

Tourism in a protected natural area (PNA): Sports hunting and hiking from the perception of strategic actors

CYNTHIA MILAGROS APAZA-PANCA¹ ✉, CYNTHIA HARUMY WATANABE CORREA², JOYCE MAMANI CORNEJO¹, ANTHONY PAUL TÁVARA RAMOS³, RONALD ADRIÁN GIRÓN VALENZUELA¹, ANGIE BEATRIZ ORTIZ CALOPINO¹, ALFREDO IVAN OLAGUIVEL QUISOCALA⁴

¹National of Frontera University. Sullana, Peru.

²University of São Paulo. São Paulo, Brazil.

³César Vallejo University. Piura, Peru.

⁴National University of the Altiplano. Puno, Peru.

ABSTRACT

Tourism activity in natural protected areas is increasing worldwide. These areas belong to the country's heritage and their natural conditions should be preserved, taking advantage of the resources and the sustainable use of the area. The general objective of the study was to analyse the perception of travel agencies and visitors to a natural protected area and the specific objectives were to determine the image of the natural protected area from the perspective of visitors and to learn about the travel agencies' perception of the natural protected area as a tourist destination for sport hunting and hiking. The study is a mixed approach, basic, non-experimental, descriptive, cross-sectional design. A probabilistic sampling by convenience and intentional was estimated, considering 100 visitors and 5 formal travel agencies in the city of Mancora with interest in providing tourist services to the protected natural area. The study found that 12% of the visitors agree that the area has an image of an ecological and restful place, a place for tourism activities such as trekking, sport hunting, hiking, bird watching, biking, and photography. On the other hand, travel agency representatives have little knowledge of the destination; however, they show interest in considering the destination as part of their tourism packages, given that there is evidence of potential demand because the destination is innovative and offers sports tourism practices.

Keywords: Travel agencies, Protected natural area, Sport hunting, Hunting preserve, El Angolo, Hiking.

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✉ **Corresponding author.** Universidad Nacional de Frontera. Sullana, Perú. <https://orcid.org/0000-0002-5524-2627>

E-mail: cynthiamilagros9@gmail.com

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INTRODUCTION

Tourism activity is one of the main pillars in the development of a population (Huaman et al., 2022). Furthermore, tourist activity is an experience that involves the desires of each tourist, and helps with economic growth, making some countries dependent and allocating resources to permanently enhance their attractions. (Ticse-Villanueva et al., 2022).

Likewise, tourist resources are located in various natural spaces, being part of the community's heritage and the tourist potential of the area. However, it is not enough for a place to have many tourist resources if they are not appreciated, valued and conserved by the receiving residents, by the local, regional and national government; and by all the actors involved, because they are sources of development and positioning in the tourism market.

Peru is considered the most attractive tourist destination in Latin America. (Ticse-Villanueva et al., 2022). That is, a variety of tourist resources with great potential, which must be used sustainably and with greater reach for potential visitors; where sustainability is an important factor for the productive system, because it helps not to damage and conserve resources (Gómez-Suárez & Yagüe, 2021).

One way to provide sustainable services to tourists is through ecotourism, also called green tourism or nature tourism, which proposes enjoying nature at its best, which is untouched by civilization and in a pristine state. It is related to adventure tourism because the tourist carries out activities such as swimming, walking and appreciating the landscape (Ugarte & Portocarrero, 2013). However, the perception of travel agents about a destination is a fundamental tool that is taken into account to analyse marketing and create strategies that satisfy the needs of potential visitors (Bustillo & Mendoza, 2013).

Now, the tourism industry identifies the needs of potential tourists, to provide services that satisfy their desires and expectations (Silva-Escobar & Raurich, 2020). Furthermore, it is necessary to mention that, given the excessive increase in visitors and increasingly more informed, tourism managers have to provide innovative services and products so that visitors can choose according to their conditions and preferences, choosing the Internet as their main medium (Huerta, 2020).

Therefore, the digital medium, especially social networks, such as Facebook, tends to be an important tool for dissemination and information about tourism, because through images and videos the capture of potential tourists is achieved. That is why travel agencies must incorporate the use of digital media into their services to expand the target audience and in this way potential tourists have access to a different offer. On the other hand, tourism and recreation activity in the surroundings of Protected Natural Areas (hereinafter ANP) are increasing worldwide (Pickering et al., 2018).

So much so that, in Peru, the management to promote and strengthen tourism in protected natural areas in a sustainable way is vital to conserve and protect resources, this being possible with nature tourism or also called ecotourism, which since the last decades has been growing significantly, this type of tourism is considered one of the strategies implemented for the ANP in the sustainable development of the country. Likewise, Travel Guard Update mentions that Peru is the fourth country in which tourists opt for nature tourism, mainly in protected natural areas (SERNANP & WCS, 2020).

At a regional level, Piura has been characterized by sun and beach tourism, that is, mass tourism, however, it is necessary to establish new destination routes, with attractions in rural spaces (Maldonado-Erazo et al.,

2018). For this reason, the El Angolo Hunting Reserve (hereinafter CCEA) is presented as a tourist offer that can be disseminated through travel agencies in the city of Máncora, which are interested in expanding and offering a different service than the one they usually offer. They're used to it.

The CCEA is a Protected Natural Area and was recognized by UNESCO in 1977, as part of the Biosphere Reserve of Northwestern Peru. What this management seeks is to conserve the biodiversity of vegetation and animals that inhabit this area. In addition, there are several tourist resources that must be used sustainably, with the most related type of tourism being ecotourism and adventure tourism, where tourists have the option to rest, interact with nature and practice adventure sports. To visit the Coto Caza El Angolo ANP can be done from the city of Máncora, the tour lasts two hours, where you can observe the presence of animals (white-tailed deer, crab-eating bear, mate's head) and tree species (carob trees, hualtacos, charanes, palo santo, etc). Likewise, there are two large spaces where national and foreign tourists visit, which is the Sauce Grande and Fernández ravine, which include resources for trekking, observing flora and fauna, enjoying the water, hunting and horseback riding, which is why it is necessary that the Máncora (Martinez et al., 2017) travel agencies include services that involve activities of interest to potential visitors to this area.

Therefore, the general objective of this research was to identify the perception of the strategic actors of tourism in the ANP Coto Caza El Angolo. In addition, specific objectives are to determine the image of the ANP Coto Caza El Angolo from the perspective of visitors and to know the perception of travel agencies regarding the ANP Coto Caza El Angolo as a tourist destination.

