

DOI: <https://doi.org/10.63332/joph.v5i5.2068>

Sustainable Practices and Tourism Reactivation in Travel Agencies in Peru

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Abstract

The study reveals a direct and significant relationship between economic impact and tourism reactivation in wholesale travel agencies in Peru. It highlights the importance of economic growth strategies for the revival of tourism. In addition, a moderate relationship is identified between social impact and tourism reactivation, highlighting the importance of promoting a positive social impact. A significant correlation is observed between sustainable development practices and tourism recovery, highlighting the importance of an effective organizational culture. This original correlational design study evaluates the relationship between sustainable development and tourism recovery in travel agencies in Peru. It implies that sustainable practices and a focus on economic and social impact are crucial for agency success and sustainable tourism growth. Further research on specific sustainable development strategies and cultural factors is suggested for future research.

Keywords: Travel Agencies, Sustainable Development, Economic Impact, Social Impact, Social Responsibility, Tourism Revival, Social Responsibility.

Introduction

Sustainable tourism has emerged as a crucial issue in the tourism industry, especially in the context of the post-pandemic reactivation. In this sense, the implementation of sustainable development practices in travel agencies in Peru is presented as a determining factor for the improvement of the country's tourism reactivation. This study focuses on evaluating the relationship between the adoption of sustainable practices and the tourism reactivation of travel agencies in Peru, to contribute to the knowledge of the importance of sustainability in the tourism sector.

Several recent bibliographical sources are used to support this study. [1] explore education based on sustainable development in Latin America, highlighting the importance of participatory and multidisciplinary strategies to promote sustainability. On the other hand, [2] analyzes sustainable development in the value chain of the Pangua Canton, in Ecuador, showing the relationship between emotional leadership and the perception of sustainability in the area.

Another study is based on the theory of sustainable development and corporate social

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responsibility as pillars to evaluate the relationship between the implementation of sustainable development practices and the improvement in tourism reactivation of travel agencies in Peru. [3] emphasize that Corporate Social Responsibility in tourism seeks to counteract the negative consequences of increased travel with corporate responsibility strategies. On the other hand, [4] argue that sustainable development seeks to improve the quality of life of the population without compromising natural resources, through protection and awareness strategies.

Sustainable development theory and corporate social responsibility as pillars to evaluate the relationship between the implementation of sustainable development practices and the improvement in tourism recovery of travel agencies in Peru. [5] present a model of wellness tourism in the tourism recovery sector in Belitung during the new normal period, highlighting the importance of sustainable tourism strategies in post-pandemic recovery. Also, [6] discusses tourism recovery strategies in the face of the COVID-19 pandemic, highlighting the relevance of crisis management in tourism. In addition, [7] analyze the impact of crisis events on Chinese outbound tourist flow, providing a framework for post-event growth.

[8] investigated commercial relationships in travel agencies, offering insights into the dynamics of collaboration in the sector. However, recent research has addressed the relationship between sustainable development and tourism management. In this sense, [9] analyze sustainable land management and household economy in non-irrigated areas, highlighting the importance of sustainable management practices to prevent land degradation; while [10] explore the sustainability of the professional profile of the social educator, highlighting the need to integrate sustainable competencies in higher education.

For their part, [11] investigated tourism indicators in the heritage city of Cuenca, Ecuador, emphasizing the importance of understanding tourism demand dynamics for sustainable development; and [12] explored infrastructure investment and tourism demand in Kuélap, Peru, highlighting the tourism-driven growth hypothesis.

Various studies have explored post-disaster destination consumption, emphasizing the importance of emerging dark attributes in tourism destination recovery [13,14] examine geopolitical risk and tourism, investigating the moderating effect of the COVID-19 outbreak on the relationship between geopolitical risk and tourism demand. In addition, [15] identify barriers to stakeholder participation in sustainable tourism planning, highlighting factors that hinder collaborative approaches to tourism planning.

[16] in their research on tourism sustainability in the Covid-19 context analyze tourists' perceptions of tourism sustainability in times of pandemic. This study contributes to current knowledge by evidencing the importance of sustainability in the post-Covid tourism reactivation, highlighting the need for sustainable practices to ensure responsible and safe tourism.

The study of [17] published in the Journal of Tourism Futures in 2015 highlights the importance of strengthening sustainability values through marketing and education to increase demand for sustainable offerings in tourism. This study contributes to current knowledge by highlighting the relevance of sustainability in tourism revival and the need for sustainable practices to ensure tourist confidence.

