



## Ecuador - Culture Smart The Essential Guide to Customs Culture

By Russell Maddicks

Kuperard. Paperback. Book Condition: New. Paperback. 168 pages. Dimensions: 8.3in. x 5.9in. x 0.9in. Squeezed between Colombia in the north and Peru in the south, Ecuador is named for its location on the Equator and has a landscape so varied that it has been described as a microcosm of every microclimate found in South America. This diversity makes it a magnet for tourists, mountain trekkers, volunteers, and increasing numbers of US retirees looking for a warm, culturally interesting, economical, and safe place to spend much of their time. The country is booming, thanks to high oil prices and investment in tourism, and a massive infrastructure program and the poverty-reduction measures launched by President Rafael Correa have endeared him to the poorest in society. Ecuador's multiethnic population reflects a unique blend of cultures, from traditionally dressed mountain peoples, whose ancestors inhabited their highland villages before the arrival of the Incas, to the Afro-Ecuadorians of Esmeraldas and the Chota Valley and the tribal peoples of the Amazonian rainforest. The Ecuadorians are proud, friendly, hospitable, and hardworking, but to know them well the foreign visitor needs to understand the complex historical divisions between the highlands and the coast, and the rigid class and racial...



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