Literature review

Tourists are increasingly demanding with the environments they want to visit, they opt for more sustainable resources, for this reason the organizations that adapt to the requirements and expectations are the most in demand. That is why it is necessary to incorporate sustainable companies and identify potential resources to promote tourism.

On the other hand, the development of tourism does not only depend on having an appropriate tourist plant and resources, but also on the actors involved playing a very important role. Likewise, the cooperation of interested parties in the management of tourism activity helps both tourism development and the identity of the community.(Pulido-Fernández & López-Molina, 2023).

According to the UNWTO (2020), tourism activity in a locality tends to be one of the main sources of economic development and employability (Rocha et al., 2020), always being present in the population, through various activities and services (Varón et al., 2021), leading to the improvement of the economic conditions of a country. and as a recognized sector that causes economic growth in the world(Rocha et al., 2020).

Likewise, the UNWTO states that the tourism system has four important components: supply, demand, tour operators and geographical space, which guarantee the increase in visitors (Zambrano et al., 2017). Furthermore, it is essential that strategies be established that involve intermediary organizations, which help provide different services in order to satisfy the needs of tourists (Varón et al., 2021).

One of the main intermediary tourism organizations that is directly related to tourists and the environment are travel agencies (Rocha et al., 2020). Tourists go to travel agencies to obtain information and buy tourist packages of interest. (Cheung & Lam, 2009)By opting for a tourist package, the visitor will have the

opportunity to obtain an organized trip and enjoy the stay in the place visited, which will provide pleasure, shopping and knowledge (Lojo, 2016).

On the other hand, to have an excellent image of the tourist destination, the attractions must be disseminated through social media (Caldevilla-Domínguez et al., 2023). The website must be visually attractive, having promotions to attract greater traffic and convert them into visitors to the destination (Luna-Nevarez & Hyman, 2012). For this reason, websites, social networks or any digital media are important factors in travel agencies, because they provide information and content that is relevant and appreciated by tourists. Therefore, these organizations must have products and services that meet the needs of the tourist. The consumer, in this way, would have a greater participation in the competitive market (Rodríguez Pallas, 2018).

Now, tourism activity must offer economic profitability to the protected natural areas, to the local communities and to all those involved who are part of the management of the ANP. (SERNANP, 2009). The Law of Protected Natural Areas (Law No. 26834) mentions that they are terrestrial and marine spaces of a national nature, which preserve biodiversity and culture, contributing to the sustainable development of the nation (SINANPE, 2009). The most important function of protected natural areas is to conserve nature and spaces of interest to tourists (Salvadeo et al., 2022), as well as species of humanity, because they do not have due appreciation of the population to which they belong.

In Latin America there is little participation of the State in rural areas, because there has been a lack of attention and few services (Rasmussen, 2022), therefore, it is necessary to establish alliances with the actors involved (public, private sector and host community), with the objective of helping to protect natural areas and create environmental governance (Coria et al., 2019).

Consequently, the proper management of the ANP allows the conservation and use of resources appropriately, increasing the economic income of all the participants involved, based on the tourist offer that can be provided to visitors such as the sale of various inputs, crafts, products made with local resources, among others. However, tourism has benefits as well as harmful factors. If adequate planning is not carried out, it can generate deterioration of natural resources, contamination of soil and water, and social difficulties such as cultural exchange between tourists and residents. In this sense, it is necessary to assign due importance to the preservation of its resources, which would help create valuable relationships between nature and visitors, carrying out various recreational and tourist activities (Perez-Ramirez, 2016).

On the other hand, if tourism is focused on these protected areas, the tourist influx that may exist must be controlled; Also provide constant training to tourist guides and, above all, raise awareness among the host population about the care of resources (Salvadeo et al., 2022).

It should be noted that it is necessary to exploit resources in a sustainable way and recognizing the traditional value to conserve nature (Gorrioz & Pardo-de-Santayana, 2021), because each natural area that a population has influences the improvement of the quality of life of the inhabitants (Karis & Ferraro, 2021). In this way, sustainable tourism is spoken of as a new paradigm that involves raising awareness of nature and improving the conditions of host residents (Monsalve-Pelaez et al., 2023).

SERNANP states that there are 76 ANP in Peru, of which two belong to the Coto de Caza classification (Sunchubamba and El Angolo).

Now, the El Angolo Hunting Reserve (CCEA) is an area of direct use (allows the use of resources) (SERNANP, 2009), it is located in the department of Piura, between the provinces of Sullana and Talara, inhabited by different wild species, such as: anteater, puma, jaguar and white-tailed deer (SERNANP, 2019).

One of the tourist routes where wildlife is used is precisely the CCEA, specifically in the Large sector, this area is managed by the Piura Hunting, Fishing and Tourism Club (Piperis & Ruesta, 2016), with white-tailed deer being the main resource that is used. According to the Club, this hoofed mammal is found on the coast and mountains of Peru (Elias et al., 2021). Furthermore, within this protected area, tourist activities are carried out such as sport hunting in season from May to November, only for hunting adult male deer; Go hiking, where you can observe the flora, fauna, landscapes and fish (SERNANP, 2019).

Likewise, there is the route of the Fernández sector, managed by the Fernández Ecotourism Association, highlighting the pillars of Fernández and Jaguay Grande, these resources are in optimal states for bird watching, horseback riding and other related activities, in the same way. , there are tourist potentials such as Madre de Agua and Caña dulce, where adventure tourism and bird watching can be carried out. In addition, to improve the tourist experience, an interpretation room has been implemented based on local materials (Martínez et al., 2017). Another type of tourism that can be carried out in this ANP is ecotourism, considered as an activity that conserves nature. (Mejía & Santiago, 2021) and being a main factor in generating employment and income for the community (Toriz et al., 2021), as well as other types of tourism, as long as there is good dissemination of the tourist resources and activities that can be carried out in the tourist destination.

Focusing on the city of Máncora, there is an excessive development of tourism (González, 2020). This city is considered part of the tourism dynamics of the Piura region and is part of one of the routes to access the CCEA. For this reason, the existing travel agencies in this city must disseminate these tourist resources, publicizing the activities that can be carried out and forming part of strategic alliances with the representatives of each area, given that it has great tourist potential that should be promoted as an alternative destination for those who visit the beach route of the Piura region, mainly Máncora, (Martínez et al., 2017) and who, in turn, want to enjoy something different with the purpose of preserving the ecosystem. Due to the above, the CCEA is a potential tourist destination, where the participation as part of the tourist offer of travel agencies will facilitate the tourist influx to the place.

