

## Theoretical foundations for the development of hostels in the city of guayaquil and the professional competencies of hired personnel

Fundamentos teóricos del desarrollo de los hostales de la ciudad de guayaquil y las competencias profesionales del personal contratado

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### ABSTRACT

To promote development and community cooperation in small businesses and hostels in the city of Guayaquil, we seek to develop a solid theoretical base. This objective is addressed through documentary research that selects relevant scientific documents and uses qualitative techniques along with data collection sheets. This approach allows us to build a robust theoretical base and formulate practical recommendations, based on a detailed and substantiated analysis of the available literature on the development of hostels and professional skills in Guayaquil. The results provide a perspective on how the different accommodations operate according to the star level of each hostel. This result responds to the project “Technological tools for hostels in the city of Guayaquil”, carried out by students and teachers of the Instituto Superior Tecnológico Universitario Espíritu Santo, Guayaquil, Ecuador

**Key words:** Development, Hostel, Skills, Professionals, Guayaquil.

REVISTA TECNOLÓGICA  
ciencia y educación  
Edwards Deming

ISSN: 2600-5867

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Edited by: Tecnológico Superior Corporativo Edwards Deming

July - December Vol. 8 - 2 - 2024

<https://revista-edwardsdeming.com/index.php/es>

e-ISSN: 2576-0971

Received: January 13, 2024

Approved: Abril 21, 2024

Page 109- 117

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## RESUMEN

Para impulsar el desarrollo y la cooperación comunitaria en los pequeños empresarios y hostales de la ciudad de Guayaquil, se busca desarrollar una base teórica sólida. Este objetivo se aborda mediante una investigación documental que selecciona documentos científicos relevantes y emplea técnicas cualitativas junto con fichas de recolección de datos. Este enfoque permite construir una base teórica robusta y formular recomendaciones prácticas, basadas en un análisis detallado y fundamentado de la literatura disponible sobre el desarrollo de los hostales y las competencias profesionales en Guayaquil. Los resultados brindan una perspectiva en como es el funcionamiento de los distintos hospedajes conforme al nivel de estrellas de cada hostel. Este resultado responde al proyecto “Herramientas tecnológicas para hostales de la ciudad de Guayaquil”, que llevan a cabo los estudiantes y docentes del Instituto Superior Tecnológico Universitario Espíritu Santo, Guayaquil, Ecuador.

**Palabras Claves:** Desarrollo, Hostel, Competencias, Profesionales, Guayaquil.

## INTRODUCTION

The city of Guayaquil, known for its commercial dynamism and tourist appeal, is home to a considerable number of small entrepreneurs and hostels that play a crucial role in the local economy. However, these businesses often face significant challenges that limit their growth and sustainability. One of the most critical problems is the scarcity of a sound theoretical basis that effectively promotes community development and cooperation. Without a clear and well-grounded conceptual framework, support initiatives and development strategies lack the cohesion and direction needed to be truly effective. This results in scattered and poorly coordinated efforts that fail to adequately address the specific needs of small entrepreneurs and hostels.

The lack of a robust theoretical base also impedes the proper identification of necessary professional competencies and the integration of technological tools that could significantly improve the operability and competitiveness of these businesses. As a result, many of these entrepreneurs and hostels operate below their potential, affecting not only their economic sustainability but also the socioeconomic development of the community as a whole. The absence of clear theoretical guidance limits the ability of entrepreneurs to adapt to changing market dynamics and to take advantage of growth opportunities, which in turn negatively impacts the local economy and the well-being of the community of Guayaquil.

The lack of a solid theoretical basis significantly affects the development and sustainability of small entrepreneurs and hostels in the city of Guayaquil. Without clear conceptual guidance, these businesses face difficulties in identifying and taking advantage of opportunities for growth and development, which limits their ability to compete effectively in the local and global tourism market.

Identifying the main professional competencies and technological tools needed to improve the operability and competitiveness of hostels in Guayaquil is essential. However, without a robust theoretical basis, it is difficult to determine what these competencies and tools are and how they can be effectively implemented. This prevents entrepreneurs from being able to optimize their operations and offer high quality services that attract more tourists.

