

## ANALYSIS OF LEISURE TOURISM IN PERU DURING THE COVID-19 PANDEMIC

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Received 28 January 2022; accepted 20 June 2022

**Abstract.** This study analyzes the economic impact caused by the COVID-19 pandemic on leisure tourism in Peru, in terms of tourist services such as means of transportation, accommodation, city tours and restaurants. The analysis is based on the application of a survey. The cross-sectional analytical study evaluated 2,443 potential tourists of legal age from the 25 regions of Peru who intended to engage in leisure tourism during the quarantine period. Likewise, potential tourists who intended to make a trip culminating the quarantine (in the remaining time of the year 2020) were evaluated. Based on the study of people who were going to carry out local leisure tourism until the end of 2020, the estimated losses in tourist services amounted to approximately \$203 dollars millions (based on a budget less than or equal to \$83.00, the amount that most respondents were willing to pay for tourist services). An increase in the demand for domestic leisure tourism is expected associated with the reduction in prices of each tourist service in order to reactivate this sector economically.

**Keywords:** leisure tourism, business economics, tourist services, COVID-19, Perú.

**JEL Classification:** L83, Z32.

### Introduction

Starting in the second half of the 20th century, at the end of World War II, pleasure travel, which was only a privilege for the wealthy class, became accessible to other socioeconomic levels. The development of the means of communication, land transport, air navigation, coupled with labor movements to reduce working hours, paid vacations, education and free health, opened up opportunities for the family economy to have the possibility of solving the cost of rest days in various places, causing the economic and social phenomenon known as mass tourism, that is, pleasure trips were opened to various groups of people and profitable businesses oriented towards travelers also emerged (Saldaña Calderón, 2013).

With leisure travel, people seek restorative experiences – to disconnect, break out of routine and explore new places (Ragb et al., 2020).

In December 2019, an outbreak of pneumonia of unknown origin was reported in Wuhan, Hubei Province, China. The global spread of SARS-CoV-2 and

the thousands of deaths caused by coronavirus disease (COVID-19) led the World Health Organization to declare a pandemic on 12 March 2020 (Ciotti et al., 2020).

Statistics continue to show the worst global economic crisis since the Great Depression of the 1930s (Plazas, 2020).

Since March 2020, the virus has spread rapidly in most European and American countries. Social distancing and total quarantine measures were adopted, which led to the closure of many companies, businesses and commerce (Alcover, 2020).

The collapse of companies and unemployment further exacerbate the tenuous economy by lowering tourist demand, leading to a vicious cycle that affects the overall economy (Yeah, 2021); weakened profits, reduced investment, and less government revenue, often exacerbate socio-economic conditions and may propel the country into a worsened state of fragility (Novelli et al., 2018). However, the final level of the negative impact depends on the importance of the tourism industry in the economy (share in the GDP) and other micro/macroeconomic

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factors associated with institutional and economic policy efficiency (Škare et al., 2021).

In the psychological field, many experts have warned that constant exposure to content related to COVID-19 in the media caused an increase in anxiety levels, with immediate effects on mental health (Carmona, 2020). In addition, in our environment some research reports an increase in fear of the news. Exaggeration and fear are perceived more in social networks (64% and 41% respectively) and television (57% and 43% respectively); Currently, social networks are becoming the preferred means of receiving information, and in the case of television, the time spent in front of it is used as an indicator of health or as a strategy to carry out dissemination of knowledge and prevention of some diseases (Mejia et al., 2020).

The objective of this research is to determine the intention of people to carry out internal tourism in order to estimate the economic impact on the consumption of tourist services in Peru that were not carried out during the quarantine, as well as the potential post-quarantine consumption.

## 1. Literature review

The various epidemiological diseases cause negative impacts at the economic, social and psychological levels. It was known about Ebola virus disease (EVD), the 2014–2016 outbreak in West Africa was the largest and most complex since the virus was first discovered in 1976. There were more cases and deaths in this outbreak than all others combined. It also spread between countries, starting in Guinea then moving across land borders to Sierra Leone and Liberia (World Health Organization [WHO], 2021). In the study about the Ebola-induced tourism crisis, mention that because of Ebola, China, Hong Kong, Vietnam and Singapore lost an estimated US\$20 billion in GDP and three million jobs in the tourism sector (Novelli et al., 2018).

The 2019 novel coronavirus (COVID-19) outbreak, according to a report published by the World Travel and Tourism Council, cost the industry an estimated \$4.5 trillion in 2020, resulting in the loss of 62 million jobs dependent on tourism. Data from the United Nations World Tourism Organization supports this claim (Gestión, 2022).

For its part, on January 28, 2021, the World Tourism Organization (World Tourism Organization, 2021) reported that world tourism recorded its worst year in 2020, with a 74% drop in international arrivals. Destinations around the world received one billion fewer international arrivals in 2020 than the previous year, due to an unprecedented slump in demand and widespread travel restrictions (Carvache-Franco et al., 2022).

As a result of this, various countries around the world were affected and in turn took measures to contain the pandemic.

The Chinese Government undertook drastic actions to curtail the spread of the virus. These actions included imposing numerous restrictions on gathering at events and

travels within and outside the country during the high domestic and international travel period of the Lunar New Year [see impacts on Thailand and Japan for instance, with tour cancellations ordered by the Chinese Government] (Yuda & Tani, 2020). Around 20 million people in Wuhan and two nearby cities were put under a complete travel ban, with no travel permitted in or out of the cities (Economist, 2020). Numerous countries have also imposed various forms of travel restrictions and travel bans. Furthermore, many airlines are currently limiting or stopping flights in and out of China (Jamal & Budke, 2020).

