

## Option 1: QUITO - SAN CLEMENTE

SINGLE  
DAY TRIP

# ROTARIAN Community Tourism

### DISCOVER • CONNECT • IMPACT

*Join fellow Rotarians to identify high-impact Global Grant projects, engage with local communities, and experience community-based tourism in the Ecuadorian Andes.*



### Day 1

### QUITO-SAN CLEMENTE

- 07:00–07:30** Hotel pick-up (after breakfast)
- 07:30–09:00** Scenic travel to the Pedro Moncayo County Andean region
- 09:00–09:45** Tabacundo viewpoint Observations of flower plantations (environmental & health impacts)
- 09:45–10:15** Fiorella stop (coffee, bizcochos, refreshments & restrooms)
- 10:15–11:15** San Clemente Indigenous community cultural immersion
- 11:15–13:00** Andean worldview session: ancestral knowledge, agriculture, and medicine.
- 13:00–14:00** Pambamesa : communal meal: an ancestral experience of sharing.
- 14:00–14:30** Visit to Cotacachi to learn about the leather-based local economy.
- 14:30–15:30** Free time to explore Cotacachi's famous leather shops and crafts.
- 15:30–16:00** Short travel to the historic town of Otavalo.
- 16:00–17:00** Free time to Visit to the Otavalo Indigenous market for textiles and crafts
- 17:00–20:00** Return to Quito (Tabacundo/Fiorella stop: snacks & restrooms)

