

## Analysis of Environmental Culture for Sustainable Beaches San Vicente Canton

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**Abstract:** The purpose of this paper is to investigate on the Environmental Culture on the beaches of the canton of San Vicente. Through the statistical software REDATAM was considered the variables UR (Urban and Rural) to define population and the different activities to which its inhabitants made as a means of economic development. The study of the behavior of the forces of the environment made it possible to evaluate the types of activities that are carried out in the canton as the basic services that receive housing denoting environmental impacts by the inadequacy of the same so that public policy in relation to the environmental culture has not been able to be applied to their full potential. A survey was applied to the 4 beaches of the canton in the Beach Canoa, Briceño, Punta Napo and the Perales, using stratified random sampling with proportional affixation in the period that includes the 20 to the 25 of August of 2016. The software SPSS 21.0 results in which the inhabitants consider it important to know the certain facets that identifies the type of environmental culture and the proper management to be performed; by which you get a development consistent and applicable for the sustainability and the overall growth of the canton of San Vicente.

**Keywords:** environmental culture, observation, economic development, management, strategies.

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### I. Introduction

In the current context, the development of an environmental culture involves a change of concept of man about himself and his place in the world, and as a result of place compared with the other men, society and nature (Ramos P. B., 2003). So much so that a succession progressive in traditional economic development is based on a model of sustainable socio-economic development, with a focus on systemic echo service.

In particular, the beaches are coastal ecosystems that support large environmental unconsciousness, however in the last decades have been decreasing; probably because belongs to the Bioregion Neo tropical. In addition, the

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development of the population has a marked in your environment, which is increasingly variety of anthropogenic impacts that lead to contamination, mining (extraction of sand), exploitation of coastal species, urbanization and intensive tourism.

On the other hand, tourism in the world has become an industry that has generated billions of dollars in recent decades and its influence has made to certain families in the coastal society and its environment, this activity also plays an important role in the economy of the region, and is expected to increase over the next few years, because of how you increase the world population, on the other point by making a comparison According To (Blog Natural Regions, 2013) Galapagos Islands, you can identify the greater relevance than there is for the many endemic species and the studies of Charles Darwin that led him to establish his theory of evolution.

That is to say by natural selection is described that these islands are called touristic the Enchanted Islands, by its incomparable flora and fauna found there is virtually unique and cannot be found in any other part of the world. Ecuador, whose territory is part of several of the most important ecosystems of the planet as stated in paragraph two, therefore whose populations are facing the problems of the developing countries, where it has been affected by the global environmental problems, however, to the interior of the country, there are many special features that have been setting the styles of development over time and the environmental profile of Ecuador of our days (Noboa, 2011).

In its beginnings, the socio-economic development of coastal Esmeraldas, Manabí, Santa Elena and Guayas depended largely on agriculture, livestock and fisheries, by helping to invigorate the economy, national and sectional, however at present these activities are increasingly likely to decline giving way to tourism, which has led to other types of anthropogenic impacts that society still not faced with appropriate standards.

So, having regard to the issues identified in the preceding paragraphs that exist on the beaches of Ecuador, it is important to point out that the beaches of the canton of San Vicente are not exempt from these difficulties. This essay aims to analyze the environmental culture of the inhabitants of the canton of San Vicente promoting tourism in a way that consent and adequate. One of the questions that should be posed to differentiate the relationship between the principles of environmental culture with increased tourist visits.

According to (ONU, 2000) Because of this, the UN seeks to achieve "sustainable development". This concept means the fact of achieving greater development of peoples without endangering the environment. For this reason, was created in 1972, the Program of the United Nations Environment Program (UNEP), which is responsible for promoting environmental activities and create awareness among the population about the importance of taking care of the environment. These agencies are pushing or motivate the increase of environmental culture to the coastal areas of our country,

With the analysis of an environmental culture is achieved further significant knowledge on environment in coastal areas. This is other of the questions that help to identify a series of techniques both in the care of the fishermen, traders and other people involved in tourism, through an observation of the field and other research tools. To mention this objective seeks to humanity or social groups to obtain essential tools and resources that can help to mitigate environmental problems that usually occur on an occasional basis within the beaches of the canton of San Vicente.

A relevant point that the trial will determine is the growth of the population in recent years on the shores of the beaches of San Vicente, through analysis and surveys conducted with the firm intention to identify if there are higher or lower anthropic impacts, as the hypothesis poses that the main problem is the growth of the population given in the short term, despite the natural events that have hit our province, and for that reason this difficulty has reached a natural decrease notary of inhabitants mainly in the cantons of San Vicente and Bahía de Caraquez.