METHODOLOGY

It is research with a mixed approach, of a descriptive type, which is based on collecting information on the research variables and seeks to specify the characteristics of a community or group that is analysed, to effectively show the dimensions of that study situation (Hernández et al., 2014). Regarding the sampling, it was non-probabilistic for convenience and intention, considering 100 potential tourists and 5 representatives of formal travel agencies from the city of Máncora who knew and were interested in offering services to the CCEA protected natural area. The quantitative data were analysed using the SPSS statistical program and the qualitative data were organized based on categories to have a better information focus. The questionnaire used included 22 closed questions with suggested options, dichotomous and on a Likert scale.

Descriptive statistics, parametric and non-parametric tests were used to analyse the results. Meanwhile, the interview guide has been designed structured. Voice recorders and notepads were used. To process the interviews, first the answers were transferred to an Excel matrix, then the 20 questions were organized into 4 categories, ordering through similarities, being business recognition, opportunity of the place, development

of tourism and the green tourism product, Each question was analysed and a subcategory was designated, which were the answers that the interviewees had mentioned. It was decided to count all the answers and place the number of agencies that were similar in their answers, to finally present them in tables. and figures.

RESULTS

Below, the results obtained through the interviews and surveys are presented, which in the case of the quantitative approach was worked through the SSPS program, with descriptive statistics (frequencies, average, standard deviation, Pearson's Chi-square and exact Fisher) and with non-parametric tests (U-Mann-Whitney and Kruskal-Wallis). To associate the questions, some showed a non-parametric distribution, therefore, Mann-Whitney U (gender and question 2) and Kruskal-Wallis (age, marital status and origin) were used. It is worth mentioning that a different sample was used for each associated question (Table 1). Likewise, for the qualitative approach, they were ordered in an Excel matrix, based on 4 categories to have a better organization and analysis of the interview questions (Figure 1).

Table 1. Sample to consider.

Questions	Sample
Question 1, 2, 13 to 22	100 potential tourists
Question 3, 4, 12	12 tourists who have visited the ANP
Question 5 to 11	11 tourists who have visited and at the same time heard information about the ANP from other people

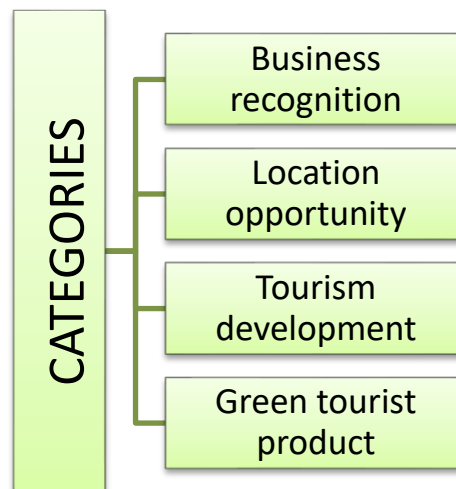


Figure 1. The 4 categories based on the interviews.

The following Table 2 shows the percentages according to each question:

Question 1 referring to “*The factor that influences the choice of the tourist destination*”, of the total number of people surveyed, 71% mentioned that it is the place that influences the moment of their choice, while the least important factor for the respondents It is the product with 7%.

Based on the sample of 12 people who have visited the ANP, question 3 is presented “*What image did you have of the ANP CCEA before meeting it?*”, 50% (6 people) expressed that the ANP has an image of an

ecological place, almost similar to the 41.7% (5 people) who indicated that it has an image of a resting place, meaning that both the ecological and resting place has been the highest perception of those surveyed about the ANP.

Table 2. Summary in percentages of the questions with suggested options.

Alternative	Item
	1. What do you think is the factor that influences the choice of your tourist destination (%)
Price	10
Product	7
Promotion	12
Place	71
	3. What image did you have of the ANP Coto de Caza El Angolo before meeting it (%)
Ecological place	fifty
Resting place	41.7
Family place	8.3
	6. Indicate other sources through which you have received information about the ANP Coto de Caza El Angolo (%)
Advertising in mass media (press, radio, television)	45.5
Printed material (tourist guides, brochures)	18.2
Internet (Web page, blogs, emails, social networks)	27.3
Travel agency	9.1
	7. What is the social network you use the most to choose a tourist destination (%)
Facebook	27.3
Instagram	18.2
WhatsApp	54.5
	8. How do you regularly buy tourist packages or tours (%)
In person	90.9
Virtual	9.1
	9. How would you like the advertising content about the ANP Coto de Caza El Angolo to be related (%)
Messages	54.5
Product	9.1
Promotions	36.4
	12. Which of the following tourist activities do you consider you can carry out within the ANP Coto de Caza El Angolo (%)
Cycling	8.3
All of the above	91.7
	13. What is the average expense that you consider you could allocate for tourism in the ANP Coto de Caza El Angolo (%)
S/ 100 to S/ 200	52
S/ 300 to S/ 400	28
S/ 500 to S/ 600	eleven
S/ 600 or more	9
	20. How would you like the advertising content about the ANP Coto de Caza El Angolo to be related (%)
Yape	13
Blim	3
Transfer of credits/due	22
Cash	62

In question 6 “*Indicate other sources through which you have received information about the ANP CCEA*”, 45.5% (5 people) stated that one of the sources of information is advertising in mass media, such as: press, radio and television, however, 54.5%, (6 people) opt for the Internet (3), printed materials (2), and only 1 chose travel agencies as a source where they have received information about the ANP.

For question 7 “*What is the social network you use the most to choose a tourist destination?*”, 54.5% (6 people) expressed that WhatsApp was the most relevant to choose a destination, while 45.5% (5 people) indicated that they use Facebook (3) and Instagram (2) the most. Grouping the question by gender, it is shown that ladies (5) are the ones who opted for WhatsApp the most.

Likewise, in question 8 “*How do you regularly buy tourist packages or tours?*”, the majority of respondents, that is, 90.9% (10 people) thought that they buy their packages in person and only 9.1% (1 person) He stated that he does it virtually.