**Cost per person: \$120**

Option 1: QUITO - SAN CLEMENTE

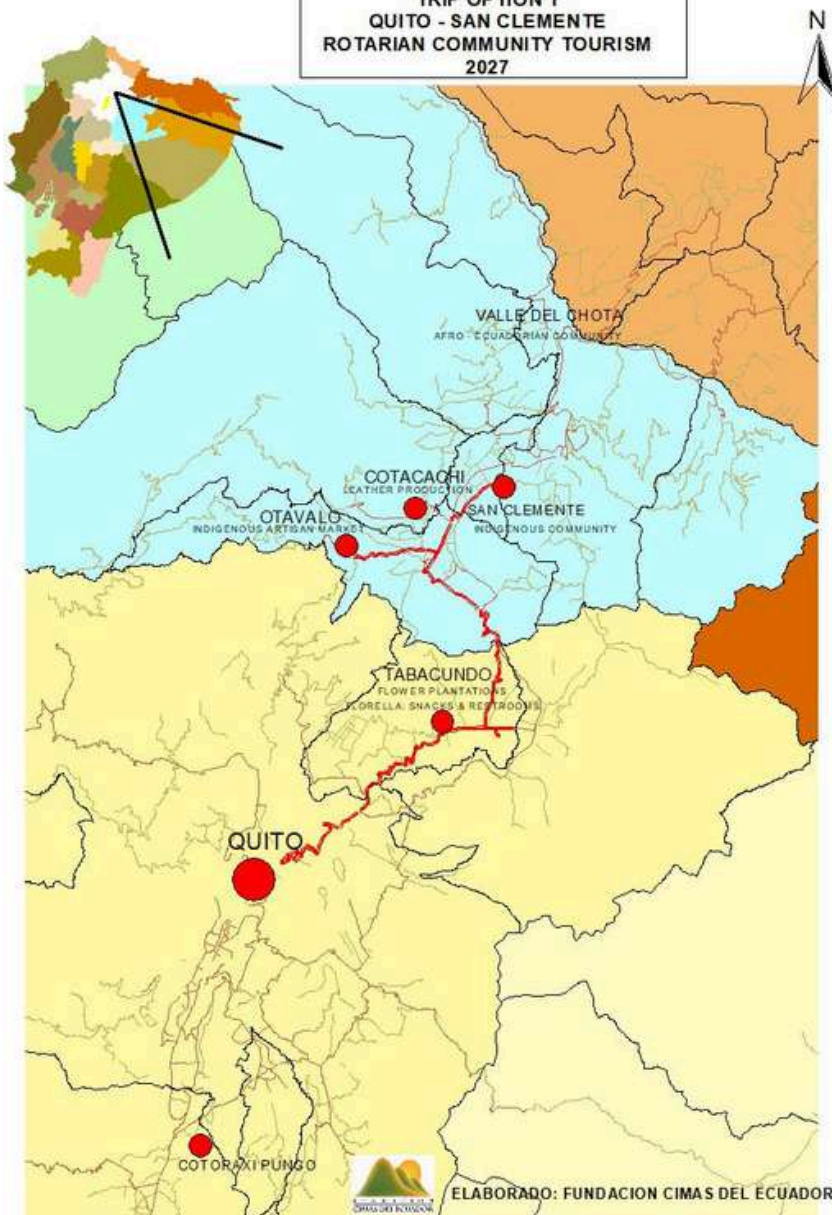
SINGLE  
DAY TRIP

# ROTARIAN Community Tourism

ROUTE MAP

QUITO-SAN CLEMENTE

TRIP OPTION 1  
QUITO - SAN CLEMENTE  
ROTARIAN COMMUNITY TOURISM  
2027



Cost per person: \$120

Price per person: US\$120 (Min. 5 people) Includes:

- Private Transportation: Full-day tourist transport.
- Cultural Guide: Interpretation and activity coordination.
- Traditional Dining: Authentic "Pambamesa" communal lunch.
- Educational Session: Specialized cultural lecture.
- Note: Personal consumption at Fiorella is not included

TWO  
DAYS TRIP

# ROTARIAN Community Tourism

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## Day 1

## QUITO-CHOTA VALLEY-SAN CLEMENTE

**07:00–07:30** Hotel pick-up and morning departure from Quito (after breakfast)

**07:30–09:00** Travel to Pedro Moncayo observing Andean landscape transitions.

**09:00–09:30** Fiorella stop (coffee, bizcochos, refreshments & restrooms)

**09:30–11:30** Travel to Chota Valley to explore Afro-Ecuadorian region and cultural diversity.

**11:30–13:00** Afro-Choteño cultural session (identity, history, music)

**13:00–14:00** Lunch (local cuisine and community hospitality)

**14:00–15:30** Mascarilla visit (clay workshop & traditional dance presentation)

**15:30–16:40** Scenic travel to the San Clemente community.

**16:40–17:30** Homestay placement with indigenous families (cultural immersion)

**17:30–18:30** Traditional celebration with music, dance, and optional use of indigenous dress.

**18:30–19:00** Dinner and meaningful connection with indigenous hosts families.

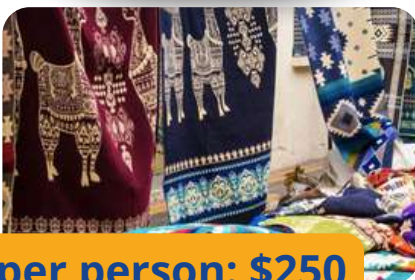
**19:00** Overnight stay in an indigenous community homestay.

TWO  
DAYS TRIP

# ROTARIAN Community Tourism

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Day 2

QUITO – CHOTA VALLEY - SAN CLEMENTE

**07:30–09:00** Breakfast and morning interaction with host families.

**09:00–10:30** Andean worldview session (ancestral agriculture & and herbal medicine.)

**10:30–11:00** Travel to Cotacachi to explore the leather-based local economy.

**11:00–12:30** Free time to visit famous leather shops and handicrafts.

**12:30–14:00** Local lunch traditional cuisine in Cotacachi.

**14:00–15:30** Short travel to the historic town of Otavalo.

**15:30–16:00** Travel to Otavalo

**16:00–17:00** Free time to Visit to the Otavalo Indigenous market for textiles and crafts.

**17:00–20:00** Return to Quito (Tabacundo /Fiorela stop: snacks & restrooms)

Cost per person: \$250

**Price per person: US\$250 (Min. 5 people Includes:**

- Private Transportation: Round-trip tourist transport.
- Cultural Guide: Interpretation and activity coordination.
- Chota Valley Full-Day Experience: Afro-Ecuadorian dance, artisan workshop, traditional lunch, and keynote lecture on history and community.
- Authentic Accommodation: Overnight stay with host families in San Clemente.
- Traditional Breakfast: Included with host families.
- San Clemente Cultural Gala: Music and artistic expressions.
- Educational Session: Cultural keynote or community talk.
- Note: Personal consumption at Fiorella and lunch in Cotacachi are not included.

