

**IMPACT OF TOURISM ON ECUADOR'S DEVELOPMENT. REFLECTIONS FROM THE
ACADEMY – IV CONGRETUR
The IV Tourism Congress – CONGRETUR**

*Xavier Lastra-Bravo
Enrique Cabanilla V
Universidad Central del Ecuador
Quito, Ecuador*

Tourism impact on Ecuador's development" was take placed on 21st to 24th November 2018, in Quito, Ecuador. During the three days, 63 conferences were exposed in three thematic panels: Economic and statistical studies, Natural and cultural heritage studies, and Alternative tourism studies. The IV CONGRETUR provided a space for dialogue and discussion, where highly experienced and novel researchers participated, so this was an open, plural and inclusive space. In this article the obtained results are presented and analyzed through a synthesis of presented contents. As result, contributions for tourism activity strengthening are evidenced, as well as realistic and innovative proposals, new products, case studies, activity monitoring and, especially, new experiences. In addition to, the link between society and academy that is being created in the territories where students and lecturers share and apply their knowledge, and learn about local culture, environment, reality. From a more critical view, Academy urge to deploy greater efforts for implementing its theoretical knowledge, for developing researches targeting on new trends and sector needs, for transforming critics on viable development proposals of territories, and it becomes on articulating axis of different tourism sector stakeholders.

KEY WORDS: *tourism research, Ecuadorian academy, territorial development, tourist heritage, alternative tourism, CONGRETUR.*