

Versatile Hospitality Industry around the Globe A Case Study on Development and challenges in Hospitality Industry - Peru

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Abstract: Republic of Peru, is a country in western South America. It is bordered in the north by Ecuador and Colombia, in the east by Brazil, in the southeast by Bolivia, in the south by Chile, and in the south and west by the Pacific Ocean. Peru is a mega diverse country with habitats ranging from the arid plains of the Pacific coastal region in the west to the peaks of the Andes mountains. The country is rich Peru is the 19th largest country in the world, and the third largest in South America. The cultivation of beans, chili peppers, squash, and corn by Peru's original inhabitants around 3000 BC set the culinary scene. Next, the Inca empire, the dominant power during the 1300s, started to grow potatoes in terraces on the hillsides throughout their vast lands. Peru was the first area of the world to grow potatoes and the potato crop is still a staple throughout South America today. The Spanish and European influences came next in the 1500s with the Spanish conquest. They introduced chicken, pork and lamb and began to grow crops such as beans, carrots, barley and wheat. African immigrants were then imported to work in the fields, due to diminishing numbers of native Peruvians, The infusion of African culinary culture began at that time with the introduction of their indigenous products to Peru.

Keywords: Peruvian Cuisine & Culture, International Influences on Peruvian Cuisine, Trends & Skills in the Hospitality Sector, Sustainable Tourism in Peru, Modernisation & Modification in the Hospitality Industry, Development & Challenges in the Hospitality Sector.

I. INTRODUCTION

PERUVIAN CUISINE & CULTURAL INFLUENCES

[1] Peru is South America's third-largest country and has three distinct regions within its borders. There are the Andean highlands, the coast, and the Amazon basin which is a rainforest on the eastern side of the Andean highlands. Each region offers different but influential indigenous culinary meats, fruits, and vegetables to their menus which provide diversity within Peruvian Cuisine.

Peruvian food is often referred to as *Criolla* or Creole food because of the blend of Spanish, Asian, Incan and other European cuisine influences which are integrated into their cooking. Ingredients are based heavily on potatoes, beans, rice, beef, eggs, lamb, fish, corn, chicken and especially the *Aji*, or chili. The hot chili pepper is used to create stronger flavors in the food dishes which mostly build on Spanish and indigenous foods. Peruvian food offers spectacular cultural and bio diverse combinations of cooking techniques and ingredients which were brought to this land from across the globe during several centuries of immigration.

INTERNATIONAL INFLUENCES ON PERUVIAN CUISINE

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African slaves introduced numerous different spices, bananas, pumpkins and sugar cane. They made pumpkin dough and used sugar cane to create a sweet pastry that they called *picarones*. They created the ultimate delicious beans and rice dish *tacu tacu*. The cultural diversity of Peru's cuisine is what separates it from the rest of the food world. Peruvian cuisine is based on the infusion of different ethnic ingredients and specific cooking techniques to create lush and powerful flavor profiles.

PERU'S REGIONAL CUISINE HISTORY

Within Peru, as I mentioned, there are three diverse culinary regions. African, Asian and Spanish/European ethnicity can be seen in the style and dishes typical to each of the regions. The different landscapes, climates and cultural diversity set Peru apart from other countries, even close neighbors, by enabling a more substantial and diverse culinary experience.

The tropical region of the Amazon basin is inhabited by many different tribes and families who live within the rainforest's confines. Most of the tribes still surviving today are considered hunters and gatherers and feed off the many fruits, wild game, spices, peppers, nuts and vegetables that grow and live naturally in the rainforest. The communities have markets and street corner vendors who deliver a culinary experience comprised of fresh, natural and healthy ingredients.

The rainforest is an abundant habitat that provides diversity in what it brings to the local cuisine. Over 2000 amazon fish species are eaten on a daily basis along with an abundance of tropical fruit like lucuma, cherimoya, and guanabana. There are other naturally grown foods such as guava, avocado, yams and yucca which are a staple food in the rainforest region. A local favourite, *juanes*, is a delectable dish that's sold at markets throughout this region and is made of chicken (or any other meat available) and rice rolled into banana leaves.



