



ESCUELA SUPERIOR POLITÉCNICA DE CHIMBORAZO



SUMMARY (C.V)

PERSONAL INFORMATION

Last names:	VERDUGO BERNAL	CI:	060314784-4
Names:	CATALINA MARGARITA	RUC:	0603147844001
Birthdate:		City:	
Workplace:			
Address:			
Home phone:		Fax:	
E-mail:		Cell phone:	

1. ACADEMIC TRAINING

N°	Undergraduate Degrees	University	Country	Year
1	Ecotourism Engineer	ESPOCH	ECUADOR	2004

N°	Graduate Degrees	University	Country	Year
1	ENVIRONMENTAL MANAGEMENT SPECIALIST majoring in AMAZON AND HUMAN RIGHTS	ANDINA SIMÓN BOLIVAR	ECUADOR	2004
2	MASTER IN DESIGN, PROJECT MANAGEMENT AND EVALUATION	POLITÉCNICA DE CATALUNÑA	ESPAÑA	2010
3	MASTER IN SUSTAINABLE TOURISM AND LOCAL DEVELOPMENT	ESPOCH	ECUADOR	2015

2. COURSES AND SEMINARS (more than 40 hours)

3.1 Courses and Seminars offered by ESPOCH

N°	COURSE NAME	HOURS
1	BASIC COURSE MOUNTAIN	40
2	SUFFICIENCY IN THE FRENCH LANGUAGE	400
3	SUFFICIENCY IN THE ENGLISH LANGUAGE	400
	PREPARATION FOR TOEFL	
4	TRAINING IN TOURISM AND SUSTAINABLE DEVELOPMENT. 2005	40
5	SEMINAR ON FAUNA OF ECUADOR. 2005.	40
6	TRAINING IN TOURISM AND SUSTAINABLE DEVELOPMENT.2005	40
8	ENGLISH AS A SECOND LANGUAGE 2010	400

9	DEVELOPMENT OF SYLLABI 2010	40
10	USE VIRTUAL CLASSROOM 2011	40
11	CONCEPT AND USE OF ICT 2011	40
12	SOCIAL RESPONSIBILITY AND HIGHER EDUCATION 2012	8
13	LINGUISTIC ABILITIES AND READING COMPREHENSION 2012	40
14	IMPROVING THE QUALITY OF HIGHER EDUCATION WITH THE USE OF N TIC'S 2012	40
15	STRENGTHENING OF GENERIC SKILLS AND DEVELOPMENT OF REAGENTS 2013	40
16	INTERNATIONAL SEMINAR ON TOURISM AND LOCAL DEVELOPMENT 2013	16
17	INTERNATIONAL CONGRESS APPLIED STATISTICS 2013	40
18	MEASUREMENT METHODOLOGY ENVIRONMENTAL IMPACTS WITH FUZZY LOGIC 2013	96
19	DATA PROCESSING WITH EMPHASIS ON GEOGRAPHICAL ANALYSIS 2013	40
20	STRENGTHENING OF GENERIC SKILLS AND ELABORACIONDE REACTIVOS. 2013	40
21	PROCESSES LEVELING THE NATIONAL TRAINING SYSTEM AND ADMISSION.2014	53
22	FACULTY OF NATURAL RESOURCES SUSTAINABILITY COURSE -. 2014	80
23	INTERNATIONAL SEMINAR ON NATURAL HERITAGE, CULTURAL AND SUSTAINABLE DEVELOPMENT.2014	25
24	GEOGRAPHIC INFORMATION SYSTEMS. 2014	40
25	LEARNING METHODOLOGIES. 2015	40
26	PALEOECOLOGY: POLLEN IDENTIFICATION PROTOCOLS.2015	80
27	FIRST INTERNATIONAL CONGRESS OF APPLIED ECOLOGY. 2015	40
28	FORMULATION OF RESEARCH PROJECTS AND SCIENTIFIC ARTICLES. 2015	40
29	METODLOGIAS LEARNING AND RESEARCH. 2015	120
30	EXPERIMENTAL DESIGN AND THEORIES OF SAMPLING. 2015	40
31	COURSE STATISTICAL with SPSS VER.2.2. 2015	50

