

ABSTRACT

This Project aims to strengthen the tourism image of the parish of Ambuqui through the assessment of Agroecological farms as a tourist product, so research is aimed primarily at owners of farms, employees and members of the community directly involved with tourism development. Within the problem of the background investigation determined highlighting the current situation which are passing farms and Ambuqui community, determined the problem and determining the distribution proposal considering the most important strategies is to conduct outreach and training aimed at farm owners, employees and community. In conclusion we can of the proposed training through the implementation of the project is an important need and current parish Ambuqui whether increasing interest in promoting the tourist image, economic development and environmental conservation. Remember I a general way in the end strengthen tourism activities related to agroecology interaction and commitment directly and indirectly involved in tourism activities in the parish of Ambuqui and the Province of Imbabura to work on development projects that allow balanced as much as for the good of the people and the environment.