Universidad del Azuay

Faculty of Law

School of International Studies

"Digital communication plan for Hostal Kolibri, located in Cuenca, Ecuador, for the United States market."

Graduate thesis prior to obtaining a Bilingual Bachelor in International Studies minor in Foreign Trade

Author: Fernando Andrés Valdivieso Piedra

Director: Juan Francisco Álvarez

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DEDICATION

In the lives of human beings, there are always people who worry about protecting us and leading us to new territories. This is why, thanks to God, I can rely on my beloved parents, who have planted in me the seeds of responsibility, hard work, and the strength to achieve my goals. This is the fundamental reason that this study that I have determined to carry out is dedicated with all filial love to my Parents, who have seen in me a person with the will to overcome the challenges that life puts in our path in order to reach our goals.

ACKNOWLEDGEMENTS

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INTRODUCTION

According to data provided by the Ministry of Tourism in 2015, Ecuador experienced a notable increase of economic income from tourism. A total of 1,560,429 tourists entered the country, spending an average of $1,200 each one. The largest group of tourists comes from Colombia at 24.56%, followed by tourists from the United States and Peru, with 23.45% and 17.45%, respectively.

This important rubric in the country's income aims to become the foremost activity not related to petroleum as of 2018, which is why the current administration has taken on several promotional strategies to boost tourist activity in Ecuador. That is how the important campaign "All you need is Ecuador" was launched in 2014, which was even included in the Super Bowl, a high-impact sporting event in United States culture. This was followed by the "Feel Again Project" campaign in 2015.

Moreover, the city of Cuenca has been awarded several times for being a friendly and safe tourist city. That is how it came to be first in the world for retirees from other countries, due to its security, access and quality of services, for which it was chosen in 2014 to be among the 10 best places to visit in Latin America, according to the world's largest travel website, TripAdvisor. So, the profitability of Hostal Kolibri intends to be boosted by implementing an effective communication strategy for clients coming from the United States.

The first chapter begins with the theoretical framework, a brief introduction to communication and the most highlighted information on some communication media, as well as on pages of Ecuador's Ministry of Tourism website, which present positioning and Ecuador perception strategies for tourists from the United States.

This is followed by the second chapter in which Hostal Kolibri's situation will be analyzed, from its opening in August 2015 until January 2016, which will provide a clear

vision of the financial situation and positioning of the Hostal within the current national and international markets.

Finally, the third chapter will use data to develop effective communication strategies that will allow for the increase in profitability of the Hostal with a larger number of reservations from this target group. The feasibility of applying the strategies generated in this study will be defined and will be carried out in order to measure the results.

SUMMARY

This paper presents an analysis of the influx of foreigner tourists in our country, mainly from the United States of America, their preferences in regards to tourist services and especially in relation to accommodation. In this context and based on the corresponding analysis, five strategies are established that make up the Digital Plan to position Hostal Kolibri, which is located in a place privileged for its natural surroundings and an environment that makes it ideal for this kind of accommodation service. The preferences of American tourists visiting Cuenca are the point of reference for studies particular to this investigation and those taken from other sources to determine tourist preferences. Then, the appropriate technological tools with which the Digital Communication Plan is structured will be designed and the results of the execution of the communication plan will be measured, which is why this plan should be carried out thoroughly and seek greater exposure of our product on the Internet, since it is a basic prerequisite for tourists to investigate their destinations online. So, aiming for the success of our proposal, we hope to carry out this project with technical efficiency and quality. The strategies seeking implementation have to do with websites specialized in positioning services to tourists globally, such as TripAdvisor, Booking.com, Trivago, Expedia and other social networks, with which we consider as covering an important niche in the inflow of American tourists to Ecuador and preferably to the city of Cuenca, optimizing the traffic of American clients to our Hostal, which would improve the profitability of our company.

KEY WORDS: Digital Plan, American tourists, Hostel Kolibri, websites.

CHAPTER I.

1. THEORETICAL FRAMEWORK

1.1 COMMUNICATION

Communication is the ability of living beings to transmit information, feelings and experiences to one another. (Escobar, 2009)

1.1.1 COMMUNICATION PROCESS

According to the author Victor Miguel Niño Rojas, communication is the process by which two or more persons exchange information and is composed of the following elements:

Emitter or first contact person

That person who emits the message in order to transmit information, feelings or experiences.

Receiver or second contact person

That person who receives the message emitted by the first contact person and understands the information.

Code

The principles previously established to generate a successful transmission of the message.

Message

The information, experience or feeling attempting to be transmitted to other people.

Channel

The medium by which the message is transmitted.

1.1.2 TYPES OF COMMUNICATION

According to Alfred G. Smith, there are four forms of communication (Smith, 1984):

Oral Communication:
Oral communication is the easiest way to transmit a message since it is directly between two or more people, both the emitter and the receiver.

Written Communication:
Unlike oral communication, written communication does not require contact between two or more parties. The emission and dispatch of a text is sufficient to efficiently transmit the message, which can be received by various readers or recipients throughout time.

Gestural Communication:
Gestural communication is a complement to oral communication, since when we speak we also gesticulate to emphasize what we are saying. Furthermore, we make gestures of approval or denial when someone is speaking to us.

Iconic Communication:
Communication through icons, which endure throughout time, which is different than oral communication, which does not permit a registry of what was communicated.

1.2 DIGITAL COMMUNICATION

Digital communication has gathered force throughout the years. It is now one of the most used means of communication and according to various authors, is the most important. Digital communication includes the use of technological tools that have been

developed and, without doubt, is not static. Its development is progressive and will continue to grow at a rapid pace. (Costa, 2011)

1.2.1 OBJECTIVES OF DIGITAL COMMUNICATION

The globalized world in which we live has required us to adapt to new methods of communication. These have helped us to improve our human relations and even commercial relations. It is a medium through which we can promote and sell services or products around the world. This conduct that digital communication has generated in us has accelerated over the years and above all has gathered force with the arrival of smart phones and social networks. (Carniero, 2016)

It is important to take into account that new means of digital communication have helped large companies to expand their horizons. They have become indispensible when communicating internally and externally through online tools such as social networks, websites, etc. developed with strategies such as Business Intelligence, Customer Relationship Management, e-learning and workflows, which establish a constant and direct relationship with potential clients. (Caneiro, 2016)

1.2.2 DIGITAL COMMUNICATION GUIDELINES

According to author Roberto Carneiro, digital communication intends to integrate the world simply and with agility so that companies can attract clients or investors. People can inform themselves on news and current events and persuade people to form part of a media group. All of these objectives will be met if communication that meets the following guidelines is achieved:
1. Create interactive experiences.
2. Generate relevant and useful content.
3. Meet the desired communication objectives.

1.3 CONVENTIONAL MARKETING VS DIGITAL MARKETING

According to Roberto Carneiro, digital communication does not replace conventional communication; they are complementary and differ in their way of making a message or information known. Digital communication is not based on massive advertising but rather personalized ads depending on the tastes and preferences of each one of the consumers. That is why large companies have opted for digital communication as their preferred method of communication, since it is more effective than conventional communication. With digital communication the message is transmitted massively or in a more personalized way, such as what is commonly referred to as word of mouth, without ceasing to be a way of reaching clients. (Carneiro, 2016)

1.4 SOCIAL MEDIA

Social media includes not only social networks but also other communication tools that can be found online, such as blogs. These are commonly used to exchange opinions on experiences, current situations or products or services acquired. In other words, social media is massive media used to communicate or interrelate between groups of people with common preferences. (Hofmeister, 1995)

1.4.1 SOCIAL NETWORKS

Social networks are means of communication with different purposes. They can be used as forums, work tools through which companies can publish their product or service, means of communication or new ways of making friends. They are commonly used among young people, however it should be stressed that important companies have gotten where they are thanks to marketing ads shared on social networks. (Hofmeister, 1995)

1.4.2 POSITIVE AND NEGATIVE ASPECTS OF SOCIAL NETWORKS

The benefits of social networks can be of great help to publicize and promote a company, but regardless, if they are not managed correctly the results can be negative

to the proposed purpose. (Latina, International Center of Higher Communication Studies for Aérica, 1986)

Following are some positive aspects:

- Eliminates geographical boundaries

- To meet again with acquaintances

- Interconnection

- Helps one stay informed about current world events.

- A means of communication

- Provide more options for those who have difficulty with direct communication.

- Aid the development of marketing and advertising.

- Incentivize the development of reading and writing.

- Create new mechanisms of commercialization.

- A new form of entertainment.

- Create a visual corporate image more attractive to clients.

Following are some negative aspects:

- Inappropriate use in the professional world can distort the company's image.

- Identity theft

- Victims of crime

- Lack of data control

- Diminish interaction time among family members.

- Isolate people to an extremely virtual reality generating a difficulty to distinguish the real from the imaginary.

- In many cases leads to being sedentary.

- As with anything in excess, abuse can cause addiction and provoke personality disorders.

However, it is important to emphasize that social networks contribute to companies in such a way that they can be in constant contact with their clients and potential clients, offering better service that is more agile and personalized.

Through social networks, companies have found a means by which they can publicize their corporate culture, loyalty by their employees and customers, and even encourage an idea of belonging to the organization.

1.5 ECUADOR AS A U.S. TOURIST DESTINATION

To enter into this topic it is appropriate to refer to some publications that illustrate the way in which the national Government, as well as tourism-related organizations in the country, have made great efforts to increase the number of foreign tourists in Ecuador. Much more so in the case of the United States, which is the second-most country with arrivals to the country, with a percentage of 23.45% in 2008, after Colombia, according to PIMTE 2014.

So, we will run through these notes and contributions registered in magazines and press articles and which are used as a base to understand the reality of American tourists in our country. First is the article "Migrants seen as promoters of the Country" ("Los Migrantes visualizados como promotores del País", El Migrante, 2013), in which some important points are mentioned:

Migratory workers from Ecuador in the United States will participate in a promotional tourism project for the country that was presented in the Queens district of New York, where 300,000 Ecuadorians reside.

