

Article: Review

Organization and promotion of the 2026 cantonization festivities of Milagro as a potential attraction for domestic tourism: A documentary analysis**Organización y promoción de las fiestas de cantonización de Milagro 2026 como potencial atractivo del turismo interno: Un análisis documental**

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ABSTRACT

This study analyzes the organization and promotion of the 2026 cantonization festivities of Milagro, in Guayas Province, as a potential attraction for domestic tourism. A qualitative approach was adopted, with a descriptive scope and a non-experimental, cross-sectional, documentary design focused on the organizational, cultural, and promotional components of the celebration. Eight institutional and press documents published between August 28 and September 17, 2026 were analyzed through document review, qualitative content analysis, and a documentary analysis matrix; the scientific literature was used to interpret the findings. The results showed a diversified program that integrates civic, cultural, religious, sports, recreational, gastronomic, and commercial activities, with the participation of institutions and local actors, and the use of institutional and digital channels for promotion. The findings were contrasted with the components of Ecuador Festivo 365, with which a partial correspondence was identified. The available documentation did not allow the number of visitors, their origin, length of stay, spending, or economic impact to be systematically determined. The festivities present elements compatible with an attraction for domestic tourism, although they require greater tourism articulation and evaluation mechanisms to measure their results.

Keywords: domestic tourism; event tourism; local festivals; tourism promotion; territorial identity

RESUMEN

El presente estudio analiza la organización y promoción de las fiestas de cantonización de Milagro 2026, en la provincia del Guayas, como potencial atractivo del turismo interno. Se aplicó un enfoque cualitativo, de alcance descriptivo y diseño no experimental, transversal y documental, centrado en los componentes organizativos, culturales y promocionales de la celebración. Se analizaron 8 documentos institucionales y periodísticos publicados entre el 28 de agosto y el 17 de septiembre de 2026, mediante revisión documental, análisis

cualitativo de contenido y una matriz de análisis documental; la literatura científica se empleó para interpretar los hallazgos. Los resultados evidenciaron una programación diversificada que integra actividades cívicas, culturales, religiosas, deportivas, recreativas, gastronómicas y comerciales, con participación de instituciones y actores locales, y el uso de canales institucionales y digitales para su promoción. Los hallazgos se contrastaron con los componentes de Ecuador Festivo 365 y se identificó una correspondencia parcial. La documentación no permitió determinar de manera sistemática el número de visitantes, su procedencia, permanencia, gasto o impacto económico. Se concluye que las festividades presentan elementos compatibles con un atractivo para el turismo interno, aunque requieren mayor articulación turística y mecanismos de evaluación para medir sus resultados.

Palabras clave: turismo interno; turismo de eventos; festividades locales; promoción turística; identidad territorial

INTRODUCTION

Cultural festivities are programmed events that integrate expressions of identity, heritage, entertainment and social participation, and that can acquire tourist relevance when they are articulated with an organized offer and with strategies capable of generating interest and displacement to the territories where they take place. In the field of event tourism, these events have been studied as elements capable of complementing the offer of destinations, strengthening their image and generating experiences linked to the cultural and social characteristics of the host communities. From a foundational perspective, Getz (2008) proposed event tourism as an area related to the planning and management of events capable of attracting visitors, while Getz and Page (2016) pointed out the consolidation of this field of research and the need to analyze the relationships between events, destinations, visitors and communities.

The scientific literature shows that the organization of festivals is a relevant component for the construction of tourism experiences. Molina-Gómez et al. (2021), through the study of 440 attendees of the Weekend Beach Festival in Spain, analyzed attributes linked to the festival experience and found relationships between these components, attendee satisfaction and loyalty. Likewise, Portugal et al. (2022) analyzed factors related to participation in music festivals and showed the relevance of the characteristics of the event in the decision to attend. This background allows us to recognize that the organization of a festival is not limited to establishing an agenda of activities, but includes different elements that contribute to shaping the event as a tourist experience.

Along the same lines, the literature on festival tourism highlights the importance of integrating the experience, authenticity, and attributes of the event. Supriono et al. (2023) analyzed the relationship between authenticity, tourist experience, and intention to revisit. This background allows us to consider that programming, cultural content, and event management are relevant dimensions for analyzing the tourism potential of a festival.