Juanes – Peruvian Speciality

[2] If you are not squeamish you could try the local delicacy of what they call *Suri*. It is the palm weevil grub and it is prepared by either boiling, frying or sautéing using chili peppers and other spices then placed on skewers. If you are adventurous and want to try some bush meat dive right into what has become an extremely lucrative international trading business.

The likes of deer, wild boar, rodents, primates, reptiles and birds are hunted and killed for consumption and cooked using several different cooking techniques and ingredients within the local region. The wild game trade is very quickly becoming a detriment to the region by causing several different species to become rare and extinct. This practice goes against Peruvian culture's views on protecting and preserving the environment and animals within its borders.



Suri – Peruvian Delicacy

ANDEAN CUISINE

[3] The Peruvian Andes have rich soil which is great for farming and allows for the growth of potatoes, oca, tarwi, quinoa and olluco to name but a few. From the time of the Incas, the livelihood of the locals depended on the production of traditional crops such as roots, tubers, grains, vegetables, fruits and the rearing of edible animals such as guinea pigs, llamas and camelids.

Their most prevalent meals are stews and soups. All of the meats and vegetables are put into the same pot and cooked for many hours to infuse the natural flavors throughout the dish. Meats, maize, hot chilies, potatoes, and carrots are all cooked together for hours. This is something which takes time due to the lower oxygen levels in the highlands. Another cooking method utilized for centuries in the Andes is called *Pachamanca*.

Seasoned meats, herbs and vegetables are placed underground on hot stones and left to cook for many hours. The most popular dish in the highlands is *Cuy Chactado* which is fried guinea pig. The guinea pig has been a staple in the Andean culture for centuries, even before the Incas ruled.

The coastal region of Peru is very mountainous and rocky with dunes and rolling hills of barren sand. Peru's coast runs from Chile to Ecuador and has numerous small rivers that run down the mountainsides and through vast sand dunes then empty into the Pacific Ocean. The coast is abundant in seafood from the ocean and the many rivers. The coast of Peru has two separate divisions that bestow different climates and food products.



Lomo Saltado

The northern coast is very hot with a savannah desert climate and a definitive short rainy season. But it is mostly very dry for the majority of a year. The northern coastal region is mostly made up of dry tropical forests comprised of shrubs, thorny trees of varying types and mangrove forests.



The area is biodiverse with tropical wildlife such as crocodiles, boas, iguanas, anteaters, sloths and many others. There are warm sunny valleys, rice fields, and palm trees on beautiful warm turquoise beaches. Some region-specific cuisine staples are, *Chicha Morada*, *Chicha de Jora* or corn beer. This beer is locally made and used to cook with solely over other liquids. Lamb and goat are more predominantly used along with maize tamales in the northern region of the coast

LIMA

[4] Lima along with the central and southern coast has a more subtropical desert climate and has quickly become a hub for international Peruvian restaurants and marketplaces. Lima has become the gastronomic cooking hub of Peru and most of South America. A favourite meal is Ceviche which is a dish of raw fish, shrimp, scallop or squid soaked in lime juice. The dish is infused with local spices and hot chili to create a wonderful sauce and is sometimes served with a salad or plantain chips.

All the regions of Peru enjoy a slightly different version of Ceviche, but they are fairly similar in ingredients. One could venture into Lima and the central/southern coastal regions and find a vast array of Peruvian chefs and restaurants that will provide exceptional culinary experiences.

II. TRENDS AND SKILLS IN THE HOSPITALITY SECTOR

About the Market

Tourism is an important component of their economy, as well as a significant source of foreign exchange revenues, contributing to 9.3% of country's GDP. Good travel and tourism policies enable 10 million international visitors annually. Indonesia's tourism sector accounts for approximately 4% of the total economy and plans to double the figure by 2019 by improving infrastructure, accessibility, health & hygiene, as well as enhancing online promotional marketing strategy, leading to opportunities in upcoming markets. The government has also revised its visa-free access policy in 2015 to attract more foreign tourists. Famous tourist destinations like Bali and Jakarta have already seen a large influx of investment in recent years, especially, in the upper end of the market, leading to excessive supply, promoting the establishment of hotel industry.

