



Visibility and Dissemination of the Imbabura Geopark as a Sustainable Tourism Space

¹Rosalba Josefina Martínez Martínez *, ²Stefania Maritza Torres-Narváez,
³Marcelo Patricio Merino Naranjo, ⁴Johnny Mauricio Lima-Narváez

¹ Business Management MSc, FACA E Faculty, Universidad Técnica del Norte

<https://orcid.org/0000-0002-3938-8300>

² Integral Advertising MSc, FECYT Faculty, Universidad Técnica del Norte

<https://orcid.org/0000-0002-7215-9542>

³ International Trade and Business MSc, FACA E Faculty, Facultad FACA E, Universidad Técnica del Norte

<https://orcid.org/0000-0002-3619-1342>

⁴ Mathematics MSc, FACA E Faculty, Universidad Técnica del Norte

<https://orcid.org/0000-0001-7248-2211>

ABSTRACT: This article examines the degree of visibility and dissemination of the Imbabura Geopark as a sustainable tourism space, based on 384 surveys conducted among the inhabitants of the province in each of its cantons. Two analysis variables were identified, each with three dimensions of applicability; variable 1: Knowledge and dissemination of the Imbabura Geopark with its dimensions, knowledge and visibility, tourist experience, and dissemination and improvement; variable 2: Cultural heritage with its dimensions, sustainable tourism, cultural activities, and heritage. A positive relationship was determined between variables 1 and 2 with 42%, meaning that as "Knowledge and Dissemination" increases, so does "Cultural Heritage." This suggests that greater communication and understanding are associated with a better perception or valuation of cultural heritage. The study also shows the absence of an integrated communication strategy, resulting in a low level of promotion and visibility of cultural heritage and comprehensive tourist, advertising, and educational dissemination. In conclusion, the lack of awareness found in this research limits the attraction of visitors interested in geotourism, ecotourism, and authentic cultural experiences, which should be a fundamental principle guiding the development of tourism in Ecuador.

Keywords: Geopark, Imbabura, Sustainable tourism, Conservation, Culture, Heritage

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1. Introduction

Tourism in Ecuador constitutes a sector of transcendental importance as a resource-generating activity; Imbabura, one of the provinces of the Ecuadorian highlands, privileged for having numerous tourist resources, is declared by UNESCO as the first global geopark in Ecuador. This territory, which presents a geological heritage due to the diversity of its volcanic complexes, lakes, lagoons, and waterfalls as geomorphological attractions, forms a heritage that becomes even more attractive due to the ethnic, cultural, and productive diversity that arises in this sector.

Having a global geopark entails the responsibility of working on conservation projects for these resources for the environmental and community benefit as a means of economic growth, promoting sustainable territorial development based on geo-education, geotourism, and the conservation of geosites. Therefore, it is important that the community, both local and visiting, is aware of this great diversity they traverse, recognize its value, and take ownership of this great natural fortune.

The local, national, and even international lack of awareness of this certification as a UNESCO global geopark limits its potential as a tool for sustainable development, as it prevents fully leveraging the associated benefits, such as promoting responsible tourism, preserving natural and cultural heritage, and generating economic opportunities for the province's growth.

The purpose of this research is to make the Imbabura Geopark visible and disseminate it as a sustainable tourism space to promote the economic, social, and cultural development of local communities while fostering the conservation of the region's natural and geological heritage. To this end, data were obtained from 384 respondents in the region, analyzing two variables: knowledge and dissemination of the Imbabura Geopark, with three dimensions; knowledge and visibility, tourist experience, and dissemination and improvement; the second variable: cultural heritage, with its dimensions; sustainable tourism, cultural activities, and heritage. This aims to have a solid foundation on the knowledge or lack thereof of the geopark for its full utilization. The results obtained will serve as a basis for possible future research lines that allow designing marketing and communication strategies and actions to promote tourism in the Imbabura province geopark, improving its positioning, recall, and tourist loyalty.