In addition to the organization, the cultural dimension is one of the main elements that can differentiate a local festival from other entertainment products. Lee and Jan (2022), through 1,315 responses corresponding to indigenous festivals in Taiwan, analyzed the relationships between tourist image, perceived authenticity, and festival identity. Their results show the importance of cultural elements in the construction of the experience and the identity attributed to the event. Zhang and

Deng (2022), on the other hand, analyzed how innovation and authenticity are related to the subjective well-being of tourists in festival tourism experiences and pointed out the relevance of maintaining a relationship between innovation and cultural authenticity of the event. Together, these studies show that a festival can strengthen its attractiveness when the programming incorporates recognizable elements of the territory and maintains a coherent relationship between culture, experience, and presentation of the event.

Promotion is another fundamental dimension. The possibility of accessing information in advance about dates, times, places, activities and characteristics of a celebration facilitates the dissemination of the event and can expand its reach to audiences outside the host territory. Digital technologies have also transformed the forms of communication of events, making it possible to combine institutional information, audiovisual content and user participation. Yin et al. (2023), when analysing content related to the Guangzhou International Light Festival published on TikTok, identified different dimensions of experience expressed in digital content, showing that these platforms can function simultaneously as spaces for communication and representation of the festival experience.

From the perspective of the image and communication of the destination, the results of Lee and Jan (2022) allow us to understand that cultural elements and the way in which a celebration is presented can contribute to building meanings associated with the destination. In the case of festivities, this implies that promotion should not be analyzed only by the number of publications made, but also by the content that is communicated, the channels used and the way in which the celebration is presented and the host territory.

In Ecuador, this perspective is directly related to national tourism planning. The National Tourism Strategy incorporates Ecuador Festivo 365 as a cultural macro-product oriented to the domestic market and based on an annual calendar of festivities, traditional celebrations and local events. The approach seeks to use these events as elements capable of boosting domestic tourism and contemplates actions related to the development of a national calendar of festivities with tourism potential, the promotion of new festivities and events, the development of hospitality standards, digital promotion and the articulation of the festive agenda with other tourism products (Ministry of Tourism of Ecuador, 2026).

Within this framework, the Strategy proposes to map the festivities, classify them by the markets they are aimed at, and promote events capable of generating displacements between municipalities, provinces, and regions. In this way, the festive agenda is conceived as a permanent attraction throughout the year and not as a sum of isolated celebrations. From this perspective, the organization, the hospitality of the host destinations, and the communication of dates and activities are part of the same system that must be analyzed in each specific territory. Consequently, the studies that start from the strategy must transfer it to specific events and territories, where both the programming and the organizational and promotional mechanisms effectively used can be observed (Ministry of Tourism of Ecuador, 2026).

In the Ecuadorian academic field, there is also interest in studying festivities from their tourist, social, and economic dimensions. Lara Haro et al. (2025) analyzed the scientific production related to the

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economic, social, and tourist impact of local festivities in Zone 3 of Ecuador. Their results show different lines of research related to celebrations and their territorial impact, as well as the need to continue generating specific knowledge about local events. This situation is relevant because the characteristics of a festival can vary according to its territory, history, traditions, organizational capacity, and promotion mechanisms.

In this context, the cantonization festivities of Milagro, in the province of Guayas, are located. The celebration is directly related to the history and identity of the canton and is an event that integrates civic, cultural, artistic and recreational activities. During 2026, Milagro commemorated 113 years of cantonization and developed different activities related to this celebration. The State University of Milagro (UNEMI) documented its participation in the Proclamation of Joy, developed within the framework of the 113 years of cantonization of Milagro, with the presence of students, teachers, servants and university authorities. The day integrated music, dance, tradition and identity, and also allowed students from other cities to know and experience cultural expressions of Milagro during the celebration (State University of Milagro [UNEMI], 2026a).

The 2026 agenda was disseminated with the slogan "Viva Milagro" and ran from August 29 to September 25, with activities such as the serenade, the Proclamation of Joy, civic parades and the solemn session for the cantonization (EcuRaíces, 2026). It is, therefore, a celebration of several weeks, in which public, educational and emergency institutions, as well as citizens, participate, and which combines civic events with cultural expressions and recreational and commercial proposals. This combination is what allows us to raise the question about its relationship with domestic tourism: it is not only a matter of commemorating the founding of the canton, but of determining which components of the celebration could interest audiences from other territories and how this offer is organized and communicated.