Developing a solid theoretical basis that promotes community cooperation among Guayaquil's small entrepreneurs and hostels is crucial for local economic development. Without this theoretical framework, cooperative strategies and community initiatives lack clear direction, making it difficult to create synergies and maximize shared resources.

The absence of a clear theoretical orientation limits the effectiveness of policies and support programs aimed at small entrepreneurs and hostels in Guayaquil. Without a solid theoretical foundation, these policies and programs cannot be designed and implemented in a way that adequately responds to the specific needs and challenges of these businesses, which reduces their impact and efficiency.

Finally, successful community development models need to be adapted to the Guayaquil context to support small entrepreneurs and hostels. A solid theoretical foundation can guide this adaptation, ensuring that the strategies implemented are relevant and effective. Without this theoretical guidance, efforts to replicate successful models may fail due to lack of contextualization and proper adaptation to local realities.

To develop a solid theoretical basis for promoting community development and cooperation focused on small entrepreneurs and hostels in the city of Guayaquil. In this context, a detailed analysis of the professional competencies of managers and staff working in the city's hostels will be carried out. The technological tools used by these establishments to improve their operations and service will also be examined. This comprehensive approach not only seeks to identify needs and areas for improvement, but also to provide effective strategies for the growth and sustainability of these businesses in Guayaquil's competitive tourism market.

A well-structured theoretical foundation provides a clear conceptual framework that facilitates the understanding of the challenges and opportunities faced by these businesses. By having a robust theoretical foundation, the specific needs of small entrepreneurs and hostels, as well as the economic and social dynamics that affect their performance, can be more accurately identified. This is crucial for designing effective policies and support strategies that truly respond to local realities and enhance community economic growth.

The process of developing this theoretical basis involves extensive research and multidisciplinary collaboration. To this end, empirical studies are needed to collect relevant data on the functioning and needs of small entrepreneurs and hostels in Guayaquil (Ramos, I. 2021). In addition, successful community development models implemented in other regions should be analyzed and adapted to the local context. This methodological approach allows the elaboration of a theory that is not only applicable in academic terms, but also has a viable practical implementation. Through this research, the necessary professional competencies and the most appropriate technological tools can be identified to improve the competitiveness and efficiency of these businesses.

The objective of developing this theoretical basis is ultimately to foster sustainable development and social cohesion in Guayaquil. By strengthening the capacities of small entrepreneurs and hostels, job creation is encouraged and the quality of tourism services offered in the city is improved. This not only benefits individual entrepreneurs, but also contributes to the economic and social well-being of the community at large. Community cooperation is thus strengthened, as local businesses collaborate with each other and with other institutions to achieve common goals.

Knowing the powers of a lodging space will always depend on different factors, such as location, quality of service and accessibility or target public, whether it is tourist, local or transient. For Candel, V., & Vasconez, M. (2016), the hostel will be able to optimize its resources through the efficient use of its capabilities, thus strengthening the company by reducing errors and weaknesses that previously had not been addressed by management.

Knowing the capabilities of an accommodation space depends on various factors such as location, service quality and accessibility, in addition to the target audience, whether tourist, local or transient. According to Candel and Vasconez (2016), a hostel can optimize its resources through the efficient use of its capacities. This approach allows strengthening the company by reducing errors and weaknesses that had not been previously addressed by management. By understanding and improving these aspects, hostels can increase their competitiveness and offer a superior experience to their guests, better adapting to market demands and ensuring their long-term sustainability.

Torres, A., et al. (2018), mention that hostels should offer a variety of services that are attractive to tourists. Most guests are foreigners, who are looking for more innovative offers. They comment that usually the same services are offered and there is no difference from other hostels.