2. Theoretical Overview of the Main Concepts

Geopark

Geoparks are unique territories that combine exceptional geological wealth with natural and cultural elements, creating spaces of great scientific, educational, and tourist value. (Luis & Prieto, n.d.). Recognized for their ability to promote sustainable development, these places not only conserve and protect geological heritage but also foster environmental education, local identity, and the generation of economic opportunities. (Arellano, et al., 2018)

"UNESCO Global Geoparks are unique and unified geographical areas where sites and landscapes of international geological significance are managed through a holistic concept of protection, education, and sustainable development" (UNESCO, 2024). In this context, geoparks become exemplary models of balance between environmental conservation and social progress, positioning themselves as key tools to address global challenges such as climate change and the responsible use of natural resources.

This natural and cultural legacy requires society to become aware of the care and sustainability of resources, being key factors in the effects of climate change that result in severe natural disasters. (Sánchez-Cortez, et al., 2024)

For Carlos Merizalde, the current coordinator of the Imbabura Global Geopark, these spaces are carefully delineated territories, whose borders to the north, south, east, and west frame a geological heritage of international relevance. In addition to this geological heritage, the richness in biodiversity and cultural heritage also stands out, making these places unique and multidimensional spaces. He mentions that, in the case of Imbabura, they are fortunate to possess these three heritages in an exceptional manner.

On the other hand, Arellano et al., (2018) determine that a geopark is much more than a geographical space; it is a tool to generate common well-being, where local, public, and private actors from the rural and urban sectors play a fundamental role that ranges from the transfer of knowledge, the design of development plans to community empowerment that leads to the growth of educational and sustainable tourism.

Sustainable Tourism Concept

Sustainable tourism is a form of tourism development that seeks to meet the needs of travelers and host communities while protecting and enhancing natural, cultural, and social resources for current and future generations. "Tourism is currently one of the main economic activities worldwide" (Sánchez, et al., 2023). This approach focuses on minimizing the negative impacts of tourism on the environment, respecting the cultural identity of local communities, and ensuring equitable economic benefits by promoting responsible practices.

In this context, tourism today is an important factor in economic reactivation due to the generation of jobs and economic income for the sector's population. (Ministry of Tourism, 2025). "For sustainable development through tourism, it is very important to know what the actors who are in the place day by day think and how they live" (Pérez et al., 2021, p99). In some cases, the inhabitants do not consider that sustainable tourism can be a generator of economic growth and bring total benefits to the community; on the contrary, they confuse these activities with the negative impacts on environmental conservation. Conversely, for Dadyrova et al., (2025) sustainable tourism seeks to minimize its environmental impact, optimizing the use of natural resources and conserving biodiversity and essential ecological processes.

Sustainable Tourism in Ecuador

Ecuador is located in the northeast of South America, crossed by the equatorial line. (Inocar, 2012). Undoubtedly, it can be assured that the country is very rich in natural resources, possessing one of the highest biodiversity rates in the world (Jumbo et al., 2021), as its territory encompasses four natural regions that offer a variety of soils, climates, mountains, highlands, beaches, islands, lakes, lagoons, and jungle, which constitute the home of thousands of species of flora and fauna. It is no surprise to think that in this region, sustainable tourism would become a pillar for economic, social, and environmental development, promoting practices that conserve natural resources and strengthen the well-being of local communities. (Espinal et al., 2024) This statement highlights how the focus on sustainability not only benefits the environment but also supports the communities that depend on tourism.

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Conceptualization of Sustainable Tourism

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"Among the different types of tourism, ecological and cultural tourism have emerged as sustainable alternatives that seek to mitigate the negative impacts of mass tourism and promote the preservation of natural resources and cultural heritage" (Rodríguez-Márquez et al., 2024). Additionally, ecological and cultural tourism not only contribute to reducing the negative impacts of mass tourism but also foster the active participation of

local communities in the management and conservation of their natural and cultural environment, generating direct economic benefits that incentivize long-term sustainable practices.