In the case of France, French tourist activity has been strongly affected by the health crisis. Thus, in 2020, France was only able to welcome 40 million foreign tourists (–56% compared to 2019). Overnight stays fell by 54% and revenue from international travel by 50%. The effect of the crisis has also manifested itself in terms of investments: the drop is estimated at 25% compared to 2020, with sectors and geographies more affected than others (Castex, 2021). Prime Minister Jean Castex presented the goals of the Destination France plan. The President of the French Republic announced such a plan on June 2, 2021; it aims to follow a ten-year path of reactivation and transformation of the tourism sector, knowing that it is a sector particularly affected by the health crisis, in order to consolidate France's position as the world's leading tourist destination in the long term (Francia Diplomacia, 2021).

In the case of Peru, tourism contributed 8.3% of GDP before COVID-19. Due to mobility restrictions and lockdown measures throughout 2020, however, that contribution has slumped to 4.6% slightly higher than the average drop in tourism revenues worldwide (Cambra-Fierro et al., 2022).

More recent data showed that the Gross Domestic Product has contracted between January and June 2020 by 8.7% (20 million USD) over the 2019 GDP and the World Bank forecasts a fall of 12% for the year as a whole, the second most important in the area of Latin America and the Caribbean. Unemployment has reached very high levels: in May 2020, 41% of those employed had lost their jobs and no income derived from it, and 65% of the population considered that the biggest problem that was playing during confinement was the reduction of economic income (Daries et al., 2021).

“The contribution that tourism provides to the GDP is significant for us. In 2021 it reached 2% of GDP, but before the pandemic it represented 3.9%”, the official told the Turisteando Andina Canal Online program (El Peruano, 2022).

It should be noted that the measures that the countries took to contain the pandemic included the closure of borders, restrictions on international mobility through different routes and to and from different destinations, restrictions on internal mobility, quarantines and confinements, as well as monitoring of travelers (Comisión Económica para América Latina y el Caribe, 2020).

The initiatives that are being taken by international and national organizations to define biosafety protocols for

tourist destinations and the granting of distinction that confirms their compliance (Global Safety Seal -WTTC- Biosafety T oxide Certification, -RINA- and others of national scope: Colombia with the Tourist Biosafety Seal, Spain with the Safe Tourism Certified seal -ICTE-) (Daries et al., 2021).

There are four national alert levels in Peru developed from the most severe with the highest level of restrictions: “Extreme Alert Level”, followed by “Very High Alert Level”, “High Alert level”, and “Medium Alert Level”. The alert levels along with their specific types of restrictions are assigned to different regions of Peru by the government based on the number of current COVID-19 cases and death rates, which are reviewed every three weeks. No further specification is provided on transmission thresholds for changes to the alert level in a given region. The alert levels are more detailed regarding indoor activities and indoor facilities, whereas outdoors remain very similar across the alert levels (Galas et al., 2022).

For 2021, the president of the Commission for the Promotion of Peru for Exports and Tourism (Promperú), Amora Carbajal, explained that, although the work to promote tourism activity was intensified, the greatest effort was concentrated in practice of internal tourism, without ceasing to attend to receptive tourism. “This is a more accessible segment with rapid reactivation due to its geographical proximity and availability for travel. This is a global trend because it contributes to the dynamism of the local economy”, she declared to the Official Gazette El Peruano (El Peruano, 2021).

The support of the respective governments can help revive the economic activities and service sectors, including travel and tourism, by implementing collaborations and the scientific contribution to reset the business industry to a normal situation (Pereira et al., 2020; Li et al., 2022).

In this scenario, the countries have also adopted measures such as: economic and financial assistance to companies, employment protection, health and safety at work; and, promotion and development of tourism in order to mitigate the effects of the crisis and lay the foundations for a better recovery of the sector (Quicaña, 2021).

The Peruvian government has implemented programs to reactivate tourism and motivate both companies and tourists to be able to participate in this initiative.

The “Turismo Emprende” program has an annual budget of S/ 2.5 million since 2017. However, exceptionally, in 2020 three contests were held for an amount greater than S/ 70 million, as a response response to the health emergency caused by COVID-19. During 2021, two contests were held for S/ 47.5 million for the benefit of 624 tourism companies from all regions of the country, who obtained co-financing of up to S/ 80 thousand to boost their businesses. Starting in 2022, with the economic reactivation underway and in order to continue contributing to the strengthening of micro and small entrepreneurs, Mincetur will continue promoting the program for four more years (Mincetur, 2022).

The FAE-Tourism, created by Emergency Decree No. 135-2020, is a guarantee fund that promotes the

financing of micro and small businesses (mypes) in the tourism sector through credits for working capital. Between August and December 2021, around S/ 78 million could be placed, benefiting 1,010 mypes in the tourism sector (Lima Chamber of Commerce, 2022).

Guarantee Program “Reactiva Peru”, The National Government, through the Ministry of Economy and Finance, guarantees the credits placed by the Companies of the Financial System (ESF). The program began with S/30,000 million in guarantees, later, through Legislative Decree 1485, the amount of the guarantees was increased by an additional S/30,000 million, reaching S/60,000 million, equivalent to 8% of GDP (Ministerio de Economía y Finanzas [MEF], 2020).