The project Mi Lindo Ecuador (the phrase belongs to the song De Donde Vengo by the jazz musician Alex Alvear, who resides in the United States) proposes that migrants carry out various activations via social networks and according to their success accumulate miles and tours in Ecuador, with the new connection Guayaquil-New York on Tame airline, the Minister of Tourism, Vinicio Alvarado, informed.

"Ecuador is an amazing country," said the Minister of Tourism, and the market is reacting to it. The proof can been seen in the awards the South American country has won, famous for hosting - in a small territory of 256,370 kilometers - different climates on the coast from

humid to dry, the Amazon, cloud forest, Andean highlands, snowcapped peaks, and the Galapagos Islands.

With just a little bit of international promotion, Quito won the so-called Oscar of tourism in July, overtaking cities such as México City, Buenos Aires or Rio de Janeiro, when it obtained gold in the World Travel Award, as the leading destination of the region.

The magazine *International Living* qualified Cuenca, in the southern Andes, for the 5th consecutive year as the best destination for retirees. The magazine *National Geographic Traveler* ranked Ecuador as one of the best destinations to visit in 2013 and in the Top 10 Must-See Destinations.

The Tour Agency Association in the United States published that Ecuador is the third best tourist destination due to the vital experience it offers to visitors. *El País*, of Spain, ranked Ecuador as a popular destination and *Lonely Planet* included it in its list of the best places in the world to visit.

Airlines are also reacting to what is happening in Ecuador. For example, KLM increased its frequency to Quito and now travels every day from Schiphol to the Andean capitol. From December Aeroméxico will travel from Mexico City; Tame extended its business from two international airports in Quito and Guayaquil to Buenos Aires, São Paulo, Caracas, Bogotá, Cali, Panamá and New York. (El MIgrante)

Likewise, we can also find some references to foreign tourist movements to our country, and their intents to publicize it on the blog EcuadorUniversitario.com, published on 12 April 2016, which states the following:

> The President of the Republic has an ample agenda in the United States with the object of promoting tourism to the country in the framework of the worldwide release of the documentary "The Royal Tour", which will take place this Tuesday, 12 April 2016. The United States constitutes the second largest tourist market.

As a matter of fact, Ecuador receives an average of 252,180 visits from Americans each year, which constitutes 17% of arrivals to the country.

...Ecuador became part of the sixth edition of the program "The Royal Tour", an international production that has obtained important results in the increase of tourists in previous editions carried out in México, Perú, Jordan, New Zealand, and Jamaica. Through this initiative, at least a 3% increase in tourism is expected in 2016, which translates to an economic contribution of approximately USD 460 million.

On Tuesday, 12 April 2016, the President held interviews with: Peter Greenberg, the newspaper *The New York Times*, the news channel CNBC, and the magazine *CondéNast Traveler*. Furthermore, the Secretary General of the United Nations (UN), Ban Ki-Moon, and the president of Ecuador, Rafael Correa, signed on Tuesday, 12 April 2016 in New York, the invitation letters to all the heads of State to attend the conference Habitat III, which was held in Quito from October 17-20 of the current year.

That night, the documentary "The Royal Tour" will debut. Personalities from the tourism sector, international journalists, business people and investors were expected to attend.

In New York, Monday, April 11, the Head of State held interviews with the following media: Telemundo, CNN*, Travel and Leisure* magazine, *TravelWeekly* and *Bloomberg* magazines to position Ecuador has one of the most important tourist destinations in the world.

He also held a meeting with special guests and investors at an event hosted by Greenburg. (EcuadorUniversitario.com, 2016)

Likewise, it is interesting to consider what was published on the blog Espol in March 2016, and which makes several comments on the efforts made by Ecuador to attract tourists from the United States, Canada, Germany and England, stating the following:

> One of the commitments of the current government in the Republic of Ecuador is to make tourism one of the country's primary sources of income. While the countries of origin of tourists to the country are various, it is true that the **Ecuadorian Ministry of Tourism (Mintur)** has proposed to attract the most profitable tourists, with a large purchasing power and an average stay that generates larger incomes for the area. The countries to be considered are the United States, Canada, Germany, and the United Kingdom, all countries whose tourists spend more on average than other tourists and not only in Ecuador but in several of the vacation alternatives in many well-known destinations around the world.
>
> The commitment of Mintur to the objective of positioning tourism as one of the strongest sources of currency is noted in its continual participation in forums, congresses, and meetings such as the latest and most notable, the tourism fair in Berlin, Germany, to which will attends tourism representatives from all over the world. Ecuador seeks to secure alliances established up till now while also seeking to form new alliances, primarily with the countries formerly mentioned as powers. When sending tourists out into the world, what must be emphasized for a country like Ecuador is that it is important to become a world tourism power. That is, the quality of the country has already been proven. With the awards garnered as the main green destination it is expected to gain territory in the tourism market, which will surely been reflected in the near future and all based on the untiring and strategic tourism campaign carried out by Ecuador's government and the Ministry of Tourism. (Tourism, 2016)

We also turn to the news agency Andes, which published a press release in May 2015, in which it highlights the promotion of tourism in Canadian and United States markets, confirming the following:

More than a score of tour operators and providers in the Ecuadorian tourism industry will participate in road shows that will take place until May 15 in order to promote products, services, and experiences that other North American travelers have had in Ecuador, indicated the Ministry of Tourism in a press release.

The primary objective is to "generate spaces for negotiation and marketing for the national and international tourism industry, as well as to create a sustainable marketing strategy, to promote the Destination Ecuador that was shown at the Super Bowl last month in February," stated the State's letter.

"Ecuador is a unique destination that offers its visitors an experience like no other. Through the road show "All You Need is Ecuador", we are sure we will show the beauty, diversity, and vast culture that our country has to offer," asserted Cristina Rivadeneira, Subsecretary of Markets of MINTUR, quoted in the press release. (Noticias Ecuador, 2016)

The road show will visit cities such as San Francisco, Vancouver, Los Angeles, Chicago, Toronto, Montreal, Boston, New York, among others. The events will also be used to present the second part of the international campaign "All You Need is Ecuador" in American and Canadian markets. The campaign launched in March 2014 with the goal of promoting the country as a destination. This campaign seeks to position tourism in our country, optimizing it through both public and virtual communication, and what better way than taking all the information about our tourist destinations to the United States.

Administrators expect tourism in Ecuador to increase this year by 7%, reaching 1.6 million visitors. (Noticias Ecuador, 2016)

CHAPTER II.

2. ANALYSIS OF HOSTAL KOLIBRI AND ITS POTENTIAL MARKET

2.1 HISTORY

Hostal Kolibri opened its doors on the first of August 2015, after six months of planning and implementation by father and son, Fernando Valdivieso Sr. and Jr. The first three months were adapted the facilities, which are located at Avenida 27 de Febrero 6-42 and Arturo Valencia, Cuenca, Ecuador.

After design and architectural implementations, the result was a hostel with six rooms with all the basic services to make tourists and regular clients to the hostel more comfortable. We are committed to providing personalized service of quality and warmth.

During the following three months the rooms and facilities were improved. High speed Internet was installed, the hostel was decorated in a homey, welcoming and modern fashion, with private bathrooms, flat-screen televisions, a fully equipped shared kitchen, laundry and parking lot.

In July 2015, the last arrangements were made before opening on the first of August that year. Actions are initiated to obtain permits from the City of Cuenca and the Ministry of Tourism; a website was launched on opening day and decorative details were finalized to begin activities with our first guests who came from Quito on Saturday, August 1, 2015.

2.2 MISSION, VISION AND VALUES

2.2.1 MISSION

Provide our guests with quality, homey accommodation services with first-class attention: personalized, friendly and respectful, meeting high quality standards that permit us to guarantee our clients' comfort and a pleasant experience throughout their stay.

2.2.2 VISION

Be a preferred hostel in Cuenca for those visitors who seek quality accommodations at a moderate price, in order to establish an expansion plan.

2.2.3 PHILOSOPHY

By demonstrating honesty, establish a relationship of confidence and respect with our guests, focusing our actions on quality work and good practices that contribute to the care of the environment and our community.

2.3 TRAJECTORY

Since August 1, 2015, the day Hostal Kolibri opened its doors, there have been a total of 30 online reservations, phone calls, and direct arrivals to the hostel until November 31, 2015, a number that has increased every month and according to seasons and observed holidays.

In the following tables monthly performance can be observed since the beginning of accommodation services.

Table 1. Number of Reservations at Hostal Kolibri

MONTH	RESERVATIONS
Sept. 2015	11
Oct. 2015	12

Nov. 2015	8

Created by: Hostal Kolibri

We can see that up to this point, Hostal Kolibri is not well positioned in the market. This is due to the low numbers of reservations up to then.

2.4 SWOT ANALYSIS

It is worth mentioning that the SWOT analysis was done among those of us who form part of the accommodation services company named Hostal Kolibri, taking into consideration some of the opinions of clients that visited us before carrying out this process, which can be seen in the following table that corresponds to the SWOT analysis of Hostal Kolibri.

This analysis was done according to certain polls carried out with clients and friends of the establishment that allowed the proprietors and employees of the hostel to develop this process, and so is considered a direct and reliable source.

Table 2. SWOT Matrix

STRENGTHS	WEAKNESSES
Among the strengths of Hostal Kolibri we have: - Priviledged Location close to a natural environment. - Client services are first-class and personalized, which has generated positive comments from clients. - Hygiene and cleanliness are instrinsic to the hostel. - The facilities are adequate. - Comfort and Security are first-class standards, which attracts tourists.	The weaknesses of Hostal Kolibri are the following: - Prices and costs can be limiting. - Lack of a larger area to increase parking in the case of expansion of the hostel. - The sector is not centrally located, which inhibits fast access to certain important tourist locations. - The business is new in the sector and the owners do not have much previous experience.