Furthermore, in question 9 “*How would you like the advertising content about the ANP CCEA to be related?*”, 54.5% (6 people) indicated that it is the messages that should be related, however, 45.5% The remaining 5 people opted for the promotion (4), and 1 chose the product, considering that both the messages and the promotion are important to present ANP advertising content.

Question 12 “*Which of the following tourist activities do you consider you can carry out within the ANP CCEA?*”, the vast majority, that is, 91.7% (11 people) expressed that the tourist activities they could carry out are: trekking, sightseeing of birds, cycling and photographs, that is, all the options.

In question 13 “*What is the average expense that you think you could spend on tourism in the ANP CCEA?*”, with respect to the total (100 people), more importantly, 52% of respondents indicated that they could spend between S/100 to S/200 to carry out tourist activities in the ANP, however, 28% thought that they can spend from S/300 to S/ 400.

Finally, for question 20 “*What is the payment method currently used?*”, the majority (62%) stated that cash has been the payment method they use to make their purchases; and 22% opt for credit/debit transfer.

Table 3. Summary in percentages of the dichotomous questions.

Alternative Items	Yeah	No	Total
2. You have visited the Coto de Caza El Angolo Protected Natural Area	12	88	100
4. Have you heard at some point from friends, family and/or acquaintances information about the ANP CCEA?	91.7	8.3	100
5. They recommended you visit the destination	81.8	18.2	100

Table 3 shows the percentage of dichotomous questions:

In question 2, “*Have you visited the Coto de Caza El Angolo Protected Natural Area?*”, it was evident that only 12% of people surveyed have visited the ANP, while 88% of potential visitors have not visited it yet.

Regarding question 4 “*Have you heard at any time from friends, family and/or acquaintances information about the ANP CCEA?*”, a large part (91.7%), that is, 11 people indicated that they have heard others comment about the ANP CCEA. and 8.3% (1 person) have not heard information about it.

Question 5 being “*Did they recommend visiting the destination?*”, based on the sample of 11 people, 81.8% (9 people) stated that they recommended visiting the destination, however, 18.2% (2 people) of respondents They stated that although they have gone to the place, they did not recommend that they visit the ANP, because they did not like it.

Table 4. Summary in percentages of the questions with Likert scale.

Items	Scale of worth					
	Strongly Disagree	In disagreement	Neither agree nor disagree	OK	Strongly agree	Total (%)
10. Do you think that an influencer would have more impact when choosing the ANP Coto de Caza El Angolo as a tourist destination (%)	9.1	0	0	45.5	45.5	100
11. Do you believe that there is enough advertising or tourist advertisements in the ANP Coto de Caza El Angolo (%)	36.4	36.4	9.1	18.2	0	100
14. The price of the tourist services (accommodation, restaurant, etc.) offered at the ANP Coto de Caza El Angolo are affordable (%)	15	35	8	37	5	100
15. The price of transportation to get to the ANP Coto de Caza El Angolo is accessible (%)	10	30	21	31	8	100
16. Receive prior information about the prices of the various tourist services offered at the ANP Coto de Caza El Angolo (%)	8	4.5	13	26	8	100
17. The information about the ANP Coto de Caza El Angolo provided by travel agencies is complete (%)	13	41	24	17	5	100
18. Travel agencies are a means by which tourism development is generated in the ANP Coto de Caza El Angolo (%)	1	7	8	48	36	100
19. You believe that if the price of a product or service is low, it corresponds to low quality (%)	17	27	26	18	12	100
21. I would be interested in spreading or communicating to other people about the existence of the ANP Coto de Caza El Angolo (%)	1	5	6	36	52	100
22. The information on the various tourist resources available in the area where the ANP Coto de Caza El Angolo is located is complete (%)	15	4.5	24	10	6	100

Table 4 shows the percentages of the questions on a Likert scale, considering the following:

In question 10 “*Do you think that an influencer would have more impact when choosing the ANP Coto de Caza El Angolo as a tourist destination?*”, 90% (10 people) stated positively, because a similar percentage agree (5) and strongly agree (5), however, 9.1% (1 person) expressed that they strongly disagreed that the influencer affects the election of the ANP.

Question 11 being “*Do you think there is enough advertising or tourist advertisements in the ANP CCEA?*”, 72.4% (8 people) indicated negatively, since in similar percentages they disagree (4) and strongly disagree. (4) if there is a lot of publicity or announcements about the ANP.

For question 14 “*Are the prices of the tourist services (accommodation, restaurant, etc.) offered at the ANP CCEA accessible?*”, 50% gave a negative opinion, because their answers were between disagree (35%) and strongly disagree (15%), while 42% mentioned that they agreed (37%) and strongly agreed (5%) that the price is affordable in the tourist services offered in the ANP.

Similarly, in question 15 “*Is the price of transportation to get to the ANP CCEA accessible?*”, to a large extent, 40% responded negatively, because they disagreed (30%) and strongly disagreed (10%), on the contrary, 39%, expressed themselves positively, since they agreed (31%) and strongly agreed (8%) that the price of transportation is affordable to visit the ANP. It is worth mentioning that the majority of those who have gone (disagree) have a different opinion than those who have not gone (disagree and agree).

In question 16, “*Do you receive prior information about the prices of the various tourist services offered in the ANP CCEA?*”, 53% of respondents stated negatively, because they disagreed (45%) and strongly disagreed (5%). with which they receive the price information for tourist services in the ANP before, while 34% expressed positively, their answers agree (26%) and strongly agree (8%) with respect to the question.

For question 17 “*Is the information about the ANP CCEA provided by travel agencies complete?*”, the majority (54%) expressed that they disagreed (41%) and strongly disagreed (13%) that the information that travel agencies offer is complete about the ANP. However, associating with age, those between 31 and 50 years old have expressed the opinion that they disagree with the question because the number of people of that age has been greater, hence the difference.

Regarding question 18 “*Are travel agencies a means by which tourism development is generated in the ANP Coto de Caza El Angolo?*”, 84% affirmed positively, since they agreed (48%) and strongly agree (36%) that tourism in the ANP is developed through travel agencies.

In question 19 “*Do you think that, if the price of a product or service is low, it corresponds to low quality?*”, 44% disagreed with their answer, since they disagreed (27%) and strongly agreed (17%) that if the product has a cheap price it means low quality, while 30% expressed that they agreed (18%) and strongly agreed (12%) regarding the question.