## 2. Theoretical basis

They have as variables, the profile of the tourist and the intention of traveling to carry out leisure tourism. In the case of the first, according to Kotler and Keller (2006), the profile of a tourist can be analyzed considering different types of market segmentation: the first based on the location of the tourists, they have measurable and accessible characteristics; demographic characteristics are necessary to establish age, gender, income and education; When analyzing the psychodemographic characteristics, it is possible to obtain dimensions of personality, attributes with thoughts, feelings, and behaviors of travelers, as well as lifestyle and values, and finally, when analyzing the behavioral characteristics, we will be able to know the behavior of the traveler in relation to the tourist product. In the case of the second variable, there are several factors that influence the behavior and decision-making of tourists, this can be explained from the theory of planned behavior of Ajzen and Fishbein in 1980, which from now on we will refer to as TCP. In TCP there are three factors that determine behavioral intention, which are attitude, subjective norm and perceived behavioral control. TCP assumes that each individual can rationally evaluate their choices, before formulating an intention to perform certain behaviors (Agarwal, 2014). In the case of the first factor, the attitude can be negative or positive, that is, if it is negative, it means that there is no perception of threat in the face of possible contagion by COVID 19 and if it is positive, it means that, if there is this perception of threat about this. For the second factor, the subjective norm where tourists depend on the opinions or judgments of others about how they should or should not behave, in short, is a social pressure perceived by individuals to perform a behavior, which may not indicate what others they actually think (Ajzen, 1991; Yuzhanin & Fisher, 2016). And in the third factor we find behavioral control, which consists of a subjective and moral norm, regulated by family, social and governmental approval. Tourist behavior is the main problem in the tourism sector, especially when there is a risk of visiting a destination by tourists during and after the COVID-19 pandemic (Pahrudin et al., 2021). Therefore, if

the 3 factors had a negative influence, then the intention to carry out leisure tourism decreases considerably, causing economic losses in the tourism sector of Peru. Based on the above explanation, the hypotheses can be described as follows:

H1. During the quarantine period, economic losses were recorded in Peru’s leisure tourism sector due to canceled trips due to the risk of contracting COVID 19.

H2. During the quarantine period, economic losses were recorded in Peru’s leisure tourism sector as purchasing power decreased considerably due to COVID 19.

### 3. Methodology

#### 3.1. Design and study population

An analytical cross-sectional study was carried out between the months of June, July and August 2020. A 17-question directed questionnaire was prepared and applied through Google Forms. For the construction of the instrument, the study was taken as the main reference: Level of Satisfaction of the National and Foreign Tourist Visiting Peru 2019 of the MINCETUR (Ministry of Foreign Trade and Tourism) since this study mainly considers the evaluation of services. For a first adjustment to the questionnaire, 30 people were surveyed in a pilot study. Based on feedback from the pilot study, some necessary modifications were made in terms of form and substance. After this, the link of the survey

was sent through social networks to people located in all the departments of Peru.

The population was made up of Peruvian citizens over 18 years of age, a demographic segment chosen because they are more economically independent to be able to carry out their expenses and they have work permits, from the 25 regions of Peru, who were in full use of their capacities mentally and agree to participate in the research. Surveys with incomplete data were excluded. A convenience sampling was carried out on 2443 people.

#### 3.2. Data collection instrument

A questionnaire of 17 questions of directed type was developed and it was applied through Google Forms. For the construction of the instrument, the study that was taken as the main reference was: Level of Satisfaction of the National and Foreign Tourist Visiting Peru 2019 of the MINCETUR (Ministry of Foreign Trade and Tourism) since this study mainly considers the evaluation of tourist services. For a first adjustment to the questionnaire, 30 people were surveyed on a pilot study. Thanks to the feedback from the pilot study, some necessary modifications were made regarding form and substance.

#### 3.3. Procedures and data analysis

In a first stage, the data analysis consisted of describing the characteristics of the people surveyed. Then, we proceeded to analyze using univariate statistics (see Table 1, 3

Table 1. Survey: economic analysis of leisure tourism in Peru during the Covid-19 pandemic

1. Sex							
2. Age							
3. Nationality							
4. Do you currently reside in your department of birth?							
5. In what department of Peru do you live?							
GENERAL INQUIRIES							
6. Which of the following options best represents your employment situation?							
a) I lost my job due to the quarantine.	b) I work from home (Home Office/Telecommuting).	c) I have an independent business.	d) Now I am not working due to the quarantine, but I still receive a salary.	e) I did not have a job since before the quarantine (I was looking for a job).	f) I am currently working regularly.	g) I am a housewife, student, retired or other. I am currently not looking for a job.	
7. What economic category does it belong to?							
a) Mining	b) Textile	c) Agriculture	d) Livestock	e) Fishing	f) Automotive	g) Services	h) None
8. What means of information do you frequently use to choose your tourist destination?							
a) Travel agency	b) Friends and family	c) Radio, television or newspaper	d) Website search	e) Social networks	f) Tourism applications	g) Youtubers and/or influencers	h) Others
TOURIST PACKAGES							
9. Prior to the quarantine, did you pay for any tourist package to travel within Peru in the affected months? (March 16 until the end of quarantine).							
a) Yes				b) No			

End of Table 1

ABOUT THE TRIP	
10. During the quarantine period, did you plan to carry out leisure tourism in Peru? (March 16 until the end of quarantine).	
a) Yes	b) No
11. To which place or places in Peru did you plan to travel during the quarantine? (mention city)	
12. Taking into account all your trips in Peru not made during the quarantine (March 16 until the end of the quarantine), how many days had you planned to travel?	
13. For the following tourist services, how much of the budget would you have invested in the total sum of all your trips not made during the quarantine (March 16 until the end of the quarantine)?	
TOURIST SERVICES	TOURIST SERVICES AMOUNT INTERVALS \$ FOR EACH
Means of Transportation (Includes flights and internal transportation)	Less than \$138.89 From \$139.17–277.78
Accommodation	From \$278.06–416.67
City tours, tours	More than \$416.94–555.56
Restaurantes	
Others (crafts, nightlife, sports and/or artistic activities, clothing and footwear)	I will not spend on accommodation. I have no plans to hire city tours, or tours.
14. In the remainder of the year 2020, to which place(s) within Peru do you plan to travel? Mention city(s).	
15. In the remainder of the year 2020. In sum, total of all your planned trips, approximately how many days would you travel within Peru?	
16. In the remainder of the year 2020, for the following tourist services, how much budget would you be willing to invest in the total sum of all your trips?	
TOURIST SERVICES	TOURIST SERVICES AMOUNT INTERVALS \$ FOR EACH
Medio de Transporte (Incluye vuelos y transporte interno)	Less than \$138.89 From \$139.17–277.78
Alojamiento	From \$278.06–416.67
City tours, tours	More than \$416.94–555.56
Restaurantes	
Others (crafts, nightlife, sports and/or artistic activities, clothing and footwear)	I will not spend on accommodation. I have no plans to hire city tours, or tours.
17. What would be the most important condition that tourist services in Peru would have to meet in order for them to use? You can mark more than one item.	
a) Have good standards of hygiene, safety and disinfection. b) Reduce the capacity currently allowed c) Have gel and soap dispensers d) Provide masks and gloves e) Measure the temperature of people f) None, I'll still go	