[18], in their research on sustainable tourism in social media, highlight sustainable tourism management in social media, focusing on industries, leaders, experts, programs, and sectors. This study contributes to current knowledge by exploring how sustainability is communicated

and promoted through social media platforms.

These key studies reflect recent and relevant advances in the field by addressing crucial aspects such as the promotion of sustainable values, the impact of post-industrial tourism on sustainable development, and the communication of sustainability through social networks. They contribute to the understanding of the relationship between the implementation of sustainable development practices and the improvement in tourism reactivation of travel agencies in Peru.

[19] highlight the importance of creating an environment that stimulates entrepreneurs, facilitates access to entrepreneurship, and promotes the allocation of essential resources to develop the business. This study contributes to current knowledge by addressing the revival of small tourism businesses and lifestyle ventures in a post-crisis context.

[20] established that the two selected countries use strategies such as establishing promotional agencies, diversifying their markets, seeking investment, expanding air transport, practicing international openness through embassies and bilateral agreements, and developing and enforcing environmental laws.

[21] in his research on socially responsible public management of tourism, addresses the importance of socially responsible public management in the tourism sector. This study contributes to current knowledge by highlighting the relevance of social responsibility in tourism management and its impact on the sustainability of the sector.

[22] analyzed slow tourism as a way for the conservation of tangible and intangible heritage of a territory. This study contributes to current knowledge by exploring how sustainable tourism can contribute to heritage conservation and the sustainable development of a territory.

[23] address aspects related to teacher professional development. This study contributes to current knowledge by analyzing initial teacher education and its impact on educational quality and sustainability in education.

These key studies reflect recent and relevant advances in the field by addressing issues such as responsible public management in tourism, sustainable tourism as a pathway to heritage conservation, and teacher professional development about educational sustainability. They contribute to the understanding of the relationship between the implementation of sustainable development practices and the improvement in tourism reactivation of travel agencies in Peru.

Despite advances in the literature, there are gaps in the current research that justify the need for this study. For example, the lack of specific studies on the relationship between the implementation of sustainable practices and tourism reactivation in travel agencies in Peru. This thematic gap highlights the importance of directly addressing how sustainable development practices impact tourism recovery, which motivates this research.

[24] assert that there is a lack of specific focus on the relationship between tourism activity and climate change in the Valencian Community. This thematic gap justifies the need to investigate how sustainable development practices in tourism can mitigate the impacts of climate change and contribute to tourism reactivation in the region.

For their part, [12] state that there is a lack of studies that apply a synthetic control approach to analyze infrastructure investment and tourism demand, as evidenced in the case of Kuelap, Peru.

Despite the advances in the understanding of migrations and their impacts, [25] say that there is a limitation in the deepening of the daily forms of agency of migrants. This thematic gap

highlights the need to further explore the daily actions and decisions of migrants, which may be relevant to understanding how they influence tourism reactivation through cultural diversity and the demand for tourism services.

The main objective of this research is to evaluate the relationship between the implementation of sustainable development practices and the improvement in the tourism reactivation of travel agencies in Peru. Through a correlational approach, it seeks to identify the impact of sustainable practices on tourism recovery, thus contributing to knowledge about the importance of sustainability in the Peruvian tourism sector.

To achieve this objective, this study analyzes the sustainable development strategies implemented in travel agencies in Peru and their impact on tourism reactivation. The aim is to identify the most effective practices, evaluate their implementation, and measure their influence on the improvement of tourism activity, considering economic, environmental, and social aspects.

Materials and Methods

A correlational study was carried out to evaluate the relationship between the implementation of sustainable development practices and the improvement in the tourism reactivation of travel agencies in Peru.

The methodological design used was correlational, which made it possible to analyze the relationship between the implementation of sustainable development practices and tourism reactivation in travel agencies in Peru.

The study sample consisted of 339 participants, representative of wholesale travel agencies in various regions of Peru. Inclusion criteria were applied to select participants who were actively involved in the management and operation of travel agencies.

A structured questionnaire was used as a data collection instrument. The questionnaire was designed to evaluate the implementation of sustainable development practices in travel agencies and their impact on tourism reactivation. It included questions related to the sustainable strategies implemented, perceptions on the improvement of tourism activity, and possible challenges in the implementation of sustainable practices.

Participants were contacted and provided with the questionnaire to complete voluntarily and anonymously. The confidentiality of the data collected was assured and they were allowed to ask questions or make clarifications about the study.