OPPORTUNITIES	THREATS
The opportunities we enjoy at Hostal Kolibir are: • Growth of tourism in our city and country. • Investment in publicity and promotion of tourism by the central government. • Cuenca is highlighted as a tourist destination. • There are no other accomodation services in the sector. • Projection of growth of the hostel, to capture more tourists to occupy the facilities.	Among the threats to Hostal Kolibri are: • Governmental policies of high taxes which drive away investment. • Socio-political insecurity in the country. • Economic depression and lack of capital, can especially limit national tourism. • Devaluation of the currency of neighboring countries and the inflation of the dollar in our country generate variations in profits. • The implementation of informal accommodations and appearance of other businesses, under future projections.

Created by: Hostal Kolibri

With all the analysis done by Hostal Kolibri, we believe it pertinent to develop a more aggressive strategy, in regards to advertising, in order to meet some goals that were set when accommodation services began for both national and international tourists, with quality standards and welcoming service and good treatment to improve and increase demand.

The strengths outnumber the weaknesses, the natural surroundings and personalized service, among others, are important aspects and can convert defects into virtues, taking advantage of opportunities with the increase of tourism in our city, the development of infrastructure, and the possibility of new facets in services such as accommodation. We see a promising future in respect to the positioning of hostels in Cuenca's spectrum of

tourism for American tourists, so we believe it is appropriate to seek the correct strategy to establish and position our hostel among the highest tier of preferences among tourists that visit our city.

It then becomes necessary to create a strategy or communication and dissemination plan for Hostal Kolibri, and in our case in particular we are going to establish a Digital Communication Plan for our establishment, keeping in mind that the era in which we live is purely technological and informatic. Anyone who does not have a presence in the online, digital world is hidden from the sight of possible clients and cannot be successful, since foreign tourists, especially Americans, recur often to this kind of information in order to make decisions about their leisure or business trips, in regards to accommodations and what each place they visit has to offer insofar as tourism.

Therefore, this project seeks to expand its market and focus above all on the United States market, which, as previously mentioned, is a potential market and one with which our country has been working and promoting the tourism sector.

2.5 INFORMATION ON U.S. TOURISTS IN THE COUNTRY

To get a better idea of the entrance of foreign tourists into Ecuador, we will remit to information published by the media, such as (Andes News Agency, 2015):

Some 749,410 foreign tourists entered Ecuador in the first half of 2015, 14.3% more than the same period of the previous year when 655,605 entered, according to data from the National Migration Agency. Colombians continue to lead the ranks of foreigners that visit Ecuador, with 192,738 tourists, followed by Americans (131,948), Peruvians (82,408), Argentinians (41,780), Venezuelans (33,970), Chileans (32,158), Spanish (24,259), Canadians (18,820), Germans (13,674) and Mexicans (13,240) among those foreigners that travel to Ecuador. As can be seen in the following table:

Table 3. Foreign Tourists in Ecuador

TOURISTS COMING TO ECUADOR FROM FOREIGN COUNTRIES		
COUNTRY	NUMBER OF TOURISTS	PERCENTAGE
Colombia	375,755	24.56 %
United States	259,468	23.45 %
Perú	175,678	17.45 %
Venezuela	119,795	11.44 %
Spain	67,652	7.23 %
Argentina	38,607	3.84 %
Chile	43,896	4.02 %
Cuba	41,547	4.81 %
Germany	33,317	3.20%

Taken from PIMTE 2014. Ecuador Ministry of Tourism (Ministerio de Turismo del Ecuador, 2009)

Data from the Central Bank of Ecuador (BCE) indicate that the increase of currency exchange due to tourism increased to USD 1,250.3 million in 2013, which represents a 21% increase from 2012.

In total, in 2013 there were 1,364,057 foreign tourists that arrived in Ecuador, seven out of 10 came by air and more than half came from the Americas and the Caribbean (57%). The Ecuadorian government set a goal to increase the arrivals of foreigners by 20% between 2014 and 2015.

According to the World Tourism Organization (WTO), arrivals of international tourists in the world increased 100% in 2013, until it reached 1,087 million people.

In the last few years, the Ecuadorian government began an aggressive campaign abroad to disseminate to Andean countries, which was chosen in 2012 in the International Tourism Fair in Argentina, as one of the places that is conquering the region and the world.

Among the natural attractions are exotic landscapes, the route of the volcanoes, infinite waterfalls, rivers and lakes, as well as the ability to visit the Highlands, Amazon and Coast in little time.

One of the main attractions of the country is the Galapagos Archipelago, declared a Natural Heritage Site by UNESCO in 1979, which hosts unique flora and fauna. The train system, rehabilitated and enhanced, is another new tourist attraction promoted abroad.

In regards to American tourists, we have to differentiate them from tourists from other parts of the world because, apart from spontaneous tourism, there are many Americans who have migrated to the country to make it home. We are referring to the retirees and senior citizens who can be found in the cities of Cuenca, Loja and Vilcabamba, destinations to live out retirement. They come to the country to seek peace and rest. Cuenca stands out as one of the preferred places for these kinds of tourists, who are not occasional but rather have become neighbors in the city. Among the preference factors are quality healthcare, low costs of living, and a booming social scene.

In regards to temporary American tourists, they prefer to visit places that are safe, have good services, both in accommodation and communication and transportation, which is why large Ecuadorian cities, Cuenca among them, are preferred tourist destinations.

2.6 ACCOMMODATION PREFERENCES

Concerning tourist services preferences, we based ourselves on:

The Ministry of Tourism (Ministerio de Tourismo del Ecuador, 2009) overview of services offered in our country, offering the following conclusions:

To approach the issue, tourism services are divided by regions: Coast, Andes, Galápagos, and Amazon.

The establishments in the third category represent 47% of accommodation offered in the country. Luxury accommodations represent only 2% of the national total. However, combining luxury and first-class categories they reach 21%.

It is important to point out that in Cuenca accommodation services have undergone an important development with hostels that provide innovative and quality services. According to the Ministry of Tourism, accommodation services in Cuenca are classed in the following manner:

Table 4. Tourists' preferred types of accommodation

TYPE	Luxury	First	Second	Third	Fourth	Total
NUMBER	2	58	50	46	1	157

Source: Service Portal Ecuador Potencia Turística (Portal Servicio Ecuador, 2016)

2.7 ADQUISITION OF SERVICES

The eruption and ample worldwide diffusion of social networks have propitiated distinct changes in human habits over the last few years.

Tourism is not exempt from this tendency, and currently it is estimated that an important percentage of decisions made about vacation travel is directly related to recommendations from friends and contacts through social media. Consequently, public tourism offices and private operators multiply their efforts to disseminate information on social media.

Therefore, with the general growth of the Internet as a means of consulting, investigating and making reservations for tourist services becomes an aspect that, given its importance, gains influence and value as a channel of independent communication and

marketing within the digital universe: social networks. Optimized, furthermore, by the increase of the use of different mobile devices through which it is possible to access and interact on these media, social networks seem to have no limit in regards to their interrelation with the tourism industry, generating a synergy that benefits both sectors.

Within the framework of E-Tourism Africa Summit 2012, held in Cabo, South Africa last September, the relationship between social networks and tourism was one of the central focuses. According to an article published in South Africa's *Independent Online*, experts present at the event indicated that more than 50% of vacation trips are currently investigated and reserved online.

During this forum it was also indicated that a large number of decisions are made based on recommendations from family and friends online, a point on which social media logically have an important influence. These resources replace, in part, the role previously held by books and travel brochures.

It was also noted at this event that 96% of visits to new tourist destinations begin with online searches. Thus, it is predicted that Internet travel sales will double during 2013, reaching an economic volume of around 390 billion euros.

Furthermore, administrators of the state tourism office in South Africa informed that in the previously mentioned framework of the event there were different publicity campaigns on destinations in the country through social media, achieving that 188,452 visitors to their websites make online reservations during the last 12 months.

Another tendency mentioned in the event is the possibility of making independent decisions in regards to accommodation, activities, or restaurants that offer digital media are more appreciated by users, at the expense of classic tourist packets programmed by operators.

This forces traditional tourist agencies to make changes in their strategies, to adapt to the consumer requirements.

Virtual platforms such as Facebook, Twitter, YouTube and others are fundamental axes when advertising a tourist service.

2.8 COMMUNICATION STRATEGIES

This section establishes the direct-to-consumer advertising strategy, taking into account new technologies and tendencies, and proposing considerations for the operative part of the next phase.

To implement the communication strategy for this case we base ourselves on some of the considerations made in the Ecuador Tourism Marketing Plan PIMTE, launched in 2014, in which several particularities are noted, derived from previous studies. (Ministerio del Turismo del Ecuador, 2009).

To this is added that the current brand is not incompatible with the evolution of Ecuador's positioning in tourism (vision, Decalogue for PIMTE 2014). So, Ecuador's Tourism Brand should be maintained to achieve continuity and optimize positive effects.

In the case of Hostal Kolibri, a state-of-the-art brand must be created that can offer quality, friendly service in a new modality, which will have to be driven by an aggressive publicity and marketing plan focused primarily on foreign tourists, in particular Americans visiting our city. In order to achieve this goal, a survey has been designed using Google that is available online in order to optimize our strategies, which will be addressed in the following chapter as a practical application of our work.

Publicity must be worked on as a fundamental element of integral communication and advertising, coherent in its messages and images. An effort must be made to reduce paid

publicity at an international level. It is time to use social networks to reduce costs, seeking to avoid paid publicity as much as possible.

Publicity over mass media should be exceptional and only for key markets, with a previous impact study that justifies the investment. The use of publicity should be optimized and work efforts should be consistent and regular, to create an image and notoriety on communication media. This strategy should be boosted even further in markets with a smaller budget. Informational material should be geared toward communication and messages to be interpreted in the language of the country they are traveling to.