and 4) and bivariate statistics (see Table 2 and 5). The first analysis is defined as the inclusion of all techniques that refer to the description and inference of a single variable; the second analysis is defined as the inclusion of all the techniques that refer to the description of two variables, through the chi square test or the rank sum (Chiner, 2021). Values for  $p < 0.05$  were considered statistically significant. For the case of Table 2, the main variable was “I had a planned trip” and the secondary variables were “sex”, “age”, “region of residence”, “place of residence” and “means of transport by which plan to make the trip”. For Table 5, the main variable was “will travel post-quarantine” and the secondary variables were “the trip will include Lima”, “the trip will include Cusco”, “the trip will include Arequipa”, “the trip will include another city”, “the trip will include cities on the coast”, “the trip will include cities in the mountains” and “the trip will include cities in the jungle”.

#### 4. Results

It was identified in Table 2, of the 2,443 respondents throughout Peru, 48.2% (1,178) were women and 51.8% men. The median age was 29 years (interquartile range: 23–43 years), the majority lived on the coast (62.0%) and in central Peru (88.5%). According to the means by which they planned their trip, the most consulted were friends or family (49.4%), followed by social networks (43.1%) and websites (43.0%).

Table 3 shows that according on the respondents who had planned a trip during the quarantine, some differences were found according to the age of the respondents ( $p$  value  $< 0.001$ ), the region in which they lived ( $p < 0.001$ ), the place in Peru where they lived ( $p = 0.024$ ), those who usually plan their trips based on recommendations from their friends or family ( $p < 0.001$ ), through social networks ( $p = 0.022$ ), through YouTubers or influencers ( $p < 0.001$ ) or through other means ( $p < 0.001$ ).

Table 2. Characteristics of the respondents in Peru (n = 2 443) (source: own elaboration based on data obtained from a survey of Peruvian vacationers, 2020. Univariate statistics)

Variable	Frequency	Percentage
Sex		
Male	1178	48.2%
Female	1265	51.8%
Age (years)		
Mean and standard deviation estandar	32.3	13.0
Median and interquartile range	29	23–43
Region of residence		
Coast	1497	62.0%
Mountain range	841	34.9%
Jungle	75	3.1%
Place of residence		
North	116	4.8%
Center	2136	88.5%
South	161	6.7%
Employment situation		
I lost my job for the quarantine	311	12.9%
I work from home (Home Office/ Telecommuting)	643	26.49%
have an independent business	398	16.46%
I'm not working right now for the quarantine, but I'm still receiving a salary	106	4.51%
I had no job since before from quarantine (Looking for work)	138	4.59%
I am currently working regularly	392	16.22%
I am a housewife, a student, retired or other Currently I'm not looking for work	368	15.23%
Others	88	3.67%
Economic Category		
Mining	59	2.41%
Textile	138	5.65%
Agriculture	58	2.37%
Cattle raisin	26	1.06%
Fishing	18	0.74%
Automotive	61	2.50%
Services	1233	50.47%
None	850	34.79%
Means by which you plan your trip*		
Friends or family	1206	49.4%
Social networks	1052	43.1%
Websites	1050	43.0%
Travel agency	875	35.8%
Youtubers or influencers	419	17.2%
Other media	668	27.3%

Note: \* The values are obtained from individual responses, so they do not add up to 100%.

According the Table 4, respondents who did have plans to travel (1,317), 11.9% (157) already had a tourist package purchased. Of these, 87.3% (137) already included transportation and 66.2% (104) included accommodation. Based on the approximate amount they were going to spend, the majority were going to spend \$142 or less (42.3%), followed by those who were going to spend between \$143 and \$285 (20.3%). The city they were going to visit the most was Cusco (21.9%). The main destinations were on the coast (43.1%) or mountains (39.5%), as well as in the south (34.2%) or center of Peru (33.8%). Most were going to stay 7 or less days at the destination (28.1%).

In the Table 5 determined the total amounts to be paid, the majority were going to spend \$ 83.00 or less. For transportation (42.1%), accommodation (45.4%), city tour (48.0%), restaurants (55.4%) or for other expenses (59.9%).

Table 3. Socioeconomic differences according to having had a planned trip that was frustrated by the COVID-19 pandemic in Peruvian tourists (n = 2 443) (source: own elaboration based on data obtained from a survey of Peruvian vacationers, 2020. Bivariate statistics)

Variable	People who had a planned trip		P value
	No	Yes	
Sex			
Male	545 (46.3%)	633 (53.7%)	0.868
Female	581 (45.9%)	684 (54.1%)	
Age (years)			
Mean and standard deviation estandar	35.0 (13.9)	31.7 (11.9)	< 0.001
Median and interquartile range	32 (23–46)	27 (23–39)	
Region of residence			
Coast	759 (50.7%)	738 (49.3%)	< 0.001
Mountain range	323 (38.4%)	518 (61.6%)	
Jungle	29 (38.7%)	46 (61.3%)	
Place of residence			
North	57 (49.1%)	59 (50.9%)	0.024
Center	964 (45.1%)	1172 (54.9%)	
South	90 (55.9%)	71 (44.1%)	
Means by which you plan your trip*			
Friends or family	602 (49.9%)	604 (50.1%)	< 0.001
Social networks	457 (43.4%)	595 (56.6%)	0.022
Websites	474 (45.1%)	576 (54.9%)	0.414
Travel agency	393 (44.9%)	482 (55.1%)	0.383
Youtubers or influencers	160 (38.2%)	259 (61.8%)	< 0.001
Other media	351 (52.5%)	317 (47.5%)	< 0.001

Note: p-values were obtained with the chi square test or the sum of ranges (for age).