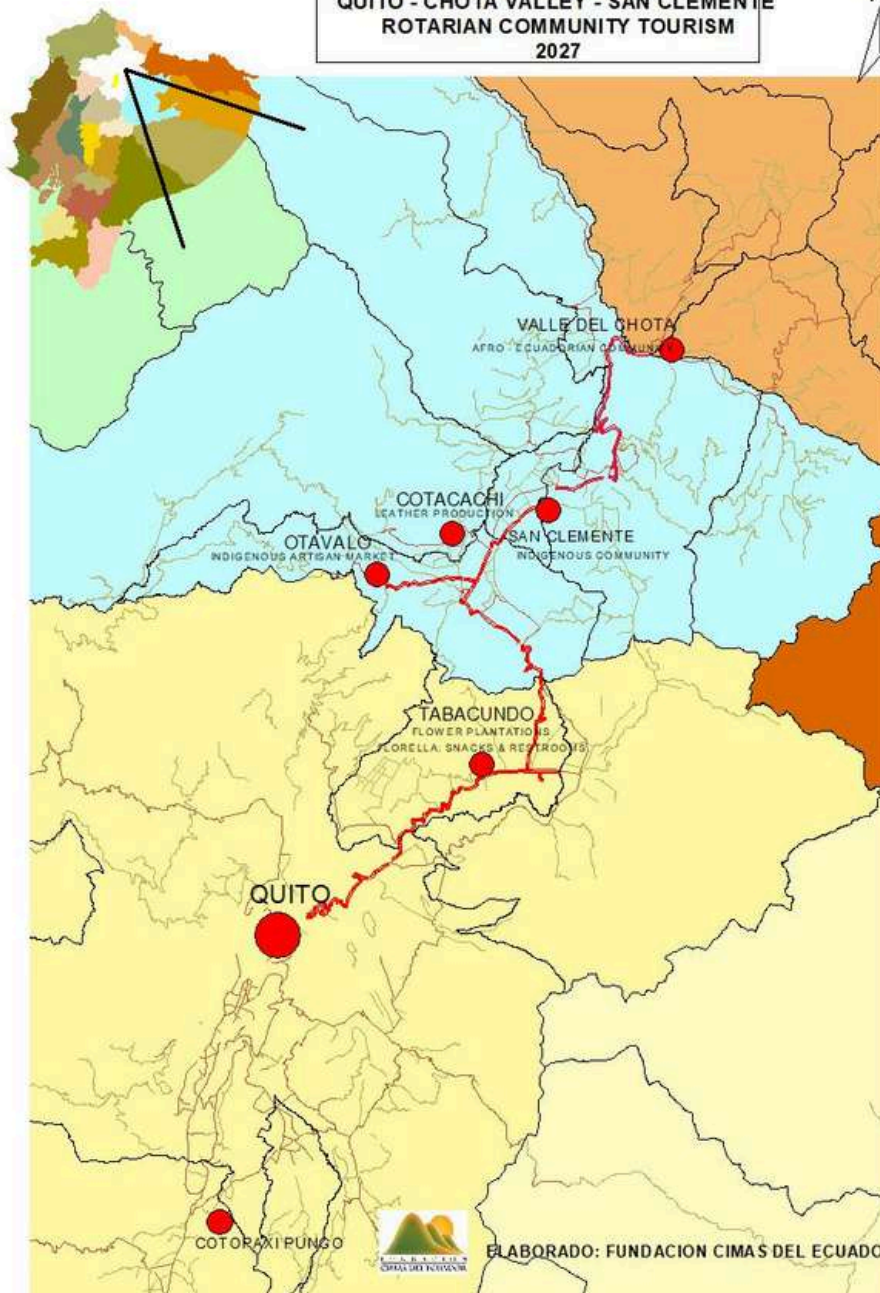
TWO  
DAYS TRIP

# ROTARIAN Community Tourism

ROUTE MAP

QUITO-CHOTA VALLEY - SAN  
CLEMENTE

TRIP OPTION 2  
QUITO - CHOTA VALLEY - SAN CLEMENTE  
ROTARIAN COMMUNITY TOURISM  
2027



# ROTARIAN Community Tourism

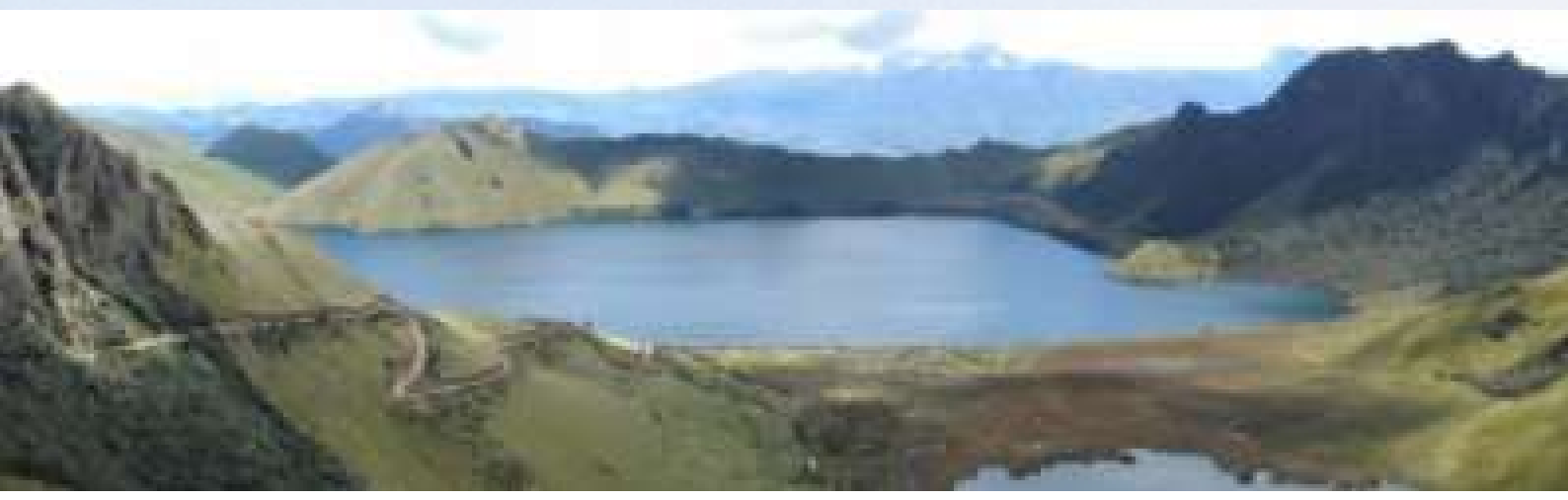
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## PEDRO MONCAYO CANTON

Pedro Moncayo is a county located in the north of the Pichincha Province, Ecuador. The biggest city is Tabacundo. The canton was named after politician Pedro Moncayo. It borders to the north with the province of Imbabura, to the east with the Cayambe County, to the south and west with the Metropolitan District of Quito. It has an area of 339.10 km<sup>2</sup>, which corresponds to the 2.04 % of the total of the province. The canton is located inside of the Hoya de Guayllabamba, seated on the south slope of the knot of Mojanda-Cajas. The rivers that pass through are part of the drainage basin of the Esmeraldas River, which empties into the Pacific Ocean. The altitude of the canton varies between 1,730 to 2,952 meters above sea level. The majority of urban settlements of this canton is located around the 2.8000 meters above sea level. There is a diversity of climates associated with the various ecological floors, finding temperatures ranging between 18 °C in the valleys of Jerusalem and Tanda, until the °C in the cumbresdel Fuya-Fuya. The populated centers enjoy an average temperature of 13 °C. 3

