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**Internationalization of the GAD of Gualaceo  
through the Conservation of Cultural Identity  
based on the IKAT Technique**

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**Cuenca – Ecuador**

**2024**

## **DEDICATION**

To my best friends and fundamental pillars of my life, my parents, who, with their daily effort, have allowed me a new academic achievement. You are the greatest blessing in my life.

To my father, who has motivated me to achieve this milestone today with his words of encouragement. Thank you for all the effort you've put in over the years. You are a clear example of perseverance and resilience.

To my mom, who, with her words of encouragement and love, has motivated me daily to continue this path. Thank you for the effort and sacrifices made.

To my sister, for her unconditional support during this academic journey.

To my four-legged angels, who, with their company and love, have been a great emotional support during my university career.

## **ACKNOWLEDGEMENT**

First, I thank God for giving me wonderful parents who have always sacrificed to provide this academic opportunity. Thank you, Mom and Dad, for not giving up during this time and continuing to strive despite your years. Thank you for giving me the best inheritance a child can have, education.

To my favorite teacher, Dianita García, who, with her charisma, has been my guide and example to follow in this university stage. Thank you for sharing your knowledge and generating a love for international cooperation.

To my best friends, Daya and Pili, who have become my safe place. Thank you for your friendship, for your affection and for all the iconic moments we have spent together. I hope this friendship lasts a lifetime.

To my Pipo, my four-legged little angel who is in heaven today, thank you for being my greatest companion during my college life.

To all my friends who have shown me that love has no borders. Claudia, and Esteban, thank you for your unconditional support over the years. They have shown me that despite the distance, friendships are true.

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# **Internacionalización del GAD de Gualaceo mediante la conservación de la identidad cultural basada en la técnica del IKAT**

## **Resumen**

La internacionalización del GAD de Gualaceo es una iniciativa de posicionamiento estratégico en un escenario internacional para difundir la cultura gualaceña por medio de la conservación de la técnica del IKAT, así, Gualaceo, al ser una ciudad con un legado cultural destacado por su patrimonio cultural material e inmaterial, cuenta con los elementos necesarios para internacionalizarse. El método utilizado para este estudio cualitativo es una metodología *Desk-Based Research*, y entrevistas semiestructuradas a funcionarios municipales del área cultural y a una artesana pionera del IKAT. De este modo, se evidencia que la cultura es un factor relevante para el posicionamiento internacional del Gobierno local y, a través del reconocimiento de los componentes culturales de Gualaceo, se puede promover una imagen cultural y turística para mejorar el desarrollo socioeconómico de la localidad y hacer que Gualaceo pueda ser visto como un actor internacional en las agendas globales.

**Palabras clave:** internacionalización, IKAT, Patrimonio Cultural Inmaterial, Gualaceo, identidad cultural

# **Internationalization of the GAD of Gualaceo through the conservation of cultural identity based on the IKAT technique**

## **Abstract**

The internationalization of the GAD of Gualaceo is an initiative of strategic positioning in an international scenario to disseminate the culture of Gualaceo through the conservation of the technique of the IKAT. Gualaceo, a city with a cultural legacy highlighted by its tangible and intangible Cultural Heritage, has the necessary elements to internationalize. The method used for this qualitative study was a desk-based research methodology, semi-structured interviews with municipal officials in the cultural area, and a pioneering artisan from IKAT. According to the research carried out, it was evidenced that culture is a relevant factor for the international positioning of the local government and that through the recognition of the cultural components that Gualaceo has, a cultural and tourist image can be promoted to improve the socioeconomic development of the locality and make Gualaceo can be seen as an international actor in the global agendas.

**Keywords:** internationalization, IKAT, Intangible Cultural Heritage, Gualaceo, cultural identity