Imbabura as a UNESCO Geopark

Ecuador posee un gran potencial turístico, uno de los lugares con mayor diversidad es Imbabura, conocida como la provincia de los lagos, (Davalos et al., 2019). contiene en su geografía atracciones turísticas como San Pablo, seguida de Otavalo reconocida mundialmente por su mercado de ponchos, continua Cotacachi con su laguna Cuicocha, en el recorrido continua Atuntaqui, identificada por su feria textil; Andrade Marín y su ícono la fábrica Imbabura; San Antonio de Ibarra con su oferta de productos tallados en madera entre otras; su capital Ibarra, conocida como la Ciudad Blanca (Gómez et al., 2018), de calles adoquinadas, luce en su centro histórico una tradicional arquitectura colonial. Muy cerca se encuentra la Laguna Yahuarcocha, lugar natural lleno de historia y leyenda.

Based on the dynamics of valuing natural and cultural heritage (Pareja-Pareja & Martínez-Ibarra, 2023), the geological heritage in Imbabura has not received the relevance it deserves. The recent interest in geodiversity and geotourism in the province is promoted by UNESCO's recognition as a global geopark, which covers 4599 km² (UNESCO, 2025) and is composed of geosites of scenic beauty, unique communities, and cultures.

The tourism sector is required to incorporate sustainability into the management and objectives of its businesses. An explicit way to achieve this goal is seen in the promotion of environmental certifications and eco-labels (Sánchez-Rodríguez & Anzola - Morales, 2021), a compelling reason for governments, public and private entities, along with the community, to work together to strengthen the unique resources of each region.

More and more regions are opting to promote the conservation, certification, and dissemination of their natural and cultural resources, supported by development and cooperation initiatives at various levels, with the aim of promoting sustainable, participatory development linked to the heritage of a territory (Carmelo et al., 2024). The contribution to local development is mainly carried out through activities such as geotourism, whose impact in various reported cases is outstanding (Herrera-Franco et al., 2020).

Globally, there are 213 UNESCO Global Geoparks located in 48 countries, and only one is in Ecuador (UNESCO, 2025). The benefits of being classified as a geopark are multiple, such as: encouraging global tourism, promoting the tourism and economic recovery of the province, and empowering its inhabitants to conserve the natural environment, valuing the privilege of living in a multiethnic and multicultural space.

It is important to mention that Ecuador is advancing in several initiatives to certify more spaces as global geoparks, such as the Tungurahua Volcano and Napo – Sumaco (Gobierno Provincial de Imbabura, 2019).

Imbabura as a UNESCO Geopark

Ecuador has great tourism potential, and one of the most diverse places is Imbabura, known as the province of lakes (Davalos et al., 2019). Its geography includes tourist attractions such as San Pablo, followed by Otavalo, which is globally recognized for its

poncho market, continuing with Cotacachi and its Cuicocha lagoon, then Atuntaqui, known for its textile fair; Andrade Marín and its icon, the Imbabura factory; San Antonio de Ibarra with its offering of carved wood products, among others; and its capital, Ibarra, known as the White City (Gómez et al., 2018), with cobblestone streets and traditional colonial architecture in its historic center. Nearby is the Yahuarcocha Lagoon, a natural place full of history and legend.

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Visibility of the Imbabura Geopark as a Sustainable Tourism Space

The tourism activity in the province of Imbabura has not achieved a strong positioning in the minds of tourists. The weak initiative and creativity to disseminate the products and services offered by the province through communication media, due to the scarce or empirical promotion by control organizations and service companies to promote the tourist sites and the benefits of the province of Imbabura to the world, evidently results in a reduction in the number of tourists and a gradual loss of customer loyalty.

3. Methodology

The project was based on a mixed research approach integrating a descriptive and exploratory non-experimental methodology to obtain a comprehensive view of the current situation of the geopark and design an effective communication product. The combination of qualitative and quantitative methods allowed for a deep understanding of the perceptions, needs, and opportunities, as well as the application of practical

strategies to promote sustainable tourism in the Imbabura Province Geopark.

This approach is useful for gaining an understanding of the social, cultural, and management aspects of the geopark and how tourists and local communities perceive sustainable tourism in the region. The qualitative method allowed for the exploration of topics related to the perceptions, attitudes, experiences, and motivations of key actors involved in the management and promotion of the geopark (Herrera, 2018); while the quantitative method focused on the collection and analysis of numerical data, providing sustainable information, the profile of tourists visiting the geopark, and how its visibility and dissemination influence the choice of destination (Binda & Benavent, 2013).

