

e-ISSN : 2550-7001

p-ISSN : 2550-701X

VOLUME 6 / NUMBER 3 / DECEMBER 2022

International Journal of Social Sciences and Humanities



Ecuador, South America

International Journal of Social Sciences and Humanities

EDITOR-IN-CHIEF

Martha Cecilia Escobar
Garcia (Ph.D.)
Universidad Técnica de Manabí
(UTM), Portoviejo, **Ecuador**

CHIEF EXECUTIVE EDITOR

María Rodríguez
Gámez (Professor Ph.D.)
Author ID: 57204684841
Universidad Técnica de
Manabí, Portoviejo, **Ecuador**

EDITORIAL BOARD

Jesús Alberto Pérez
Rodríguez (Prof. Dr.),
Universidad Central de
Venezuela,
Caracas, **Venezuela**

Cheng Guoping (Ph.D.),
Wuhan University of
Technology, Wuhan, **China**

Ruhul Amin,
NPI University of
Bangladesh, Manikganj, **Bangladesh**

Edwin Alexander
Rodríguez Veliz (Ph.D.),
Universidad Técnica de
Manabí,
Portoviejo, **Ecuador**

Ogbo Anastasia
Ifechukwudebelu (Dr.),
University of Nigeria,
Nsukka, **Nigeria**

Robert Masterson (Prof.),
City University of New York, New
York, **USA**

Mohamed Anifa Mohamed
Fowsar (Ph.D.),
South Eastern University of
Sri Lanka (SEUSL),
Oluvil, **Sri Lanka**

Maricela Victoria Reyes
Espinosa (Ph.D.),
Universidad Técnica de
Manabí, Portoviejo, **Ecuador**

Melissa Studdard (Prof. Dr.),
Lone Star College System, **USA**

Paras Jain
Shiksharatan (Dr.),
Sarguja University,
Chhattisgarh, **India**

Krishantha
Wisenthige (Ph.D.),
Wuhan University of
Technology, Wuhan, **China**

Karthikeyan Chinnusamy (Ph.D.),
Veritas Tech & International
Technological University, **USA**

Wayan Suryasa (Dr.),
Author ID: 57200211897,
STIKOM Bali,
Denpasar, **Indonesia**

Irma Shioshvili (Prof.),
Iakob Gogebashvili Telavi
State University,
Telavi, **Georgia**

Jayasri Santhappan (Ph.D.),
University of Houston, **USA**

Alexander V. Obskov (Dr.),
English as a Second
Language, National
Research Tomsk
Polytechnic
University, **Russia**

I N T E R N A T I O N A L A D V I S O R Y B O A R D

Odiwo Williams
Omokhudu (Ph.D.),
Edo University,
*Iyamho, **Nigeria***

Seeni Mohamed Aliff (Ph.D.),
South Eastern University of Sri
*Lanka (SEUSL), Oluvil, **Sri***
Lanka

Hauwa Daniyan
Bagudu (Ph.D.),
Universiti Utara Malaysia,
*Changlun, **Malaysia***

Roslan Abdul
Hakim (Professor Dr.),
Universiti Utara Malaysia,
*Changlun, **Malaysia***

Ted F.L. Jing (Ph.D.),
Shanghai International Studies
University (SISU),
*Shanghai, **China***

Mónica Katherine Murillo
Mora (Ph.D.),
Universidad Técnica de
*Manabí, Portoviejo, **Ecuador***

Ahdi Hassan (Prof.),
Corpus linguistics and Forensic
Linguistics, Islamabad,
Pakistan

Zubitashvili Tamar (Prof.),
Iakob Gogebashvili Telavi State
*University, **Georgia***

P R O D U C T I O N E D I T O R

John McMurray
University of Glasgow,
United Kingdom

Jacque H. Georger
Shiple Company,
United States

M A N A G E M E N T C O M M I T T E E

M. I. Bordelois, Medicine,
Universidad Técnica de
*Manabí, **Ecuador***

A. V. Perez (Professor Dr.)
Formación ambiental, Bilbao,
*España, **Spain***

J. M. R. Díaz (Prof. Ph.D.)
Universidad Técnica de
Manabí (UTM), Portoviejo,
Ecuador

M. C. E. Garcia (Ph.D.)
Universidad Técnica de Manabí
*(UTM), Portoviejo, **Ecuador***

W E B M A S T E R

Vedran Vucic
PKP Developer,
Belgrade

COPYRIGHT AND COPYING (IN ANY FORMAT)

Articles published in the International Journal of Social Sciences and Humanities (**IJSSH**) are available under *Creative Commons Attribution Non-Commercial No Derivatives Licence (CC BY-NC-ND 4.0)*. Authors retain copyright in their work and grant **IJSSH** right of first publication under CC BY-NC-ND 4.0. Users have the right to read, download, copy, distribute, print, search, or link to the full texts of articles in this journal, and to use them for any other lawful purpose. Articles published in **IJSSH** can be copied, communicated and shared in their published form for non-commercial purposes provided full attribution is given to the author and the journal. Authors are able to enter into separate, additional contractual arrangements for the non-exclusive distribution of the journal's published version of the work (*e.g., post it to an institutional repository or publish it in a book*), with an acknowledgment of its initial publication in this journal.

DISCLAIMER

The Publisher and Editors cannot be held responsible for errors or any consequences arising from the use of information contained in this journal; the views and opinions expressed do not necessarily reflect those of the Publisher and Editors, neither does the publication of advertisements constitute any endorsement by the Publisher and Editors of the products advertised.

For submission instructions, subscription and all other information visit: <https://sciencescholar.us/journal/index.php/ijssh/>

International
Journal of
Social
Sciences
Humanities

Research Articles

Pages

The strength of incumbent political symbolism at the simular elections of Seram Regency, east part of Maluku Province 2020 190

Muhtar, Budi Setiyono, Fitriyah, Nur Hidayat Sardini

The economic valuation of the Curiak Island area on the development of tourism of special interest of wetlands in Barito Kuala District, South Kalimantan 201

Noor Rahmini, Eny Fahrati, Riza, Dina Novitasari

Creativity in the acquisition of cognitive skills in upper basic students 209

Richard Eugenio Muñoz-Muñoz, Bella Aurora Barreiro-Vera

The role of ancestral knowledge in the development of agriculture in the south-central microregion of Manabí, Ecuador 220

Alan Patrick Mera-Shiguango, Christian José Castro-Delgado, Milton Vega-Játiva

Discover this journal online at

 Universidad Técnica de Manabí
<https://sciencescholar.us/journal/index.php/ijssh>

Sustainability of local culture in the middle of Nusa Penida tourism development	233
<i>Ni Made Suwendri, I Made Mardika, Ida Bagus Astika Pidada, Ni Ketut Sukiani</i>	
Word of mouth and digital marketing to tourist visits in Nusa Lembongan Island	244
<i>A. A. Gde Putra Pemayun, I Wayan Suderana</i>	



Universidad Técnica de Manabí

Av. Urbina y Che Guevara, APARTADO: 82 (Ecuador/South America)

email : ijssh@utm.edu.ec

Phone : (05) 2635-611

Fax : (05) 2651-569