

# CIÊNCIAS SOCIALMENTE APLICÁVEIS:

INTEGRANDO SABERES E  
ABRINDO CAMINHOS

JORGE JOSÉ MARTINS RODRIGUES  
MARIA AMÉLIA MARQUES

(Organizadores)

VOL IX



EDITORA  
ARTEMIS

2023

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## APRESENTAÇÃO

O nono volume desta colecção segue a lógica dos livros anteriores. Procura apresentar ao leitor uma coletânea de artigos sobre problemáticas que são transversais ao campo das ciências sociais aplicadas.

Sendo discutível, na metodologia seguida na organização dos vários volumes procurou-se privilegiar artigos que abordassem novas tendências e/ou problemáticas transversais relevantes, adotassem metodologias mais holísticas e/ou modelos de investigação aplicada, apresentassem estudos de caso nacionais e/ou internacionais e procurassem ser reflexivos. Nesse contexto, o nono volume está organizado em quatro grandes eixos – Planeamento e informação, Turismo, Saúde e ergonomia, Direito.

Na construção da estrutura de cada eixo procurou-se seguir uma lógica em que cada artigo possa contribuir para uma melhor compreensão do artigo seguinte, gerando-se um fluxo de conhecimento acumulado que se pretende fluido e em espiral crescente.

Assim, o eixo Planeamento e informação, é constituído por um conjunto de quatro artigos. O planeamento dos territórios urbanos influencia a arquitectura das cidades e os seus equipamentos. Assim, o recurso aos sistemas de informação geográficos e cadastrais, enquanto sistemas geradores de informação e conhecimento, poderão ser bons preditores e auxiliares de gestão do risco, quer das cidades quer dos seus equipamentos.

O eixo Turismo junta um conjunto de sete artigos que, em comum, contribuem para otimizar os serviços e melhorar a imagem do turismo e do património cultural. A afectação ágil de recursos às actividades que mais deles necessitam, em cada momento, é um bom indicador de eficiência e de qualidade do serviço prestado. Esta flexibilidade permite redireccionar os diferentes imaginários e expectativas culturais e espaciais dos turistas, nas diferentes épocas do ano.

No eixo Saúde e ergonomia, composto por seis artigos, subjaz que uma política de avaliação de serviços de saúde necessita da medição dos seus efeitos, da comparação com outros indicadores e de incentivos. Este pressuposto contraria a falácia de quanto mais idade se tem mais se sabe sobre sexualidade e reprodução. Os riscos associados a tal ideia induzem à forte necessidade de formação contínua e treino de competências para a prevenção e promoção da saúde, onde se incluem os métodos ergonómicos, por forma a poupar energia.

O eixo Direito é composto por quatro artigos. Os normativos legais, em geral, obedecem a princípios éticos universais. Contudo, ainda há muitas lacunas a superar, nomeadamente quanto aos direitos femininos, com a ganância e a corrupção sempre à espreita.

Com a disponibilização deste livro e seus artigos esperamos que os mesmos gerem inquietude intelectual e curiosidade científica, procurando a satisfação de novas necessidades e descobertas, motor de todas as fontes de inovação.

Jorge Rodrigues, ISCAL/IPL, Portugal

Maria Amélia Marques, IPS/ESCE, Portugal

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**ABSTRACT:** This essay aims to show a preliminary analysis and prospective on tourism, likewise, some background research and concepts are shown to start an academic dialogue that allows guiding strategic actions for the good of the construction and study of this economic activity within life social of man. Similarly, emphasis is placed on categorizing and delineating the importance of tourism within multiple spheres taking a central region of Peru as a practical case.

**KEYWORDS:** Economy. History. Mercantilism. West.

### ALGUNAS NOTAS PRELIMINARES SOBRE EL TURISMO: UN ANÁLISIS PARA EMPEZAR EL DIÁLOGO

**RESUMEN:** El presente ensayo pretende mostrar un análisis preliminar y la prospectiva sobre el turismo, asimismo, se muestran algunos antecedentes de investigación y conceptos para iniciar un diálogo académico que permita orientar acciones estratégicas en bien de la construcción y estudio de esta actividad económica dentro de la vida social del hombre. De igual forma, se hace énfasis en categorizar y delinear la importancia del turismo dentro de múltiples esferas tomando como caso práctico a una región central del Perú.