For data collection, instruments such as surveys, questionnaires, and in-depth interviews with the actors were used, gathering primary information through interviews with control organizations, surveys of a representative sample of the population in the six cantons of the province of Imbabura, which, once tabulated and analyzed, allowed for an understanding of the current situation of this important sector. Additionally, as a supplementary source of research, bibliographic compilation with data from the Provincial Government of Imbabura was used to contrast the information.

For sample selection, probabilistic random sampling was used, meaning that each element of the population had the same opportunity to be included in the sample (Muncha Erika Mercedes et al., n.d.).

Table 1. Población de la provincia de Imbabura por cantones

CITY	MEN	WOMEN	TOTAL
Ibarra	87.786	93.389	181.175
Otavalo	50.446	54.482	104.854
Atuntaqui	21.069	22.44219	43.528
Cotacachi	20.090	19.946	40.036
Pimampiro	6.448	6.522	12.970
Urcuquí	7.825	7.1846	15.671
TOTAL	193.644	204.580	398.244

Note: To determine the appropriate sample size for a total population of 398,234, different formulas can be used depending on the desired confidence level and margin of error. A common method is the formula for a simple random sample: $n = \frac{Z^2 \cdot p \cdot (1-p)}{E^2}$. To calculate the sample size with a 95% confidence level and a 5% margin of error, using $p=0.5$ $p = 0.5$ (which maximizes the sample size), the calculation is: $n = \frac{1.96^2 \cdot 0.5 \cdot (1-0.5)}{0.05^2}$. Where the necessary sample size for a population of 398,234, with a 95% confidence level and a 5% margin of error, is approximately 384. This ensures a statistically significant representation of the total population. Therefore, the sample size is 384 people.

The universe taken for the study corresponds to the number of people living in the province of Imbabura. The sample for the study is equivalent to 384 people, as shown in

the following tables.

Table 2. Population growth rate

CITY	MEN	WOMEN	TOTAL	PERCENTAJE %	SURVEY QTY 5% error
Ibarra	105.562	112.300	217.862	45,49%	175
Otavalo	60.661	65.449	126.110	26,33%	101
Atuntaqui	25.335	26.995	52.330	10,93%	42
Cotacachi	24.158	23.985	48.143	10,05%	39
Pimampiro	7.775	7.843	15.596	3,26%	13
Urcuquí	9.410	9.435	18.884	3,94%	15
TOTAL	232.880	246.006	478.886	100%	384

Note: According to the reports from INEC or the data from the 2021 Population Census.

Population 2021: The population of each canton according to the 2021 Population and Housing Census. **Annual Growth Rate:** Estimation of the annual population growth rate of each canton. **Estimated Population 2025:** Estimation of the population for the year 2025, calculated using the exponential growth formula:

$$P_{2025} = P_{2021} \times \left(1 + \frac{Rate}{100}\right)^{(2025-2021)}$$

In this way, the application of qualitative methods combined with the breadth and objectivity of quantitative methods allowed for a comprehensive understanding of the visibility and dissemination of the Imbabura Geopark as a sustainable tourism destination. This will facilitate the development of more effective strategies to promote the geopark and ensure its long-term sustainability.

3.1 Investigation Variables

En la presente investigación se tomó en cuenta dos variables y cada una de ellas con tres dimensiones.

Table 3. Research variables and dimensions

Variables	Dimensions	Objectivity
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Knowledge and dissemination of Imbabura Geopark	Knowledge and visibility	Allow the use of digital tools (websites, social media, online booking platforms) to promote the geopark and attract tourists.
	Tourist Experience	Measure the level of satisfaction of tourists with respect to the services offered in the geopark, such as guides, accommodations and tourist activities.
	Dissemination and improvement	The design and implementation of advertising campaigns, including the use of digital and traditional platforms, to increase visibility and attract tourists.
Cultural heritage	Sustainable Tourism	Measure the balance between tourism growth and environmental protection, promoting practices that minimize the negative impact on the ecosystem.
	Cultural activities	Allow the strengthening of cultural identity: The preservation and promotion of the cultural and ethnic traditions of local communities, and their integration into the tourist offer.
	Heritage	Preserve natural and cultural resources for future generations, raise awareness of the importance of the environment and geological history, promote responsible tourism and create economic and social opportunities that benefit local people.

