RESILIENCE AND RECOVERY: PUBLIC POLICY AND DEVELOPMENT IN SUSTAINABLE TOURISM FOR PERU AND INTERNATIONAL BEST PRACTICES IN THE CONTEXT OF SDGS

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ABSTRACT

Introduction: Tourism, a significant employment sector, faced substantial setbacks due to the COVID-19 pandemic, leading to drastic job losses and economic challenges globally.

Objectives: This study aims to analyze the effectiveness of public tourism policies in promoting sustainable development, particularly in the context of post-pandemic recovery, by comparing Peru’s strategies with international best practices.

Theoretical Framework: Based on the Sustainable Development Goals (SDGs), focusing on policies that support economic, social, and environmental sustainability in the tourism sector.

Method: A comprehensive literature review was conducted, using qualitative analysis to compare approaches from countries like France, Mexico, Spain, China, and the Caribbean with Peru’s strategies. Sources included academic articles, government reports, and data from international organizations.

Results and Discussion: Results indicate that countries with robust, inclusive, and environmentally focused policies, such as those in China and the Caribbean, have shown resilience and sustainable growth. In contrast, Peru’s tourism sector, characterized by high informality and limited integration of marginalized voices, faces significant challenges in achieving sustainable development. The recognition of tourist destinations in Cusco with the Safe Travels seal marks progress, yet more comprehensive and inclusive policies are needed.

Research Implications: Peru can benefit from adopting best practices from other countries, such as effective governance, green finance, and inclusive policy-making, to address the unique challenges of informality and environmental sustainability.

Originality/Value: This study provides a comparative analysis of tourism policies in the context of the SDGs, offering insights for policymakers in Peru to enhance the resilience and sustainability of the tourism sector.

Keywords: public policy, COVID-19 recovery, development, Global comparison, sustainable tourism, sustainable development goals (SDGs).

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1 INTRODUCTION

Tourism activity is a significant employment sector, generating 1.46 million jobs in 2019, which equated to 1.454 billion international tourists. However, the pandemic caused a drastic reduction to 0.83 million jobs. Recovery began in 2021 with the rollout of vaccines, with notable countries like France receiving 54 million tourists, Mexico 31.9 million, and Spain 31.2 million international tourists (UN TOURISM, 2021). The implementation of biosecurity policies in 2020 had severe economic consequences in several Latin American countries, widening the gaps between developing and developed countries (Andrade & Dyonizio, 2022; Salas et al., 2021; Cuadros et al., 2022; Corzo, 2021; Cruz-Jíménez, 2022). COVID-19 vaccination significantly reduced the risk of infection, boosting confidence among citizens and businesses, who sought strategies to enhance the sense of security (González-Melado et al., 2021; López et al., 2023). Despite the slow economic recovery, redesigning international tourism to attract millions of tourists again remains a challenging task due to the constraints imposed by the COVID-19 economic crisis.

Public policies with a realistic analysis of tourism are scarce, and it is unclear if there were specific guidelines to face COVID-19 (Clemente et al., 2020). Most of these policies are related to consumer activities linked to the private sector, applying economic theories, marketing plans, and business management (Castellucci et al., 2022), while social policies are relegated (Bravo et al., 2021). Tourism is immersed in the structured political process with components from the public sector, both direct and indirect, of governmental measures. Among the emerging potential topics in tourism, it is essential to internalize more resilience to global crises responsibly, minimizing negative environmental impacts and promoting effective stakeholder participation to counteract setbacks and drive sustainable development goals (Mantecón, 2020; Agoff et al., 2021).
In Peru, specifically in the Cusco region, tourism activities are developed informally and without control. According to the National Chamber of Tourism (CANATUR), 46.4% of tourism companies indicated that during 2023 their revenues decreased compared to those recorded in 2022, while 26.7% reported an increase in revenue. Additionally, 34.1% of the surveyed companies reported that their workforce decreased in 2023 compared to 2022, with 59.6% of travel agencies indicating a reduction in staff. According to Ministerio de Comercio Exterior y Turismo (2024), companies consider their priorities for the current year to be improving commercial strategy (65.6%), improving process efficiency (40.4%), and innovating by developing new products or services (38.0%). Surveyed companies believe that the main actions influencing the growth of the tourism sector are: facilitating access to financing for small and medium-sized tourism enterprises (68.1%), implementing policies that promote the improvement of tourism infrastructure (roads, airports, and basic services) (66.9%), and coordination to strengthen security measures in tourist destinations (51.5%).

