

# Analysis of local information systems of Ecuador and the importance of urban marketing

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## Abstract

This article addresses the importance of urban marketing in Local Information Systems in Ecuador. The government with the aim of planning and making decisions in real time should include the perspective of a new model of city in function of the new social needs and the construction of an image for its own country and the international arena to accelerate the local economy development. This research, describes the social impact of urban marketing in the construction of the cities to attract Foreign Direct Investment (FDI). Public management, plays a fundamental role in the development of different programs in the field of the digitalization of services to generate viable solutions and try to improve the quality of life of its inhabitants. Urban marketing and the ICT are a fundamental support for these. Citizens, businesses, governments and employees are a policy priority because cities are key factors for the new industrial scenario to converge all segments of society for ICT deployment and use. In addition, the article presents Local Information Systems for highlighting smart governance. The methodology used is secondary data sources including various types of books, journal articles, government reports and implementation plans.

**Keywords:** Smart governance, FDI, image, ICT.

## 1. Introduction

Local Information Systems bet by a new model of information system in order to support local decision making. One of the main objectives of this research is analyse Local Information System as a valuable tool for decision making and policy strategies for local and rural government development.

According to Urban Marketing approach the social impact of eGovernment in the construction of cities to attract Foreign Direct Investment (FDI) will significantly contribute to developing cities [1]. Public management plays a fundamental role in the development of different programs in the field of digitalization services to generate viable solutions and improve the quality of life of its inhabitants. For instance, accountability for business purposes.

The effective use of the knowledge generated by the Local Information Systems is essential for cities to make informed decisions, stop the most serious corruption processes and continue caring for the citizens basic requirements through targeted policies.

In this context, Local Information Systems is the organized set of elements that allow the interaction of Decentralized Autonomous Organization with the citizens in the territory, with the aim of accessing, collecting, storing and transforming data and relevant information for local and national planning and public management. However, Urban Management perspective is not yet conceived with the recognition it deserves.

## 2. New Public Management in Ecuador

New Public Management (NPM) for South America and Ecuador arise from the need to introduce reforms in Latin American Public Administrations [2]. For instance, the Ibero-American Charter try to formalize the agreement reached by a broad set of countries in the region. Furthermore, regarding the organizational guidelines to adopt tools and processes that shall contribute to the improvement of its effectiveness and efficiency.

In Ecuador NPM is constituted by public services that are the provision of tangible or intangible goods delivered by the State to citizens, with quality and warmth care to guarantee constitutional rights and aiming at the construction of the Living Well regime.

In the Constitution of Ecuador (2008) [3] decentralization was introduced and the government launched an Organic Code for Regional, Autonomous and Decentralized Organization (COOTAD) under the realm of Living Well program for the reinforcement of democratic State in Ecuador [4]. The aims it was to deepen the decentralization and deconcentration processes.

The administration, decentralization and development model of the Decentralized Autonomous Governments is determined, within the framework of planning and other State regulations of the national level: *Art. 1. This Code establishes the political-administrative organization of the Ecuadorian State in the territory: the regime of the different levels of decentralized autonomous governments and special regimes, in order to guarantee their political, administrative and financial autonomy.* In addition, it develops a model of compulsory and progressive decentralization through the national system of competencies, the institution responsible for its administration, the sources of financing and the definition of policies and mechanisms to compensate for imbalances in territorial development.

Since 2008 Ecuador is governed within the framework of a new political-citizen agenda, which is embodied in the Constitution of 2008. Nowadays, in total there are 9 zones, 140 districts and 1,134 administrative planning circuits for the organization of the Executive in the territory. Administrative levels of planning are also the levels of deconcentration.

The deconcentration from the Executive Branch in Ecuador allowed to realize this renewed way of thinking about development, guided by the principles of dignity and solidarity, rescuing first of all the collective sense of Well Living for the construction and consolidation of a democratic State in which all citizens can have trust and clarify its mechanisms and competences based on the recognition of territorial diversity and cultural.

In this context, the Social Information System is an effort to advance the application of computer technology among local governments. Computer-based information systems it is not only to provide data for management decision making, but also promoting social equality, minorities, diversity and so on. Furthermore, social dilemmas in locality are arising and the State's duty is not just draw a city for tourism purposes, but for living well.