4. Discussion

Once the instruments have been applied, the following results are obtained:

Table 4. Qualitative aspects of the variable 1

KNOWLEDGE AND VISIBILITY		
<i>Get to know the Imbabura Geopark</i>	<i>Frecuency</i>	<i>%</i>
Yes	228	59,38
No	156	40,62
<i>Informative aspects</i>	<i>Frecuency</i>	<i>%</i>
Social Media	74	19,27
Media	36	9,38
Family or Friends	69	17,97
Blogs	6	1,56
Tourism Advertising	15	3,90
Multiple options	184	47,92
TOURIST EXPERIENCE		
<i>Visit the Imbabura Geopark</i>	<i>Frecuency</i>	<i>%</i>
Yes	251	65,36
No	133	34,64

<i>Activities carried out in the Geopark</i>	<i>Frecuency</i>	<i>%</i>
Trekking	34	8,85
Cultural tourism	44	11,46
Museum visits	12	3,13
Local gastronomy	38	9,90
Ecotourism	8	2,08
Multiple options	248	64,58
DISSEMINATION AND IMPROVEMENT		
<i>Media preference</i>	<i>Frecuency</i>	<i>%</i>
Social Media	140	36,47
Tourism web pages	16	4,16
Advertising in local media	22	5,73
Travel magazines	12	3,13
Tourism fairs	23	5,98
Multiple options	171	44,53
<i>Content Promotion</i>	<i>Frecuency</i>	<i>%</i>
Landscape images and videos	83	21,61
Stories of local culture	45	11,72
Information on biodiversity	25	6,51
Practical activity guides	25	6,51
Interesting facts about the communities	14	3,65
Multiple options	192	50,00
<i>Aspects to improve</i>	<i>Frecuency</i>	<i>%</i>
Better signage	22	5,73
More recreational activities	40	10,42
Increased accessibility	21	5,47
Further promotion	78	20,31
Basic services	19	4,95
Rest areas	16	4,16
Multiple options	188	48,96

In Table 4, the qualitative results of variable 1 are analyzed. In the dimension of Knowledge and Visibility, it is observed that 59.38% of the respondents are aware of the Imbabura Geopark, with 47.92% indicating that they were informed through various sources such as social media, communication media, family or friends, blogs, and tourism advertising. Regarding the dimension of Tourist Experience, 65.36% state that they have visited the Imbabura Geopark and during their visit, they engaged in various activities such as hiking, cultural tourism, museum visits, local gastronomy, and ecotourism, reflecting 64.58% in the results.

In the dimension of Dissemination and Improvement, 44.53% prefer various options such as social media, tourism websites, local media advertising, travel magazines, and tourism fairs for information about the Geopark. Similarly, 50% indicate that they prefer content promotion through landscape images and videos, stories of local culture, information about biodiversity, and practical activity guides. Additionally, 48.96% indicate that the aspects to improve in the Geopark include better signage, more recreational activities, greater accessibility, increased promotion, basic services, and rest areas.

Table 5. Qualitative aspects of the variable 2

HERITAGE		
<i>Elements of cultural heritage</i>	<i>Frecuency</i>	<i>%</i>
Traditional festivities	26	6,77
Local gastronomy	29	7,55
Crafts	28	7,29
Monuments and historical sites	20	5,21
Rituales y saberes ancestrales	15	3,90
Multiple options	266	69,27
<i>Elements of natural heritage</i>	<i>Frecuency</i>	<i>%</i>
Mountains, snow-capped mountains and volcanoes	25	6,51
Lakes and lagoons	49	12,76
Biodiversity in flora and fauna	29	7,55
Parks and nature reserves	31	8,07
Multiple options	250	65,10