A statistical analysis of the data collected was carried out using descriptive and correlational techniques to examine the relationship between the implementation of sustainable development practices and tourism reactivation in travel agencies in Peru.

An important limitation of the research was the application of the questionnaire to the selected sample, which could have introduced potential biases in the results. Measures were taken to minimize these biases, such as ensuring confidentiality and clarity in the instructions provided to the participants.

Results

In this context, it is important to highlight that these results have significant implications for Peru's tourism reactivation strategy. Sustainable development emerges not only as an associated

factor but also as a potential driver for tourism reactivation. This highlights the need for travel agencies throughout Peru to integrate sustainable practices into their operations and business strategies.

			Sustainable development	Tourism reactivation
Spearman's Rho	Sustainable development	Correlation coefficient	1.000	.660**
		Sig. (bilateral)	.	.000
		N	339	339
	Tourism reactivation	Correlation coefficient	.660**	1.000
		Sig. (bilateral)	.000	.
		N	339	339

Table 1. Sustainable Development and Tourism Reactivation of Travel Agencies in Peru

* The correlation is significant at the 0.01 level (bilateral).

Source: Processed by SPSS based on the instrument applied.

On the other hand, these findings demonstrate the coherence and relevance of integrating sustainable development into tourism reactivation strategies at the national level. By considering sustainable development as a fundamental pillar in tourism planning, not only does it promote the reactivation of tourism, but it also fosters the generation of long-term economic, social, and environmental benefits. This holistic perspective of sustainable development highlights its ability to contribute significantly to community well-being, conservation of the natural environment, and economic prosperity, crucial elements to ensure a sustainable and resilient tourism reactivation throughout the country.

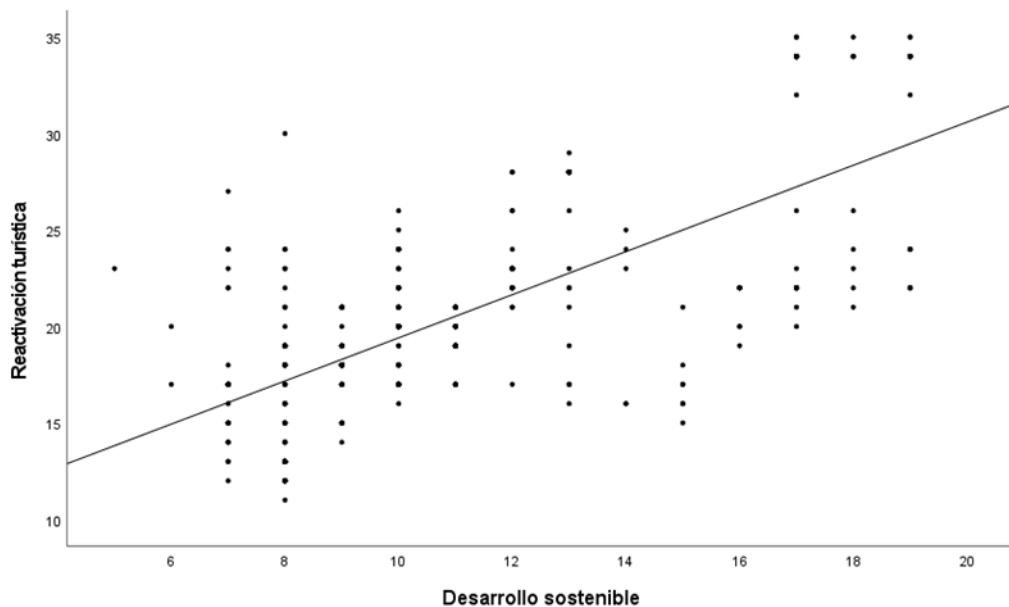


Figure 1. Sustainable Development and Tourism Reactivation

In the context of tourism in Peru, this article investigates the perception and degree of integration of sustainable development practices in wholesale travel agencies. It is identified that 58.4% of these agencies perceive a low level of sustainability, reflecting a lack of commitment and focus on sustainable practices in their operations [5]. Based on the theory of sustainable development and corporate social responsibility, the relationship between the implementation of these practices and tourism reactivation is analyzed [3]. This study is complemented by research that highlights the importance of CSR in counteracting the negative impacts of tourism [4], the improvement of quality of life without compromising natural resources, and the promotion of sustainable tourism in post-pandemic recovery [5]. These findings underscore the need to strengthen commitment and sustainability strategies in the tourism sector to ensure responsible and sustainable tourism development in Peru.

