

Talk on handling alerts in national communication

(Guayas, Guayaquil. 06/23/2016).- Minister of Tourism Fernando Alvarado led a talk with public institutions, tourism and hotel sectors and journalists to analyze how alerts are handled in different media outlets and its repercussions in tourism.

During this meeting it was analyzed how news on diseases, natural disasters, early alerts, etc., informed in a decontextualized way or with a non-positive approach, can cause panic and chaos both nationally and internationally which leads to affecting the tourism sector since it causes a decline in the number of tourists who plan to visit the country.

For their part, the hotel sector gladly welcomed the initiative and called on the creation of new workshops, and contributed with their ideas to try to improve the current situation tourism has faced after an earthquake struck the country on April.

Carlos Cruz, owner of Palace hotel, called upon media outlets to reflect reality in their broadcasting without harming the country.

Minister Alvarado told the attendees that they are working on the creation of a workshop on communication handling amid crisis aimed at media outlets and communication directors and advisors from different State institutions related in order to reach agreements in which the common benefit to try to make Ecuador a top travel destination is the result of joint work.