To attract more tourists and improve the guest experience, hostels need to diversify and improve the quality of their services. Many visitors, especially foreigners, are looking for unique and differentiated offers that allow them to enjoy a more enriching and memorable stay. Monotony in the services offered can result in a negative perception, leading tourists to opt for other accommodations that do stand out for their innovation and originality. Therefore, it is crucial that hostels invest in the diversification of their offerings, adjusting to the needs and expectations of modern tourists, which will not only

increase their satisfaction, but also foster loyalty and positive recommendation of the place.

Jiménez, R. (2022), identified several reasons why the hotel sector has ceased its commercial activities, among them: the high level of competition, the lack of leadership in decision making, the low quality of the services offered and, more recently, the impact of the pandemic on the industry at a global level.

The lack of effective leadership in decision making has left many hotels without clear direction, negatively affecting their ability to adapt to change and improve their operations. The poor quality of services provided has also discouraged customers, reducing loyalty and referrals. The pandemic has hit the hospitality industry hard globally, drastically decreasing the influx of tourists and causing an unprecedented crisis in the sector. Therefore, it is crucial for hotels to focus their efforts on improving the quality of their services, strengthening their leadership and adapting to the new market realities in order to survive and thrive in the future.

Assessing how job satisfaction derived from salary and professional development influences employees' organizational commitment in relation to their valuation and permanence in the company is fundamental. This is due to the need to understand the relationship between these two key elements for organizational performance, allowing their interaction to provide valuable information for Human Resources management (Alvarado, D., et al. 2020).

Salary satisfaction can motivate employees to feel valued and fairly rewarded for their work, while professional development opportunities can foster a sense of growth and advancement within the organization. Understanding how these factors interact and affect employee engagement enables HR management to design more effective strategies to improve employee retention and performance. By focusing on these aspects, companies can create a more motivating and productive work environment, which is essential to remain competitive in today's marketplace.

## **MATERIALS AND METHODS**

The research process on the theoretical foundations of the development of hostels in the city of Guayaquil and the professional competencies of hired personnel is established through a documentary research methodology. This type of research focuses on the collection and analysis of information already existing in various documentary sources Pérez, S., et, al. (2021). For this study, the sample includes a variety of scientific documents such as theses, research projects and case studies that have focused on topics relevant to the hotel and lodging sector in Guayaquil and other comparable regions.

The selection of these documents is based on their relevance and depth in relation to the research objectives. By including theses and research projects, a scholarly and meticulous overview of the theoretical and practical aspects of the development of hostels is ensured. The case studies, meanwhile, provide concrete examples of successful strategies and common challenges faced by hostels, enriching the analysis with practical and applicable experiences. This diverse sample allows for a comprehensive

understanding of the issues studied and a solid basis for developing theoretical and practical recommendations.

The techniques and instruments used in this research are qualitative, which allows for an in-depth and detailed analysis of the information gathered. Data collection cards are used as the main tool to organize and synthesize the information extracted from the documents Mariñas, R. (2022). These cards allow the data to be systematically categorized, facilitating the identification of patterns, trends and recurrent themes. In addition, they help to structure the information in a way that makes it easily accessible for further analysis.

The use of qualitative techniques is particularly appropriate for this research, as it allows exploring the complexities and nuances of theoretical foundations and professional competencies Bustos, M. (2021). This qualitative approach also facilitates an understanding of how the professional competencies of hostel staff impact their development and success.

The research process is developed through a documentary methodology, using a sample of relevant scientific documents and applying qualitative techniques with data collection sheets. This approach allows us to build a solid theoretical base and offer practical recommendations based on a thorough and well-founded analysis of the existing literature on the development of hostels and professional competencies in Guayaquil.

## RESULTS

In the search for theoretical foundations for the study, Zerda, E. (2021) in his analysis of managerial competencies in managers of three-star hotels in the city of Guayaquil, mentions in his results that the vast majority, approximately 92.1% of the people surveyed, work in independent hotels, that is, hotels that do not belong to any hotel chain. Some 42.1% of these hotels have 11 to 20 rooms, followed by hotels with 21 to 30 rooms and less than 10 rooms with 23.7%. The majority of these hotels have 11 to 20 employees (57.9%).