### Economy

The majority of inhabitants of Pedro Moncayo are farmers, who cultivate wheat, barley, potatoes, lentils and corn. 100% of this production is destined to the domestic market and 40 percent of this is consumed within the cantonal area. From the 1980s the agricultural production of the canton increased with the development of the flower industry, with 433 acres destined to this type of crop, (90% are for roses). Pedro Moncayo floriculture production represents 25% of the national total; In addition, it has the first place in the national statistics of export of non-traditional and perishable products (\$238 million in 2001). The main markets that have been opened for flower pedromoncayense are United States, Russia and Western Europe. (Mi Lindo Ecuador, [http://taga.mex.tl/1004345\\_canton-pedro-moncayo.html](http://taga.mex.tl/1004345_canton-pedro-moncayo.html))



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## Location of Pichincha Province in Ecuador



<i>Cantons of Pichincha Province</i>	
<b>Province</b>	Pichincha
<b>Creation of the canton</b>	26/9/1911
<b>Canton seat</b>	Tabacundo
<b>• Parishes</b>	Tabacundo, La Esperanza, Malchinguí, Tocachi, Tupigachi.
<b>• Governmet Type</b>	Municipality
<b>• Total area</b>	336 km2 (130 sq mi)
<b>Population</b> (INEC census 2001-11-25)	
<b>• Total</b>	25,594 Decadal national census (INEC)

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Roses with altitude: why Ecuador's flower industry stands out.



