

Resumen

La diversidad cultural ecuatoriana ha contribuido al país para generar ingresos favorables para la balanza comercial, mediante su oferta exportable en bienes y servicios con rasgos simbólicos culturales, los mismos que han permitido trascender fronteras expandiendo la identidad cultural por medio de la adquisición de insumos por parte de los consumidores extranjeros, quienes motivados por distintos factores como la intelectualidad, cultura, comportamiento, educación, entre otros, prefieren consumir y apoyar a los productos y manufacturas que contengan representaciones culturales. Nuestro país al ser pluricultural y mega diverso permite contar con productos elaborados por las diferentes culturas y regiones del Ecuador, transmitiendo de esta manera técnicas y tradiciones ancestrales representativas de cada rincón de la nación que motiva al consumidor extranjero a adquirir mercancías tanto dentro del país como en el extranjero; donde, se pone a disposición de los consumidores una amplia variedad productos y servicios que se desglosan en gastronomía, turismo, arte, música, literatura, festividades, artesanías y textiles fomentando curiosidad en ellos, para motivarlos a visitar el país y que puedan adquirir y consumir cada uno de ellos; además de presentarlos al mundo a través de la participación de empresas ecuatorianas que compiten dentro del mercado internacional por alcanzar un alto posicionamiento en cuanto a insumos de carácter cultural.

Palabras clave: consumidor extranjero, cultura, necesidades, diversidad cultural, mercado internacional.

Abstract

Ecuadorian cultural diversity has contributed to the country to generate favorable income for the trade balance, through its exportable offer in goods and services with cultural symbolic features, which allows transcending borders by expanding cultural identity around in the acquisition of inputs by foreign consumers, who are motivated by different factors such as intellectuality, culture, behavior, education, among others, prefer to consume and support products and manufactures that contain cultural representations. Our country, being pluricultural and mega diverse, allows us to have products made by the different cultures and regions of Ecuador, thus transmitting representative ancestral techniques and traditions from every corner of the nation that motivates the foreign consumer to acquire merchandise both within the country and abroad; where a wide variety of products and services are made available to consumers that are broken down into gastronomy, tourism, art, music, literature, festivities, handicrafts and textiles, fostering curiosity in them, to motivate them to visit the country and that they can acquire and consume each of them; In addition to presenting them to the world through the participation of Ecuadorian companies that compete in the international market to achieve a high position in terms of cultural inputs.

Keywords: foreign consumer, culture, needs, cultural diversity, international market.