalks with garbage or dog feces that made them unnavigable or gave a bad impression. This point was considered as the medium point for all the other problems mentioned before.

It could be observed *in situ* that parks are dirty and lacking maintenance because the majority of the parks have garbage, and animal or even human feces in areas where homeless people stay. Even though these problems, the parks are spaces of social entertainment as mentioned above. There are some green spaces in San Juan, eight in total, covering an area of 11.32 ha., considerable for an urban area, being the biggest area the forest of San Juan-La Independencia. This component had a high value because the indicator emphasized the size of the green areas but not the status of them.

A total of 53 species could be counted in the section of flora and fauna. However, there were also species estimates, specially of native fauna that could inhabit the remaining forest of the sector. If only species that could be observed and listened to were considered, the total is 36. It has to be highlighted that 17 species are native, which is something to be worried about. There is a decline in native flora and fauna in the face of the introduced flora and fauna, which now numbers 19 species. This component was established as medium level because there were fewer native species than introduced ones. Two matrices were used to do this section in which the animals and plants were divided by order. For example, the fauna was divided in amphibians, reptiles, birds and mammals. An invertebrate section was also included. The flora was divided into trees, bushes, and weeds. The information used was reported by McMullan and Navarrete (2017); Mena Vásquez (2015); and Universidad Católica del Ecuador (2022).

In Quishpe Túquerres (2022)'s work on the Humboldt Route, located in the San Juan, in the El Tejar and Toctiucó neighborhoods, he carried out a similar survey of flora and fauna. Though, it did not include photos, it has a description with scientific names in English and Spanish, species families, and for the flora, it added the use of the plants instead of their name in English. The author got support from the Bio Web of the Universidad Católica del Ecuador (2022) to complete the mammals', reptiles', and amphibians' information. Interviews to local people to know their observations about the place's flora and fauna was also considered. It existed a higher number of raised species than those collected, 57 in total. Quishpe Túquerres (2022) mentioned no difference between what is native and what is introduced, specifically in flora. There are cases such as roses, in the flora section, which are together with chilcas or sigses, which are native.

The environment section was evaluated as medium due to the garbage problems and the low number of native species. The other two sections' evaluations were added to the final evaluation of the component to get the final quantitative sum. In order to do the sum, the three results were taken, reaching a medium score in the touristic and environment components. The social component resulted to be the best ranked. From these results, it can be confirmed that the micro-territory has potential to receive tourist flows, and potential for other areas as well, that can be covered by taking municipal actions or social appropriation.

Leiva Chávez (2022) did a similar evaluation of the diagnosis factors, but the mentioned author has certain

differences. For example, each tourist, social or environmental factor has different evaluations, compiling the tourist case in a consolidated evaluation at the end of the component. The environmental one had evaluations per item, and the social is a consolidated evaluation as well. The author did not have a final evaluation for the entire diagnostic but a written synthesis of all the evaluations taken previously to give short conclusions of the diagnosis, called “final evaluation”. This methodology was different to what has been done in this investigation, having evaluations in each component and a final evaluation to specify and highlight the obtained results.

3.2. Satellite Location and categorization of the micro-spaces

All the information was collected in the diagnosis to diagram the “micro-spaces”, which are based in the study of González Bracco and Kotschack (2017), who talked about touristic and everyday enclaves in their work in Buenos Aires, such as the separation of spaces for tourism and activities. Spaces were proposed in which tourist and social activities could be developed. However, this proposal promotes these spaces to cross among themselves, in order to foster the tourist places not only for tourists but for the local inhabitants, and the social parts can be visited by the tourists.

Even if the work from González Bracco and Kotschack (2017) was used as the base, in this proposal the word enclave was changed because it can have a negative connotation. Therefore, the word “micro-space” was proposed, so it has a more neutral meaning and makes sense with the word “micro-territory”. The micro-spaces were diagramed with Google Earth, a free and easy-to-use platform. The idea of the proposal is to give alternatives that could facilitate the organization of a place and extrapolate the tools to use.

The touristic micro-spaces were developed based on the tourist component of the diagnosis. To elaborate each of the three components of San Juan, geographical proximity of touristic heritage, tourist platform and helper services were considered. Lines were drawn to diagram the micro-spaces until reach with an enclosed area where one of the spaces is defined. Within this area, yellow areas are placed for attractions and pink areas for resources that represent reference points for different heritage buildings in the sector.

It is important to highlight that the elaboration of the micro-space is subjective. Even with the same data, different people could give their own opinion and draw the lines in a distinct way, giving as a result different micro-spaces. In Figure 3, it can be visualized the touristic micro-space number 1, which is the one that stands out the most and with the most touristic potential because it has the Basilica of the National Vote, Camilo Egas Museum, Arenas Square, La Guaragua street, etc. Besides, it is one of the sectors that receives the most tourist flows due to its proximity to the Oldtown.