The official interactive website should be functional and useful to travelers and trade, fulfilling the following points:
- Interactive in regards to final information
- Business to Business spaces (B2B): generating itineraries, travel maps, information packets for clients, contacts with local operators, etc.
- Business to Consumer spaces (B2C): generation of itineraries, travel maps, key tips, etc.
- Media spaces
- Active advertising and follow-up through Internet portals.

It is recommended that Hostal Kolibri be included on specialized international webpages, thematic pages such as TripAdvisor, Booking, Trivago, Facebook, Expedia and websites where services are offered, with abundant photographic information and the location, services and personalized attention offered.

In this way it is planned to improve and increase the number of tourists that come to Hostal Kolibri, generating confidence and security in the services offered, which will result in the future projection of this accommodation establishment for foreign and national tourists.

CHAPTER III

3. HOSTAL KOLIBRI ACTION PLAN AND DIGITAL COMMUNICATION STRATEGIES

3.1 BACKGROUND

Before developing Hostal Kolibri's Digital Communication Plan, it is appropriate to make certain basic comments that will permit us to better structure the explicative phase of a more convenient strategy that can satisfy expectations.

First, the preferences of American tourists must be visualized in regards to accommodation and we managed to study this through a survey applied to 100 people from the United States and tourists found in downtown Cuenca (Annex 1), from which we extracted the following data:

Table 5. Survey on accommodation preferences

TYPE OF ACCOMMODATION	PREFERENCES IN PERCENTAGES
5 star hotels	47 %
Hostels	38%
Other type of accommodation	15%

Created by the author of the study

After obtaining these results, we decided to first investigate everything related to digital communication strategies on the Internet, and we transferred to this work all the considerations that we managed to extract from this study.

3.2 STRATEGIES TO DIGITALLY PROMOTE A PLACE OF ACCOMMODATION

For better precision in the arguments presented, I though it convenient to explain each of the technological or online tools on which we have based our strategy.

3.2.1 TRIPADVISOR

We will start with the TripAdvisor website, from which the following information is taken (TripAdvisor, 2015)

TripAdvisor is the largest travel website in the world: millions of travelers visit it every month to get information and plan their trips. Accommodations, restaurants and attractions can register on the TripAdvisor for free. Appearing on TripAdvisor increases visibility of a business to an amplified and qualified public, and provides access to many free marketing tools.

Positioning the hostel on this page is very important because reservations are directly influenced by comments and ratings by guests, these comments being validated by TripAdvisor to avoid fraud and to help guide the decision-making of new clients.

3.2.2 TRIVAGO

In order to find out how the Trivago website works we must know that it is determined in the following way, according to the company's blog (company.trivago.com.co/support/ , 2016), which states:

> Trivago is an efficient online hotel search engine. Each day it compares the offers on more than 250 reservation websites, such as Expedia and Booking.com, with the goal of helping to find your ideal hotel at the best price. Using Trivago is free and does not charge commissions or fees on prices compared on our website.

Triviago is the largest meta-search engine for hotels in the world. That is why it is so important to have a presence on the page, which sends a direct link to the operator with the best prices on the market, offers advertising tools such as Trivago Hotel Manager, which helps the owner of an establishment to show off its page and profile online, free of cost.

Trivago offers the following opportunities:
- Simple implementation process
- Increase of visitor traffic to the website
- Objective attitude: Trivago does not receive commissions for advertising.

(Trivago, 2016)

3.2.3 BOOKING

If we want to objectively describe Booking, we have to refer to the primary blog of this online tool (Booking, 1996), from which we extract the following:

> Through this website, we (Booking.com B.V. and its affiliates) provide an online platform through which all kinds of temporary lodgings (for example, hotels, motels, hostels, and bed and breakfasts, along with "accommodation/s") offering rooms and the users of the website can make reservations. By making a reservation through Booking.com, you establish a direct contractual relationship (legally binding) with the establishment with which you made the reservation. From the moment you make your reservation, we act only as intermediaries between you and the establishment, transmitting the reservation details to the establishment and sending a confirmation email representing the establishment.

> The information shown is based on information provided by the establishments. Establishments have access to an intranet through which they are completely responsible for updating their prices, availability and other details that appear on our website.

The prices that appear on the website are very competitive. All the prices on the Booking.com website are per room and complete stay, and are shown with VAT and other taxes included (said taxes are subject to change), unless otherwise noted on the website or in the confirmation email.

As with other search engines similar to Booking, the basis of reservations is found in the comments and ratings of guests who have already used the installations and leave comments on the page, which is recorded and published on the profile of the establishment for other clients to see. The fee is 12% of the reservation total and charged to the establishment, not the guest.

The headquarters of Booking.com are found in Amsterdam, Netherlands, and includes various affiliates throughout the world.

3.2.4 WEBSITE

We can define a website as a document in which we can find virtual information codified under specific standards known as HTML. This can be found through web browsers and seen after clicking on the links shown in the search results. (Tendencias Web, 2016).

Websites are tied to a principal host to download content from other users. On the majority of them we find images, text, animations, sounds and others, making this the most used tool today by all business, organizations, and even personally to showcase and advertise a product or service. (Tendencias Web, 2016).

3.2.5 FACEBOOK

To better illustrate what a Facebook page is, we want to present what David Gomez (April, 2014) suggests in a blog on pensado.com, which states the following:

Facebook is the most massive of the networks and as such, the first alternative many companies consider when participating in social networks with the kind of idea that "Well create a Facebook page to make ourselves known", thinking that it's free publicity.

This kind approach no longer works, basically because the reach of publications lessens all the time, very few followers see what is published. That is why it is useful to understand what a Facebook page is really good for and what not, to be able to decide your strategy or if it's even worth the effort it requires. Remember that having a Facebook page is not the only way to reach people that are on Facebook. You can simply do carefully targeted advertising and direct the publication on your website, without having to go through your Facebook page, avoiding all the effort and work that goes into maintaining it.

Facebook is useful for making yourself known, but it's not free. Thinking that just by having a Facebook page, putting information out and uploading some photos people will come is a misguided expectation. Facebook communities are built, they aren't spontaneously generated. This means that you have to be seen by the correct people, with the correct message so they know your page exists and convince them that liking your page will generate some kind of value for them. To achieve this you must invest in promoting your page and its content with ads within Facebook.

But what is really a Facebook page, so that the effort of maintaining the page and the dedication it requires to lead a community pay off, first you must be clear what you want your Facebook page to do for you and what its role is within your business plan.

Generate prospects or potential clients, with a Facebook page can slowly build a database of people interested in your product/service, so you can keep in contact and be present when the moment comes to make a decision to buy: by offering a

test product/service, enrollment in informative teleconferences, information download or something similar, can identify those that show more interest.

Strengthening a relationship with current clients. The fact that some is already a customer is no guarantee that they will remain a customer. As in love, the relationship must be cultivated every day and a Facebook page is an excellent tool for that. Although the community will mostly likely be made up of mainly people who are not yet clients, you will also have a good number of current clients, to whom being up to date on anything new and the value of your content will validate that they made the correct decision.

Increase traffic to a website. A Facebook page is a means, not an end. It is a powerful means of interaction, but is end (from the business point of view) is to generate potential clients. That is why the next step in many cases will be to move people to their website, the center of operations with more valuable information and where the visitor could take the next step that brings him or her close to a making a purchase in the future.

Educate potential clients. Constantly sharing content with potential clients permits one to build a position and inform about relevant aspects of the industry and business (reasons of preference). Multiple formats can be used, such as text, video, images, audios or links to a page so they can become familiar with or download complementary information.

Make your brand or business more visible. In other words, a Facebook page allows you to expose yourself to your target market. As we said, while it's not free, paying to attract fans and then to promote content is an effect and accessible way to build a community of qualified prospects.

A Facebook page is a powerful marketing platform, but it must be use in the correct way, for the correct reasons, and with the correct content. The great benefit of having a

Facebook page and creating a community around it is that it is creating its own "quarry" of potential clients that will permit a constant flow of business in the future. (Facebook, 2016)

3.2.6 EXPEDIA

Expedia is one of the largest travel agents on the Internet, it has central offices in the United States and more than 18,000 employees in around 30 countries. It is a very useful tool that can help when reserving vacation packages, plane tickets and hotels around the world, online and by phone. It has more than 200 sites to make travel reservations and more than 100 cellphone apps in almost 75 countries and in 35 different languages. (Expedia, 2016)

3.3 HOSTAL KOLIBRI DIGITAL COMMUNICATION PLAN

To implement the Digital Communication Plan we have done online research on tools available on the Internet, to apply those that best meet our requirements and, above all, that allow us to optimize our hosting company, making us visible to the market, improving our strengths and trying to avoid weaknesses that our business might have. So, we also seek to take advantage of opportunities as much as possible, such as this, that present themselves in the field of technology, to seed out what is most beneficial to the hostel.

- Booking.com: When analyzing Booking's services, we noted that they have an excellent proposal for tourism marketing, so we thought it convenient to subscribe our page and certainly after placing our offer from Hostal Kolibri on Booking.com, we think that after a few months using the blog our hospitality service will be well perceived by tourists.

    We will follow the steps given on the page, accepting its terms and conditions, following the instructions provided, to gain prestige among tourists within this digital resource. We can observe it in Annex 2.

- Website: Through the website we can let people around the world know about the services and benefits provided by Hostal Kolibri. In the same we can also find basic information about the hostel, pictures of the facility, promotions and even details on the different kinds of services offered. (Annex 3)

- Facebook: One of the most accessible online tools, on which one can receive many visits and comments that help to make the most of the hostel. It is perhaps one of the pages that receives the most visits from people, who do it for reasons of curiosity or to be sure that a place meets their budget and expectations.

  Facebook is more than just a page; it is a true economic tool and is easily operated, which is why it is preferred by so many cybernauts. Considering this, we must create a Facebook page.

- Trivago: One of the advantages of this page is considered to be that it offers applications such as Hotel Manager (THM), which is the total information of hotels and hotel chains and places of accommodation around the world in order to choose the best option according to financial requirements and possibilities. It is a free marketing solution to help hotel owners create a unique profile of their properties that stands out and better positions it. (Annex 5)

  Since the hostel's profile has a lot of information, it shows its excellent location and services, and offers interesting rates, so it has the opportunity to convert Trivago users into guests.