In this context, it is crucial to highlight that these results have significant implications for Peru's national tourism reactivation strategy. Sustainable development emerges not only as an associated factor but also as a potential driver for tourism reactivation. This highlights the need for travel agencies throughout Peru to integrate sustainable practices into their operations and business strategies. Furthermore, these findings underscore the importance of considering sustainable development as a fundamental component for the generation of long-term economic, social, and environmental benefits, thus strengthening the resilience and sustainability of the Peruvian tourism sector.

On the other hand, these findings demonstrate the coherence and relevance of integrating sustainable development into tourism reactivation strategies at the national level. By considering sustainable development as a fundamental pillar in tourism planning, not only does it promote the reactivation of tourism, but it also fosters the generation of long-term economic, social, and environmental benefits. This holistic perspective of sustainable development highlights its ability to contribute significantly to community well-being, conservation of the natural environment, and economic prosperity, crucial elements to ensure a sustainable and resilient tourism reactivation throughout the country.

			Socioeconomic impact	Tourism reactivation
Spearman's Rho	Socioeconomic impact	Correlation coefficient	1.000	.630**
		Sig. (bilateral)	.	.000
		N	339	339
	Tourism reactivation	Correlation coefficient	.630**	1.000
		Sig. (bilateral)	.000	.

		N	339	339
<p>** . Correlation is significant at the 0.01 level (bilateral).</p> <p>Source: Processed by SPSS based on the instrument applied.</p>				

Table 2. The Socioeconomic Impact and Tourism Reactivation of Travel Agencies in Peru

These results suggest a direct and significant relationship between socioeconomic impact and tourism reactivation of travel agencies in Peru. This correlation, although of moderate magnitude, is relevant and suggests that variations in socioeconomic impact are associated with similar changes in tourism reactivation, thus highlighting the influence of the socioeconomic environment on the dynamics of tourism reactivation in Peru.

The authors in [1,2] highlight the importance of sustainability and participatory strategies in Latin America, establishing an essential context for understanding the relevance of sustainable practices in Peruvian tourism. Meanwhile, [3,4] provide a clear perspective on how Corporate Social Responsibility and sustainable development can influence the tourism sector. These studies highlight the need to implement sustainable practices to counteract the negative impacts of tourism and improve the quality of life of local communities. For their part, [9,10] also explores the relationship between sustainable development, land management, and higher education, highlighting the importance of integrating sustainable practices in different areas to ensure responsible and sustainable tourism.

Other studies in [5–7] provide insights on post-pandemic tourism recovery and crisis management in tourism. These elements are crucial to understand the current and future challenges in the Peruvian tourism sector. Also, [11,12] provide a local approach, analyzing tourism dynamics in Peru and the importance of understanding tourism demand for sustainable development. In addition, research by [16,17] highlights the importance of sustainability in tourism reactivation and the strengthening of sustainable values through marketing and education.

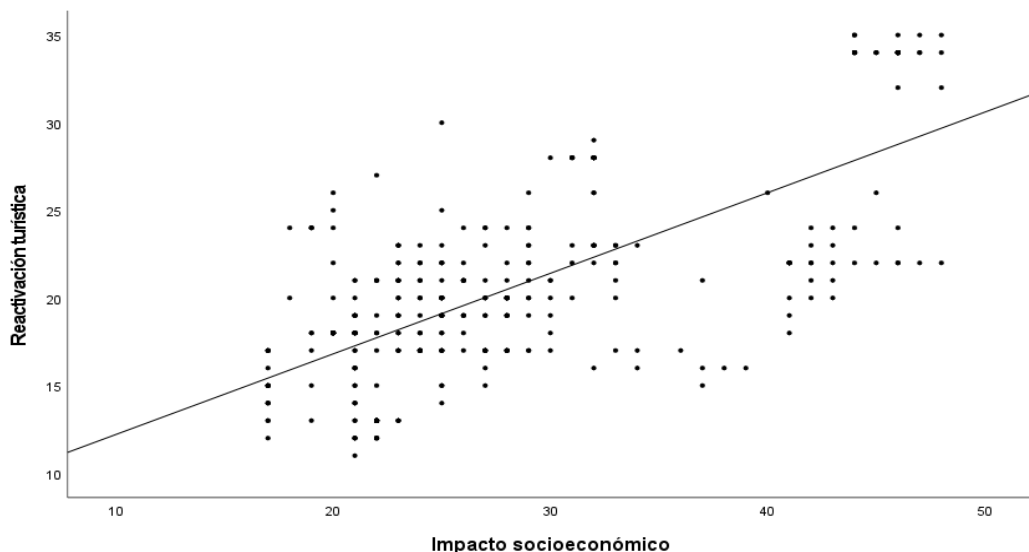


Figure 1. Socio-Economic Impact and Tourism Reactivation.