III. SUSTAINABLE TOURISM IN PERU

The concept of sustainable tourism has grown out of the concept of sustainable development (SD), which arose from the World Commission on Environment and Development (the Brundtland Commission). Their 1986 report defined SD as: "development which meets the needs of the present without compromising the ability of future generations to meet their own needs".²¹ The growth in importance and concern for sustainability led to a revision of the concept to include economic, socio-cultural, and environmental sustainability providing for both the needs of today and tomorrow, according to UNWTO.

Tourism activity in Peru has been experiencing significant growth in the last ten years, positioning this economic sector as the third largest contributor to the National Gross Domestic Product (GDP). Likewise, Peru has a high ecological and climate diversity, which makes it the possessor of renewable energy potential, specifically solar and wind power. [5] The rapid growth of tourism is leading to generating prospects for becoming a sustainable destination. In this sense, it is important to understand and evaluate the Peruvian legislative framework for sustainable tourism and the current state of the implementation of the scenarios provided by the governmental entity in terms of sustainability, and its link with tourism activity. Based on what has been described, this study is aimed at evaluating the four most relevant museums in the northern part of Peru; in addition, it contributes to the studies that exist at the intersection of tourism and sustainability in the chains of activities related to tourism and calls for rationality applied to tourism management in this region of Latin America. The results of the literature review of the Peruvian legal framework reveal a lack of specific laws and regulations on sustainable tourism; on the contrary, there are policies in force that contribute to promoting the development of sustainable tourism. The quantified evaluation of the solar and wind potentials of the geographical area under study indicates the minimum renewable energy potential necessary for its transformation and use in the development of sustainable museums and its contribution to sustainable tourism.

Luxury hospitality is a fast-growing market, especially with the growth of tourism and travel industry. The worldwide travel & tourism industry continued to see strong growth throughout 2015 and international tourist arrivals are predicted



to grow by 3-4% per year, to reach 1.8 billion in 2030, according to the UNWTO report. Its long-term outlook 'Tourism Towards 2030' sees substantial potential for further growth coming from emerging economy destinations in Asia, Latin America, Central and Eastern Europe, the Middle East and Africa, growing at double the rate (+4.4% per annum), than the advanced economy destinations (+2.2% per year). In the past, raising a hotel company required enormous capital investment, but over the last two decades, many hotel groups have expanded by adopting an "asset light" model of management, rather than owning properties, by just franchising their brand to a third-party operator against a fee. Due to the continuous growth of the labour-intensive and productivity-reliant travel and tourism industry, the sector is expected to experience some difficulties in providing enough qualified talent for the forecasted 80 million new jobs created over the next ten years, according to the World Travel & Tourism Council (WTTC). Some of the major luxury hotels include Starwood Hotels & Resorts, Four Seasons Holdings Inc., InterContinental Hotels Group PLC, ITC Hotels Limited, The Indian Hotels Company Limited, Mandarin Oriental International Limited, Jumeirah International LLC, Shangri-La International Hotel Management Ltd., Kerzner International Resorts, Inc., and Marriott International Inc.

Tourism activity in the last decade is having a strong impact on the international economy as it represents 10% of gross domestic product (GDP) and 10% of global employment (OMT-a, 2019). Tourism is also known to generate growth, development, to modernize remote areas and to accelerate cultural development (Tian et al., 2021). Only in 2019, approximately 1.5 billion international tourist trips were recorded, an increase of 4% more than the previous year (Michalena et al., 2009). Consequently, this growth has positive effects but also negative effects that threaten heritage, cultural identity, and well-being (Grilli et al., 2021).