Table 4. Characteristics of the trip that was going to be taken but that was canceled due to the pandemic (n = 1 317) (source: own elaboration based on data obtained from a survey of Peruvian vacationers, 2020. Exchange Rate: \$ 1 = S/ 3.6. Univariate statistics)

Variable	Frequency	Percentage
People with purchased tour package	157	11.9%
It included the accommodation	104	66.2%
It included the tour	66	42.0%
It included transportation	137	87.3%
It included restaurant expenses	49	31.2%
Amount they were going to spend		
\$138.89 or less	52	42.3%
\$139.17–277.78	25	20.3%
\$278.06–416.67	15	12.2%
\$416.94–555.56	16	13.0%
> \$555.56 or more	15	12.2%

End of Table 4

Variable	Frequency	Percentage
Cities they were going to visit		
Lima	75	5.7%
Cusco	288	21.9%
Arequipa	106	8.1%
Other cities	934	70.9%
Regions they were going to visit		
Coast	567	43.1%
Mountain range	520	39.5%
Jungle	266	20.2%
Place they were going to visit		
North	434	33.0%
Center	445	33.8%
South	451	34.2%
Days that were going to stay		
7 or less days	859	65.2%
8–20 days	370	28.1%

Table 5. Amounts that they were going to pay for the trip that was canceled due to the COVID-19 pandemic (n = 1 241) (source: own elaboration based on data obtained from a survey of Peruvian vacationers, 2020. Exchange Rate: \$ 1 = S/ 3.6. Univariate statistics)

Amount to spend (\$)	Transport Number of tourists	Accommodation Number of tourists	City tour Number of tourists	Restaurants Number of tourists	Others Number of tourists
> \$250.00	70 (5.6%)	49 (4.0%)	30 (2.4%)	40 (3.2%)	24 (1.9%)
\$167.00–250	199 (16.0%)	135 (10.9%)	103 (8.3%)	115 (9.3%)	87 (7.0%)
\$83.00–167.00	432 (34.8%)	398 (32.1%)	368 (29.7%)	376 (30.3%)	358 (28.9%)
< \$83.00	523 (42.1%)	563 (45.4%)	595 (48.0%)	688 (55.4%)	743 (59.9%)
I don't know / very little	17 (1.4%)	96 (7.7%)	145 (11.7%)	22 (1.8%)	29 (2.3%)
For every 1000 people who did not travel					
> \$ 250.00)	\$14 000.00	\$ 10 000.00	\$ 6 000.00	\$8 000.00	\$4 750.00
\$167.00–250.00	\$33 333.00	\$ 22 708.00	\$ 17 292.00	\$19 375.00	\$14 583.00
\$83.00–167.00	\$43 500.00	\$40 125.00	\$37 125.00	\$37 875.00	\$36 125.00
< \$83.00	\$35 083.00	\$37 833.00	\$40 000.00	\$46 167.00	\$49 917.00
For every million people who did not travel					
> \$250.00	\$14 000 000.00	\$10 000 000.00	\$6 000 000.00	\$8 000 000.00	\$4 750 000.00
\$167.00–250.00	\$33 333 333.00	\$22 708 333.00	\$17 291 667.00	\$19 375 000.00	\$14 583 333.00
\$83.00–167.00	\$43 500 000.00	\$40 125 000.00	\$37 125 000.00	\$37 875 000.00	\$36 125 000.00
< \$83.00	\$35 083 333.00	\$37 833 333.00	\$40 000 000.00	\$46 166 666.00	\$49 916 666.00

Finally, in the Table 6, when asked if they had plans to travel once the quarantine is over, 53.1% (1,320) said they did not have plans yet, 21.4% (531) said they did plan to travel, and 25.5% (636) said that maybe they would travel. There were differences in planning depending on the place. Thus, more people planned to travel to Cusco ( $p = 0.012$ ), Arequipa ( $p = 0.031$ ) and the mountains ( $p = 0.037$ ) but would travel less to other cities ( $p = 0.021$ ) and for 7 days or less ( $p = 0.004$ ).

Table 6. Characteristics of having the possibility or having planned a post-COVID-19 pandemic trip in Peruvian tourists (n = 1 241) (source: own elaboration based on data obtained from a survey of Peruvian vacationers, 2020. Bivariate statistics)

Variable	They will travel post quarantine*		P value
	Yes	Maybe	
The trip will include Lima			
No	462 (45.1%)	563 (54.9%)	0.670
Yes	51 (47.2%)	57 (52.8%)	
The trip will include Cusco			
No	390 (43.4%)	509 (56.6%)	0.012
Yes	123 (52.6%)	111 (47.4%)	
The trip will include Arequipa			
No	453 (44.2%)	571 (55.8%)	0.031
Yes	60 (55.1%)	49 (44.9%)	
The trip will include another city			
No	230 (49.4%)	236 (50.6%)	0.021
Yes	283 (42.4%)	384 (57.6%)	
The trip will include coast cities			
No	292 (45.4%)	351 (54.6%)	0.917
Yes	221 (45.1%)	269 (54.9%)	
The trip will include mountain range cities			
No	283 (42.7%)	380 (57.3%)	0.037
Yes	230 (48.9%)	240 (51.1%)	
The trip will include jungle cities			
No	419 (45.6%)	500 (54.4%)	0.659
Yes	94 (43.9%)	120 (56.1%)	
The trip will last up to a week*			
No	252 (50.4%)	248 (49.6%)	0.004
Yes	279 (41.8%)	388 (58.2%)	

Note: The p values were obtained with the Chi square test. \* Here the answers add up to 1 167.