In Table 5, the qualitative aspects related to variable 2 are analyzed, where the dimension of Heritage was observed. It was determined that 69.27% of respondents identified the elements of cultural heritage as traditional festivities, local gastronomy, handicrafts, monuments and historical sites, rituals, and ancestral knowledge. Similarly, 65.10% indicated that the elements of natural heritage are mountains, snow-capped peaks, volcanoes, lakes, lagoons, biodiversity in flora and fauna, and natural parks and reserves. On the other hand, the quantitative data provide the following information:

Table 6. Normality test

Kolmogorov-Smirnov^a			
	Statistical	gl	Sig.
VARIABLE 1	0,084	384	0,000
VARIABLE 2	0,057	384	0,004

In Table 6, the normality of the data is determined, and given a sample size of 384 people, where $n > 50$, the Kolmogorov-Smirnov test is used. For both variable 1 and variable 2, a significance level less than $\alpha = 0.05$ is obtained, indicating that the data are not normally distributed. This necessitates the use of a non-parametric test for the correlation of the two variables.

Table 7. Correlational analysis of the variables

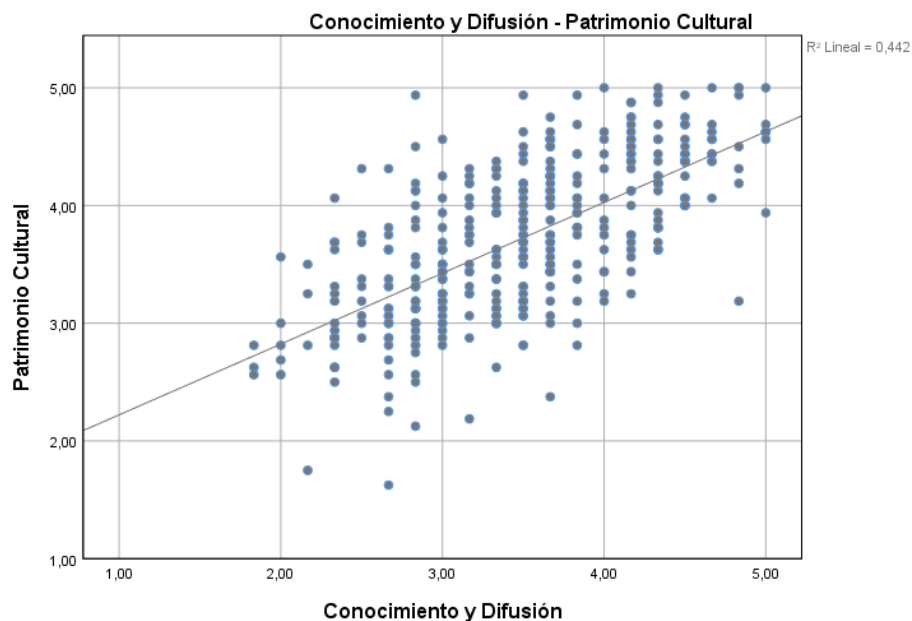
		VARIABLE 1	VARIABLE 2
Spearman Rho	VARIABLE 1	Correlation coefficient	1,000
		Sig. (bilateral)	0,669**
		N	384
	VARIABLE 2	Correlation coefficient	0,669**
		Sig. (bilateral)	1,000
		N	384

**.. La correlación es significativa en el nivel 0,01 (bilateral).

In Table 7, upon determining that the data are not normal, the non-parametric Spearman's Rho test is applied, resulting in a correlation coefficient of 0.669. This indicates that the variables have a moderate positive correlation, meaning that both increase equally.

4.1 Correlation between variables 1.2.

Graph 1. Correlation between variables 1.2



The graph shows a scatter plot between two variables: "Knowledge and Dissemination" (X-axis) and "Cultural Heritage" (Y-axis), along with a linear regression line and a coefficient of determination ($R^2 = 0.42$).

Relationship between variables:

There is a positive relationship between the variables. As "Knowledge and Dissemination" increases, so does "Cultural Heritage." This suggests that greater dissemination and knowledge are associated with a better perception or valuation of cultural heritage. The points are moderately aligned with the regression line, indicating variability in the data but a clear trend.