Based on question 21 “*Would you be interested in disseminating or communicating to other people about the existence of the ANP Coto de Caza El Angolo?*”, most of the respondents (88%) strongly agreed (52%) and agreed (36%) about telling others about ANP.

Finally, question 22 “*Is the information about the various tourist resources available in the area where the ANP CCEA is located complete?*”, considerably (60%) the respondents did not agree that the information is complete about the tourist resources of the ANP, since their responses were in disagreement (45%) and strongly in disagreement (15%).

On the other hand, regarding the descriptive statistics, Table 5 shows the average (M) based on the Likert scale questions, as follows:

In Q.10 (M = 4.18) it was evident that the respondents “*agreed*” that the influencer had an impact on the election of the ANP.

Similarly, in Q.11 (M = 2.09) it was shown that potential visitors “disagree” about whether there is enough publicity about the ANP, so it follows that there is little dissemination about the ANP CCEA.

Table 5. Results of the average and standard deviation, taking into account the Likert scale questions.

Items	M	Yes
Do you think that an influencer would have more impact when choosing the ANP Coto de Caza El Angolo as a tourist destination (P.10)	4.18	1.17
Do you believe that there is enough advertising or tourist advertisements in the ANP Coto de Caza El Angolo (P.11)	2.09	1.14
The price of the tourist services (lodging, restaurant, etc.) offered at the ANP Coto de Caza El Angolo are affordable (P.14)	2.82	1.23
The price of transportation to get to the ANP Coto de Caza El Angolo is affordable (P.15)	2.97	1.16
Receive prior information about the prices of the various tourist services offered at the ANP Coto de Caza El Angolo (P.16)	2.81	1.15
The information about the ANP Coto de Caza El Angolo provided by travel agencies is complete (P.17)	2.60	1.07
Travel agencies are a means by which tourism development is generated in the ANP Coto de Caza El Angolo (P.18)	4.11	0.9
Believes that, if the price of a product or service is low, it corresponds to low quality (P.19)	2.81	1.26
I would be interested in spreading or communicating to other people about the existence of the ANP Coto de Caza El Angolo (P.21)	4.33	0.88
The information on the various tourist resources available in the area where the ANP Coto de Caza El Angolo is located is complete (P.22)	2.47	1.058

Note: M means average and S means standard deviation; for some cases are considered the median for greater precision.

In the case of P.14 (M = 2.82) the average cannot be considered because there is no differentiation between the results. That is why the median (2.50) was taken into account, because it is close to the “disagree” value, which indicates that 50% of respondents have a position of disagreement regarding the price of the services. tourism is accessible.

In Q.15 (M = 2.97), it is considered as if the respondents have chosen on average “Neither agree nor disagree”, however, it has been compared with the median due to the distribution of the data, because given The percentage results show that both 50% had a positive opinion and the other 50% had a negative opinion regarding whether the price of transportation is affordable to go to the ANP.

In Q.16 (M = 2.81), if applicable, the median (2.00) was considered more precisely, because the result was that 50% of the respondents thought that they disagreed with the fact that they receive price information about the services. tourist services offered in the ANP CCEA, so it is inferred that more information should be disseminated about the prices of the tourist services offered to the ANP.

On P.17 (M = 2.60) it was shown that the respondents disagree that the ANP information offered by travel agencies is complete, so it follows that more information is necessary in the agencies about the ANP CCEA.

In Q.18 (M = 4.11) it was observed that on average potential visitors opt for the “agree” option depending on whether travel agencies have been a means to develop tourism in the ANP.

In Q.19 (M = 2.81) it was presented that on average they “disagreed” that if the price has been economical it means low quality, so it is inferred that a low price does not necessarily mean that the product or service is bad.

In Q.21 (M = 4.33) it was shown that on average potential tourists “agreed” to inform others about the existence of the ANP.

In Q.22 (M = 2.47) it was shown that potential visitors on average “disagreed” that the information on the ANP’s tourist resources is complete. It follows that it is essential that there is more information about the tourist resources of the ANP CCEA so that tourists have greater reach.

Table 6. Results of the Pearson Chi-Square and Fisher’s exact tests to observe the relationship between the questions based on gender, age, marital status and origin (for some cases).

Items	Pearson Chi-Square		Fisher’s exact
	Associate	p	p
They recommended visiting the destination (P.5)	Origin	.026	.182
What is the social network you use the most to choose a destination? (P.7)	Gender	.6	.041

Note. Pearson’s chi-square and Fisher’s exact were applied to all questions with suggested and nominal answers, not considering the Likert scale (ordinal), in addition, the Fisher Test is taken into account when the percentage value is greater than 20% in the Chi-Square test.

Table 6 presents the questions that are related to the moment of associating them (gender, age, marital status and origin). It is necessary to mention that the two statistical tests were carried out for each question (suggested and dichotomous answers), but in the For the most part, this associativity has not been relevant.

For question 5, it was shown that for the Pearson Chi-square test ($p = .26$) there is a relationship between the question and the origin, however, the validity is 75%, that is, it exceeds the 20% that is considered. For this reason, we took into account Fisher’s Exact Test ($p = .182$) because it has greater precision, which showed that there is no relationship between respondents from different places depending on whether they recommended visiting the destination. This infers that the perspective that the respondents have of the different places in Peru and abroad is the same, because they did recommend the place to other people.

Similarly, for question 7 the Fisher exact test is taken into account ($p = .041$), because the Pearson Chi square test ($p = .6$) is higher and its result is 100% valid, for this reason is discarded. So, we can say that based on the question and the generated, it turned out to be related, so it can be deduced that women mostly use WhatsApp when choosing a tourist destination.

Table 7. Results of the Mann-Whitney U test to observe the differences between the questions based on gender and question 2 (for some cases).

Items	Associate	p
Do you believe that there is enough advertising or tourist advertisements in the ANP Coto de Caza El Angolo (P.11)	Gender	.017
Travel agencies are a means by which tourism development is generated in the ANP Coto de Caza El Angolo (P.18)	Question 2	.03

Note: Non-parametric data , which have been significant, have a P (test value) of less than 5%

Table 8. Results of the Kruskal-Wallis test to observe the differences in the questions depending on age, marital status and origin.