### 3. The role of locality in Public Sector

Ecuador is an unitary state, as decentralized structure with a two-tier structure of decentralization. The country is divided into 24 provinces (in Spanish called Provincias) which are formed by one or several canton. According to the Constitution of Ecuador (2008), these provinces may also gather to create an autonomous region, but with only geographical significance. The lower level of decentralization is constituted by 221 municipalities called Canton or Municipios. These entities are further subdivided into around 1500 parishes (in Spanish called parroquias) which are small politico-territorial divisions that may be classified into rural or urban parishes; although most of them are rurals. They are under the authority of a municipality which has the power to create or modify them. This subsidiary tier of decentralization aims to be an intermediary between people and municipalities.

Table 1. Territorial Organisation and Subnational Government Responsibilities

Municipal Level	Intermediate Level	Regional or State Level	Total Number of Subnational Government Responsibilities
221 Municipalities + 1 Metropolitan District: Distrito Metropolitano de Quito (capital city)	-	24 provinces	243

Source: Organic Code for Regional, Autonomous and Decentralized Organization – COOTAD.

The importance to take a place-based approach in local governments of Ecuador shall help to coordinate the siloed services in need. The challenges facing local authorities are unprecedented because the budget is limited even with rising demand for services. Locality has been working with and talking to many local authorities and community organisations to find new ways to keep public services viable in this increasingly difficult time.

There are local authorities award contracts to deliver public services to large national companies. These companies take a standardised, one-size-fits-all approach. However, the best public services are based on a relationship, rather than a transaction, where the expertise of the professional combines with the experience of the user.

To attract Foreign Direct Investment (FDI) the Ecuadorian Constitution promotes private investment in the economy and stimulate free competition and competitive markets. It also stipulates the protection of private property and guarantees good levels of contracts enforcement. On the other hand, domestic and foreign investors from the private sector, through concessions or privatization of state-owned companies, are allowed to acquire responsibilities in matters such as the construction and management of public works such as roads, ports, among others, and supply basic services: drinking water, electricity and telecommunications; the same ones that are currently managed by the State [5].

### 4. What is good governance?

During fouryear period by direct and secret popular vote in elections for mayor, president of the municipal council, and provincial prefec. The elected authority is responsible for

improving public services, executing public works, investing revenues, and carrying out any other duties required by law.

Decentralized Autonomous Governments have the support of the Association of Consortium of Provincial Governments of Ecuador (CONGOPE) and the Association of Ecuadorian Municipalities (AME). Under the premise of decentralization, the current context in Ecuador is very favourable for designing a tool to ensure information systems from other intergovernmental organizations that helped the local government in the implementation of social public policies, especially at the local and rural level. The central government has been using information and communication technologies (ICT) to improve coordination of various social programs. This means that technology has been another component in the implementation of these policies.

## **5. Local Information Systems of Ecuador**

Central government coordination is fundamental to intergovernmental relations in the context of public and social policies. Thus, smart cities are organized of Information and Communication Technologies (ICT), to deploy such as policies.

Local Information Systems of Ecuador is a Standard Technical Norm issued by the public institution SENPLADES to regulate the creation, implementation and strengthening of Local Information Systems known as SIL in *Spanish Servicio de Información Local* that facilitate the generation, structuring, integration and dissemination of statistical information and geography data.

According to the Technical Norm SNPD-056-2015 for the creation, consolidation and strengthening of Local Information System, in Article 2 it mentions: “*Scope of application.- This norm will be implemented in a mandatory manner in Decentralized Autonomous, Provincial, Metropolitan and Municipal Governments of Ecuador, entities that should create, institutionalize and strengthen their Local Information System*”, therefore the offer of this project is limited to the Provincial Decentralized Autonomous Government and Municipal Decentralized Autonomous Government within their powers.

In order to align regional disparities with the need to articulate common national strategies, Local Information Systems is not being implemented by the majorities of the local governments of Ecuador. For example, tardily through a resolution, the highest authority of one province of Ecuador called Santo Domingo de los Tsachilas; reaffirms the implementation of Local Information System, which was signed on November 27, 2019 and enters into force on December 10 of 2019.

Local Information Systems for the Province of Santo Domingo de los Tsachilas is the organized and systematic set of elements, technical and administrative units; human talent; technical means; procedures; information products - that allow the interaction of Parishes, Investors and the citizenship in the territory; to access, collect, store, and transform data into relevant information for territorial and sectorial planning [6].