In the environmental field it generates more emissions of greenhouse gases, increasing the carbon footprint (Sun and Drakeman, 2020). A study carried out by WTO and UN reveals that tourism contributes 5% of all CO₂ produced by man (OMT-a, 2019), and between 50 and 60% of carbon emissions are indirectly related to this industry (Dwyer et al., 2010) with a strong growth rate (3% per year), hoping that tourism emissions will increasingly contribute to the carbon budget of global economy between 2020 and 2060 (Sun and Higham, 2021). This has become a concern, due to its impact on environmental pollution and the higher level of demand for fossil fuels and energy intensity (Katircioglu, 2014). In 2009, an ambitious tourism reduction target was proposed, with the aim of reducing emissions of this sector from 25% to 30% by 2020 and to 50% by 2035 from the base year 2005. Despite this ambitious vision, very few countries have identified cohesive mitigation strategies related to tourism and even fewer have implemented such policies (Sun and Higham, 2021). That is why the need for responsible growth of the sector is defended through sustainable tourism development, since the growing environmental pressure urges the world to create strategies to cushion this problem from different sectors.

It is necessary to bear in mind that, after the crisis generated by the COVID-19 pandemic, we have to project and restructure our form of tourism management in the different destinations, directing and reorienting it under the parameters of sustainability (Bertella, 2020), to balance tourism income (Sustainable Development Goal N° 8 "Decent Work and Economic Growth") and its impact on climate change (Sustainable Development Goal N° 13 "Climate Action") (Sun and Higham, 2021).

Today, tourism has a central place in global development policies, and can still achieve greater political recognition and have an effective impact on the 2030 Agenda and its 17 Sustainable Development Goals (OMT-b, 2019). The World Tourism and Travel Council set targets to reduce carbon emissions by 25-30% by 2020 and 50% by 2035 (Tian et al., 2021). Likewise, the Paris Climate Agreement aims to stabilize global average temperatures below +2 °C in relation to pre-industrial levels on the basis of the commitment of 196 countries (Sun and Higham, 2021). In the light of these prospects, it is important that each country be politically prepared to improve governance and to address the negative effects the sector may cause, that governments take measures to reorient the development of the activity by implementing policies that support the promotion of sustainable tourism activity, since this type of tourism takes into account current and future repercussions, from economic, social and environmental perspectives, to meet the needs of visitors, industry, environment, and host communities (OMT, 2005). Consequently, each country, as a strategy, must strengthen the implementation of policies and general guidelines that guide the actions of the State in the long term in order to achieve the well-being of the people (CEPLAN, n.d.), since (Becken et al., 2020) based on the extensive



review of 101 documents of policies from 61 countries, they point out that tourism climate policy is largely ignored within governance and climate change policy processes.

One way to make tourism increasingly sustainable, in addition to working together with the community to improve its quality of life, is to have environmental parameters that contribute to reduce energy consumption, and for this our best ally is the use of renewable energies, energies that we find in nature in unlimited quantity, and whose impact on the environment is practically zero or reversible (Enel, 2018). Renewable energy has shown to have clearly fewer local, regional and global environmental impacts than conventional energy sources (PNUMA, 2003). In addition, tourism is one of the driving forces for both economic growth and environmental sustainability, so the interaction between pollution and renewable energy consumption requires more attention (Sarpong et al., 2020). On the other hand, an added value is given to destinations because tourists are willing to pay for activities that are likely to promote environmental quality (UNEP, 2011). According to UN, more and more travelers want to do tourism without harming the planet. Today's tourists want to collaborate with the countries and communities they visit (ONU, 2017).

Various authors support the importance of involving and directing tourism to the use of renewable energies. Various studies consolidate the nexus between tourism development and environmental quality, linking the role of renewable energy consumption and income (Calderón-Vargas et al., 2019; Tian et al., 2021). There are also studies on the application of renewable energy technologies in the development of low-carbon rural tourism (Chen, 2011). Others investigate the roles of international tourism and renewable energy in the environment, focused on evidence from Asian countries (Zhang and Liu, 2019); there are also documents analyzing the relationship between tourism as a tool for nature conservation and the conflict between renewable energy projects and nature protection in Iceland (Ingó lfsd ó ttir and Gunnarsd ó ttir, 2020) and the development of sustainable tourism, by using a multi-criteria analysis on renewable energies in the Mediterranean islands (Michalena et al., 2009).