- TripAdvisor: this page, which makes the most of other pages such as Booking.com and Expedia Travel, is attractive to tourists, and so it is important to be part of the page. Generally, this opens doors to other experiences in digital communication, and so it is deemed prudent and necessary to use this online tool, which has clear and concrete rules. (Annex 6)

- Expedia: Considered one of the biggest tourism companies in the world and is part of the largest and most well known brands in the United States.

It is important for Hostal Kolibri to be part of this chain, since the benefits will help us expand our horizons. Thinking about not only the American market but the European market as well, below will be detailed the brands around the world that form part of this important business. (Expedia, 2016) (Annex 7)

Image 1. Portfolio of Expedia brands

Source: Expedia, 2016

3.4 COMPARATIVE ECONOMIC ANALYSIS

Presented below are the tables of the business' profits throughout this project, to evaluate the effectiveness of the implementation of the strategies of the hostel's communication plan.

Table 6. Hostal profits September 2015

September Achievements Hostal Kolibri			
VARIABLE COSTS			
Number	Description	Receipt	Amount
1	Coral Centro	1	2.36
2	Gran Aki	1	32.74
3	Gran Aki	1	36.07
4	Electric appliances	14229	65
5	Don Bolo	14546	11.25
6	Gran Aki	1	18.4
7	Market	1	4
8	Electric fence	1	35
9	Don Bolo	1	7.25
10	Mercado	1	19.5
11	Table	1	20
12	Coral Centro	1	30.4
13	Don Bolo	1	3.25
14	Coral Centro	1	27.57
15	Gran Aki	1	12.92
16	El Artesano	1	1.4
17	Gran Aki	1	14.17
18	Gran Aki	1	60.85
19	Comercial Berona	1	68
20	Mercado	1	15.25
21	Don Bolo	1	3.25
22	Gran Aki	1	5.98
23	Gran Aki	1	20.51
24	SIM card	1	5
25	Milk	1	9.72
26	Telephone	1	5.43
27	Gasoline	1	10
28	Don Bolo	1	7
29	Market	1	7.75
30	Bread	1	1.32
31	Gran Aki	1	5
32	Market	1	8

33	Printing	1	10
34	Gran Aki	1	21.02
35	Market	1	4
36	Lunch	1	12.09
37	Coral rio	1	10.2
38	Supermercado Patricia	1	1.92
		Total	633.57
FIXED COSTS			
1	SALARY BLANCA ROJAS	1	320.95
2	SATELCOM	1	93.86
3	SETEL	1	54.77
4	ACCOUNTANT	1	40
5	ELECTRICITY	1	51.27
6	WATER	1	15.53
7	TELEPHONE	1	20
8	NOTARY	1	150.12
		Total	746.5
		Total	**1380.07**
INVOICED			
1	Salazar	María	99.64
2	VOID		0
3	Barros	Eunice	62.5
4	Fundación zoológica del Ecuador		30
5	Trueba	Tomas	50
6	U de Cuenca		146.02
7	Oleas	Paola	75
8	VOID		0
9	Espinosa	Vinicio	70
10	Reyes Sánchez	Fredi Mauricio	100
11	Mora	Andrea	30
12	VOID		0
13	VOID		0
14	VOID		0
15	U de Cuenca		565.6
16	Artiga	Raul	237.5
		Total	1466.26
PROFIT		**86.19**	

Source: Hostal Kolibri/created by the author

Table 7. Hostal profits October 2015

October Achievements Hostal Kolibri			
VARIABLE COST			
Number	Description	Receipt	Amount
		Total	477.37
FIXED COSTS			
		Total	1485.09
		TOTAL	**1962.46**
INVOICED			
		Total	2152.4
PROFIT		**189.94**	

Source: Hostal Kolibri/created by the author

Table 8. Hostal profits November 2015

November Achievements Hostal Kolibri			
VARIABLE COSTS			
Number	Description	Receipt	Amount
		Total	337.08
FIXED COSTS			
		Total	1389.79
		TOTAL	1726.87
INVOICED			
		Total	1656.25
PROFIT		**-70.62**	

Source: Hostal Kolibri/created by the author

Table 9. Hostal profits December 2015

December Achievements Hostal Kolibri			
VARIABLE COSTS			
Number	Description	Receipt	Amount
1	Market		6.5
2	Tu aroma		18
3	Market		6
4	Market		8.25
5	Bread		2.5
6	Supermaxi		6
7	Aki		2.18
8	Don Bolo		6.5
9	Don Bolo		10
10	Supermaxi		16.63
11	Don Bolo		6
12	Popular		7
13	Market		2.5
14	Aki		17
15	Supermaxi		9.2
16	Aki		17.32
17	Grafisum		21.62
18	El Artesano		4
19	Copies		9.5
20	Supermaxi		11.61
21	Supermaxi		7
22	Supermaxi		15
23	El Artesano		1.45
24	Supermaxi		3.29
25	Don Bolo		6.5
26	Electroinstalaciones		2.5
27	Mercado		10.5
28	Mercado		1.5
29	Aki		23
30	Supermaxi		15.65
31	Don Bolo		6.5
32	Aki		22.68
33	Popular		10.34
34	Market		6
35	BNF		100.31
36	Market		5
37	Don Bolo		9

		Total	434.53
FIXED COSTS			
1	Setel		54.77
2	Satelcom		93.86
3	ACCOUNTANT		30
4	IESS		154.24
6	SALARY BLANCA ROJAS		300
7	Salary FAVA		350
8	Salary FVAP		350
9	Electricity, Water, Telephone		113.54
10	Bonus Blanca Rojas		88.5
11	**Booking**		**12**
12	**Facebook**		**63.55**
13	**Booking**		**102.82**
		Total	1713.28
		TOTAL	2147.81
INVOICED			
1	María Romero		60
2	Martin García-Miró		120
3	Daniela Serrano		150
4	Santiago Ramon Riofrio Davalos		118
5	Edwin Sumba		50
6	Norka Pesantes		240
7	Carlitos Páez Jácome		45.5
8	Daniel Ramsay		90
9	Dominic Graville		80
10	Carlos Lopez		30
11	Edgar Paez		130
12	Blanca murillo		125
13	Lada Alexeeva		30
14	Eduardo Silva; Giovani Silva		220
15	German Fros		130
16	Jody Dieter		30
17	EDGAR MANUEL FURMAN KAHN		70
18	David Bullock		65
19	Isabel Torres		370
20	Juan Montesinos		243.5
21	David Jhonson		255
		Total	2652
PROFIT		**504.19**	

Table 10. Hostal profits January 2015

January Achievements Hostal Kolibri			
VARIABLE COSTS			
Number	Description	Receipt	Amount
		Total	418.49
FIXED COSTS			
		Total	1756.4
		TOTAL	2174.89
INVOICED			
		Total	2530.5
PROFIT		355.61	

Table 11. Hostal profits February 2016

February Achievements Hostal Kolibri			
VARIABLE COSTS			
Number	Description		Valor
50			
		Total	484
FIXED COSTS			
	MUNICIPAL PERMITS		350
		Total	2117.74
		TOTAL	2601.74
INVOICED			
		Total	2732.2
PROFIT		130.46	

Table 12. Hostal profits March 2016

	March Achievements Hostal Kolibri		
VARIABLE COSTS			
Number	Description	Receipt	Amount
1	Gasoline		58.01
2	Bread		10.3
3	Don bolo y pugo		92.39
4	Supermaxi y Aki		224
5	Gerardo Ortiz		88.85
6	Various		55.83
7	Señal X		117.89
8	Market purchases		107.65
9	Salvador Pacheco mora		6.83
10			
			561.75
FIXED COSTS			
1	Setel		54.77
2	Satelcom		93.86
3	Migel accountant		60
4	IESS		247.54
5	Electricity, water, telephone		118.59
6	Blanca salary		331.41
7	Expedia		142.72
8	Booking		97.44
9	Facebook		70.5
10	datafast		236
11	Amanda salary		200
12	FVAP		400
13	FAVA		400
		Total	2452.83
		Total	3014.58
INVOICED			
1	udc Martha Andrew		196
2	udc Dario Vanegas		543.2
3	void		0
4	0HM & co		213.45
5	Nilo Briones		50
6	Salvador P Mora		470.4
7	Nilo Briones		81

8	la colina		140
9	la colina		140
10	Metrocar		25
11	Scott henderson		36
12	Portalanza, Liza		130
13	Mariegiselle carrillo		80
14	Anna talens solanes		60
15	ivan rubira saez		60
16	REBECA PALACIOS		95
17	Satti Ghani		16.2
18	Ignacio Lizarzaburu		55
19	Carla Sánchez		99
20	Katharina May		123
21	Pauline Driesen		72
22	Ronny Hauser		45
23	KIM MINEUN		67.5
24	Carla Sánchez		116.1
25	EDUARDO ESPINOSA		110
26	Liliana gamboa		130
27	Martin Carhuattocto		38.7
28	María Gracia Luzuriaga		140
29	Andrea Elizabeth Astudillo Romero		60
30	LA COLINA		25
		Total	3417.55
PROFIT		**402.97**	

Source: Hostal Kolibri/created by the author

Table 13. Hostal profits April 2016

April Achievements Hostal Kolibri			
VARIABLE COSTS			
Number	Description	Receipt	Amount
			678.97
FIXED COSTS			
		Total	2023.22

		TOTAL	2702.19
INVOICED			
		Total	3523.93
PROFIT		**821.74**	

Source: Hostal Kolibri/created by the author

Table 14. Hostal profits May 2016

May Achievements Hostal Kolibri			
VARIABLE COSTS			
Number	Description	Receipt	Amount
			1042
FIXED COSTS			
		Total	1437.27
		TOTAL	2479.27
INVOICED			
		Total	3652.5
PROFIT		**1173.23**	