Despite of the difficulties to be implemented, when users browsing the website the economic perspective is not displayed correctly or that does not work correctly. As of 2020, in the Province of Santo Domingo de los Tsáchilas, there is limited inter-institutional coordination in local planning processes, this is largely due to the difficulty of accessing information that various entities in the territory, which makes local planning difficult to generate in this way an isolated work and disjointed with local reality.

In the Plans of Development and Territorial Ordering, at the level of the province, cantons, and parishes, it has been observed that they have been elaborated with different methodologies, the goals are confusing and do not have defined indicators. In many cases, these plans have not been implemented or have been partially implemented, despite the time that has elapsed since their development.

## **6. Urban Marketing towards Local Information System**

Every country wants to sell its unique identity and secure its place on the map. The main actor in this process is undoubtedly the government. Through good governance, as well as global persuasion efforts, local governments shall be able to build an image that is consequently reflected in opinions, ideas, and ultimately investment decisions.

The country brand thus offers business opportunities to promote an international opening with a positive balance for Ecuador, and should be assumed by the central government and local governments. The political sphere is fully aware that the government at all levels is the only entity that can sell this brand.

A brief socio-economic reading of Ecuador, in relation to governance and urban marketing, allows us to point out, in the first instance, that the national government and local governments, whether provincial or municipal, face multiple and independent changes at the time to manage your resources. These changes are aimed at creating opportunities for citizens, reducing poverty, improving the living conditions of the population and therefore staying in power or seeking political re-election campaign.

In this context, Local Information Systems without economic statistical information is very limited and making investment in the province could be difficult by the private sector.

The permanent disarticulation of planning with investment and public policies, is not allowing to meet expectations and deliver results at all levels of the population in the short, medium and long term [7].

Build a Local Information Systems that creates reliability in the production and management of statistical and geographic information and access to its services, ensuring that the information has truthfulness, quality, consistency and security for the use of investors and citizens.

The image of the cities is very important to citizens and investors. There are two important characteristics: credibility if we talk about a local government authority and guarantee for investors when investing their money in a country.

The image of Ecuador is under the relation between economy and society for example the nature of economic transactions become mutually constitutive. And, the relation among public management and urban marketing shall be analyzed as an attempt is made to situate contemporary urbanization processes within the capitalist mode of production.

## **7. Conclusions**

Urban marketing would then be concerned with promoting social equality, minorities, diversity and so on. Urban marketing would thus invest in the quality of life for everybody, instead of helping to develop the two-thirds society, as it now does as usual. The digitalization of the public sector has been a process with good results when replacing certain physical administration is something relative and limited. Relative, because it was better than having no presence; limited, because the services and procedures offered have been mostly nationals, since many are in the hands of decentralized entities.

Thus, for Local Informations Systems context, the art of governing implies the way in which they occur or not government capabilities [8]. This reorganization of political forces offers to territorial authorities more performance capability, as well as greater autonomy, including developing planning. The development issue becomes more "local".

After past years of territorial planning centralized, we are currently in a moment of competition between cities and territories, both nationally and internationally. The competition is open to attract public and private investments of multinational companies and is also the main objective of numerous municipalities.

By way of a few examples, operations that prestige the city are pursued, such as development of technopolos, train stations or international airports, multi-modal platforms, the construction of standing buildings in the heart of the city or the execution of sports or cultural events whose scope exceeds national borders. On the other hand, original communication strategies are developed, and tax advantages are proposed to create a good economic climate.

The international arena and local economic spaces must be well informed and Local Information Systems may place to the government in a competitive situation. This spatial competition constitutes one of the most important elements of contemporary economic dynamics in urban marketing [9].

In any case, it is also necessary to reflect on the role played by national governments and the interference functions they display in terms of the promotion of electronic government at the local government level.

However, when public administrations, at their different levels, implement ICT in the provision of services, they radically modify the form of interaction with citizens. From this perspective, the government is available 24 hours a day, 365 days a year as a result of a dynamic and permanent exchange between the different actors and institutions of the State, the market and civil society. The implementation of ICT contributes positively to the

effectiveness and efficiency of the public sector while allowing a significant cost reduction [10].

Finally, there are many social impact in developing countries but in essence just to mention different types of obstacles to the development of e-government policies: speed in technological innovation, lack of continuity in political decisions regarding the development of electronic government policies, and the absence of a macro-level public policy that promotes the coordination of this type of initiatives at a general and homogeneous level [11].

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