**PALABRAS CLAVE:** Economía. Turismo. Planificación. Mercado.

### 1 INTRODUCTION

The Huancavelica region in Peru has a rich and ancient history, since it was hundreds of years ago the place of settlement of cultures and peoples such as the anqaras, chancas, wankas, among others; Likewise, the aforementioned, has important places between natural rural landscapes, ravines, an immense biodiversity typical of the Andean

region, as well as attractions that make it a tourist potential of international level (Álvarez & Ramos, 2018).

It is necessary to point out that today there is a national and regional policy to recognize tourism as a relevant element for development, due to the growth it has been showing in recent years; demonstrating a significant economic contribution with the generation of foreign currency and national, regional and local employment (MINCETUR, 2012). Despite what has been stated, it can be observed that in the Huancavelica region tourist destinations are scarcely diversified, which must undoubtedly be done through joint actions with different actors from both civil society and the State. (MINCETUR, 2012). In this scenario, the development of the so-called tourist offer manifests:

*“...insuficiente presupuesto destinado al desarrollo de proyectos de inversión en esta actividad; falta de la capacidad técnica en los gobiernos regionales y locales para la gestión de los procesos de contratación y selección de consultores para la elaboración de los estudios de inversión y expedientes técnicos; así como investigaciones de mercado orientadas a conocer los perfiles de turistas extranjeros visitantes nacionales.”* (Cayo y Apaza, 2017 p. 117) [...insufficient budget allocated to the development of investment projects in this activity; lack of technical capacity in regional and local governments to manage the hiring and selection processes of consultants for the preparation of investment studies and technical files; as well as market research aimed at knowing the profiles of foreign tourists' national visitors]

On the other hand, there is no adequate way in which the tourist offer can be diversified according to the new trends of the national and foreign market,

*“...respecto a la infraestructura de servicios (alojamiento, restaurantes, agencias de viajes y transporte); escaso conocimiento de atractivos turísticos, por ende, la falta de cultura turística en la población con responsabilidad social empresarial, y la ausencia de medios, acciones y estrategias de marketing para la promoción y publicidad turística.”* (Cayo y Apaza, 2017 p. 117). [...regarding the service infrastructure (accommodation, restaurants, travel agencies and transportation); little knowledge of tourist attractions, therefore, the lack of tourist culture in the population with corporate social responsibility, and the absence of means, actions and marketing strategies for tourism promotion and advertising]

In the case of our investigation, we indicate that the Huancavelica region was promoted as a tourist destination in Peru for several years, government after government, however, the actions proposed did not become more relevant and today they are not very valid, due to the Lack of investment in tourism infrastructure.

According to the Regional Tourism Report of the Huancavelica region 2019 we have that:

- In 2020, the economic activity of Huancavelica contracted 6.7%. The most affected activity was mining and hydrocarbons (-31.5%), together with the transport and storage sector (-17.9%) and commerce (-12.9%).

- In the last quarter, the recovery of construction (28%) and telecommunications (14.4%) stood out.
- In 2020, the arrival of visitors to the Hernández Morillo Museum amounted to 303. This meant a contraction of 89.7% compared to 2019, the year in which the Museum registered 2,948 visitors. In 2020, no foreign tourists came to the museum.
- Likewise, in 2020 the offer of establishments amounted to 106, a reduction of 42.8% compared to 2019. It should be noted that, in recent years, the offer of lodgings reported a growth that oscillated between 3% and even more. 20% After the pandemic arrived and due to the measures adopted by the Government to stop COVID-19, only 10 establishments were operational (April) but in December, the number of establishments rose to 110.
- Between January and December 2020, total arrivals to lodging establishments in the Huancavelica region amounted to 82.7 thousand, a negative variation of 64.1% compared to the arrivals reached during 2019 (230.5 thousand). Almost all of the arrivals at lodging establishments in the region are nationals.
- Foreign arrivals to the Huancavelica lodgings amounted to 204, a negative variation of 86.5% compared to the arrivals reached during 2019 (1,522). Mainly, the arrivals came from Chile, followed by France, the US and Colombia.
- At the end of 2020, the number of cases confirmed by COVID 19 in the Huancavelica region reached 7.9 thousand (0.8% of the total cases nationwide), which meant a positivity of 13%, and the total number of deaths was 147.