The documented programming makes the cantonization festivities a relevant object for tourism analysis, but it does not allow us to affirm by itself that the celebration has produced a certain level of domestic tourism. To establish this relationship, it is necessary to systematically examine the documented characteristics of the event and contrast them with the criteria proposed by the scientific literature and by national tourism planning. This distinction is essential to avoid attributing tourist impacts that have not been demonstrated by evidence.

The review of these components is especially important because the available evidence on the cantonization festivities of Milagro is distributed among different types of documents. Institutional publications allow us to know official activities and messages; the records of participating organizations provide information on the execution of certain actions; the media can complement the description of the event; and the scientific literature provides criteria to interpret its possible relationship with event tourism, cultural identity and tourism promotion. The integration of these sources allows us to build a more systematic vision of the celebration. This diversity of sources requires clearly indicating the origin of each piece of information and distinguishing between what is documented and what is interpreted.

From the review carried out, a limited specific documentary and scientific systematization is identified on the way in which the cantonization festivities of Milagro 2026 articulate organization, cultural programming and promotion with their potential as an attraction for domestic tourism. Although there is a general background on festivities and tourism in Ecuador and a broad international scientific production on cultural events, this knowledge does not replace the particular analysis of a given celebration. The characteristics of organization and promotion of each event depend on its territorial context, the participating actors and the available resources, so they need to be examined through specific evidence.

This gap justifies the development of a documentary research focused on the cantonization festivities of Milagro 2026. Unlike a study based exclusively on the individual perception of the attendees, the documentary analysis allows the characteristics of the event to be reconstructed from evidence produced during its planning, promotion and development. In this way, it is possible to identify components, forms of communication and cultural elements present in the celebration without attributing to visitors opinions that have not been collected through specific instruments.

The relevance of the study is also related to the line of research "Cultural festivities as dynamizers of domestic tourism: Ecuador Festivo 365". Analyzing a cantonization festival from its organizational, cultural and promotional components allows us to observe how a local celebration can be related to the objectives of diversification of the offer and activation of domestic tourism proposed in national planning. It also provides a documentary basis to identify strengths, information gaps and aspects that could be considered in future tourism promotion and management strategies.

From the professional organization of events, the case is relevant because it allows us to examine how the planning of an extensive agenda, the coordination between actors and the public communication of activities are related. An event of this duration requires defining those responsible, scheduling activities and communicating dates and places, and these decisions influence an external audience to know about the celebration and can decide to attend. Documenting how these aspects were resolved in 2026 offers a reference for those who organize future editions and for those who design cultural tourism strategies in cantons with similar celebrations, without this implying affirming effects that the evidence does not allow to demonstrate. Therefore, the study is proposed as a first documentary diagnosis that can serve as a basis for fieldwork research.

Consequently, the general objective of this research is to analyze the organization and promotion of the cantonization festivities of Milagro 2026 as a potential attraction of domestic tourism, based on documentary and scientific evidence. The specific objectives are: 1) To characterize the programming and the main organizational components of the festivities based on the available documentation. 2) To identify the channels and strategies used for their promotion. 3) To analyze their potential as an attraction for domestic tourism considering programming, cultural identity and territorial promotion.

METHOD

The study was developed under a qualitative approach, with a descriptive scope and a non-experimental, cross-sectional and documentary design. The research was oriented to the analysis of

the organization and promotion of the cantonization festivities of Milagro 2026 as a potential attraction of domestic tourism, using as a main source institutional and journalistic documents directly related to the festivity. The specialized scientific literature was used as theoretical support to interpret the findings and contrast them with the existing contributions on event tourism, local festivities, territorial identity and tourism promotion.

The analysis unit consisted of documents directly related to the cantonization festivities of Milagro 2026, including institutional publications, agendas, informative notes and digital dissemination content related to programming, organization, cultural identity, promotion or relationship with domestic tourism. Intentional sampling was applied and the final corpus was made up of eight documents, coded as D1 to D8 (Annex 1), published between August 28 and September 17, 2026 on institutional websites and the media. To locate the sources, search terms such as "Milagro 2026 cantonization festivals", "113 years of Milagro cantonization", "Milagro 2026 festival agenda", "Milagro Alegría Milagro proclamation", "Milagro 2026 civic parade" and "Milagro 2026 tourism" were used. Record D5 corresponds to an institutional publication of EPAMIL-EP on the Mass that began the celebrations (EPAMIL-EP, 2026). The agenda consulted includes activities until September 25; therefore, the activities after the closing of the corpus Christi are presented as scheduled, except when a documentary source confirms their execution.