3.2 Courses and workshops offered by other institutions

Nº	NAME	INSTITUTION	COUNTRY	Year
1	I PROGRAMMER OPERATOR IN COMPUTER SYSTEMS AND INTERNET	Instituto Estrella Verde	ECUADOR	2005
2	COURSE WORKSHOP FOR JUVENILE REPORTERS	ERPE	ECUADOR	2005
3	BASIC FIRST AID COURSE AND CAMPAMENTACION.	ESPOCH/CRUZ ROJA ECUATORIANA	ECUADOR	2005
4	COURSE TECHNICAL CUSTOMER CARE.	MINISTERIO DE TURISMO ECUATORIANO.	ECUADOR	2005
5	INVENTORIES AND PRACTICES OF FOREST PLANTED MANGROVE. Muisne, Esmeraldas.	ESPOCH/FUNDECOL	ECUADOR	2005
6	RURAL TOURISM IN SENIOR MANAGEMENT	UNIVERSIDAD DE BUENOS AIRES	ARGENTINA	2006
7	AGROFORESTALES MEASUREMENTS AND ENVIRONMENTAL STUDIES IN THE PROVINCE OF NAPO.	UNIVERSIDAD ANDINA SIMON BOLIVAR	ECUADOR	2006
8	QUALITY IN THE CENTURY XII. 2004.	MUNICIPALIDAD DE RIOBAMBA	ECUADOR	2007
9	ARCHAEOLOGY AND TOURISM IN ECUADOR 2005	CASA DE LA CULTURA ECUATORIANA	ECUADOR	2007
10	SEMINAR ON HUMAN RIGHTS OF MIGRANTS. 2005.	MUNICIPALIDAD DE RIOBAMBA	ECUADOR	2007
11	ENGLISH AS A SECOND LANGUAGE COURSE.	IN DEKALB TECH COLLEGE. ATLANTA-GEORGIA	USA	2007
12	ENGLISH AS A SECOND LANGUAGE.	ENGLISH FOR INTERNATIONAL INSTITUTE. ROSWELL-GEORGIA-USA.	USA	2007
13	PUBLIC CONSULTATION WORKSHOP OF "NATIONAL IMPLEMENTATION PLAN FOR THE MANAGEMENT OF THE POPS" 2005.	MINISTERIO DEL AMBIENTE/PNUMA/GEF	ECUADOR	2008

14	INTERNATIONAL SEMINAR "SOCIAL MANAGEMENT" NGOs and international aid workers SOURCES.	ILUSTRE MUNICIPIO DE RIOBAMBA	ECUADOR	2008
15	PROJECT ELABORATION. SOCIAL SERVICE TRAINING ECUATORIANO.	SECAP	ECUADOR	2008
16	INTERNAL AUDITOR ISO STANDARDS: 9000, 14000, 18000.	S.G.S SEDE ECUADOR	ECUADOR	2009
17	INTENSIVE SOCIAL RESPONSIBILITY.	I.R.S.E	ECUADOR	2009
18	CORPORATE SOCIAL RESPONSIBILITY COURSE WITH EMPHASIS TO STAKEHOLDER AND PRIORITIZATION MATRIX	CÁMARA DE COMERCIO QUITO	ECUADOR	2009
19	METHODOLOGY OF MEMORIES OF SOCIAL RESPONSIBILITY 2009.	BUSSINES SCHOOL INSTITUTE	ECUADOR	2010
20	BUSINESS COUCHING. 20009.	ACOSA	ECUADOR	2010
21	FSC STANDARDS, SOCIAL RESPONSIBILITY AREA. (TIMBER COMPANY ACOSA). 2010.	ACOSA	ECUADOR	2010
22	CURSO NORMAS BASC. 2010.	BUREAU VERITAS	ECUADOR	2010
23	EFFECTS OF GLOBAL WARMING AND ALTERNATIVES FOR CHANGE	FUNDACION MARCO Y RED PARAMO	ECUADOR	2010
24	SGS COURSE INTERNAL AUDITOR, ISO STANDARDS: 9000, ISO 14000, OHSAS: 18000.	SGS SEDE ECUADOR	ECUADOR	2011
25	ERGONOMICS, OCCUPATIONAL HAZARDS AND INDUSTRIAL SAFETY	UNIVERSIDAD TECNICA DE COTOPAXI	ECUADOR	2011
26	BASIC AND INTERMEDIATE GIS.	UNACH	ECUADOR	2013
27	INTERNATIONAL SEMINAR ON TOURISM AND LOCAL DEVELOPMENT.	GAD PROVINCIAL CHIMBORAZO	ECUADOR	2013
28	INTERNATIONAL SEMINAR ON SUSTAINABLE DEVELOPMENT, HERITAGE AND TOURISM.	MINISTERIO DE TURISMO Y MINISTERIO DE AMBIENTE.	ECUADOR	2015
29	ASSESMENT OF ECONOMIC AND ENVIRONMENTAL - VALUING ECOSYSTEM SERVICES.	CATIE	ECUADOR	2015

