

SUMMARY

This report was aimed, diagnosing cultural value of Otavalo Kichwa people of the Community Company. The specific objectives that motivated this research are a) Identify the causes of cultural loss of the community The Company, b) Designing the Cultural Center Project, linked to the performance of traditional events to revitalize their culture, c) Submit a motivator to work community leaders considering the roads and dimension that can help the project to materialize, with regard to strengthening cultural. The characteristic of the problem and the objectives of the study identified a descriptive purposes with a non-experimental design. The study population consisted of 950 residents of the community from which sample was taken as 218 people at random. In order to obtain the information survey was designed as the main tool. Once an instrument of data collection and information obtained proceeded to the analysis and interpretation of data, evidenced a marked loss of culture on young people in the sector, it is suggested to implement a cultural center within the community. The investigation and the proposal was made during the months of February to July, culminating in the defense of them. For the realization of this report is considered an item of 362.25 USD. Invested in technical, technological and human.