However, within the research topics there are more specific studies, linked to the hotel category, since, together with transport, they are the two activities with the greatest demand for energy in tourism sector. Transport accounts for 94% of energy use, followed by accommodation with 3.5% (Calderón-Vargas et al., 2019). Therefore (Dhirasasna and Sahin, 2020) applies a system dynamics model for the adoption of renewable energy technologies in hotel sector. (Navratil et al., 2019) addresses visitors' preferences about renewable energy options in "green" hotels. However (Michalski et al., 2019), focuses the study on the role of the supply of renewable fuels in transport sector in a future decarbonized energy system, and (Teske et al., 2018), in scenarios of high penetration of renewable energies and their implications for urban energy and transport systems.

IV. MODERNISATION & MODIFICATION OF HOSPITALITY STANDARD

Between 2012 - 2015, the focus of the development of the tourist offer was on the specialization and segmentation of the markets such as nature tourism (Mincetur, 2015). In this sense, nature and ecotourism have become more important. Peru is among the 10 countries with the largest biodiversity and natural resources on earth, with more than 158 protected natural areas, 12 national parks, 11 nature reserves, seven national sanctuaries and 10 protected areas. Peru is home to more than 2,800 species of birds, 3,500 orchid species (Ministerio del Ambiente). On September 2017, the —World Travel Awards for South America were presented at Riviera Maya in Mexico. Peru emerged as the "best green destination" at the so-called "Oscars of the travel industry." The Peruvian ecotourism offer is experiencing a strong increase in visitor numbers and is to be further expanded. However, there is a lack of financial resources and economic incentives, but also of the political will to protect the country's biodiversity in the long term.

Despite the impressive economic development, poverty in this vast country of 1,285,220 km² (four times the size of France) and 31,6 million inhabitants in 2016 is still widespread. Large regional and social disparities are great. Crime and corruption are frequent. (The previous presidents received longstanding prison sentences. Fujimori for human rights violation, Garcia, Toldeo, Humala, Kuczynski because of the Odebrecht scandal: - they accepted kickbacks from the construction company Odebrecht in Brazil). The dependence on commodity exports and prices (mining, oil) inhibit the sustainable development of the country. The majority of the population, especially in the Andean regions and in the Amazonas lowlands, lives in precarious conditions. Despite the economic and social progress of the recent past, the poverty rate and income disparities caused by the large inequality of development opportunities continue to be very

high. Although the poverty rate has declined significantly, from 42.4% in 2007 to 21.7% in 2017, the large structural inequality continues to exist (INEI).

Peruvians in extreme poverty earn less than 183 Soles (US\$ 80) a month (INEI). One of the most prominent features of the dynamics of poverty in Peru is its heterogeneity. The difference in poverty rates between the coastal region (14.3%) and the Sierra (33.8%) and the Amazon lowlands (30.4%) is large. Income poverty in Peru is concentrated not only in rural areas, but particularly on indigenous people with twice the rates of the non-indigenous population (45.7% versus 24.1%). Poverty also depends on lower levels of education. These conditions have not changed significantly in the last 20 years (INEI, 2015). Certain groups in Peru experience social, economic, political and/or cultural exclusion and discrimination. An obstacle to reducing poverty and inequality (Gini coefficient 43.3; World Bank, 2017) stems from the economic structure. The economic growth of recent decades has not reached the traditional, low-productivity agriculture from which the majority of the population lives.

A structural problem that results in the concentration of poverty in rural areas, especially in the Sierra with its thousands of isolated villages, and in the Amazonas lowlands. A major obstacle to the fight against poverty is the lack of adequate infrastructure (roads). Another major disadvantage is the quality of public services. 98 Journal of Tourism and Hospitality Management, Vol. 7, No. 2, December 2019 Social conflicts also hinder the efforts to alleviate poverty and inequality (Barrantes & Berdegué, 2013). Political inequality mainly refers to pre-law inequality. There are still first-class and second-class citizens. While most coastal cities, particularly the Lima region, have experienced a dynamic development, it has remained modest in other parts of the country. The country's low competitiveness, poor quality of services and weakness in political leadership could be an obstacle to continuing the positive growth-trend (Barrantes & Berdegué, 2013). A current major challenge is about 500,000 refugees from Venezuela who compound the problem of poverty.