As a starting point, we must indicate that the Huancavelica region has important resources and strengths to become one of the most recurring tourist destinations within the central - eastern macro-region, due to its great natural diversity and cultural richness.

## 2 SOME BACKGROUND

Jareño and De Mesa (2019) in their research work called: *Factores que influyen en el comportamiento del turista: estado de la Cuestión [Factors that influence tourist behavior: state of the art]*, the objective is to review the literature around the main factors that influence tourist behavior. For this, we carried out a bibliographic review through an academic search engine to know the state of the matter related to the main factors that intervene in the decision-making of tourism consumers. The research touches various disciplines of the social sciences. This work provides a starting point or body of theory

for all researchers who wish to conduct research on a given factor, and is useful for the business community in designing their tourism marketing strategies.

Sandoval et al. (2018) in their research entitled: *Percepción del perfil del turista para el aprovechamiento de los atractivos turísticos: Caso Cantón Pasaje, El Oro (Ecuador)* [*Perception of the tourist profile for the use of tourist attractions: Case of Cantón Pasaje, El Oro (Ecuador)*], the main objective was to identify the different profiles that tourists have for an adequate use of the tourist attractions of a locality. For the development of this research, the descriptive method was used, a survey addressed to a sample of 395 people. The results showed that the town does not have good publicity to publicize the different tourist attractions, it is for this reason that it does not have much tourist demand, for good economic development and use of the existing attractions of the site.

Cayo and Apaza (2017) in their research: *Evaluación de la ciudad de Puno como destino turístico - Perú* [*Evaluation of the city of Puno as a tourist destination - Peru*]; had the objective of evaluating the perception and image that tourists visiting the city of Puno have in 2016. The research method is deductive from a factorial analysis on the results of a structured survey with a Likert scale, validating its reliability. Using the Cronbach's Alpha coefficient  $\alpha$ , the internal consistency between the items was carried out to apply descriptive statistics of the dimensions. The results achieved in the research on perception are good on a semantic differential scale, qualifying Puno as a fun, relaxing, exciting, pleasant, calm and clear place, supported by good infrastructure, tourist services and the location of the destination, in Regarding the satisfaction attributed to Puno as a destination due to the welcome in the services, the hospitality and the diversity of its natural settings.

Nevado and Cruz (2017) in their thesis entitled: *Factores que influyen en el comportamiento de los turistas 25 a 35 años de Lima Metropolitana que realizan turismo interno* [*Factors that influence the behavior of tourists between 25 and 35 years of age from Metropolitan Lima who carry out internal tourism*], The objective was to determine the factors that influence the behavior of tourists from 25 to 35 years of age in Metropolitan Lima in relation to decision-making when choosing tourist offers within the country. In this way, the aforementioned researchers generated a proposal to promote the development of internal tourism as one of the main economic activities of the country.

Carbajal et al. (2013) in their research called: *Factores determinantes en la percepción de la imagen y calidad de servicio y sus efectos en la satisfacción del cliente. Un caso aplicado a la banca chilena* [*Determining factors in the perception of the image and quality of service and its effects on customer satisfaction. A case applied to Chilean*



banking], their objective was to deliver tools that allow deciding where to better focus the resources and actions that allow customer loyalty. Based on the intellectual capital models, three factors made up of intangibles and a factor of physical equipment made up of tangibles that influence the image and perceived quality are proposed. A satisfaction model is developed based on structural equation methodologies, from which it is obtained that the factors of personal attention and organizational efficiency are the factors that most affect the perceived quality. On the other hand, the factors personal attention and web efficiency are the ones that most influence the image. Both perceived quality and image have a considerable impact on customer satisfaction.