The corpus was made up of two documents from the media (D1 and D7), three from educational institutions (D2, D3 and D6), one from an emergency agency (D4) and two from public entities (D5 and D8). This diversity made it possible to contrast information from different types of sources and reduce dependence on a single institutional perspective (Bowen, 2009).

Documents published during the organization, promotion, or development of the 2026 festivities, from identifiable institutions, media, or organizations, whose content was directly related to the celebration and allowed for the comparison of information on their programming, organization, promotion, cultural identity, or link with domestic tourism, were considered as inclusion criteria. Duplicate documents, content with no direct relationship with the object of study, and publications whose origin could not be verified were excluded. The categories of analysis were established in correspondence with the specific objectives of the research. Organization and programming were linked to the first objective; promotion and communication, to the second; and cultural identity, institutional participation, and articulation with domestic tourism, to the third.

Documentary review and qualitative content analysis were used to obtain and analyze the information. The documentary review made it possible to locate, select, and organize the sources, while the qualitative content analysis allowed the information to be examined and categories of analysis to be established (Hsieh & Shannon, 2005). A document analysis matrix was used as an instrument (Annex 2), consisting of the following fields: date of publication, institution or medium, type of document, registered activity, organizational components, cultural elements, promotion strategies, stakeholder participation, and relationship with domestic tourism. This matrix made it possible to record the information contained in each document in a homogeneous manner and facilitate its comparison.

The procedure was developed in four stages. First, the search and selection of documents was carried out according to the established inclusion criteria. Second, the relevance of the sources was reviewed and duplicate documents or documents that were not directly related to the object of study were eliminated. Third, the relevant information was recorded in the document analysis matrix using the D1 to D8 coding. Finally, an analytical and interpretative reading of the documents was carried out to identify coincidences, specific evidence, and information gaps.

The analysis was developed thematically, taking as a reference the categories defined from the research objectives: organization and programming, cultural identity, promotion and communication, institutional participation, and articulation with domestic tourism (Braun & Clarke, 2006). In the comparison of the documents, three levels of evidence were differentiated: "Identified", when the analyzed component was recorded in one or more documents; "Point evidence", when the information appeared in a specific or limited way in the corpus; and "Not identified in the corpus", when insufficient documentary evidence was found about the analyzed component. These criteria made it possible to avoid inferences that were not supported by the sources reviewed.

In particular, the categories used in Table 3 were related to the components of Ecuador Festivo 365 considered in the National Tourism Strategy. The correspondence was established from the documentary evidence found in the corpus, without assuming that the presence of an activity or element was equivalent to a comprehensive implementation of said strategy. Thus, the scientific literature on event and festival tourism was used only to interpret and contextualize the findings, while the statements about the Milagro festivities were supported by documents D1 to D8.

Each document was identified by a code and its data of origin, date of publication and corresponding link were recorded. The results were organized in tables and complemented with an interpretative description that made it possible to differentiate between the directly documented information, the interpretation of the researchers and the approaches from the scientific literature. Likewise, it was avoided to attribute to visitors perceptions, opinions or behaviors that were not recorded in the sources analyzed. Similarly, no estimates were made on the number of visitors, origin, permanence, expenditure or economic and tourist impact. Regarding ethical considerations, only publicly accessible sources were used, respecting their authorship and origin. The information was recorded in an attempt to preserve the original meaning of the publications and was cited in accordance with APA 7 standards. A differentiation was established between the data documented in the sources, the interpretation made by the researchers and the contributions of the scientific literature. No estimated data or information that could not be supported by documentation were incorporated.

Finally, the study has some limitations. The analysis depends on the availability and permanence of the published documents, so certain activities may not be recorded or may have been disseminated only through informal channels. Likewise, the corpus does not allow establishing the economic or tourist impact of the festivities or determining the behavior, origin, permanence or expenditure of visitors. Another limitation corresponds to the presence of institutional communication within the corpus, because this type of publication may prioritize the positive aspects of the celebration and does not constitute an independent evaluation in itself. In addition, two of the eight documents come

from the State University of Milagro, the authors' affiliation institution, an aspect that was considered when interpreting the results and formulating the conclusions.