## Objective.

To learn about and analyze the processes of agrarian modernization, focusing on the case of flower farms and their production processes, as well as the agro-export model and its impact on local development and agro-production. Additionally, to explore local alternatives such as agroecological production, recognize the interactions between society and nature, and the local and global conflicts, with the aim of developing in students a critical and informed perspective on development models and their impact at both global and local levels

## Decription:

You might think of Ecuador as being defined by its status as the world's biggest exporter of bananas. Still, over the past two decades, it has become famous for a somewhat more fragrant crop.

**Ecuador is the world's third-largest exporter of cut flowers**, 73 per cent of which are roses. The flower industry employed 103,000 people and generated \$837m of business in 2013.

According to guidebooks, Ecuador's success comes down to its latitude: only on the equator, so the story goes, do roses grow perfectly straight. But, attractive though it sounds, this is a myth, according to Ad van Rooijen, research and development manager at the Dutch floriculture multinational De Ruiter. "Ecuador is a great place to cultivate roses, but they are no straighter," he says. "The real advantage is that you get natural light all year round, so you can grow in winter and don't have to use a lot of artificial illumination."

# ROTARIAN Community Tourism

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**Roses with altitude: why Ecuador's flower industry stands out.**

Most of Ecuador's rose plantations are found in the province of Pichincha in the Andes at an altitude of between 2,800 and 3,000 metres. This, too, has a significant impact. "Roses grown at high altitude have a much longer growing cycle than those cultivated at sea level, up to 15 weeks as opposed to eight, so it is perfect for long-stemmed varieties with big heads," says van Rooijen. "The cold nights mean that you get a lot of bicolours, with contrasting hues on the edges and the insides of petals, which are very sought after in certain markets."

Ecuador's floriculture industry was kick-started in 1991 by the Andean Trade Preference Act, brought in by the US to promote legal sectors such as flower growing as alternatives to drug trafficking in four Andean countries: Bolivia, Colombia, Ecuador and Peru. By the time the programme expired in 2013, the industry was well-established in Colombia and Ecuador, aided by preferential trade agreements with the EU.



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## THE CHOTA VALLEY – JUNCAL AND MASCARILLA.



The Chota Valley is one of the most unique cultural regions in Ecuador, known for its warm climate, dry landscapes and strong Afro-Ecuadorian heritage. Located between the provinces of Imbabura Province and Carchi Province, the valley is famous for its vibrant music, dance and traditions. The communities of Juncal and Mascarilla are important cultural centers where visitors can experience the history, identity and hospitality of Afro-Ecuadorian communities.

Juncal is well known as a gateway to the Chota Valley and for its lively cultural atmosphere.

Traditional music such as “bomba del Chota” (image above) fills community celebrations with energetic rhythms, drums and dancing that reflect African roots blended with Andean influences. The area is also recognized for its agriculture, especially the cultivation of sugar cane, beans and tropical fruits adapted to the valley’s warm climate. Visitors can enjoy local food, community tourism experiences and the welcoming spirit of the people who proudly preserve their traditions.

The nearby community of Mascarilla is famous for its artisan masks and cultural art projects. Local artisans create colorful hand-carved masks inspired by African heritage, ancestral legends and daily life in the valley. These crafts have become important symbols of Afro-Ecuadorian identity and cultural resistance. Mascarilla is also known for its community murals, cultural workshops and educational initiatives that promote the history and traditions of the Afro-descendant population of Ecuador.

# ROTARIAN Community Tourism

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## OTAVALO MARKET

Otavalo Market is one of the most popular tourist destinations in Ecuador. The market is full of brightly-coloured, woven craftwork and the indigenous people of Otavalo wear their traditional costume on a daily basis. A backdrop of mountain scenery on a clear sunny day adds the finishing touch to this typical highland scene.