Items	Associate	<i>p</i>	RE	Sig
Do you think that an influencer would have more impact when choosing the ANP Coto de Caza El Angolo as a tourist destination? (P.10)	Age	.027	18 to 30 - 31 to 50	.009
The Price of transportation to get to the ANP Coto de Caza El Angolo is affordable (P.15)	Origin	.026	North-Central	.016
The information on the various tourist resources available in the area where the ANP Coto de Caza El Angolo is located is complete. (P.22)	Age	.014	North-International	.03
			51 to 80 – 18 to 30	.014
			51 to 80 – 31 to 50	.005

Note: Non-parametric data, which have been significant, have a *P* (test value) of less than 5%, RE means the relevant ranges and Sig refers to the level of significance.

Regarding the non-parametric Mann-Whitney U tests (Table 7) and Kruskal-Wallis (Table 8), associativity was carried out with the questions (Likert scale) based on age, marital status and origin. For the Mann-Whitney U test, the following was obtained:

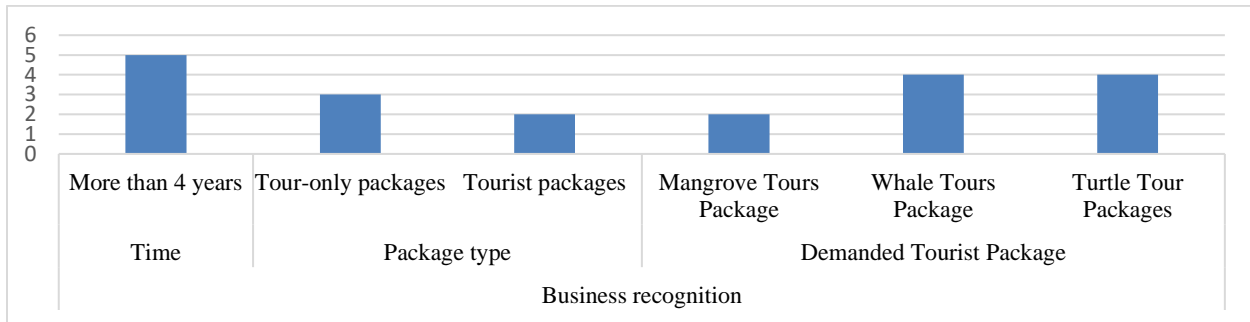
Based on gender, for question 11 with *p* of .017, it was determined that there are significant differences, so it is inferred that the majority of women have a negative perception about the existence of advertising and announcements in the ANP CCEA.

By associating question 2 and question 18 (*p* = .03), it was shown that there is a difference between people who have gone and those who have not visited the ANP, because the majority of people who visited the place thought that they agreed that the Travel agencies have been a means by which the development of tourism in the ANP is generated, in the same way those that have not gone; However, to a lesser extent, those who did not visit the ANP also chose to disagree with the question. It is worth mentioning that there were 12 people out of the total (100 people) who visited the ANP CCEA, so there is also a difference.

In question 10 (*p* = .027) and question 22 (*p* = .014) there were significant differences depending on age; observing for the first question the difference between 18 to 30 and 31 to 50 years (.009); For the second question there is a relevance of 51 to 80-18 to 30 and 51 to 80-31 to 50. Therefore, it is inferred that respondents aged 18 to 50 agree that the influencer affects the choice of the ANP, likewise, that all the ages presented disagree that the information on the ANP's tourist resources is complete.

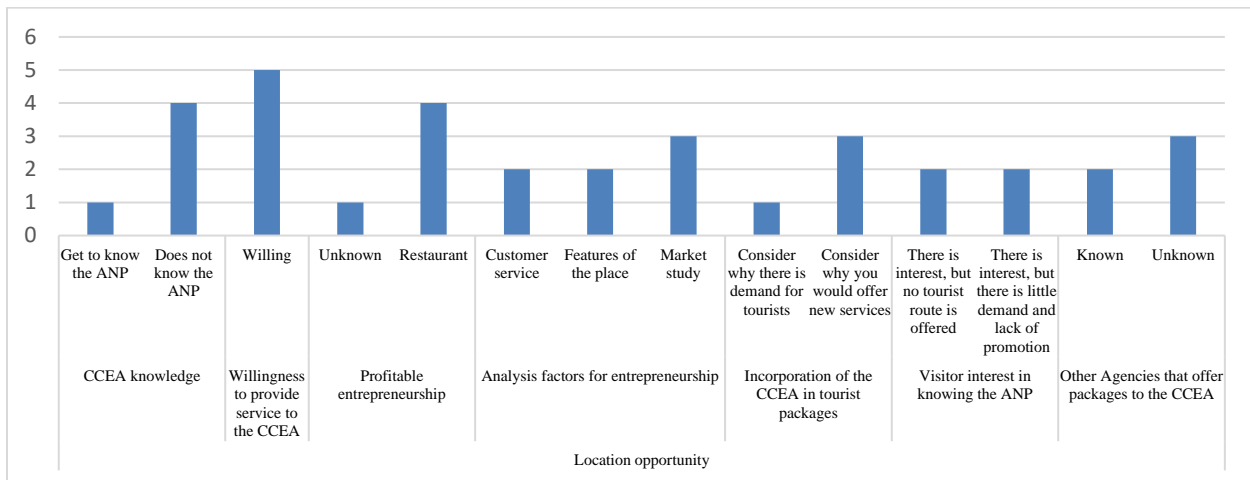
For question 15 (*p* = .026) based on origin, it showed that there is a discrepancy, since respondents from the north associated with central Peru and the north with international turned out to be more significant. It follows that the price of transportation to get to the ANP is accessible for some people depending on their finances.

In Figure 2 it can be seen that, in the business recognition category, the 5 travel agencies have been working in the city of Máncora for more than 4 years. In addition, it is shown that 3 travel agencies offer tour-only packages, which consists of a full day, while 2 agencies offer tourist packages, which incorporate lodging, transportation and tours. Finally, 4 tourist agencies mentioned that the most requested tourist package is the Whale and Turtle Tours.