According to (Santana Talavera A., 2006) The origin of the Environmental Culture is a story based on the production of phenomena that contribute, through the symbolic representation or reworking of the material structures to understand, reproduce or transform the social system, i.e. all the practices and institutions dedicated to the administration and support. At the same time (González, 2002), The related to the acquisition of representations, attitudes, habits, behaviors and values aimed to promote a better cultural relationship, referring to the lack of culture or loss of cultural patterns friendly to lessen the impact and environmental problems. In such a way (Pérez J. I., 2007) as regards the role of nature in human life and is born with the aim of identifying the processes of the successive and growing changes resulting from the interaction between society, nature.

He also cited (García, 2008) Becomes the focus of attention for international agencies and government entities due to its importance for the survival of life on Earth. Since then, it has experienced a journey through different scenarios of discussion and analyses, allowing the current conceptualization of the Environmental Education as an essential strategy to achieve the cultural and social changes are necessary for the achievement of the preservation of the environment. In the same way (Alea, 2010) Arises in the context of global concern at the serious destabilization of natural systems, which puts in evidence the unsustainability of the paradigm of industrial development or "developmentalist", and leads to the international community to the approach of the

need for changes in the sciences, among them, the sciences of education, with the aim of giving response to the growing and novel problems facing mankind.

With all these authors cited above, it is understood that the environment has been invaded, destroyed and diverted from its natural environment.- I can cite several mitigating factors that have contributed to the origin of the environmental culture among them:

1. The loss of our cultural values
2. The lack of ancestral
3. Food alteration
4. Pollution in fisheries (gasoline, diesel, etc.)
5. The poor handling of seafood

In reference to the loss of cultural values, mention is made of the disrespect to the marine environment, as it is through the lack of ancestral, has led to alter the ecosystem, which has been done to alter the food cycle; thus to purchase the food companies has led to the use of a variety of oil; which has forgotten how to manipulate the product of the sea.

All this has led to the destruction of the maritime shores filling them of contamination of oils, plastics and highly hazardous waste to the marine fauna, which also affects the nature, drastically changing the plants flowers, the earth for its production; therefore affects our air, let us remember that everything in nature is a cycle, and one link leads to another link.

This has been a transition that has led to an improvement in the natural environment, which has made it possible to drastically change of beach, hence the process of transformation of nature in the course of time, going to focused to determine that the society organizes itself and apply tools and techniques for a better development on the part of the man over the environmental cycles.

To get an understanding based on stories, they should analyze several alternatives, such as for example, a plan of environmental actions, where allow humanity to step to the commitment and will to prevent bad habits and ancestral customs not suitable with the sole objective of finding environmental improvements, to avoid cultural issues.

## **II. Development**

At present, the canton of San Vicente has approximately 33 miles of white sand beaches, 18 km from the Beach, Los Perales, Punta Napo, Briceño and canoeing, according to (Autonomous decentralized government of the Canton of San Vicente, 2015). The inhabitants of the canton of San Vicente culturally have a clear perception on solid waste management, hygiene, cleaning, maintenance and use of beaches. The beaches of this Canton are considered as main tourist attractions of the Province, valued at national and international level.

The Decentralized Autonomous Government of the canton of San Vicente, through the Department of Environmental Management, under the operating performance of its staff: directors, inspectors, collectors perform activities of beach cleaning, collection and management of its solid waste, In addition, through the staff of the Municipal Police: Municipal Police Commissioner and regulates the use of public spaces by natural and legal persons. Other state entities such as the Ministry of the Environment, the role of the environmental management, which allows you to ensure a healthy and ecologically balanced environment with the objective of making the country, a nation which preserves and used sustainably its biodiversity, maintains and improves the quality of the environment, promoting sustainable development and social justice, recognizing the water, soil and air as strategic natural resources.

The Canton has four main beaches: Canoa, Briceño, Punta Napo and pear trees, which have services of hotels, formal and informal trade, restaurants; transit zones for fishing vessels and recreational areas that generate their negative impact on the area and in turn also generates waste solids, liquids and gases that affect the quality of water and sand, causing the death of crustaceans, fish and others, as well as deteriorating the ornament of the beaches.

The research is structured in two phases, with the first phase in the analysis of the behavior of the forces of the environment in order to measure the levels of impacts of the same and to be able to know their behavior at the population level. The second phase applies a new instrument to the population with the objective of evaluating the cognitive level on environmental impacts on the beaches and measure the impact in the communities determined in addition to the reliability of the instrument.