RESULTS

The documentary analysis allowed us to identify a broad and diversified program, with civic, cultural, religious, artistic, sports, recreational, gastronomic, and entrepreneurial activities. The findings were organized into four dimensions: organization and programming; cultural identity and institutional participation; promotion and communication; and potential as an attraction for domestic tourism. The evidence shows components that can serve as a basis for tourism use, but there is insufficient documentary data to demonstrate visitor behavior, spending, or economic impact. The documented programming did not focus only on the date of cantonization. The agenda disseminated for 2026 extended from the end of August to September (EcuRaíces, 2026), and EPAMIL-EP (2026) documents the mass "El Milagro de la Gracia" as the beginning of the celebrations. The documented activities are grouped by dimensions in Table 1.

The distribution by dimensions shows that the civic dimension, which gives rise to the celebration, coexists with cultural, religious, sports, recreational and commercial proposals; this variety is what allows the link with audiences other than the residents to be raised, although the documentation does not show to whom each activity was directed. The activities announced after September 17 are presented as scheduled, since the corpus does not contain sources that confirm their execution.

Table 1.

Documented components of the programming of the cantonization festivities of Milagro 2026

Dimension	Documentary evidence identified	Interpretation
Civic	Student Civic Parade, Civic Parade and Solemn Session	It integrates activities related to the historical and institutional commemoration of the canton.
Cultural	Proclamation, serenade, music, dance and artistic presentations	Incorporate cultural and artistic expressions into the celebration.
Religious	Mass "The Miracle of Grace", with which the celebrations began	It includes religious practices linked to the traditions of the population.
Recreational	Family eco-fair with artistic shows and musical activities	Expand the diversity of activities available during the celebration.
Sports	Miracle Run, Pet Run and traditional games	It incorporates leisure activities and citizen participation.
Commercial and gastronomic	Entrepreneurship Fair, Artisan Fair and Emprende Fair	It links the celebration with local enterprises, products and commercial activities.

Note. The table summarizes the documentary evidence reviewed and does not represent measures of attendance, expenditure, or economic impact. Supporting documents: Civic (D1, D3, D6, D7); Cultural (D1, D2); Religious (D5); Recreational and Sports (D1); Commercial and Gastronomic (D1, D8) (Annex 1).

The State University of Milagro documented its presence in the Proclamation of Joy with music, dance, students, teachers, servants and authorities, and pointed out that students from other cities participated and had contact with the traditions of Milagro (State University of Milagro [UNEMI], 2026a); it also participated in the civic parade of September 17 (UNEMI, 2026b). The Agrarian University of Ecuador registered the participation of its community in the Civic Military Parade (Universidad Agraria del Ecuador [UAE], 2026) and the Meritorious Fire Department of Milagro, in the Civic Minute that opened the festive agenda (Benemérito Cuerpo de Bomberos de Milagro [BCBM], 2026). This diversity of actors does not imply in itself a measurement of the tourist impact.

The journalistic coverage of the Civic Parade points to the participation of the National Police, the Fire Department, the Traffic Commission, the Traffic Control Authority, the Red Cross, and other public, private, and educational entities (Click Television, 2026). The documents do not describe the specific functions of each entity, so their participation is interpreted as an institutional presence and not as evidence of an operational plan.

Institutional publications related the celebration to Milagro's history, identity, and sense of belonging (BCBM, 2026; UNEMI, 2026a), and coverage of the parades records music, dance, bands, batons, and the participation of educational institutions and citizens. A journalistic record of September 17, 2026 indicated that the Student Civic Parade summoned visitors from other cantons (Click Television, 2026). This last finding constitutes specific evidence of external mobility to Milagro during the festival; however, it does not allow determining the total number of visitors, their places of origin, the time spent or the expenditure made. For this reason, the presence of visitors should be interpreted as documentary evidence of displacement and not as a measurement of the impact of domestic tourism.

The festivities were disseminated through institutional publications and digital media coverage, which communicated the Proclamation of Joy, parades, musical presentations, and fairs (UNEMI, 2026a; Click Televisión, 2026). In the commercial component, the Ministry of Labor and Human Development registered the Emprise Fair within the framework of the 113 years of cantonization: about 25 entrepreneurs participated and around 500 people visited the stands (Ministry of Labor and Human Development [MTDH], 2026). This figure corresponds only to this activity and cannot be extrapolated to the festivities as a whole or used as an estimate of tourist visitors.