Source: Hostal Kolibri/created by the author

Table 15. Hostal profits June 2016

June Achievements Hostal Kolibri			
VARIABLE COSTS			
Number	Description	Receipt	Amount
1	MARKET		100
2	PUBLICIDAD AQUÍ NO MAS		50
3	EL MERCURIO		36.94
4	DON BOLO PUGO		108.64
5	GASOLINE		55

6	SUPERMAXI		238.62
7	AKI		165.97
8	ORTIZ		39.7
9	RECEIPTS		71.59
10	BREAD		69.43
11	RECEIPTS 2		13.25
12	SANA SANA		23.21
13	PYCCA		218.47
			1190.82
FIXED COSTS			
1	BCO GUAYAQUIL		300
2	ZAPEC SA		33.92
3	Migel contador		40
4	IESS		247.54
5	ELECTRICITY		56.31
6	TELEPHONE		27.09
7	Blanca Salary		331.41
8	BOOKING		41.16
9	FERNANDO		706.29
10	CNT		144.05
11	WATER		15.39
12	CNT		78.37
13	TV CVABLE		111.5
		Total	2133.03
		TOTAL	3323.85
INVOICED			
1	Billed in May		214.35
2	Void		0
3	Andrés bracero		60
4	Julio loor		45
5	Soluciones cap. Salud		0
6	Luis arias		25
7	Santiago Ruiz		50
8	Luis arias		187.75
9	Adriana apolo		75
10	Francisco Zamora		25
11	Galo fuertes		125
12	Santiago Ruiz		75
13	Adriana apolo		125
14	Paul fuertes		115
15	Pycca		575

16	Pycca		600
17	Pycca		360
18	Pycca		630
19	Pycca		50
20	Tareq madanat		30
21	Janeth williams		314
22	Anja van kempen		58.5
23	Anja van kempen		81
24	Napoleon barrios		120
25	Anja van kempen		77
26	Gert van der vink		88
27	Barbara bartsch		170
28	Peter david sternbatch		50.4
29	Francisco zamora		100
30	Universidad de cuenca	soledad	376.2
31	Ruben zapata		38
32	Roy pazmiño		30
33	Udc laura colombo		431.2
34	Udc paula carrillo		369.6
35	Anulada		0
36	Pycca		25
37	Pycca anulada		0
38	Pycca		360
39	Pycca		240
40	Pycca		175
41	Janeth williams		314
42	Pycca		475
		Total	7260
PROFIT		**3936.15**	

Source: Hostal Kolibri/created by the author

According to these tables, it is possible to count the increase of reservations that have been taken place from the month of December of 2015 until the month of June of 2016, for very diverse reasons. As of December 2015, the hostel began to promote itself on digital media such as Booking, Expedia, TripAdvisor, Trivago, the website, and Facebook. These strategies generated a greater influx of both national and foreign tourists.

For a better analysis, below is the billing of the hostel since it began until the month of June. The table visualizes the increase in numbers each month.

Table 16. Hostal Kolibri invoices 2015-2016

HOSTAL KOLIBRÍ INVOICES	
MONTH	**INVOICED**
SEPTEMBER	1466.26
OCTOBER	2152.4
NOVEMBER	1656.25
DECEMBER	2652
JANUARY	2530.5
FEBRUARY	2732.2
MARCH	3417.55
APRIL	3523.93
MAY	3652.5
JUNE	7260
TOTAL	**$ 31,043.59**

Source: Hostal Kolibri/created by the author

Graph 1. Hostal Kolibri Invoices 2015-2016
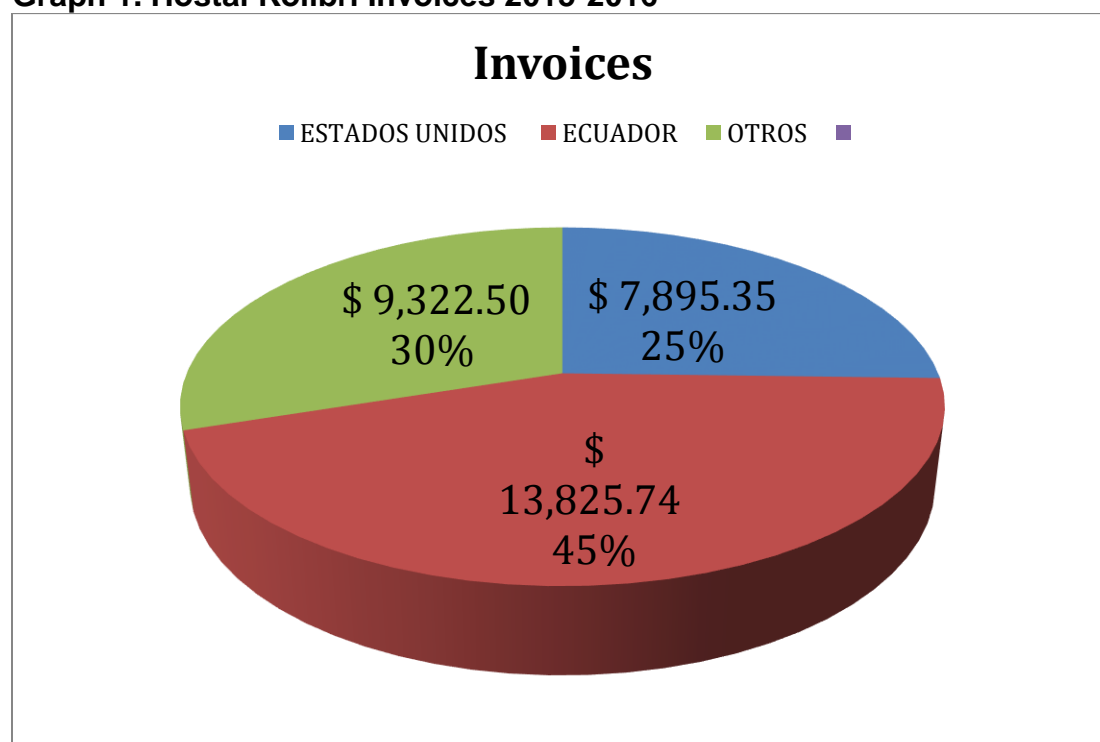
Created by the author

As can be seen in the graph, the largest percentage of clients invoiced is Ecuadorians, with 45%, 25% of invoices correspond to tourists from the United States and 30% of clients come from other countries.

The following graphs show a comparison of reservations between national and foreign clients, which gives us the idea that Hostal Kolibri is strengthening in the American market, achieved through the marketing strategies implemented.

Graph 2. Direct Reservations from American clients
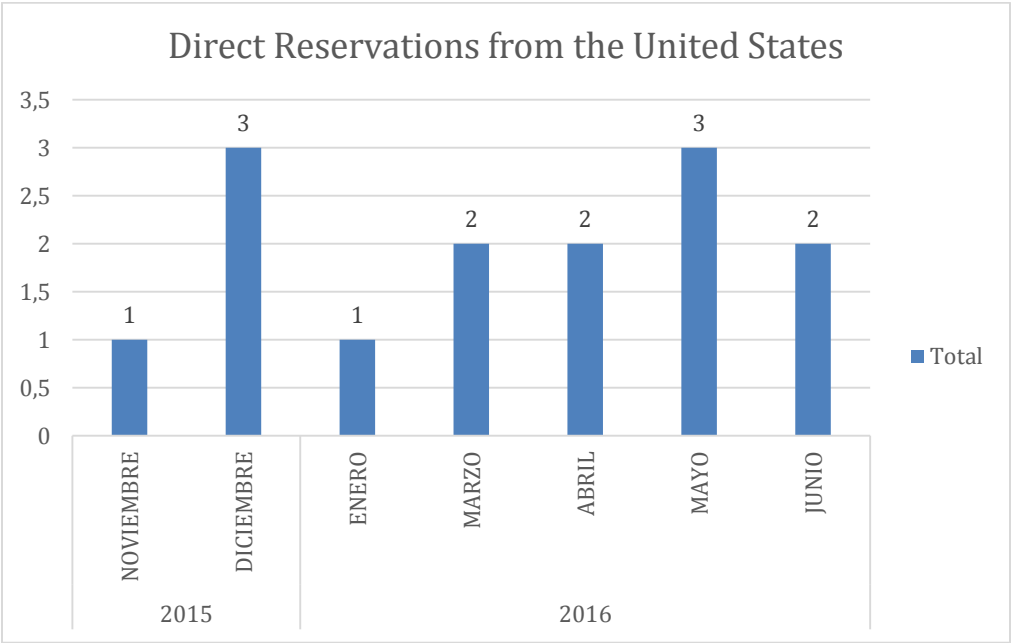
Created by the author