### 3 CONCEPTS TO CONSIDER

#### 3.1 TOURISM

According to the World Tourism Organization (OMT) cited by López 2015:

*“El turismo es un fenómeno social, cultural y económico relacionado con el movimiento de las personas a lugares que se encuentran fuera de su lugar de residencia habitual por motivos personales o de negocios/profesionales. Estas personas se denominan visitantes (que pueden ser turistas o excursionistas; residentes o no residentes) y el turismo tiene que ver con sus actividades, de las cuales algunas implican un gasto turístico.”* (2017, p.1) [“Tourism is a social, cultural and economic phenomenon related to the movement of people to places that are outside their usual place of residence for personal or business/professional reasons. These people are called visitors (who can be tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourist spending.”]

The text indicates a clear definition of what tourism is and consists of the transfer of people from one place to another outside their usual place. Likewise, it is necessary to mention that there are three forms of tourism: internal, inbound and outbound tourism. In this case, we will focus on internal tourism, which means that a visitor residing in the country of reference carries out activities within the same country.

#### 3.2 TOURIST DESTINATION

A destination is a physical space where a tourist spends at least one night, made up of support products/services, attractions and resources. (Organización Mundial de Trabajo, 2004), it has physical and administrative limits, as well as images and perceptions that determine its competitiveness in the market. According to (OMT, 2004) the tourist decides where to travel based on his image of the destination, given the tourism production and consumption. Area where most of the production and consumption activities are

carried out, generating the geographical, social, economic and cultural effects of tourism, has not received the attention it deserves (Barrado, 2004).

### 3.3 POSITIONING STRATEGIES

Conde and Carreón (2010) address a methodology to assess the positioning of a tourist destination, for which it is necessary to evaluate the perception that visitors, workers and inhabitants of the destination have, as well as the position that it occupies in relation to other destinations in terms of the main statistical indicators of tourism. Castrillón et al. (2015) have proposed different theoretical models for the analysis of the competitiveness and sustainability of destinations in order to identify and conceptualize the main factors present in each model, as well as to detect the virtues and limitations of the various models.

### 3.4 MODELS

Infante (2014) considers that the elements that can promote and leverage in the future is the Development of a proposal for a tourist cluster as a strategy for competitiveness and economic development of a tourist destination.

### 3.5 TYPE OR PROFILE OF TOURIST

The type or profile of tourist that we take is based on the recommendations of PROMPERÚ (2019), and these dimension the profile in the following sequence: tourist who travels for vacations, tourist who visits family and/or friends, and tourist who travels for business and/or commerce.

### 3.6 BEHAVIORAL ECONOMICS

Behavioral economics is one of the fastest growing and most developed branches of economic science in recent years. By incorporating psychological foundations that more realistically describe the way human beings act, it broadens the explanatory power of economics.

## 4 IMPORTANCE OF TOURISM

Under what was described in previous lines, it is relevant to start a tourism planning process since the subject allows opening spaces for development and well-being, to this is added the need to carry out studies linked to heritage in all its manifestations, in the words of Kravets & De Cornago (2008 p. 14)

*"Merece la pena destacar que, junto a la importancia del bien patrimonial de una país como base identitaria de los individuos es evidente el valor turístico y comercial que tiene hoy. Por lo tanto, para ayudar a la ciudadanía en la concienciación de la identidad nacional es de gran valor enseñar el patrimonio nacional como herencia de sus antepasados, la tradición y la historia llenos de valores artísticos y paisajísticos a través de las rutas turísticas culturales. Tal experiencia permite además de fomentar al turismo interno, preparar a sus ciudadanos para recibir una demanda turística internacional en su territorio."* [It is worth noting that, together with the importance of a country's patrimonial asset as an identity base for individuals, the tourist and commercial value it has today is evident. Therefore, to help citizens in raising awareness of national identity, it is of great value to teach the national heritage as the heritage of their ancestors, tradition and history full of artistic and scenic values through cultural tourist routes. Such experience allows, in addition to promoting internal tourism, preparing its citizens to receive an international tourist demand in its territory.]