Coefficient of determination ($R^2=0.42$ $R^2 = 0.42$ $R^2=0.42$).

5. An R^2 of 0.42 implies that the linear regression model explains 42% of the variability in "Cultural Heritage" based on "Knowledge and Dissemination." Although it is not a perfect fit, it shows a significant relationship. In conclusion, the graph supports the idea that promoting the knowledge and dissemination of cultural heritage could be key to strengthening its valuation and conservation. However, there are other factors not represented in this model that could also influence the perception of cultural heritage, which can be supported by the qualitative data from this research.

6. Synopsis of the Main Research Outcomes

Knowledge and Visibility of the Geopark

59.38% of respondents are aware of the Imbabura Geopark, with the main source of information being social media and other combinations of media, approximately 47.92%.

Tourist Experience.

65.36% have visited the geopark, especially engaging in activities such as hiking, cultural tourism, local gastronomy, and ecotourism, highlighting combinations of various options while always considering improvements in signage, informational references, and sanitary maintenance.

Dissemination and Improvement

44.53% prefer various sources of information such as social media, websites, and local media, while 50% opt for promotion through landscape images and videos, cultural stories, and practical guides. As mentioned, some aspects to improve include greater promotion, better signage, accessibility, and more recreational activities.

Cultural and Natural Heritage

69.27% identify the main cultural elements as traditional festivities, local gastronomy, handicrafts, and ancestral rituals, with this type of tourism being one of the favorites for its authentic essence. 65.10% point out natural heritage elements such as mountains, lakes, biodiversity, and natural parks, considering them the most relevant. There are geosites that, due to their location, are not frequently recognized or visited.

Relationship between Knowledge, Dissemination, and Cultural Heritage

There is a moderate positive correlation ($Rho = 0.669$) between knowledge/dissemination and cultural heritage, indicating that greater knowledge and visibility are associated with a better valuation of cultural heritage. A linear regression model shows that knowledge and dissemination explain 42% of the variability in the valuation of cultural heritage ($R^2 = 0.42$).

These findings provide a solid foundation for designing sustainable tourism promotion strategies and improving the visitor experience at the Imbabura Geopark.

7. Conclusions

Once both qualitative and quantitative data were analyzed, it was concluded that the absence of an integrated communication strategy results in a low level of promotion and visibility of cultural heritage and its comprehensive tourism, advertising, and educational dissemination regarding community participation in the sustainable development of the Imbabura Geopark.

To achieve positioning as a sustainable tourism destination and raise awareness among both the local population and visitors about the importance of preserving its natural and cultural wealth, a broad understanding of the benefits that a global geopark brings is essential. As the data showed, knowledge and dissemination will allow for the enhancement of heritage in all its dimensions.

The absence of an integrated communication strategy results in a low level of promotion and visibility, leading to a lack of awareness among the local population and visitors.

The promotion of the Imbabura Geopark as a tourist destination is limited; most people, both nationally and internationally, are unaware of the geopark's existence and certification and the experiences it offers. This low level of visibility is partly due to the lack of effective dissemination campaigns and the absence of a clear message that highlights the cultural, natural, geological, and ecological values of the province. This lack of awareness limits the attraction of visitors interested in geotourism, ecotourism, and authentic cultural experiences.

Current promotion strategies are partially effective, but there is a need to strengthen dissemination through digital and traditional media, which should be one of the fundamental principles guiding the development of tourism in Ecuador. The preservation of cultural and natural heritage, along with sustainable tourism activities, is key to the development of the geopark.

8. Limitations, Implications, and Further Directions of Research

The findings can serve as a reference for the formulation of public policies aimed at strengthening the visibility and conservation of geoparks in Ecuador, integrating digital and traditional media.

The correlation between knowledge and the valuation of cultural heritage suggests that educational campaigns can be a powerful tool to increase awareness and commitment among the local population and tourists. It is crucial to involve local communities in the promotion and conservation of the geopark, ensuring that the benefits of tourism are distributed equitably throughout the region.

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