Graph 3. Booking reservations from American clients
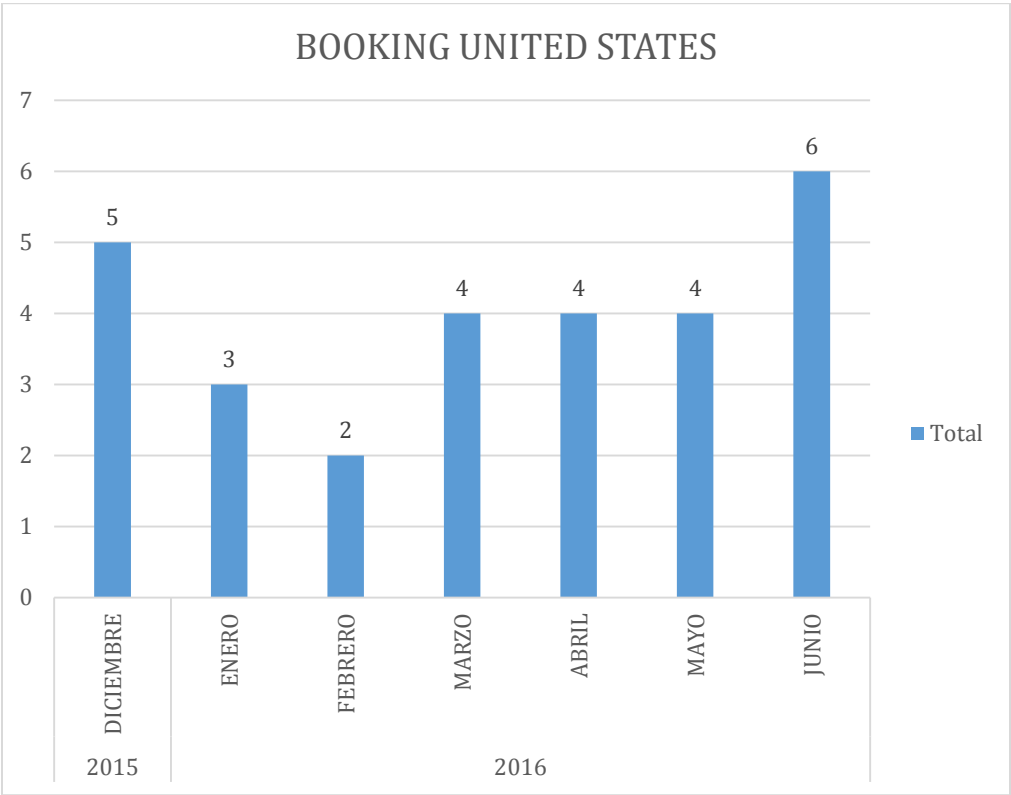
Created by the author

Graph 4. Total reservations from American clients
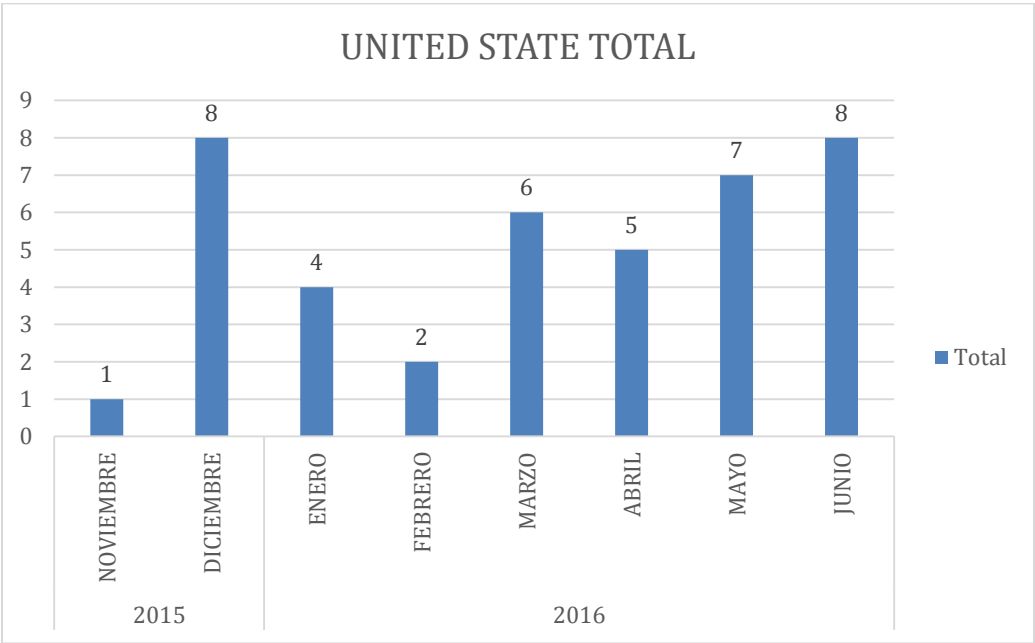
Created by the author

Graph 5. Client reservations by place of origin
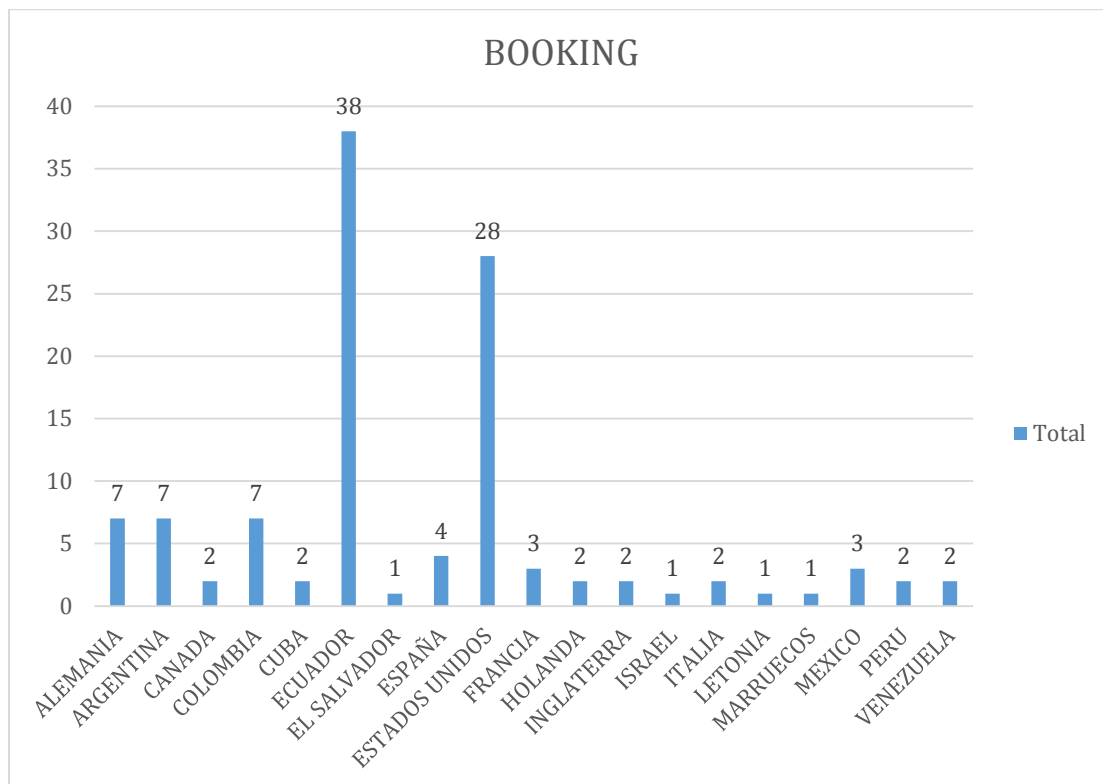
Created by the author

As can be seen in the graph, the majority of tourists staying as guests at the hostel this year are from this country, followed by foreigners from the United States, and in third place Germany, Argentina and Colombia.

We can conclude, therefore, that the strategies set forth initially to promote the hostel through digital communication have had excellent results and that these plans should continue and even expand their horizons.

CONCLUSIONS

Among the conclusions we have taken from this study we can indicate the following:

The positioning of an establishment that offers hospitality services is based on preferential treatment of quality and warmth for those who use the service, which will be returned as possible advertising for future clients.

In order to obtain greater demand for our services, we have seen that an active presence on the digital network is an important priority, since foreign tourists, among them American tourists, always do research on websites that specialize in tourist services, the best options, comparing prices and services, locations, among others. This makes it convenient to be visible on these kinds of digital resources.

The selection of pages on the Internet is done according to reliability, observed results, presence, and the number of visits to these digital resources, which must provide security, confidentiality, constant updates, and above all a guaranteed positioning of the establishment in the informatic network.

To implement a Digital Communication Plan, it is prudent of proprietors of the establishment to abide by an accessible budget that generates profit.

RECOMMENDATIONS

We can express in this section, for those who have the opportunity to read this study, some recommendations that we believe will be useful to expand the study or apply it to a new business:

Certain conditions must be considered to implement a Digital Communication Plan, whatever its characteristics may be, with the goal that its application be successful in practice.

Among the conditions that we can highlight is firstly that of having a budget adjusted to the financial situation of the venture, above all in regards to hospitality services which, generally, require updating with the digital age but not exceed costs in relation to the profitability that these digital media can generate.

Another important condition is finding the pages that confer the most benefits, be they a fluid and practical management, constantly updating information, with the goal that our establishment or company can be seen on the network in a much more noticeable way.

Finally, it is recommendable to advise us reliably that all our information is protected, and that the security on the communication networks guarantees the inexistence of problems or circumstances that can affect our prestige and quality of service. To the contrary, there should be digital networks that elevate our good name and efficiency of the services offered.

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ANEXES

Annex 1.

Image of survey carried out to analyze accommodation preferences of American tourists that visit Cuenca, Ecuador.

Annex 2.