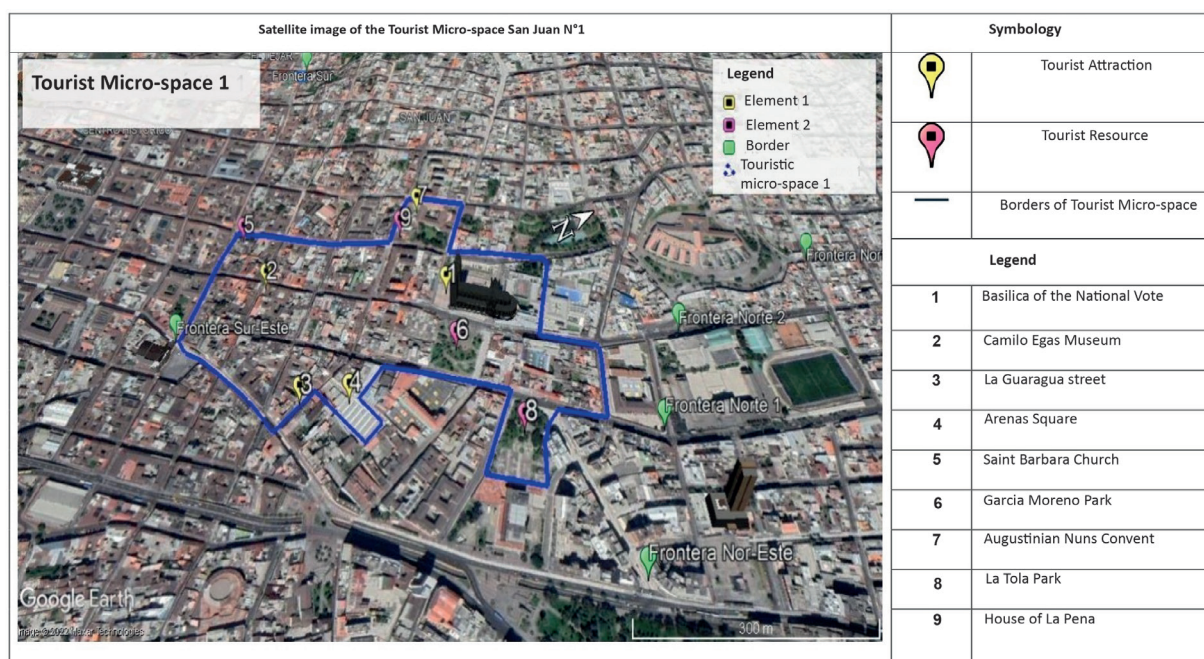


Figure 3. Touristic microspace.

Once the tourist micro-space is finished, we continued with the everyday. It was created based on the information from the interview number one from the social component of the diagnosis. In the same one, the “weird” questions previously observed made sense because each space and place, such as stores, stationery, restaurants, hardware stores, meeting points, entertainment spots, etc. represented a point in the map. These places served as guides to understand the movement of people, where the locals of the micro-territory of San Juan do their daily lives. Only one everyday micro-space was obtained joining all the dots. However, as mentioned previously, the diagram of the micro-spaces depends on the person who does it.

In Figure 4, we can observe the places in sky blue and purple, being the first ones: establishments (stationaries, stores, restaurants, etc.) and the second ones: locally relevant places (entertainment and spots meeting). In the map we can observed that the majority of the establishments are found in the upper part of the micro-territory as well as the vast majority of the locally relevant places, that sometimes coincide with tourist attractions like the Contemporary Art Centre (Point 16). It can be confirmed that this space is consolidated, and it does not have with a lot of touristic heritage. The mentioned affirmations can be made, but they are not well supported. Therefore, once the micro-spaces were obtained, their categorization figure was included based on a matrix, something that is presented later.



Figure 4. Every day Microspace.

It should be mentioned that an environmental micro-space was not done because it was not considered as necessary as it can be complemented with the other two points. However, in future applications of this methodology, it should be considered to include this kind of spaces like a measure for the maintenance of the logic of the diagnosis.

The categorization is a way to “evaluate” the analyzed micro-spaces and give them a qualitative and quantitative score. A table with indicators for each of the components of the diagnosis was created. Each was assigned scores of 10, 5 or 0 according to an indicator of percentage, quality, number, etc. The maximum value was 180 points with a high rating, 120 with medium rating, and 60 with low rating. According to these scores, the categorization is carried out based on strong touristic or socially consolidated (Table 7). Being the others tourist development or process for social consolidation and underdeveloped in terms of tourism and without social consolidation.