The statistics presented by INEC and the REDATAM software in relation to the variable of educational level of the population of the canton of San Vicente has established that: The 10% do not have any level of instruction, although 44 per cent of the total population has reached the primary level, the 22% their instruction is secondary, the 8% account with basic education what is significant is that the 6% has higher level by what it denotes that there is no knowledge and mastery of the environmental culture for the sustainability of the beaches located in the canton.

With regard to the profession or occupation of the inhabitants of the area according to data from the 2010 Census conducted by the INEC, the 14% agricultural activities and are skilled workers, the 13.27 % are the workers of the services and vendors, the 31.40 % is dedicated to elementary occupations where the 41.36 is represented in the rural area of the canton. It denotes that only 4.18% is represented by professional scientists and intellectuals, which denotes little representativeness of this parameter that has an impact on a lack of knowledge about the environmental culture.

Basic services available thrown by the software denotes that there are 12,983 housing units in the canton of which the water service the 81.95% is supplied from the public network, where the 28.30% receives it from the surrounding rivers and streams, ditch or channel, the 7.39% is supplied from existing wells in the villages or communities in the area , 0.22% of the cart inlet water and the remaining 7.32% is supplied from other forms such as rain water. It was determined that 43.1% of dwellings have batteries health Mainly located in rural areas of the canton, in addition to the 11.75 % of the houses have septic tanks, the 9.5 % of the houses have wells of the 5.15 % discharge wastewater directly to water bodies. The 3.1 % of the communities have latrines and 27.4% do not have any type of toilet facility by what are denoted environmental impacts. Concluding that the health services the 62.62% of the dwellings are of exclusive use, the 14.07% share it with several homes and the 23.29% do not have toilets.

The disposal of garbage is of high impact due to the 63.37% removed by means of the CART pickup, the 18.87% the shed in the grounds baldish and gorges, the 7.83% the burn, the 4.92% Bury, the 3.74% throw the river, canal or channel and the 1.27% The disposed of denoting a lack of knowledge of the communities concerning the environmental culture and on the development of a sustainable tourism.

The 2014 Cantonal Development Plan concluded in relation to the establishments that provide academic training: at the primary level there are 10 educational units, all of them with morning, with a total of 752 students. At the level there are seven units with morning, afternoon day with two units and two units with night shift, with a total of 4,227 students. In relation to training for specialization to technological level, the SECAP has several races of which up to now have been 1,780 beneficiaries. With regard to higher education there are three universities, whose academic offerings are related to the fields: administrative, accounting, basic and secondary education, secretarial, marketing, among others.

Concerning natural hazards or natural disaster the Cantonal Development Plan mentions that there is the possibility of an indirect risk by the earthquake of 1998 and the 2016 , causing damage at the level of housing and psychological impact on the migration and in the economy of the area.

It is important to recognize that, at present, the Tourism represents between 6% and 7% of GDP Per Capita of the country, which makes it the 3rd largest and the 6th position in income (MINTUR, 2014).So it is relevant to an investigation to assess the environmental culture in the communities of the canton.

The research was of a descriptive type, which enables you to develop a methodology of scale 1 to 4 as it is: 1. Bad, 2. Regular, 3. Well, 4. Very well, showing a minimum and a maximum to each question in the surveys carried out randomly and stratified 45% individuals in urban areas and 55% in the rural area comprising a sample of 100 individuals of the population of Cato San Vicente, to describe aspects of the environmental culture reflected in the applied instrument, as reflected in the questionnaire of nine questions in the framework of the survey. In addition to evaluate the results of the survey taking into consideration the significance of sustainable development how to meet current needs of permanently, without compromising the needs of future generations.

However, in the present work proposes to develop an analysis of the environmental culture for the sustainability of the beaches of the canton of San Vicente, focused on the cultural practice of both local and foreign people, motivating the interest in resolving problems, in the same way by integrating environmental elements that contribute to the best cultural practice that involves the canton.

**Table 1. Stratified random sampling with proportional affixation**

Size of the target population				22,025
The sample size that you want				100
Number of strata to consider				2
Stratum	Identification	No subject in the stratum	Proportion	Sample of the stratum
1	Urban area SAN VICENTE	9,819	0.45	45
2	RURAL AREA SAN VICENTE	12,206	0.55	55
		<b>Correct</b>	<b>1</b>	<b>100</b>

A total of 100 people were surveyed in the acquisition of information for the analysis of the environmental culture of the canton of San Vicente, considering this issue as representative for the number of 22,025 inhabitants of the canton, of which 70 were women and 30 men (Figure 1); responses were qualitative type (very good, good, Regulations and bad), proportional according to the gender (women, men), number of respondents (100 individuals), and by 9 questions under adjustment of the statistical reliability of 0.97.