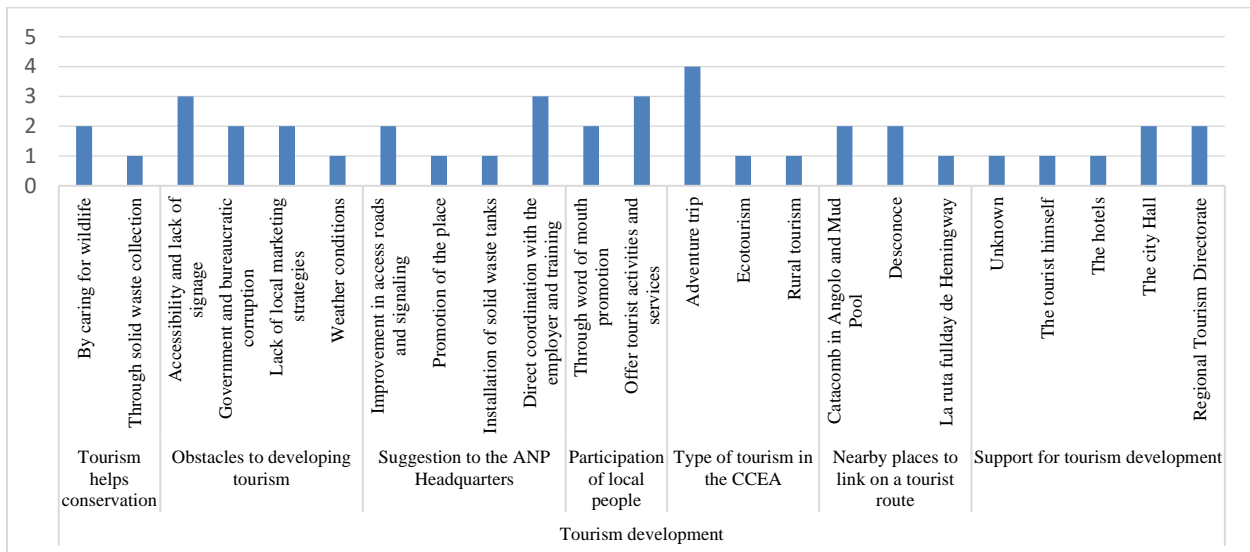
Source. Data collected from interviews with Máncora travel agencies.

Figure 2. Business recognition.



Source. Data collected from interviews with Máncora travel agencies.

Figure 3. Location opportunity.



Source. Data collected from interviews with Máncora travel agencies.

Figure 4. Tourism development.

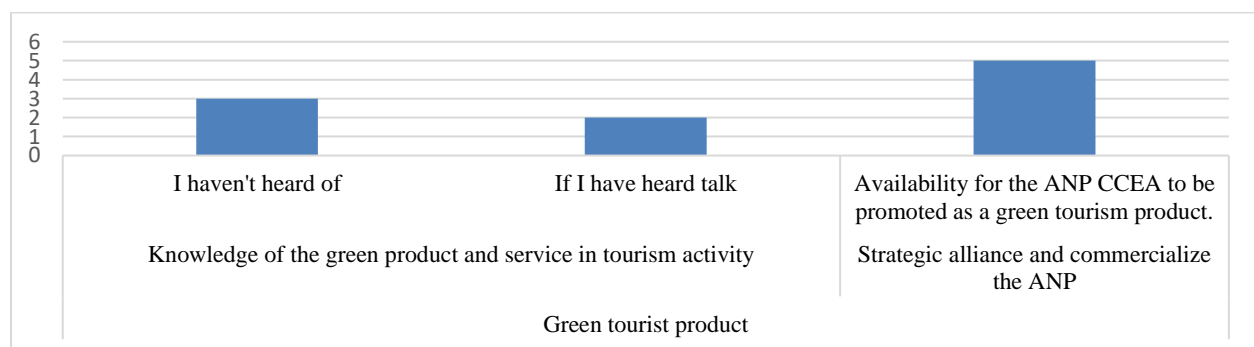
Figure 3 shows the Place Opportunity category of the ANP CCEA, demonstrating that, of the 5 travel agencies interviewed, only 1 knows the ANP CCEA, but 2 do know of travel agencies that provide packages to that ANP, being A very important factor, however, is that all agencies would be willing to offer tourist services to the ANP, taking into account that a profitable venture that could be offered would be a restaurant, as expressed by 4 travel agencies; In addition, to develop a business in the ANP, various factors must be analysed, the most notable being the market study to know the profitability that would be generated by considering a business in the ANP, as stated by 3 travel agencies. Likewise, 3 interviewees considered offering tourist packages where the ANP is incorporated, because it is a new service that would be presented to potential visitors and there is also visitor interest in getting to know the area, however, there is little demand, lack of promotion and They still do not offer it within their tourist route.

Figure 4 presents the category of Tourism Development in the ANP CCEA, of which 2 travel agencies expressed that tourism helps the conservation of nature through the care of fauna in the CCEA. Likewise, 3 agencies mentioned that the obstacles to developing tourism in the ANP have been accessibility and lack of signage, 2 expressed that government corruption and bureaucracy, as well as the absence of marketing strategies for the place.

On the other hand, based on the suggestions made to the area headquarters for the development of tourism in the CCEA, the majority of 3 agencies stated that there should be direct coordination with businessmen and that, in addition, training on the ANP CCEA, both to residents and service providers.

Likewise, 2 of the agencies interviewed mentioned that the greatest support for the development of tourism in the ANP CCEA has been from the Municipality and the Regional Directorate of Foreign Trade and Tourism. However, the local population has participated through word-of-mouth promotion, as expressed by 3 travel agencies and 2 indicate that they are involved in offering tourist activities and services to potential visitors.

Finally, the type of tourism most meaningful to those interviewed was adventure tourism, as stated by 4 travel agencies. Among the nearby places that can be linked for a tourist route with the ANP CCEA, 2 agencies indicated that it has been the Catacumba del Angolo and the mud pool.



Source. Data collected from interviews with Máncora travel agencies.

Figure 5. Green tourist product.

Figure 5 displays the Green Tourism Product category, demonstrating that, of the 5 travel agencies interviewed, 3 agencies mentioned that they had not heard about the green product and service in tourism activity, while 2 of them expressed that yes they heard those terms. However, all the agencies stated that they would be willing to be part of a strategic alliance to promote the ANP CCEA, as a green tourism product.

