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QR codes for the promotion of tourist establishments in the canton of quevedo

[Para la promoción de establecimientos turísticos del cantón quevedo]

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Abstract

Nowadays companies and tourism need to make themselves known by different means and among them the most used is marketing because they develop competitively in the market. Quevedo is a tourist city in Ecuador, constituted as one of the most important river ports of the country and therefore seeks to generate tourism in the River Route Avenue through entrepreneurship, that by the global economic crisis COVID-19 some establishments had to close, others went bankrupt and the economy was destabilized generating unemployment and that is where the question is born How to provide access to tourist information for visitors arriving in the Canton Quevedo? The objective was to design strategies for the use of digital marketing through "QR" codes as elements that facilitate access to tourist information for visitors to the city of Quevedo. In the investigation the qualitative and quantitative methodology was used, allowing through the methods the theoretical analysis inductive, deductive, descriptive, descriptive, mathematical statistics that allowed to obtain from the surveys necessary information for the promotion of tourist sites, establishing necessary resources and strategies, achieving in the course explain the technology with information of the "QR" codes for the implementation in the different ventures allowing to see the functionalities, resources necessary technology to publicize the implementation of online marketing in the canton Quevedo through technological programs easy to obtain from any device. © 2021, University of Cienfuegos, Carlos Rafael Rodriguez. All rights reserved.

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