Traditional crafts, weavings and textiles are bought and sold after friendly bargaining in the bustling Indian market. Warm jackets, woven bags, cushion covers and wall hangings are all popular souvenirs. Traditional weaving designs depict indigenous highland people with long hair and hats, stylized animals or local scenes. Other crafts such as musical instruments and woodcarvings can also be found.

Otavalo's traditional dress is not just for tourists, the costume is worn with pride by everyone from tiny children to successful businessmen and women. The Otavaleños, as the indigenous locals are known, have maintained their culture, costume and identity more than most native Indian groups in Ecuador.

Otavalo and the surrounding area have been famous for weaving since well before the time of the Incas. The weavers of Otavalo were exploited by the Inca, then the Spanish conquistadores, and later by local landowners. When they were finally allowed to work for themselves again, the Otavaleños showed their entrepreneurial flair - the town is a wealthy and successful community, one of the richest in Ecuador.



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## OTAVALO MARKET

Market day in Otavalo is Saturday, when the town is crowded with locals and people from dozens of surrounding highland villages. The animal market starts very early on a Saturday morning, you would need to stay in Otavalo the night before to see the best of it. The textile part of the market is busiest on Saturdays but operates all week and you will always find some attractive souvenirs and handicrafts on sale here.

The Otavalo market experience can be more enjoyable for tourists during the week, rather than on Saturday. With fewer people, there is less risk of pickpockets and more space to take photographs.

The traditional costumes and colorful weavings are attractive to photographers, but please respect the feelings of the Otavaleños.

Ask permission before taking photos of people. You are likely to get a better reception if you buy something before taking photographs.

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COTACACHI



Cotacachi is a picturesque Andean town in northern Ecuador, famous throughout the country for its exceptional leather craftsmanship. The town's streets are lined with workshops and stores offering handmade jackets, bags, belts, wallets, shoes and other leather products of excellent quality. Skilled artisans use traditional techniques passed down through generations, combining craftsmanship with modern styles that attract both local and international visitors. Friendly bargaining and personalized service make shopping in Cotacachi a unique cultural experience.

Beyond its leather industry, Cotacachi is surrounded by beautiful mountain landscapes and indigenous communities that preserve strong cultural traditions. Local markets feature fresh produce, textiles and handicrafts that reflect the identity of the Andean highlands. The peaceful atmosphere, clean streets and welcoming people have made Cotacachi one of the most attractive destinations in Imbabura Province for travelers seeking authentic culture and artisan products.

Nature also plays an important role in the appeal of Cotacachi. Nearby attractions such as Cuicocha Lake offer spectacular scenery with volcanic landscapes, hiking trails and panoramic views of the Andes. Visitors can combine shopping for fine leather handicrafts with outdoor activities, traditional cuisine and opportunities to experience the rich cultural heritage of northern Ecuador.

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SAN CLEMENTE



**"Tourism in an indigenous community of Imbabura."**

**Objective:**

To learn about the reality of the indigenous peoples in the communities of Otavalo and San Clemente in the province of Imbabura, including their organizational processes, visions of local development, and the role of women, as well as their cosmovision, traditional forms of agriculture, and the social situation of women

**Description:**

San Clemente is a small indigenous village of the Imbabura region, near Ibarra city, located in the Northern Highlands of Ecuador, at 2890 meters. Most of the inhabitants of San Clemente belong to the "Quichuas Karanquis".

In order to face the intense poverty in which native communities of Ecuador have been kept for years, some inhabitants of the village decided to carry out a daring project of Ecotourism to stand for one another. This project was initiated in 2000 by a young couple, Laura and Manuel Guatemal, and some of their related family.

The idea did not fall from heaven, as everything was already there to make this project accurate and successful.

Ecology and Respect for nature are essential points of their culture through the worship of "Pachamama", Mother Earth. Solidarity is also one of the significant characteristics: indeed, they are living in a community and still practice "the Minga", which is a collective seasonal work in the fields or familiar road works in the village and the neighborhood, but also the construction of collective buildings as schools and dining halls, football fields... Only the wish remained to make their culture and way of life known by receiving foreign tourists.

The project is running well now; about fifteen families can host visitors. There is still a real opportunity to discover this country and its people from a different view than the one shown generally by travel agencies as a postcard.

# ROTARIAN Community Tourism

Contact us and book your experience

*Limited availability.*

*Reservation deadline: January 15 - 2027*

For reservations, please contact us:

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