The categorizations helped to better understand the function of each component in the delicate balance between social and tourism. The tourist micro-space N° 1 is the one with the highest flow of tourists and where the activity is more consolidated. The everyday micro-space does not have a lot of tourist heritage, but it has various relevant places for locals.

In Figure 5, the micro-territory can be visualized (in red line), the tourist micro-space N° 1 (in blue line), the tourist micro-space N° 2 (in green line), the tourist micro-space N° 3 (in purple line) and the everyday mi-

cro-space N° 1 (in yellow line). In comparison with the planned proposals for tourist flow of Cueva Fernández and Mendoza Guevara (2022) and Díaz Cruz (2018), who relied on the information collected in their respective diagnosis and surveys to formulate a visit guide to San Marcos and La Loma Grande in order to amalgamate in different places the tourist plant and the heritage of these spaces. Through this investigation, a new form of regulation is proposed.

Table 7. Microspace Categorization Sheet.

Micro-space	Score	Categorization	Justification
Tourism 1	145/180	Strong Tourism	High scores in the tourist items, but low in the social and environmental parts.
Tourism 2	145/180	Strong Tourism	High scores in the tourist items, but medium in the social and environmental parts.
Tourism 3	110/180	Tourist development	Low scores in the tourist items, but medium in the social and environmental parts.
Everyday 1	135/180	Socially consolidated	High scores in the social and environmental parts, but low in the tourist items.



Figure 5. Micro-territory with its micro spaces.

3.3. Strategies for the strengthening of microspaces

The emphasis was set in the personalization of the strategies, looking that these could be done in each part of the diagnosis, for each micro-space. For example, in the micro-space number 3, the strategy of the heritage is to promote new activities that could improve the resources to make them attractions, like it is the case of the San Juan-La Independencia viewpoint. At this micro-space, it is promoted, from an environmental point of view, the installation of flowerpots on the sidewalks to make the place greener. The strategies are focused for each micro-space in each aspect of the tourist, social and environmental components.

The neighborhood council received the proposal as part of the investigation because they took part of this process for build the presented guidelines. They also live in the micro-space and should take part in the tourist processes that are carried out in the micro-space of San Juan.

4. Conclusions

The proposed project is viable. A diagnosis and a touristic regulation were made at the same time. The diagnosis can function, in general, with some adaptations, in any neighborhood because not all the micro-territories could have touristic potential as they can be new spaces in the city, or they could not have a place to highlight. However, the regulations allow to have a better understanding of a place, and to generate strategies that support the improvement of a sector. The proposal combined an analysis of potential with a diagnosis.

There are some aspects that should be corrected, such as shorten the extension of the diagnosis. This is strongly related to the place to work on. However, it could unify information or even evaluations to make the process of document elaboration easier. There are other aspects that lack of sense after some time, like the case of the helper services because, as mentioned in the document, it should have carried out in a different way including the environmental micro-spaces. In the categorization of the micro-spaces, the points about promotion should have been included as another indicator, as well as ruling out the demand in the tourism component.

Even if it seems that there are various points to correct, it is necessary to emphasize that being a proposal, there were going to be points that perhaps would not make sense after a while. However, the proposal can continue to be amended to give it more sense, and finish polishing some aspects in the future. However, it has been shown that tourism management can and should also be done at the micro level.

According to the proposal and the obtained results, San Juan showed to have potential to be a neighborhood with emphasis on responsible tourism, similar to La Floresta, San Marcos or La Loma Grande that have the same responsible touristic potential. However, it still has to face future challenges like the marked differences between the different micro-spaces, such as the case of two zones being highly touristic but a third one with no potential. Combining tourism activity with the daily life of its population or crime is a factor that was not taken into consideration at the moment of elaboration of the regulations, but it should be key on future planification. Although there have been no touristic actions, the project served as base to act in the neighborhood like repaving or installing new lighting, etc. This proposal of tourist regulations serves as a support to social actors that look for changes in their place of coexistence.

The investigation of models, methodology or methods to study the neighborhoods (micro-territories) are at their peak because for a long time, tourist investigations of territories overlook these spaces like they were components of something macro. Now, the focus has been redirected, and it is about understanding the tourist phenomena from the smallest part. Thus, giving a series of innovative ideas that have a contrast with each other and at the same time they complement each other.

Contributor roles

- David Alexander Ojeda Chiriboga: conceptualization, formal analysis, investigation, methodology, project administration, validation, visualization, writing – original draft, writing – review & editing.

Ethical Implications

Ethics approval not applicable.

Conflict of Interest

The authors declare that they have no affiliation with any organization with a direct or indirect financial interest that could have appeared to influence the work reported.

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