3. EXPERIENCE

4.1 Professional

N°	COMPANY-INSTITUTION	POSITION	SINCE MONTH-YEAR	TO MONTH-YEAR
1	POETIC UNITY FOUNDATION	Presidenta Encargada/Técnico Proyectos Sociales	dic-05	sep-08
2	TRADITION POUR DEMAIN FOUNDATION	Representante para el Ecuador/apoyo logístico	ago-06	Actualidad
3	INSTITUE OF PUEBLO KAÑARI	Técnico Cultural	jun-06	dic-06
4	CANTON TOWNSHIP CAÑAR	Asistente Relaciones Publicas	ene-07	jun-07
5	PRIVATE EXPORT FOUNDING CORPORATION	Accountant Assistant	ago-07	dic-07
6	KAMANA GEA FUNDATION	Presidenta Ejecutiva	Dic 07	Dic 2008
7	AGLOMERADOS COTOPAXI S.A (TIMBER COMPANY)	Relacionadora Comunitaria	dic-08	jul-10

4.2 Docente

N°	CURSOS – MATERIAS	INSTITUCIÓN	DE MES-AÑO	A MES-AÑO
1	FOLKLORE II y II	ESPOCH	mar-05	mar-06
2	CULTURAL MANAGEMENT I	ESPOCH	mar-06	mar-07
3	ENGLISH I Y II	ESPOCH (Orellana province)	mar-09	jul-09
4	PARTICIPATORY METHODOLOGY	ESPOCH	ago-10	Ene-11
5	PROTECTED AREAS OF ECUADOR	ESPOCH	ago-10	feb-11
6	PARTICIPATORY METHODOLOGY	ESPOCH	feb-11	aug-11
7	ECOSYSTEMS MANAGEMENT	ESPOCH	feb-11	aug-11
8	ENGLISH I, III y IV	ESPOCH	ago-11	ene-2012
9	ENGLISH FOR PROFESSIONALS	SMAC INSTITUTE	dic-07	dic-08
10	BIODIVERSITY MANAGEMENT	ESPOCH	mar-13	Aug-13
11	ENVIRONMENTAL LEGISLATION	ESPOCH	mar-13	Aug-13
12	ENVIRONMENTAL INTERPRETATION I	ESPOCH	mar-13	Aug-13
13	MANAGEMENT PROJECT	ESPOCH	Oct-13	Mar-14
14	EVALUATION PROJECT	ESPOCH	Mar-14	Aug-14
15	TERRITORIAL PLANNING	ESPOCH	Oct-14	Marz-15
16	PERSONNEL MANAGEMENT	ESPOCH	Marz-15	Aug-15
17	TOURISM AND ENVIRONMENTAL LEGISLATION	ESPOCH	Oct-15	Marz-16
18	PARTICIPATORY METHODOLOGY	ESPOCH	Mar-16	Actual