Regarding the managerial competencies of managers of three-star hotels in Guayaquil, the prevalence of independent hotels, not affiliated with hotel chains, stands out; most of these establishments have a staff of 11 to 20 employees. These findings emphasize the need to understand the unique dynamics that characterize medium-sized independent hotels and suggest the importance of developing management strategies adapted to these particularities within the hotel industry in the region.

According to the results of Orrala, P. (2019), it can be concluded that not all 5 star hotels have the same departments, there are hotels such as the Wyndham and Sonesta, which operate from several departments in one that way audits can be facilitated at the time that some are required, likewise, hotels such as the Hilton Colon and Sheraton if they maintain a large number of departments are strictly necessary for the establishment. This strategy allows for greater efficiency in management and facilitates audits at critical moments. On the other hand, hotels such as the Hilton Colon and the Sheraton maintain a more traditional distribution, with a multiplicity of departments that are considered

essential for the optimal operation of the establishment. These differences highlight the flexibility and adaptability of organizational structures in the hotel industry, where decisions about departmental configuration can influence operational efficiency and responsiveness to market demands.

Through correlation analysis, Zambrano, L., & Ramos, M. (2021), talk about the level of customer satisfaction in relation to the quality of service of a hotel located in the center of the city of Guayaquil, pointed out that the quality of service of the rooms is more important than that of the reception and restaurant area, in terms of the guest's perception towards the quality of service of the hotel in general.

Their results indicate that room service quality has a significant impact on the guest's overall perception of hotel quality, surpassing in importance other aspects such as the reception area and the restaurant. This finding underscores the relevance of focusing efforts on maintaining high standards of in-room service, since this has a significant influence on the overall guest experience and, therefore, on their satisfaction and loyalty to the establishment.

Paccha, E., & Paccha, M. (2018), was able to determine in their study that, there are shortcomings in the internal customer of the company due to lack of training, professionalism. Most of the employees are hired without having university education, nor English language skills. In terms of infrastructure, there is a lack of modern conference rooms for conferences, events, congresses, restaurants, a telephone switchboard, and ramps for people with disabilities.

It should be noted that most employees are hired without university training or English language skills. In addition, there is a significant lack of infrastructure, with the absence of modern conference, event, and congress rooms, as well as restaurants, a telephone switchboard, and facilities that are accessible to people with disabilities. These shortcomings highlight the urgent need to improve both staff training and the physical infrastructure of the company, in order to improve the quality of the service offered and enhance the experience for both internal and external clients.

## DISCUSSION

The authors highlight the importance of understanding the unique dynamics that characterize medium-sized independent hotels in Guayaquil. They even focus their analysis on the managerial competencies in these establishments, highlighting the deficiencies in the internal client, especially in the training and professionalism of hired personnel. Both contributions converge on the need to develop management strategies adapted to these particularities, as well as on the urgency of improving staff training and qualification to raise the quality of the service offered.

On the other hand, the same analysis offers a perspective on the diversity in the organizational structure of five-star hotels in Guayaquil. While some hotels, such as the Wyndham and the Sonesta, merge departments for greater efficiency, others, such as the Hilton Colon and the Sheraton, maintain a more traditional distribution. These differences highlight the flexibility and adaptability required in the configuration of hotel

establishments to optimize their operations, which is a key consideration for the development of hostels in the city.

The correlation analysis focuses on the relationship between the quality of service offered in the rooms and the client's perception of the quality of the hotel in general. With this finding, the authors reinforce the importance of maintaining high standards in the rooms, which has a determining influence on the client's overall experience and satisfaction with the establishment. This perspective contributes to establish clear guidelines for the development of hostels in Guayaquil, focusing on the continuous improvement of the quality of service offered in the rooms.

Taken together, the aforementioned studies provide a solid theoretical basis for the development of hostels in Guayaquil and the strengthening of the professional competencies of hired personnel. These contributions highlight the importance of understanding the dynamics of the local hotel market, adapting management strategies to the particularities of each establishment, and focusing efforts on maintaining high quality standards in the service offered, both in the rooms and in other key aspects of the customer experience.

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