

RESUMEN

Los centros de turismo comunitario es un producto innovador turístico que trata de Resaltar las características culturales del pueblo indígena de la Sierra ecuatoriana. Existen varios centros de turismo comunitario en la Provincia de Imbabura Peribuela, Palauco, Comunidad de la florida, Nueva América. Cayambe coca, Junin. Zona de Intag, Agato. Otavalo, Runa Tupari, Cotacachi, San clemente, Manduriacos, Sumak Pacha, Pijal. La siguiente investigación busca encontrar que factores son positivos y motivan a los turistas a visitar los centros de turismo comunitario y potenciar estos factores. Se investigará que servicios adicionales prefieren los clientes potenciales y estarían dispuestos a contratar para mejorar el margen de ventas de los mismos, alcanzando una mayor utilidad, para al final elaborar un plan de comunicación que motive a los turistas nacionales y extranjeros a visitarlos.

PALABRAS CLAVES:

- **CENTROS DE TURISMO COMUNITARIO (CTC'S)**
- **FACTORES CRÍTICOS DE ÉXITO**
- **SERVICIOS COMPLEMENTARIOS**

SUMMARY

Community tourism centers are a tourist innovative product which is Highlight the cultural characteristics of the indigenous people of the Ecuadorian Sierra. There are several centers of community tourism in our country and worldwide, what differentiate each of them is the culture and the activities they perform. There are several centers of community tourism in the Province of Imbabura Peribuela, Palauco, Community Florida, nueva America. Cayambe Coca, Junín. Intag, Agato. Otavalo, Runa Tupari, Cotacachi, San Clemente, Manduriacos, Sumak Pacha, Pijal. The following research seek to find positive What are the critical factors that motivate tourists to visit the centers of community tourism and enhance these factors. Negative critical factors seek to improve them, investigate what additional services that potential customers would be willing to hire to improve sales margin thereof, achieving greater profit, to finally develop a communication plan that encourages domestic tourists and abroad to visit the tourist centers in the province of Imbabura.

KEYWORDS:

- **COMMUNITY TOURISM CENTERS (CTCS)**
- **CRITICAL FACTORS OF SUCCESS**
- **COMPLEMENTARY SERVICES**