Source: Processed by SPSS based on the instrument applied.

However, despite these advances and insights provided by previous studies, there is a lack of specific research addressing the relationship between the implementation of sustainable practices and tourism reactivation in travel agencies in Peru. This gap in the literature underscores the relevance and need for this study. This paper seeks to fill this gap by directly examining how sustainable development practices impact tourism recovery in Peru. In doing so, it is hoped to offer valuable insights for travel agencies and contribute to academic and practical knowledge in the field of sustainable tourism.

	Frequency	Percentage	Valid percentage	Cumulative percentage
ValidUnder	141	41.6	41.6	41.6
Medium	136	40.1	40.1	81.7
High	62	18.3	18.3	1000
Total	339	100.0	100.0	

Table 3. Socioeconomic Impact of Travel Agencies in Peru

Source: Observation sheet applied to wholesale travel agencies in Peru,

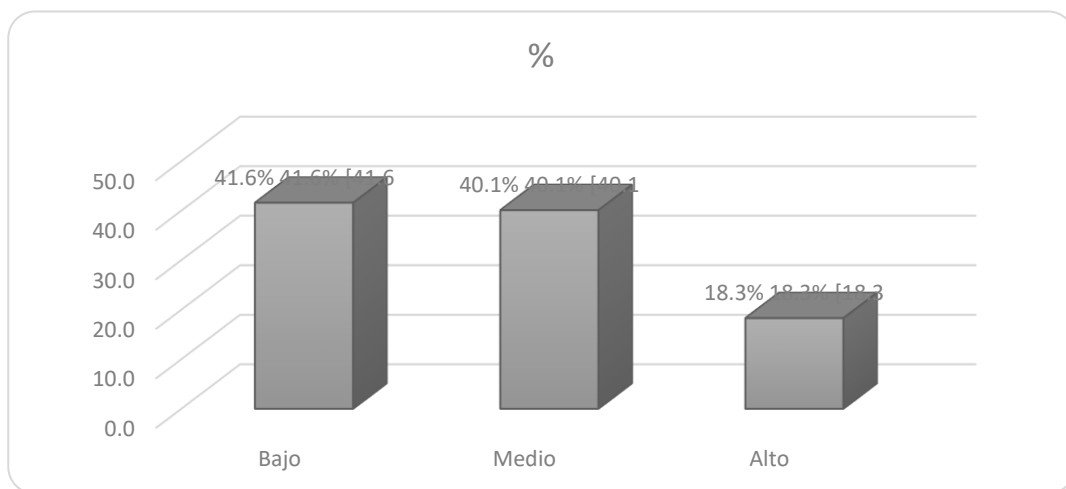


Figure 3. Socioeconomic Impact

Source: Processed by SPSS based on the instrument applied.

Based on the results presented and the studies cited, sustainability in tourism emerges as a central issue of interest and relevance. According to the data collected, 41.6% of travel agencies in Peru are in the "Low" category in terms of implementing sustainable practices, while 40.1% are in the "Medium" category and only 18.3% in the "High" category. These results suggest that there is still ample room for improvement in the adoption of sustainable practices in the Peruvian

tourism sector.

From a literature perspective, the studies by [3,4] provide a framework for understanding the importance of Corporate Social Responsibility and sustainable development in tourism. These findings are consistent with the results obtained, as they suggest that travel agencies in Peru could benefit from greater attention and adoption of sustainable practices to improve their performance and contribute to sustainable development.

In addition, research by [5,6] highlights the importance of crisis management and post-pandemic tourism recovery, issues that become relevant in the current context marked by the COVID-19 pandemic. These studies can help travel agencies adapt their recovery strategies sustainably, considering both public health and environmental and social sustainability. On the other hand, the gaps identified in the literature, such as the lack of specific studies on the relationship between the implementation of sustainable practices and tourism reactivation in travel agencies in Peru, underscore the need for additional research to better understand this relationship and provide practical recommendations for the sector.

Discussion

The present research has yielded results that show a positive relationship between the implementation of sustainable development practices and the improvement in tourism reactivation of wholesale travel agencies in Peru. These findings not only support the initial hypothesis of the research but also align with previous studies conducted in different geographical and thematic contexts.