For his part, Julca (2016 p. 134) also indicated this importance of tourism not only as a social phenomenon, but also as an academic one, in his words

*"El turismo como disciplina ha crecido a lo largo del tiempo. Muchas universidades del mundo han ampliado el rango de materias ofrecidas con el estudio del turismo, tal es así, que durante la primera mitad del siglo XX, varias universidades europeas habían ya establecido cátedras de turismo. Inicialmente, los programas de gestión hotelera añadieron el turismo a sus currículos. Pronto, la capacitación en turismo comenzó a extenderse a otros programas y departamentos, gestión de negocios, ocio, esparcimiento, e incluso ciencias sociales."* ["Tourism as a discipline has grown over time. Many universities around the world have expanded the range of subjects offered with the study of tourism, so much so that during the first half of the 20th century, several European universities had already established chairs of tourism. Initially, hotel management programs added tourism to their curricula. Soon, training in tourism began to spread to other programs and departments, business management, leisure, recreation, and even social sciences."]

Likewise, for tourism it takes an important position in terms of its intentionality and diverse, these characteristics for Caldevilla & García (2019 p. 67)

*"... comprende un extenso campo de clases y subclases de modelos de negocio estudiables, sino también una variedad igual o mayor de efectos – tanto positivos como negativos– sobre las sociedades que lo alojan. Entre las consecuencias negativas a evitar, se hallan los daños al medio ambiente o al bien cultural en concreto, así como el desvirtuamiento de este cuando se trata de una práctica o expresión de folclore. Entre las consecuencias a potenciar, siempre en precario equilibrio, la capacidad de aportar a las economías locales y nacionales mediante la conversión de bienes culturales en recursos económicos explotables, susceptibles incluso de ser desarrollados mediante infraestructuras de uso múltiple. Todo ello es de especial importancia en países en proceso de desarrollo, mucho más necesitados de dichos recursos e infraestructuras, y que se hallan bien situados para atraer al turista occidental por el factor de lejanía y desconocimiento de sus culturas por parte de estos."* ["...it comprises a wide field of classes and subclasses of studyable business models, but also an equal or greater variety of effects –both positive and negative– on the societies that host it. Among the negative consequences to avoid are damage to the environment or cultural property in particular, as well as the distortion of this when it comes to a practice or expression of folklore. Among the consequences

to be promoted, always in a precarious balance, is the ability to contribute to local and national economies through the conversion of cultural assets into exploitable economic resources, even capable of being developed through multiple-use infrastructures. All of this is especially important in developing countries, which are much more in need of these resources and infrastructures, and which are well placed to attract Western tourists due to their distance and lack of knowledge of their cultures.”]

Barrera & Bahamondes (2012 p. 55) also pointed out some qualities of the tourist activity such as:

*“El turismo, sobre todas sus manifestaciones debe ser una actividad medio, a través de la cual las demás actividades y estrategias de uso de los recursos naturales, puedan integrarse sin perjudicar sus objetivos también integradores. El turismo, en ese caso, podrá actuar siempre como un complemento de valores y un catalizador de beneficios y de políticas pluralistas.”* [Tourism, above all its manifestations, must be a medium activity, through which the other activities and strategies for the use of natural resources, can be integrated without harming their integrating objectives. Tourism, in this case, can always act as a complement to values and a catalyst for benefits and pluralist policies.]

## 5 CONCLUSIONS

In this scenario, the theory presented would direct our attention to improve the planning process not only in the Huancavelica region, but also to scenarios of greater scalability. In the same way, tourism is presented as a powerful component to boost the entire local, regional and national economy, so its attention as a social phenomenon and an academic fact must gain more relevance within the scientific agendas and government agencies.

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