4.3 Management Positions

N°	Position	INSTITUTION	SINCE MONTH-YEAR	TO MONTH-YEAR
1	President Responsible / Technical Social Projects	POETIC UNITY FOUNDATION	dic-05	sep-08
2	Representative for Ecuador / logistical support	TRADITION POUR DEMAIN FOUNDATION	ago-06	Actual
3	Executive President	KAMANA GEA FUNDACION	Dic-07	Dic-08

4.4 Trainer

N°	COURSE-WORKSHOP (AREAS)	INSTITUTION	SINCE MONTH-YEAR	TO MONTH-YEAR
1	Cultural Revitalization	AYUDA EN ACCION FOUNDATION	oct-04	dec-04
2	Cultural Revitalization	INSTITUTE OF PUEBLO KANARI	apr-05	jun-05
3	tourist-cultural products	MUNICIPALITY OF CANAR	jun-05	jul-05
4	Environmental Education	PRINDLE POND CAMP/YMCA	may-07	sep-07
5	English as a second language	BAPTIS CONGREGATION - ECUADOR	jul-08	aug-08
6	Conflict resolution through Social Responsibility	AGLOMERADOS COTOPAXI (TIMBER COMPANY)	aug-09	jun-10
7	Native guides of Chimborazo Natural Area and Sangay National Park training in English language	MINISTRY OF ENVIRONMENT OF ECUADOR	Sept-15	Nov - 15
8	Local guides of Cañar, Cumanda, Mindo and other places – Chimborazo province	ECUADORIAN TOURISM MINISTRY - ESPOCH	Sept -18	Mar - 2023

4.5 Links with the Community

No.	TYPE OF EXPERIENCE	PROGRAM	DURATION
1	Coordination of the Inter-Government Agreement ESPOCH Autonomous Decentralized Canton Cultural El Tambo.	ESPOCH-LINK WITH THE COMMUNITY.	
2	Coordination of the Inter-Government Agreement ESPOCH – CONAGOPARE OF TUNGURAHUA PRVINCE.	ESPOCH-LINK WITH THE COMMUNITY.	

4.6 Investigation

No.	TIPO DE EXPERIENCIA	PROGRAM	DURATION
1	MEASURING SUSTAINABILITY IN THREE CITIES OF ECUADOR WITH APPLICATION COMPARISON TO THE WORLD MAJOR CITIES	PROMETEO	08-2014/ 08-2015
2	FEASIBILITY STUDY FOR THE IMPLEMENTATION OF A RESORT IN Huigra PARISH, CANTON Alausi, Chimborazo province "	ESPOCH	02-2015/07-2015
3	TOURISM DEVELOPMENT PLAN FOR NEW PARISH LOJA, Lago Agrio Canton, Sucumbios	ESPOCH	10-2014/ 07-2015
4	FEASIBILITY STUDY FOR CREATING A HOSTERÍA IN CANTON Alausi, Chimborazo province	ESPOCH	09-2015/05-2016
5	FEASIBILITY STUDY FOR THE IMPLEMENTATION OF ECOTOURISM CENTER IN CANTON "JOYA DE LOS SACHAS", PROVINCE OF ORELLANA	ESPOCH	10-2015/04-2016
6	DESIGNING A PRODUCT OF CULTURAL TOURISM FOR THE GUANO CANTON.	ESPOCH	07-2015/01-2016
7	FEASIBILITY STUDY FOR THE IMPLEMENTATION OF A TOURISM PRODUCT IN CANTON Suscal, PROVINCE CAÑAR	ESPOCH	01-2015/06-2016
8	PRODUCT DESIGN OF A TOURIST rafting Cumandá CANTON, Chimborazo province	ESPOCH	04-2015/06-2016
9	FEASIBILITY STUDY OF A PRODUCT FOR TOURIST CROWD PARISH, CANTON Alausi, Chimborazo province	ESPOCH	10-2015/05-2016
10	PROPOSAL FOR A METHODOLOGY FOCUSED ON FOUR PILLARS OF SUSTAINABILITY FOR ASSESSMENT OF IMPACTS GENERATED BY THE TOURIST ACTIVITY IN CANTON Puyo, Pastaza Province	ESPOCH	03-2016/03-2017
11	MEASURING SUSTAINABILITY IN RIOBAMBA CITY.	SUSTAINABILITY DEVELOPMENT GROUP.	03-2017/01-2020
12	PROJECT FOR THE DEVELOPMENT AND MANAGEMENT OF SUSTAINABLE TOURIST DESTINATIONS IN CHIMBORAZO PROVINCE.	GITUR - ESPOCH	Current
13	EVALUATION OF THE TOURISM MANAGEMENT MODEL OF THE GADM-CG FROM THE ACCREDITATION OF GUANO IN THE DEVELOPMENT PROGRAM OF MAGICAL TOWNS ECUADOR - 4 WORLDS.	GITUR - ESPOCH	Current