Informality extends to all tourism services. The Plan for the Formalization of the Tourism Sector reported that in Cusco, 33.8% of travel agencies and accommodations do not have an operating license, while 57% of accommodations and 54.2% of agencies are not registered (Cámara de Comercio de Cusco, 2022).

Analyzing the provided information, the research objective is to evaluate the impact of the COVID-19 pandemic on the tourism sector in Peru, and the conception of public policies in other countries, focusing on the informality of tourism businesses, the recovery measures implemented, and future priorities for improving the sector.

2 THEORETICAL FRAMEWORK

According to the National Strategic Tourism Plan (PENTUR), among the most visited departments by domestic tourism is the province of Cusco with 5.4% in 2016, showing a growing trend with 2.2 million regional tourists and 4 million visits to relevant historical centers. However, the pandemic caused a
drop in international tourist flow to 5 million, generating foreign exchange of 5.9 million. The hotel sector was the most affected, transforming into isolation spaces due to the reduction of arrivals to one million, of which only 21% were international, significantly reducing income levels. In the historic center of Cusco, approximately 500 food establishments closed, losing an average of 5000 jobs. Restaurants, representing 20% of employment and generating 25% of income, have lost experienced workers, especially in first and mid-level establishments that depend on inbound tourism. The recovery has been partial, supplemented with delivery services, diversifying demand in competition with conventional consumption (Barrio de Mendoza et al., 2020).

Travel agencies, representing 10% of employment and generating 12% of income in the sector, face high levels of informality among guides, porters, transporters, and receptionists. In 2017, of the 3,462 agencies, 35% were informal, promoted by large agencies linked to large hotels, and medium and small companies serving domestic tourism (Barrio de Mendoza et al., 2020). On average, about 40 to 50 agencies work on the routes to Machu Picchu, represented by the Peruvian Association of Travel and Tourism Agencies, which requests economic support from the government due to COVID-19 measures that have reduced capacities and require cost reengineering to compete in the market. Adventure tourism activities, labor-intensive, have also been severely affected, with an approximate loss of 4 million soles per month (Barrio de Mendoza et al., 2020).

Recognizing the political elements of economic, social, and environmental sustainability within the framework of the Sustainable Development Goals (SDGs) is crucial to enabling tourism. Despite calls for a new approach to define successful tourist destinations, tourism is likely to recover with appropriate short- and medium-term political measures, similar to its pre-pandemic situation (Cambra-Fierro et al., 2022). The Peruvian state’s restrictions without an effective diagnostic process and development of action plans in public policies have complicated productive reactivation, which requires transformative strategies, consensus, and focused dialogues (Carmona, 2020).

Tourism recovery must be based on sustainability, reliability, health
security, inclusion, innovation, and well-being (Aranibar & Patiño, 2022). Properly applied public policies can provide new opportunities for tourism businesses, preparing them for the future while managing the current crisis. The integration of tourism development, training, environmental protection laws, ethics, technology use, political stability, and support for infrastructure and assistance programs are essential for sustainable tourism development (Marín-Idárraga et al., 2023; Andrades & Dimanche, 2017; Aqueveque & Bianchi, 2017; Armenksi, 2018).

3 METHODOLOGY

This study was configured as a review article adopting a qualitative and descriptive approach regarding the proposed and/or employed policies in sustainable tourism post-COVID-19. Publications from journals primarily produced in the last five years were utilized. Additionally, official websites of the World Health Organization (WHO), the World Tourism Organization (UNWTO, 2020), CEPAL (2020), and other relevant entities in Peru were consulted.

To select essential information, a systematic approach was proposed using the PRISMA methodology, extracting information from primary sources in indexed journal databases. Information collection was based on keywords such as "public policies," "sustainable tourism," and "sustainable development" since 2022. Initially, relevant information about the tourism variable was obtained, although less specific information about public policies was found. Subsequently, an independent search for each variable was conducted, determining the existing relationship between them in the collected content.