### 5. Discussion of results

In the research carried out, data was obtained to determine the intention of people to carry out internal tourism in order to estimate the economic impact on the consumption of tourist services in Peru that were not carried out during the quarantine, as well as the potential post-quarantine consumption.

In Table 2 respect to gender, equality is observed between men and women who carry out leisure tourism, with a slightly higher number of women (51.8%). This coincides with similar studies such as the one carried out by PROMPERÚ (Peru Export and Tourism Promotion Commission) about the PNV (National Vacationer Profile), which found a similar proportion: 52% women and 48% men. Women are of fundamental importance to tourism; in fact, according to the exclusive travel information website Journey Woman, they make up the most influential demographic group in the industry, making more than 80% of travel decisions (Tourism In, 2022).

Regarding the ages, we observe in the Table 2, as a relevant fact that 50% of the sample is in the range of 23 to 43 years, a fact that is close to the data of the previously mentioned study, where the “millennials” (between 27 and 39 years of age by 2020) represent 42% of national tourists (Mincetur, 2015). Millennials enjoy traveling and share it and live through social networks, they have no complications in choosing accommodation and take full advantage of connectivity to be able to obtain information, plan and share the experience with known and unknown alike. Thus, the millennial is a type of person who lives tourism to the fullest and takes advantage of new technologies and means of transport to get the most out of long travel days that can range from 3 months to 1 year (Hosteltur, 2020).

The region and place of residence of the people surveyed are mainly from the central region (88.5%) and the coast (62%). This is predictable since Lima is the capital and has the largest population in Peru. Also, it is located on the coast of the central region (Instituto nacional de estadística e informática, 2019). The main means of influence for national tourists who plan their trip within Peru are by recommendation of friends or family (49.4%), followed by social networks (43.1%) and websites (43.0%). Regarding the motivation of the vacationer to make the trip, 44% of the sample were motivated to travel by the comments and experiences of family, friends and others; 25%, were motivated by the internet; finally, 14% was influenced by television programs and reports (Promperú, 2020a). When deliberating about a tourist destination, people consider the emotions aroused by the opinion of Friends and Family to be more important than what one may know and/or the beliefs one has about the place in an attempt to travel (Beltrán Bueno & Parra Meroño, 2017). This trend is also similar internationally since international travelers use more sources of personal information (such as friends and family, travel agents, printed travel magazines and printed guidebooks) than online sources (Villacé-Molinero et al., 2021).

In the average age, the group of 32-year-old Peruvians are the ones who did plan to make one or more trips during the quarantine period of the year 2020 within Peru. The Peruvian population group that would be more interested to start a trip in advance is the young population (between 20 and 35 years old). They prefer to go to open places, protected natural areas, beaches and open archaeological monuments (Vásquez, 2020). It is worth noting that 35% of the Peruvian population is made up of millennials; there are 476,000 vacationing millennials who made 1.2 million trips within the country (Promperú, 2016). A study promoted by PROMPERÚ through its Turismo In service portal revealed that the segments with the fastest recovery for local tourism in Peru would be millennials and centennials from socioeconomic levels A and B, who would be willing to travel, informed the minister of Foreign Trade and Tourism, Edgar Vásquez. According to the analysis of the new national vacationer 2020 presented through a webinar before more than a thousand people, millennials and centennials, groups that are perceived as less vulnerable to the COVID-19 pandemic, would give priority to nearby destinations. Both groups witnessed the digitization of services and have developed the habit of buying online (Promperú, 2020b).

Regarding the employment situation caused by the pandemic, 26.49% of the sample stated that they started working from home (Home Office/Telecommuting). In March 2021, the MTPE reported 226 thousand formal workers under the telework or remote work modality, which represents 6.7 percent of formal employees in the private sector (Moneda Laboral, 2021). 50.47% of the respondents are in the category of services in which the activities related to Tourism are placed. In the country, during the second quarter, the greatest reduction in employment in percentage terms was registered in the construction sector (-67.9%), followed by the manufacturing sectors (-58.2%), services (-56.6%) and trade (-54.5%) (Organización Internacional del Trabajo [OIT], 2021). That is why the reduction of jobs and job opportunities for people dedicated to tourism were economically affected.

In Table 3, you can see the number of tourists who did and did not have a planned trip. Women show a slight advantage over the intention to carry out leisure tourism of 0.4% compared to men. Likewise, the age range of tourists is from 23 to 49 years of age. Most of the tourists come from the highlands and jungle region of central Peru. The tourists who had planned were mostly influenced by influencers or youtubers. In a more precise way, travel bloggers are the people who have a considerable influence on the decisions of tourists and are vital for those who want to plan a trip conscientiously. (Estrada, 2018). These can be presented in their own blogs or in their personal accounts through social networks, thanks to the reach capacity achieved in social networks, these professionals manage to reach people from all over the world. They do so without barriers of nationality, language, age or purchasing power. With the help of the travelblogger [@el\\_viajedetuvida](#),

essential sites in the provinces of Castellón, Valencia and Alicante in Spain have been revealed during the months of November and December 2022 (Redacción TH, 2022). Thus, by the principle of reciprocity, if tourists really perceive quality in a destination, they will want to do something positive by helping to promote it, for example, sharing positive experiences with friends, family, other potential tourists, etc. or even commit to fate to help you improve. In a health crisis scenario like COVID-19, sharing information can be even more motivating, as it helps others to be better informed and therefore better equipped to make smart decisions and protect themselves and others (Cambra-Fierro et al., 2022).

The Table 4 shows, the study also obtained data on the demand for tourist services that were not used during the quarantine period. People who had planned a trip and did not actually do it due to quarantine represent 53.91% of the surveyed population. This situation had a huge effect on the income of tourism companies and businesses (such as accommodation, transportation, restaurants, city tours among others). According to the Global Business Travel Association (GBTA), the losses of entrepreneurs in the world due to canceled or suspended trips due to COVID-19 could reach USD 820 billion by the end of the year (Rondón et al., 2020).