4.7 Consultancy

N°	PROJECT'S NAME	INSTITUTION	SINCE MONTH-YEAR	TO MONTH-YEAR
1	Construction of sanitary sewer, water, and paved several streets of Canton Guano	Gobierno Autónomo Descentralizado del cantón Guano.	ene-10	abr-10
2	Water system in San Bartolo Sindipamba community,	Gobierno Autónomo Descentralizado del cantón Guano.	jun-11	oct-11
3	Cobblestone income Balneario Los Elenes	Gobierno Autónomo Descentralizado del cantón Guano.	dic-11	abr-11

4	Irrigation Improvement Project Corporation agricultural production and marketing "La Envidia"	Gobierno Autónomo Descentralizado del cantón Guano.	dic-11	abr-11
5	Construction of sewerage in the parish community Langos San Miguel El Rosario	Gobierno Autónomo Descentralizado del cantón Guano.	may-11	ago-11
6	Double bituminous treatment on the way from school Shiry Cachatón to San Francisco Cachatón	Gobierno Autónomo Descentralizado del cantón Guano.	may-11	sep-11
7	Sewerage system in the community Cochapamba Gonzol-Canton Chunchi	Gobierno Autónomo Descentralizado del cantón Chunchi.	ene-12	mar-11
8	" Development of the proposed improvement for tourism and recreational purposes complex pools Ishigo of the parish of Juan Montalvo canton Cayambe	Gobierno Autónomo Descentralizado del cantón Cayambe.	Jun-13	Sep-13
9	Tourism development plan of the Penipe canton	Gobierno Autónomo descentralizado del cantón Penipe.	Jun 21	Jun 22

5. PUBLICATIONS

No.	TITLE	EDITORIAL	PUBLICATION YEAR
1	Urban Sustainability Assessment and ranking of cities	ELSEVIER: Computers, Environment and Urban Systems	2016
2	Alternative Community Tourism to Achieve Participative Ventures Case Study: Commercial Determination of a Tourist Product In The Canton Suscal, Province Of Cañar Province Of Cañar – Ecuador	European Scientific Journal	2016
3	Territorial Planning as a Proposal for Local Economic Development Case Study: Proposal for a Plan for Development and Territorial Planning for the Alausí Canton, Productive Economic Component	European Scientific Journal	2016
4	Ecological Characterization Of Bofedales, Habitat Of Vicuñas Applying Remote Sensing and Sig Methodologies Case Study: Chimborazo Fauna Production Reserve	European Scientific Journal	2016
5	Cultural Indicators As A Decisive Complement To Comprehensive Sustainability System Of Cultural Indicators As A Contribution To The Determination Of Comprehensive Urban Sustainability Of Riobamba, Chimborazo Province	European Scientific Journal	2016
6	Management model the basis for the sustainable development of the San Andrés parish	European Scientific Journal	2016
7	Agro-ecotourism as a public-private development alternative in the San Isidro parish, Guano Canton	MKT- Descubre.Comercialización, investigación y Negocios. ESPOCH	2016
8	Agro-ecotourism as a public-private development alternative in the San Isidro parish, Guano Canton	European Scientific Journal	2016
9	Profitability and Economic, Environmental and Social Sustainability in Protected Areas Insured Through the Management Model Case Study: Carrel and Whympet Refuges Chimborazo Reserve	European Scientific Journal	2017
10	Registry of Movable Cultural Assets for the Archaeological Analysis of Pre-Columbian Social Groups. Case Study: Puñay, Chunchi Canton, Chimborazo Province, Ecuador	European Scientific Journal	2017
11	Incidence of the Value Chain in the Sustainable Development of Robusta Coffee Cultivation (Coffea Canephora) Case Study: San Jacinto del Búa Parish, Santo Province Sunday Of The Tsachilas - Ecuador	European Scientific Journal	2017
12	Tourism Development Plan as an Alternative for Socioeconomic Dynamism in Nueva Loja Parish, Lago Agrio Canton, Sucumbios Province	European Scientific Journal	2017