The results obtained in this study reflect a global trend towards the adoption of sustainable practices in the tourism sector. Sustainable development strategies implemented by travel agencies in Peru not only promote environmental conservation but also have a positive impact on the local economy and social welfare. These findings are in line with the work of [1], who highlighted the importance of participatory and multidisciplinary strategies to promote sustainability in Latin America.

Furthermore, the results of this research coincide with those of [4], who argue that sustainable development seeks to improve the quality of life of the population without compromising natural resources. In this sense, sustainable practices implemented by wholesale travel agencies in Peru not only contribute to tourism reactivation but also promote responsible and safe tourism.

The coherence between the results of this research and previous studies is evident. For example, the research by [9] on sustainable land management and household economy in non-irrigated areas, as well as the study by [3] on Corporate Social Responsibility in tourism, underline the importance of sustainable management practices to prevent land degradation and counteract the negative consequences of increased travel.

Similarly, the work of [5] on wellness tourism in tourism recovery highlights the relevance of sustainable tourism strategies in post-pandemic recovery, which aligns with the results of our research showing the positive impact of sustainable practices in tourism reactivation.

Comparing the results with those of other studies, it is observed that, although there is a growing attention to sustainability in the tourism sector, there are still gaps in the research. For example, there is a lack of specific studies on the direct relationship between the implementation of sustainable development practices and the profitability of travel agencies in Peru.

This gap in the literature highlights the need for future research that addresses how sustainable practices can influence not only tourism revival but also the profitability and competitiveness of travel agencies. This perspective is supported by the study of [19], which highlights the importance of creating an enabling environment for tourism entrepreneurs in post-crisis contexts.

The results of this research provide empirical evidence that supports the positive relationship between the implementation of sustainable development practices and the improvement in tourism reactivation of wholesale travel agencies in Peru. These findings have important implications for public policies, business strategies, and academic training in the tourism sector, reaffirming the importance of sustainability as an integral approach to ensure responsible, profitable, and resilient tourism.

Conclusions

The findings of this research reveal a direct and significant relationship between economic impact and tourism reactivation in travel agencies in Peru. The correlation coefficient of 0.661 supports this relationship, indicating that agencies with higher economic impact tend to experience more positive tourism reactivation. Likewise, a significant but moderate relationship was identified between social impact and tourism reactivation, highlighting the importance of promoting a positive social impact to contribute to the well-being of local communities. In addition, a significant correlation was observed between sustainable development practices and tourism recovery in Peruvian travel agencies, highlighting the importance of these practices and aspects such as communication, coordination, and organizational culture for the agencies' success.

The objective of evaluating the relationship between the implementation of sustainable development practices and the improvement in the tourism reactivation of travel agencies in Peru has been satisfactorily achieved. The results obtained confirm the importance of economic, social, and sustainable factors in tourism reactivation, highlighting the need for economic growth strategies and social responsibility to contribute to the revival of tourism in the country.

This article is framed as an original research article with a correlational methodological design, allowing analyzing the relationships between the variables of interest and obtaining significant conclusions on the relationship between sustainable development and tourism reactivation in travel agencies in Peru.

The results obtained underline the importance of considering economic, social, and sustainable aspects in the management of travel agencies to promote tourism reactivation. For future research, it is recommended to deepen the impact of specific sustainable development strategies, explore the influence of cultural factors on tourism reactivation, and analyze the role of innovation in improving tourism activity in Peru. The implications of this study can contribute to the design of policies and strategies that encourage sustainable and responsible tourism, promoting economic and social growth in the Peruvian tourism sector.

Author Contributions: Conceptualization D. C. C., J. R. H. S., F. A. A. T., G. A. C.; Methodology: D. C. C., J. R. H. S., F. A. A. T., G. A. C., N. E. C.V., A. A. T.; Writing—original D. C. C., J. R. H. S., G. A. C., N. E. C.V., A. A. T.; Draft preparation D. C. C., G. A. C., N. E. C.V., A. A. T.; Writing-review D. C. C., J. R. H. S., F. A. A. T., G. A. C., N. E. C.V., A. A. T.; and editing were carried out by D. C. C., A. A. T., N. E. C.V. The authors have read and agreed to the published version of the manuscript.

Funding: This research received no external funding.

Data Availability Statement: The data used in the study shall be made available to other researchers by request.

Acknowledgments: The authors thank the University of the Altiplano of Puno and National University of Juliaca – Peru for their support in completing this project.

Conflicts of Interest: The authors declare no conflicts of interest.

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