The financial impact of COVID-19 has been huge to the aviation industry. The International Air Transport Association (IATA) reported passenger demand in April at its lowest plunging by 94.3% compared to April 2019. IATA initially stated that airline passenger revenues could drop by \$314 billion in 2020 due to COVID-19, a fall of 55% compared to 2019, however further analysis is now showing this could fall by as much as \$419 billion (Rooley, 2020). The case of Latin America and the Caribbean is even more dramatic. The number of passengers transported in April fell by 96% in the region, even above the global average (-94.5%). As of July 31, 2020, this situation has caused the main airlines in LAC to have lost 69.1% of their market value (compared to a global average of 51.5%). Its operating margin has also deteriorated rapidly in recent months (reaching -300% in the second quarter of 2020, the worst result among regional subsets). This situation has led the two largest airlines in the region, Avianca and LATAM, to initiate restructuring processes under Chapter 11 of the United States Bankruptcy Law. The same thing happened to the largest Mexican airline, Aeroméxico. In Ecuador, it has been decided to liquidate the company Tame, while airlines have closed operations of their subsidiaries in some countries (such as the case of Avianca in Peru and LATAM in Argentina) (Comisión Económica para América Latina y el Caribe, 2020). By 2022, Latam plans to transport 10 million passengers in the country with a value proposition focused on offering better levels of punctuality, friendliness and service from our employees, competitive prices, the best frequent flyer program in the region and a world-class digital experience", said Santiago Álvarez, CEO of Latam in Colombia (La Republica, 2022).

The governmental aim is to encourage local tourism so that tourists can get to know more places within the country. Regarding transportation, it was stated that inter-regional flights will help a lot. One of the Government's immediate goals is to diversify the tourist offer, especially in the north of the country, which has a lot to offer, such as beaches, culture, gastronomy, and isn't as popular as it could potentially be (Ninahuanca, 2017).

Respect tourist accommodation services, between 2011 and 2016, 43 new hotels of three, four and five stars were built in the country, which increased the offer by 3,580 rooms. Of the 600 million dollars invested, resources for 335 million dollars were allocated in Lima for the execution of 13 hotels. Meanwhile, in the provinces, the investment was 265 million dollars in 30 new hotels. The labour-intensive accommodation and food services sub-sectors alone provide employment for 144 million workers worldwide. This includes approximately 44 million own account workers and 7 million employers (International Labour Organization, 2020).

Pertinent to consumption in restaurants, we obtained as a result that the amount that national tourists would pay on their trip canceled due to quarantine was less than \$83.00, representing 55.4%. Before the pandemic, there were nearly 200,000 restaurants and cafeterias throughout the country that employed more than two million people, with multiplier effects in other areas, such as agriculture, mechanics, wood, glass, textiles, and ceramics (Garcia, 2021). This effect was complemented by foreign and domestic tourism, a great supporter and promoter of Peruvian gastronomy. Since March 2020, more than 80,000 restaurants have closed and thousands of jobs have been lost in this service sector. It should be noted that Peru is one of the few Latin American destinations to stand out among the winners of the 2019 edition of The World Travel Awards. In addition to obtaining recognition for the "World's Best Gastronomic Destination", Peru also took the titles for "World's Best Cultural Destination" and "World's Best Tourist Attraction", this being Machu Picchu (Forbes Staff, 2019).

In the Table 5 respect to use of city tours, the amount that Peruvian tourists would mostly pay on their trip canceled due to quarantine was less than \$83.00, representing 48%. A key part of the tourist offer are the city tours; however, unlike the other tourism services mentioned, agencies tend to have lower financial and capital backing as well as more pronounced levels of informality, which makes them vulnerable to this type of shock. This reconditioning of services has to be part of a cost reengineering that translates into prices that are competitive enough to start over again (Barrio de Mendoza et al., 2020). PROMPERÚ presented "Go Back to Travel", the new advertising campaign that aims to promote tourist destinations nationwide, encourage the use of formal services and raise awareness about the importance of travel in a gradual and responsible manner as part of the reactivation process of the sector (Promperú, 2021). The action

is part of the already announced proposal "And you what plans" that, through a virtual portal, will include the promotions of more than 100 formal companies, the public will be able to acquire promotional packages with up to 70% discount with alternatives of full days, short routes and trips to further destinations (Hosteltur, 2021).

Also, it can be seen in the Table 6, that the vast majority of respondents do not have plans to travel once the quarantine is over, and only 21.4% will do internal tourism. Likewise, 3 out of 10 Peruvians would travel in the next six months after the end of the quarantine. It should be noted that the study highlights the fact that 1 out of 2 people would consider traveling if they were presented with an interesting offer (Promperú, 2020b). On the other hand, regarding the places that the respondents would choose to visit after the quarantine is over, we have Arequipa (55.1%), followed by Cusco (52.6%) and Lima (47.2%). According to studies carried out by PROMPERÚ, the places that were most visited in 2018 were Lima (26.1%) and Arequipa (6.8%) with respect to the total number of trips in order to visit family and/or friends; finally, Cuzco (6.3%) for vacations and recreation. It was estimated that more than 2.8 million trips were made for internal tourism to Cusco, which represented 6.3% of the total trips nationwide (Zárate, 2020). The most visited provinces were Cusco (59.5%), Urubamba (11.9%) and La Convencion (10.3%). The main reason for visiting the Cusco region was for vacations/recreation (45.6%). The main regions that send tourists to Cusco were Lima (32%), the Cusco region itself (30.7%), Arequipa (11.6%) and Apurímac (7.5%). In the case of Arequipa, it was estimated that more than 3.1 million trips were made there by internal tourism, which represents 6.8% of the total trips at the national level and placed it in second place among the most visited regions at the national level. However, comparing the order of the places that tourists would visit for the year 2020, Arequipa was ranked first; UNESCO immediately before the pandemic in October 2019 recognized the Colca Valley and Valley of the Andagua Volcanoes located in Arequipa as the first geopark in Peru, joining the UNESCO Global Geoparks Network (Galas et al., 2022). Therefore, the demand for this recognized tourist place in a better position worldwide, since it is an initial period, contains novelty, the lack of knowledge of a re-categorized tourist place by consumers is high (Godas, 2006). Likewise, Cuzco, due to the fact that it has the Historic Sanctuary of Machu Picchu recognized as a world wonder, is among the first places that tourists would like to visit (Díaz, 2021). Not to mention the capital city of Lima, the New York Times included Lima in its list of "52 places to visit" for 2021, which is not surprising given the impact that the image of the destination has on the choice of destination. In addition, the Reputation Institute (currently called RepTrak) ranked Peru as the country with the best reputation (ie image) in Latin America in 2019, ahead of Chile and Argentina (Cambra-Fierro et al., 2022).