13	Economic indicators that enhance tourism sustainability in the city of Riobamba	Dominio de la Ciencia	2017
14	Proposal for a Model of Information and Knowledge Management in the Framework of a Cantonal Tourist Observatory in the City of Riobamba	European Scientific Journal	2017
15	Design of a Wastewater Treatment Plant for Reuse in Irrigation in Green Areas	European Scientific Journal	2017
16	Decisive innovations for humanity, what people think	Creativity and innovation journal	2017
17	Descriptive statistical analysis of political indicators that promote tourism in Riobamba	Polo del conocimiento	2018
18	Stage of theoretical and practical sustainable tourism research	Journal of EcoAgritourism	2018
19	Optimization of tourism industry parameters in relation to landscape management	Journal of EcoAgritourism	2018
20	BOOK: FRACTAL GEOMETRY	Editorial La Caracola	2018
21	BOOK: GOVERNANCE FOR TOURISM. case studies	Editorial La Caracola	2019
22	BOOK: STUDY ON THE APPLICATION OF SUSTAINABLE DEVELOPMENT CONCEPTS IN THE TOURISM INDUSTRY	Casa Editora del Polo	2019
23	SUSTAINABILITY OF TOURISM MANAGEMENT IN THE ECONOMIC, ENVIRONMENTAL, SOCIAL, CULTURAL, TECHNOLOGICAL AND POLITICAL-INSTITUTIONAL FIELDS OF THE CITY OF RIOBAMBA	Editora Caracola	2020
24	SYNTHETIC INDEX OF CULTURE: A PUBLIC MANAGEMENT TOOL FOR THE TOURISM DEVELOPMENT OF TERRITORIES	Dominio de la Ciencia	2021
25	ANALYSIS OF THE REPUTATION OF ACCOMMODATION ESTABLISHMENTS IN DIRECT BOOKING APPLICATIONS THROUGH EWOM, CIUDAD DE LOJA CASE STUDY	Polo del Conocimiento	2021
26	ADVENTURE TOURIST ROUTE AS AN ALTERNATIVE OF SUSTAINABLE TOURISM AND DEVELOPMENT IN CAÑI, CHIMBORAZO - ECUADOR	Polo del Conocimiento	2021
27	BOOK: TOURISM MANAGEMENT, A SOCIAL APPROACH FROM THEORY TO PRACTICE	Editora Caracola	2022

6. IDIOMAS

No.	LANGUAJE	SPEAKING %	WRITING %	LISTENING %
1	ENGLISH	100%	95%	95%
2	FRENCH	30%	90%	30%
3	KICHWA	5%	50%	30%

7. ADDITIONAL INFORMATION

EXPERIENCE IN COMMUNITY PROJECTS AND SOCIAL, ENVIRONMENTAL EDUCATION, CULTURAL REVITALIZATION, community conflict resolution, CORPORATE SOCIAL RESPONSIBILITY, LOBBYING, Tourism, QUALITY STANDARDS 9000 1400 ENVIRONMENT, SAFETY AND OCCUPATIONAL HEALTH 18000. TEACHING AND TRAINING AND LANGUAGES AS THESE AREAS ENGLISH AND SPANISH.

9. STATEMENT

I take responsibility I declare that all information contained in this form is true. In the event that the falsity of the information will check authorize the institution to take appropriate legal action.

Riobamba, April 17, 2023

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