DISCUSSION

According to the results of the research, it was determined that, from the population sample of visitors to the city of Máncora, 12 potential tourists visited the ANP CCEA, according to their perspective the area has an image of an ecological and resting place, where You can do activities such as trekking, bird watching, cycling and photography. In addition, they would recommend visiting the destination because you enjoyed the experience. Similarly, in Martínez's research, the research visitors recommended going to the place visited and considered the place a profile of a cultural destination (Martínez, 2017). In addition, potential tourists received information about the tourist destination through advertising in the mass media and the Internet; in addition, they would like the content of the advertising to have messages and promotions, since there is little advertising of the tourist services offered by travel agencies. trips on the ANP and opt for affordable prices regarding tourist services and transportation because their average expense is S/100 to S/200, but that does not mean that the services or products have low quality compared to the price. For Muñoz's study, the tourist services to the Galapagos and Sumaco reserve that the residents offer have low quality standards, their target audience being tourists who have a more economical budget. (Muñoz, 2017).

On the other hand, the second specific objective of the research is to know the perception of travel agencies regarding the ANP CCEA as a tourist destination. It was evident that, of the 5 travel agencies interviewed, only 1 knew about the ANP, however, the 5 agencies mentioned that they would be willing to provide tourist services in the ANP CCEA and integrate it into their tourist packages, because in this way they would offer new services to potential visitors, since there is interest among tourists in knowing this area, however, they have not yet They provide it on a tourist route, due to the low demand. Therefore, the sites and activities must be oriented according to the needs of the tourist. (Sánchez-Mojica et al., 2022).

Among the places that can be taken into account to establish a tourist route in the ANP CCEA, they indicated that it is the Catacumba del Angolo and mud pool. On the other hand, attractions such as: the glacial Sollipulli volcano, Araucaria and the Hualalafquén lagoon complement the development of tourism in the tourist destination of Pucón, since they are located in a strategic area (Garin & Quinteros, 2020). On the other hand, the elements that can be considered within the "*The soul of Don Vasco*" circuit, Pátzcuaro, Mexico, are the viewpoints, the lakes, the gastronomy and the heritage festivals. (García & Mercado, 2023).

Likewise, the profitable venture that they could incorporate into their tourist packages has been a restaurant in the ANP CCEA as a business opportunity, as indicated by 4 travel agencies. Furthermore, in their opinion, various factors should be analysed, which were the good customer service, knowing the characteristics of the place and carrying out a market study, the latter being the most relevant among those interviewed. According to the perception of the interviewees, the majority mentioned that the biggest obstacle that exists to developing tourism in the ANP CCEA has been accessibility and lack of signage. On the other hand, the study by Mazo and Cortes aimed to develop an explanatory format to develop competence in tourist destinations for seniors, according to the interpretation of the concepts and tourism managers, in the case of Tabasco, Mexico, which is why it was obtained as a result, the managers suggest to the State that adequate infrastructure for each target audience be established in all tourist sites and commercial sectors. In addition, other factors that would contribute to the development of tourism in Tabasco have been having roads and appropriate public transportation (Mazo Quevedo & Cortés Puya, 2020).

Consequently, they mention that the local population has become involved through word of mouth promotion and also by offering activities and services to the ANP CCEA. According to Mazo y Cortes, in their results, they stated that the tourist promotion of Tabasco as a tourist destination does not reach the entire public,

especially the elderly groups, which is why it is necessary that they be carried out through TV, radio or newspapers, to be able to reach that segment of visitors, since social networks are not an appropriate medium (Mazo & Cortés, 2020).

Regarding whether the agencies know the term green product, they state that they do not know about it, but there is a predisposition on the part of the agencies to be part of a strategic alliance, to promote and market the ANP CCEA as a green tourism product. Likewise, the agencies believe that tourism has helped conserve the ANP CCEA through the care of the fauna. Furthermore, thanks to tourist activity, the development of tourism helps to preserve culture and have a more sustainable use of nature (Garin & Quinteros, 2020). Likewise, they expressed that the type of tourism they would offer in said fight is adventure tourism. Otherwise, Merkez and Yilmaz in their study mention that residents and farmers have a positive perspective on rural tourism, making it a key economic factor for the local population.(Merkez & Yilmaz, 2022).

In this way, they suggested to the area headquarters to coordinate with businessmen, training both residents and service providers and improve access roads and signage so that there is better development of tourism in the CCEA. Therefore, according to the perspective of the interviewees, they express that the municipality and the regional tourism management support the development of tourism in the ANP CCEA. However, Mazo and Cortés in their study obtained the results that tourism managers perceive slow the development of tourism in Tabasco, due to the little investment interest in the tourism sector on the part of the authorities (Mazo & Cortés, 2020). Likewise, for Garin and Quinteros, the interviewees stated that municipal management has not supported the development of tourism, with respect to the promotion and improvement of tourist conditions, which prevents having a relationship between the private and public sectors.(Garin & Quinteros, 2020).

CONCLUSIONS

The perception of both potential visitors and travel agencies has been significant for this research, because it was determined that 12 people had previously visited the ANP CCEA, of whom they thought that the area had an image of an ecological and resting place. , in this place you could carry out tourist activities such as: trekking, bird watching, cycling, hiking and taking photographs, in addition, they recommended visiting the destination to family, friends or acquaintances who were informed about the ANP. It is worth mentioning that two sources from which they received information about the ANP have been through advertising in mass media (press, radio, television) and the Internet (website, social networks, etc.). However, there is little dissemination of the ANP's tourist resources offered by travel agencies that is at the same time complete, because it lacks extensive information. On the other hand, the prices of tourist services and transportation to visit the ANP are not accessible, since they consider that on average they should spend from S/100 to S/200, with a good quality of service, so Prices offered by tourism managers are high.

Equally important, the representatives of the travel agencies in Máncora are unaware of the ANP Coto de Caza El Angolo, however, they show interest in offering it within their tourist packages, given that it is a new service that is shown to potential visitors, and In addition, there is interest among them to know, but they still do not offer it on their tourist route, because there is little promotion and demand. In addition, they say that the type of tourism that could be offered in the ANP CCEA is adventure tourism. Considering the places that could be taken into account to establish a tourist route, the Catacumba del Angolo and the Poza de Barro. However, the restaurant has been the venture that they considered locating within the ANP, but a market study must be carried out to know the profitability, expenses and budget obtained by positioning it.

On the other hand, they show a willingness to be part of a strategic alliance that promotes and markets the ANP CCEA as a green tourism product, having more ecological tourism and also improving conditions such as accessibility and signage to visit the area.

AUTHOR CONTRIBUTIONS

Apaza-Panca, Watanabe, and Mamani conceived and designed the study; Tavera, Ortiz, Girón and Olaguivel collected, processed and analysed the data. All authors wrote the article and approved the final submission.

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