The sources provide evidence of a different nature. The agenda of EcuRaíces and the publication of EPAMIL-EP on the initial mass allow us to reconstruct the programming (D1 and D5); the notes of UNEMI, the Agrarian University and the Fire Department document institutional participation and identity messages (D2, D3, D4 and D6); the journalistic coverage provides the only reference to visitors from other cantons and to support organizations (D7); and the Ministry of Labor and Human Development offers the only number of attendees, limited to a trade fair (D8). This distribution explains why there is more evidence of organization than of tourist effects.

Table 2.

Documentary evidence of promotion and communication of the festivities

Appearance	Identified Evidence	Interpretation
Institutional communication	Publications of public entities and universities	Dissemination of activities and institutional participation
Digital communication	Publications on digital pages and platforms	Facilitates access to information on dates and activities
Media coverage	Local media news and publications	Expand the visibility of the celebration
Operational Information	Schedules, routes and programming changes	Facilitates attendance's attendance and organization
Cultural content	Music, dance, parades, tradition and identity	It contributes to building a festive image of the territory

Note. The table is limited to channels and content identified by documentation; it does not measure reach, interaction or conversion of the promotion into tourist visits. Supporting documents: D1, D2, D4 and D7 (Annex 1).

The evidence allows us to affirm that there was promotional activity, but not that it produced a certain tourist flow. Yin et al. (2023) showed that attendee posts on TikTok can inform about experiences at a festival, which is useful for understanding the value of digital media, but does not allow measuring the promotional effect of Milagro 2026 posts.

To assess the correspondence with Ecuador Festivo 365, the documented elements were organized into five analytical dimensions in Table 3. The comparison shows a partial correspondence: two dimensions present identified evidence, two have specific evidence, and one was not identified in the corpus. The main gaps are related to the absence of systematic measurements of tourism results and the lack of documentary evidence on a structuring of the festival as a tourist product.

Table 3.

Documentary correspondence between the festivities of Milagro 2026 and the components of Ecuador Festivo 365

Component	Documentary evidence	Level of evidence	Interpretation
Tourism promotion	Publications and dissemination of activities	Identified	There is publicity of the event, although it does not allow its tourist scope to be measured
Cultural identity	Civic, cultural, and traditional activities.	Identified	The festival incorporates elements linked to local identity

Component	Documentary evidence	Level of evidence	Interpretation
Gastronomy/commerce	Entrepreneurship Fair and Entrepreneurship Fair (D1, D8)	Point evidence	Activities with the potential to attract visitors are identified
Domestic tourism	References to visitors from other cantons (D7) and students from other cities (D2)	Point evidence	There is potential, but no evidence of tourist behavior
Tourism impact	There is no systematic data on visitors, expenditure or permanence	Not identified in the corpus	No economic or tourist impact can be determined

Note. The table represents a qualitative comparison between the available documentary evidence and the general components of the Ecuador Festivo 365 product. Supporting documents: D1 to D8; the evidence on external visitors comes from D2 and D7 (Annex 1).

From the corpus, there is no information available on the total number of visitors, their complete origin, the duration of stay, expenditure, accommodation or the motivation for travel. There is more information on activities, institutional participation and programming than on tourism indicators. The absence of these indicators should be interpreted as a limitation of the evidence and not as an absence of the phenomenon.

Therefore, the broad agenda, institutional participation, and public outreach show organizational capacity and territorial presence, but they do not in themselves constitute evidence of tourism or economic impact. The documentation reviewed describes what was organized and communicated, not what happened to visitors.

DISCUSSION

The results show that the cantonization festivities of Milagro 2026 go beyond the conception of an exclusively civic commemoration. The combination of cultural, religious, sports, recreational, gastronomic and commercial activities configures a diversified program. This characteristic coincides with the literature that recognizes events as components of the destinations' offer when they are articulated with territorial attributes and differentiated experiences (Getz, 2008; Getz & Page, 2016).

The diversity of activities is a relevant finding, but it should not be confused with demonstrated tourist impact. The documentation allows us to identify possibilities for participation and cultural consumption, while the literature shows that attendance at festivals also responds to motivations and characteristics of the event (Portugal et al., 2022; Molina-Gómez et al., 2021). In Milagro, there is not enough information to establish how many people traveled specifically for the festival or what activities they carried out during their stay. The cultural dimension is incorporated into the programming through music, dance, traditions, civic symbols, and community participation. This evidence is consistent with studies that relate authenticity, identity, and image of the festival (Lee & Jan, 2022; Zhang & Deng, 2022). Supriono et al. (2023) also show that authenticity can be related to

the experience and the intention to revisit. However, in the present study, identity is analyzed from the documents and communication content, not from the perception of the visitors.