V. SUMMARY

DEVELOPMENT & CHALLENGES IN HOSPITALITY SECTOR

Peru is a good example of the development of a Third World country into a middle-income country (HDI ranked 89). On one hand Peru demonstrates some of the characteristics and trends of a rich and developed country. On the other hand, it has characteristics of a developing country. Peru faces major and complex development challenges. Some of these problems are structural and mortgages of the past (Barrantes & Berdegué, 2013; OECD, 2016). The 1980s were years of extreme crisis for Peru, crippling the economy. One of the main effects was the increase in violence which was mainly caused by the conflict between the government and the Maoist terrorist organizations Sendero Luminoso (Shining Path) and Movimiento Revolucionario Túpac Amaru. About 70,000 people were killed. One consequence was the collapse of tourism, as tourists were taken hostage. In 1988 cholera broke out in Lima. (Desforges, 2000). These two events had significantly changed the political and economic framework conditions. First, Fujimori's took over the power, who was surprisingly been elected for president in 1990. Second, the crackdown on the terrorist organizations and the capture of their leaders.

In 1993, a new constitution laid down the rules for economic activities. Since 1994, the Peruvian economy has recorded an average annual growth rate of 5.5%, interrupted only by the Asian crisis in 1998. Peru was less affected by the global financial crisis of 2008 (Barrantes & Berdegué, 2013). Although economic growth is impressive, Peru must implement structural reforms so as not to jeopardize the positive development. They must address social and regional economic disparities, such as the unequal distribution of income, access to education, water and health facilities, the inefficiency of the justice system and the high level of crime. The transition from a middle-income to a high-income country and overcoming the so-called "middle-income trap" requires economic diversification, with less dependence on natural resources and a higher productivity in all sectors of the economy (OECD, 2016; APEIM, 2017). 2.1 Main changes since 1990 Herbert Baumhackl 97.

The Peruvian political system has changed radically since 1990. The authoritarian government under Alberto Fujimori initiated a drastic structural and reform process, the most radical in Latin America. The participation of the state in the economy has been greatly reduced and institutions have been set up to develop the market economy (austerity policy). By solving the problem of hyperinflation, Fujimori gained great political support, from which he derived legitimacy to crack down traditional political parties and to remove the restrictions of existing policy frameworks. He declared a state

of emergency in 1992. Fujimori was at the height of his popularity by capturing the leaders of the MRTA (Movimiento Revolucionario Túpac Amaro) and the Shining Path (Sendero Luminoso).

VI. CONCLUSION

It was the beginning of the concentration of power in the hands of the president, and an authoritarian and corrupt government that systemically weakened democratic institutions (Barrantes & Berdegúe, 2013). The Fujimori government ended in November 2000 under the pressure of Congress, which declared him morally incapable (corruption, violation of human right) of carrying out his functions. 2.2 Great progress, great challenges With 3.3% economic growth, Peru topped Latin American countries in 2015: Colombia 3.1%, Mexico 2.5%, Brazil -3.8%, Venezuela -10%) (IMF). Peru also recorded the lowest inflation rate of those countries and the highest rate of investment. Government debt as a percentage of GDP fell from 47% in 2003 to 25.4% in 2017. In the period 2005-2011, Peru had an average GDP growth of 6.7% and from 2012-2016 of 4.3%. The GDP per head rose from US\$ 2,900 in 2005 to US\$ 6,600 2016 (INEI).

The challenges have always been part of the development structure in Peru towards the Hospitality and Tourism sector. Improvement has been on the rise and has been healthy towards progress. With major setbacks now optimistically put behind, the future looks prosperous and bright for Peru.

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