Indexed journals as WoS, Scopus, and Scielo were searched. Out of the total 574 references obtained, they were filtered by type of literature, selecting scientific articles and texts as useful bibliographic references. For data organization, Zotero software was used, extracting themes of sustainable tourism or sustainable development from journals related to the pandemic. In total, 132 journals were consulted, examining their abstracts to evaluate the
scope and status of the theme. This initial review was reduced to an average of seventy-seven references.

In the first exploration of primary sources, Web of Science (40), Scopus (80), and Scielo (12) were consulted, finding information on sustainable tourism and sustainable development, particularly in relation to policies and the pandemic. In a second phase, content on public policies closer to the tourism sector was extracted, identifying those related to sustainable development goals. In the third stage, the content of readings, abstracts, and full texts was evaluated, identifying those that applied sustainable tourism policies and/or strategies or tourism for sustainable development.

Finally, a summary table was created showing a total of 25 journals included in its theoretical content, reorganizing the information to include themes on sustainable tourism, public policies, sustainable development, and the pandemic, according to the filter presented in figure 1.

**Figure 1**

*Systematic Information Search*

The image illustrates the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flow diagram used to track the process.
of a systematic review. The process begins with the identification stage, where a total of 574 records were identified through database searches in Scopus, Web of Science, and SciELO. After removing duplicate citations, the number of records was reduced to 132.

In the screening stage, these 132 records were evaluated based on their titles, abstracts, and keywords, resulting in the exclusion of 49 records. This left 83 reports to be sought for retrieval. The suitability stage involved a detailed review of the full texts of the selected studies to confirm their eligibility. During this review, 31 full-text articles were excluded for various reasons, leaving 56 studies. Finally, the inclusion stage concluded with 25 studies that were included in the quantitative or qualitative synthesis (meta-analysis). This structured approach ensures a comprehensive and unbiased selection of relevant studies for the systematic review.