It analyzes the most relevant results of the questionnaire applied, within which the state of hygiene and cleanliness of the beaches was evaluated as very good that I represent of the total respondent a 30% women and 10% men. What is that the state of hygiene and cleanliness of the beaches for both women and men is very good which means that the management is being carried out in a responsible manner.

The method of decontamination of the types of waste according to the options people responded very well 27% women and 13% men. What emerges that the method of decontamination of the waste types for men and women very good result in good where corresponds to the various types of programs or methods would be satisfactory to the beaches.

The culture of the bathers and visitors in the care and maintenance of the beaches responded: very good a 37% women and 14% men; 13% good a women and a 10% 15%; regular men for women and a 4% men; a 5% women and a 2% men. Concluding with this question, we can say that both sexes in relation to the culture of the bathers and visitors in the care and maintenance of the beaches, very good results, which in conclusion determine that the culture of both swimmers and visitors is favorable to the beaches of the canton.

Environmental decontamination plan on the beaches said: very good a 50% women and 10% men; 10% good a women and a 12% men; regular 7% for women and 6% of men; a 3% women and a 2% men. On the basis of the answer in that if they consider a plan of environmental decontamination, we can say that women show a greater acceptance that in response of the opposite sex, where they consider this plan a strategy of change and improvement to the beaches of the canton.

The environmental recycling on the beaches of the canton of San Vicente is a question of the questionnaire of relevance by the number of activities considered in the beaches mainly fisheries whose result was very good and a 29% women and a 12% men; well a 11% women and a 6% 20%; regular men for women and a 10% men; 10% bad a women and a 4% men. This result for both women and men show very good, that is to say that an environmental recycling on the beaches of the canton of San Vicente is beneficial for both the environment and waste pickers.

According to the type of activity in the area believe that their contribution to the environmental culture on the beaches has not been so negative where the 25% women responded that it was very good and a 13% men; well a 37% women and 10% men; Regular 5% for women and 4% of men; a 3% women and a 3% men. Therefore in question to the contribution made by the different activity to which is dedicated, we can say that the outcome of women is good which represents an ideal contribution, while for men the highest result is very good which represents a better cultural contribution.

We evaluated the option of campaigning and awareness workshops on the beaches of the canton of San Vicente in order to train residents regarding issues of environmental culture and how to mitigate the impacts on the beaches where the respondents: very good a 30% women and 10% men; 20% Good a women and a 13% 13%; Regular men for women and a 5% men; a 7% women and a 2% men. So you have to design a methodological program that allows the development of themes related to the environmental culture.

As a question of control was evaluated in a general way the conservation status of the beaches, with respect to this question responded: very good a 15% women and 10% men; 40% Good a women and a 15% 10%; Regular men for women and a 3% men; a 5% women and a 2% men. According to the women and men consider that the conservation status of the beaches is good, it could be said that under the current management as is cleanliness and hygiene and uses, these areas present a healthy state under the systemic approach.

**Table 2: Analysis of the Reliability**

Cronbach's alpha	Cronbach's alpha coefficient based on the elements defined	N of elements
,977	,979	9

Source: Own elaboration.

According to the theme in trying we can describe that the Environmental Culture has achieved a growth conducive toward the population being reliable for the Canton of San Vicente, the method applied shows that reliability is in a 0.97 of 1 What determines that the inhabitants with greater relevance of environmental culture on the beaches of the canton of San Vicente.

### III. Conclusions

- The inhabitants of the canton of San Vicente, have an environmental culture of eco-friendly beaches, aware of the anthropogenic impacts that generate the inappropriate use of these areas, and also of the waste management. There are few differences in cultural terms between women and men in relation to ecosystem management of beaches in the Canton of San Vicente

- By the tourism boom in our country, which is being carried out and on the way in the province of Manabí, a lack of training the population to an environmental culture for sustenance, in this case of the Canton San Vicente, disadvantages much to tourism operators do not have the necessary interest and discover the richness that has this Canton.
- To approach staff should develop an eco-tourism, including talks, discover natural routes in such a way as to allow that the domestic and foreign tourists want to visit San Vicente.
- For this reason it is important to educate local institutions in creating an awareness of care and protection, of the importance of preserving nature and the preservation of the ecosystems that exist in San Vicente; strengthen those who have a knowledge of the above, and as well together will have a sustainable development and sustainable development of this beautiful Canton of San Vicente.

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