Promotion also presents a difference between visibility and tourism effectiveness. The use of institutional, digital, and media media to communicate activities, dates, routes, and calls was identified. Yin et al. (2023) show that digital content can contribute to representing and communicating the festival experience; however, in Milagro, sufficient indicators were not found to determine the effective reach of the publications or their relationship with travel decisions. The correspondence with Ecuador Festivo 365 is observed in a scheduled celebration, diverse programming, local identity, institutional participation, and communication. These elements are compatible with a strategy that incorporates the festivities into the cultural offer and the domestic market (Ministry of Tourism of Ecuador, 2026). However, the presence of these components does not equate to a comprehensive implementation of the strategy nor does it demonstrate tourism results by itself.

The literature also allows us to point out that the attractiveness of a festival depends on the articulation between cultural activities, organization, and other components of the experience (Li & Yu, 2023). Likewise, Le et al. (2024) highlight the importance of the relationship between events, communities, and destination management. In Milagro, fairs, entrepreneurship, gastronomy, cultural and sports activities were identified, but there is insufficient evidence of a structured tourism offer that integrates accommodation, mobility, package marketing, or other services.

The presence of entrepreneurship, handicrafts, and gastronomy fairs shows a relationship between the celebration and local economic activities. Lara Haro et al. (2025) point out the relevance of continuing to generate evidence on the economic and social dimensions of festivities in Ecuador. In the case analyzed, the documentation does not allow quantifying sales, visitor spending, occupation, or economic benefits attributable specifically to the festivities.

Overall, the study differentiates between the existence of components with tourism potential and the demonstration of tourism results. The evidence reviewed allows us to sustain that Milagro has a diverse programming, identity elements, territorial participation and promotion mechanisms compatible with an attractive domestic tourism. However, the consolidation of this potential requires promotion aimed at external audiences, greater articulation with tourism services and systems for measuring origin, permanence, expenditure and satisfaction. This distinction constitutes the main contribution of the documentary analysis.

CONCLUSIONS

Regarding the general objective, it is concluded that the cantonization festivities of Milagro 2026 present organizational, cultural and communicational elements compatible with a possible attraction for domestic tourism, but that the documentary evidence does not allow to affirm tourist or economic effects. It is maintained, therefore, that the tourist value of the celebration is potential and must be verified with visitor data before presenting it as a result.

In relation to the specific objectives, it is concluded that the breadth of the programming and the diversity of actors constitute a solid organizational base, and that the promotion is sustained by institutional and media channels that give visibility to the celebration. However, this visibility does not equate to tourism effectiveness, since there are no indicators that allow evaluating the scope of the actions.

The correspondence with Ecuador Festivo 365 is partial: the calendaring, local identity, stakeholder participation and communication are identified, but not a structured tourism product or measurements of visitors, permanence, expenditure or economic impact. The evidence of visitors from other cantons is punctual and does not allow generalization.

The contribution of the study consists of systematizing, from public sources, the organizational, cultural and communicational components of the festivities and in evidencing the existing tourist information gap. For the organization of events, this leads to systematically recording data on attendance, origin and satisfaction from the planning; for tourism, to articulate the festivity with services and territorial promotion.

Future research could complement the documentary analysis with surveys of visitors and residents, interviews with organizers and observation at the main events, and incorporate indicators of origin, attendance, permanence, expenditure and occupancy of establishments that allow comparing different editions of the festivals.

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ETHICAL CONSIDERATIONS

The study was developed through a literature review based exclusively on previously published documentary sources. It did not involve the direct participation of human or animal beings, the performance of interventions, the use of biological samples, or access to personally identifiable data. Consequently, it did not require approval from an ethics committee or the obtaining of informed consent. During the research process, the principles of scientific integrity, adequate attribution of authorship, rigorous citation, and responsible use of the sources consulted were observed.

ARTIFICIAL INTELLIGENCE (AI) USAGE STATEMENT

The authors state that the AI tool was used exclusively to support the organization of the article and the translation of the text. Its use did not determine the scientific content, study design, selection of sources, data analysis, interpretation of results, or conclusions. Full responsibility for the content remains with the authors.

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CONFLICT OF INTEREST

The authors declare that they have no conflicts of interest related to this study and that all the procedures followed comply with the ethical standards established by the journal. They also confirm that this work is unpublished and has not been published, either partially or totally, in any other publication.

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