Booking
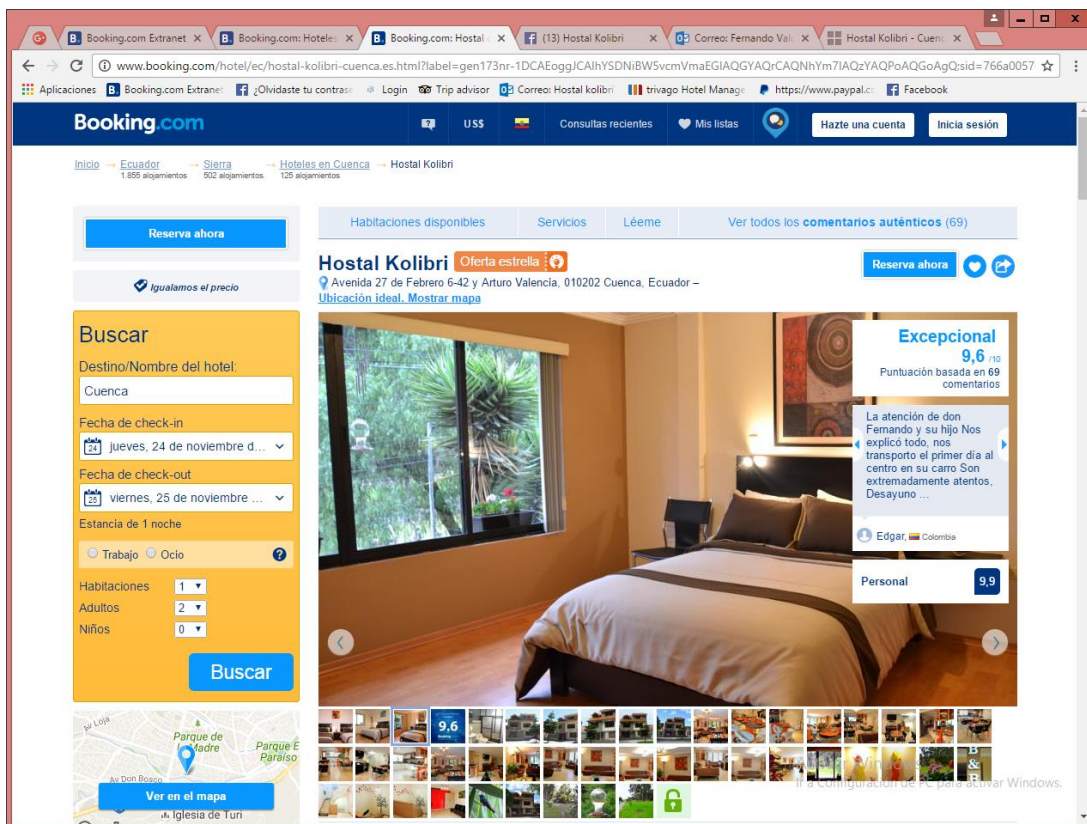
Image from Booking, Hostal Kolibri
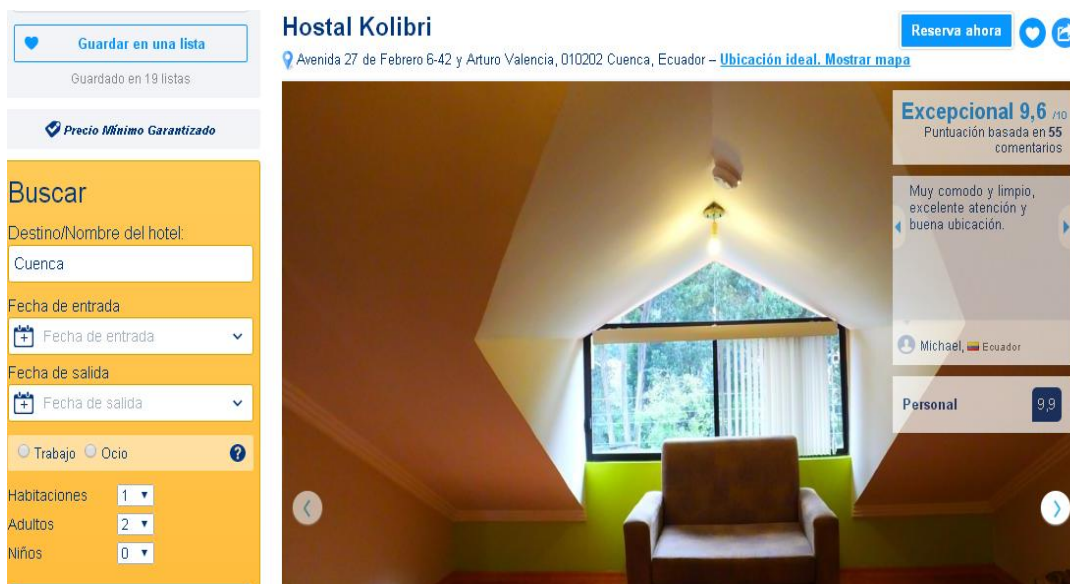
Image from Booking, Hostal Kolibri
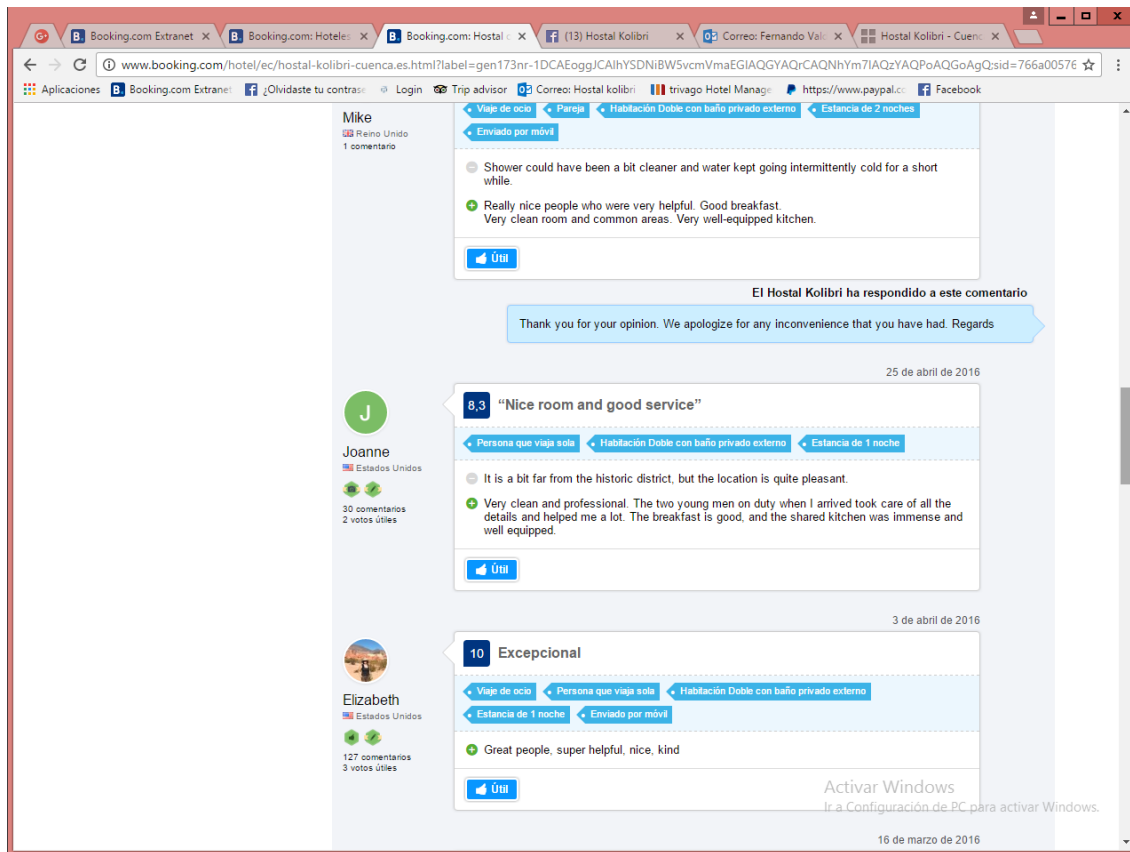
Image from Booking, Hostal Kolibri

Annex 3.

Hostal Kolibri Website

Annex 4.

Images of Hostal Kolibri on Facebook

Annex 5.

Images from Hostal Kolibri on Trivago

Annex 6
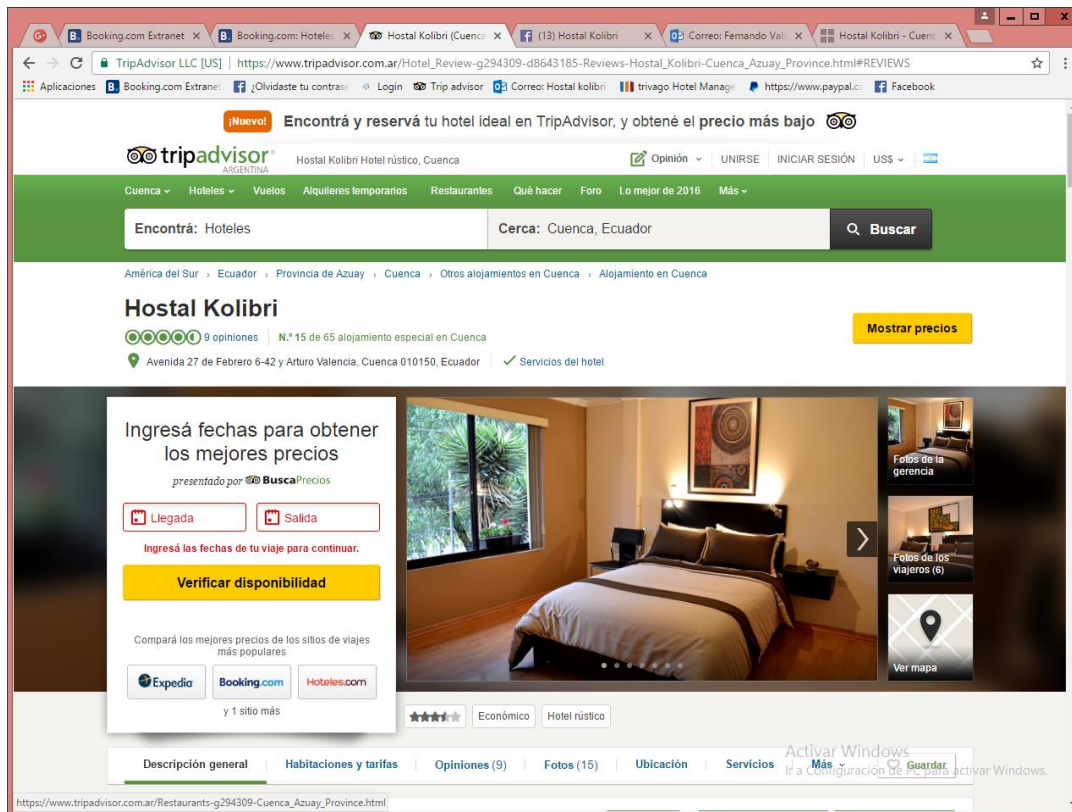
Hostal Kolibri page on TripAdvisor

Annex 7.