For Lima, it was estimated that more than 11.8 million

trips were made for internal tourism, which represents 26.1% of the total trips nationwide, being the main destination visited for that year (Mincetur, 2019). According to the traditional region classification of coast, mountains and jungle, the results obtained were that 48.9% would choose the mountains, 45.1% the coast and 43.9% the Peruvian jungle, to carry out tourism after the quarantine period.

The most visited places in Peru were Machu Picchu, Colca Valley, Lake Titicaca, City of Cusco and Sacsayhuamán; these 5 places mentioned correspond to the mountains and coast of Peru. Specifically, these places belong to the cities of Cusco (Machu Picchu, City of Cusco and Sacsayhuamán), Arequipa (Colca Valley) and Puno (Lake Titicaca) (Robles Lujan, 2019). Travelers from Lima and the provinces would choose a destination within the country as the first place to visit. Prior to this, the factor that would determine the choice of the place of the trip is the feeling of security that the destination can offer, that is, a place with a low rate of those infected by COVID-19; where they can consume local products, have contact with nature and stay outdoors. They would preferably travel by private car, for greater autonomy and distance from other travelers (Castro, 2022).

Therefore, in this new era of Post-Covid tourism, variables such as the overcrowding of the destination, the size of the accommodation, the volume of its guests, if they are even single-family, Covid-Free certifications, which have very limited capacity for activities, outdoors and with the necessary social distancing; all for the sake of the long-awaited health guarantee (Rivera García & Pastor Ruiz, 2020).

Finally, considering the depth and scope of COVID-19, this pandemic has presented unforeseen challenges for tourism-related businesses, especially small and medium-sized businesses. Therefore, during a crisis as severe as COVID-19, many businesses yearn for financial assistance from national and local governments, such as express loans and debt relief (Hu et al., 2021). Therefore, the state promoted the Business Support Fund for Mypes in the Tourism Sector (FAE-Tourism). This has managed to benefit, so far during the pandemic, 1,112 MSE's in the sector, distributed in 21 regions of the country, through the granting of credits (Mincetur, 2021).

## Conclusions

According to the results obtained in the present investigation, the registration of economic losses in the leisure tourism sector of Peru was demonstrated due to trips canceled by tourists with the risk of contracting COVID 19 and the decrease in purchasing power of the same by the cessation of work, which supports the theory that the three factors that influence the behavior of leisure tourists is that the perception of danger due to possible contagion causes the lack or little intention to travel, the second factor is the norm subjective that is reflected in the fears and fears of having contact and therefore the

social distancing and absence in places of agglomeration, finally in the behavioral behavior in which the tourist had to comply with the quarantine, on the other hand as a way to encourage the Tourism spread activities in the services to generate the intention to travel, which also influenced their behavior.

As a result of the consequences caused by the pandemic, it is expected to reactivate the internal economy and this tourism sector, which was one of the most affected, for which we can put relevance to the statement that tourists may increasingly select domestic over foreign destinations in an attempt support the own economy – a behaviour that existing research has coined tourism ethnocentrism. This reaction may constitute a shift in tourist behaviour away from far-distant destinations to domestic ones (Zenker & Kock, 2021).

Despite having suffered an economic crisis throughout Peru due to the closure of various business lines caused by the COVID-19 pandemic, Peruvians still have the willingness to make one or more trips after quarantine within the country, and stay 5 days on average in the chosen destination, same number of days that was also in 2018, but now, with a determining factor that is having the corresponding health security in the place visited through a low rate of infected people by COVID-19. Likewise, these potential Peruvian tourists prefer to leave with their own mobility to keep greater autonomy and distance from other tourists.

After the analysis we can start from the fact that the budgets mentioned by the respondents may change under certain evaluations that will now be very necessary, such as the economic situation due to the pandemic and the demands that will arise from consumers towards companies, such as quality in the services. This means that the value-for-money aspect is more crucial than at any other time. Travel, tourism and hospitality firms, along with destinations, need to offer much higher quality to their products and services with a parallel reduction in prices. The subsequent reduction in profits can be handled with various ways involving the financial flexibility of enterprises, the restructuring of operations, and collaborative activities with other destinations and firms, even with those that might have been perceived as competitors in the past (Pappas, 2021).

## Acknowledgements

The authors are grateful to people over 18 years of age, from the 25 regions of Peru that carry out leisure tourism, for giving us their Time to carry out the questionnaires on Interior leisure tourism in Peru during and after quarantine in different tourist services due to the Covid-19 pandemic – 2020.

## Author contributions

Omar Salinas, was responsible for data collection.

Christian Mejia, conceived the study and was responsible for the design and development of the findings.

Sofía Solano, was in charge of analyzing the results and interpreting the data.

Ingrid Mauricio, was in charge of the discussion of results and conclusions.

Wagner Vicente-Ramos, wrote the first draft of the article.

## Disclosure statement

The authors do not have any conflict of interest.

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