4 RESULTS AND DISCUSSIONS

Table 1

<table>
<thead>
<tr>
<th>No</th>
<th>Authors</th>
<th>Methodological aspects</th>
<th>Impact on Public Tourism Policies for Sustainable Development</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Yin &amp; Zhao (2024)</td>
<td>The study uses a panel model approach to analyze data from 30 Chinese provinces between 1990 and 2020, examining the impact of public strategies on natural resource efficiency.</td>
<td>Findings indicate that effective public strategies significantly improve natural resource efficiency, highlighting the need for region-specific policies that integrate economic recovery with environmental protection to promote sustainable development.</td>
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<td>2</td>
<td>Pontes da Fonseca et al. (2023)</td>
<td>The research is descriptive, documentary, and longitudinal, covering the period from 2000 to 2019. It uses data from official public bodies and other sources, such as the Quatro Rodas Guide for Brazil and INE data for Spain.</td>
<td>The study analyzes how public policies in Brazil and Spain have promoted inland tourism, enhancing spatial dynamics and diffusion of tourism activities in alignment with sustainability principles.</td>
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<td>3</td>
<td>Economic Commission for Latin America &amp; the Caribbean (2023)</td>
<td>The article analyzes development challenges in Latin America and the Caribbean using a 10-point catalogue of gaps, plus an additional focus on governance and institutional capacities, to propose a comprehensive public policy agenda.</td>
<td>The study presents an 11-point agenda for transformation, emphasizing the need for improved governance, institutional capacities, and social dialogue to achieve a productive, inclusive, and sustainable future for the region.</td>
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<td>4</td>
<td>Hailiang et al. (2023)</td>
<td>The study uses panel data from 2005 to 2020 for 24 Chinese</td>
<td>It highlights the positive impact of renewable energy and green finance on tourism, offering</td>
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<tr>
<td>#</td>
<td>Authors and Year</td>
<td>Study Description</td>
<td>Findings</td>
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<td>5</td>
<td>Couto et al. (2023)</td>
<td>The study employs a multi-method approach, examining land-use changes and new tourism typologies using the Azores Islands and creative tourism projects as case studies.</td>
<td>Findings suggest that land-use changes reflect regional public policies and that rural and creative tourism can catalyze sustainable development in island territories.</td>
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<tr>
<td>6</td>
<td>Moncea et al. (2023)</td>
<td>The study analyzes consumer behavior in post-pandemic tourism in Romania, examining tourist arrivals, destination distribution, accommodation capacity, and tourism's GDP contribution from 2008 to 2020.</td>
<td>Findings highlight the need for investment in less popular areas, promoting sustainable development, digitalization, and infrastructure improvements to enhance tourism visibility and capacity.</td>
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<tr>
<td>7</td>
<td>Arévalo (2023)</td>
<td>The analysis employs a qualitative-descriptive approach, utilizing official documents, national strategies, and previous studies to evaluate tourism public policies in Mexico and Brazil.</td>
<td>Tourism policies have progressively developed and strengthened, allowing for the consolidation of projects and strategies. These initiatives align with the evolving tourism market, adapting to the specific realities, capacities, and resources of each country, thus promoting sustainable tourism development.</td>
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<td>8</td>
<td>Cangas y Otavalo (2023)</td>
<td>A qualitative study involving interviews with community members and analysis of public records to evaluate the impact of tourism activities and policies.</td>
<td>Community tourism in Montufar Canton thrives due to strategic public policies and community engagement, promoting cultural and natural attractions, thereby enhancing local economic growth and sustainable development.</td>
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<td>9</td>
<td>Hernández-Sánchez et al. (2023)</td>
<td>Content analysis of 182 Web of Science articles (1991-2021) using Cloud of Science and Tree of Science software.</td>
<td>Highlights advanced eco-innovation research in Asia, nascent in Latin America, emphasizing environmental and regulatory policies.</td>
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<td>10</td>
<td>Mata y Fernández (2023)</td>
<td>The qualitative methodology involved semi-structured interviews with nine industry participants.</td>
<td>Findings suggest that an integral brand and effective governance are crucial for sustainable tourism development in Los Cabos.</td>
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<td>11</td>
<td>Solorio et al. (2023)</td>
<td>The study analyzes two clean energy projects in Mexico, using case studies of a wind power plant and a natural gas pipeline, focusing on indigenous consultations in the Environmental Policy Integration (EPI) process.</td>
<td>The findings highlight that while indigenous participation complicates policy integration, it is crucial for inclusive decision-making. This underscores the need to adapt policy integration frameworks to the unique state-society dynamics in Latin America, particularly involving indigenous communities.</td>
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<td>12</td>
<td>García-Garcia et al. (2023)</td>
<td>The study conducts a comprehensive bibliographic search on sustainable tourism development using the Web of Science database, analyzing 496 documents with VOSViewer software to identify key themes and contributions.</td>
<td>Findings highlight the importance of governance, innovation, and Sustainable Development Goals (SDGs) in sustainable tourism, suggesting policies that balance economic, social, and environmental dimensions to mitigate tourism's adverse impacts.</td>
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<td>13</td>
<td>Sheresheva &amp; Oborin (2022)</td>
<td>The study analyzes the impact of the COVID-19 pandemic on the tourism industry, focusing on social and economic consequences, and examines the potential for tourism to drive</td>
<td>The research suggests that systematic state actions are needed to stimulate domestic tourism, restore business ecosystems, and balance the interests of various tourism stakeholders for economic recovery.</td>
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<td>Last name, name of the author. (2024). Job title</td>
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<td></td>
<td>Resilience and Recovery: Public Policy and Development in Sustainable Tourism for Peru and International Best Practices in the Context of SDGs</td>
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<td>14</td>
<td>Samaniego et al. (2022)</td>
<td>The study reviews ECLAC’s contributions over the past decade, focusing on the development-environment relationship using the three gaps model, applicable to sustainable tourism policies.</td>
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<td>Findings highlight the need for policies promoting sustainable tourism sector transitions to achieve the 2030 Agenda and Paris Agreement goals.</td>
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<td>15</td>
<td>Raffaelli et al. (2022)</td>
<td>The study uses two discrete choice experiments in the Dolomites, Italy, employing direct and indirect question formats to assess tourists’ willingness to pay (WTP) for decarbonizing tourism strategies.</td>
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<td>Findings show low WTP for decarbonizing strategies, indicating a need for public-private partnerships and policy interventions to promote sustainable tourism and increase awareness of decarbonizing strategies.</td>
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<td>18</td>
<td>Zhao et al. (2021)</td>
<td>The study uses social media data and multiple regression models to analyze the recreational utilization intensity of Shanghai’s ecological green belts.</td>
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<td>Results inform the “Shanghai City Master Plan (2017-2035)” by suggesting zones for recreational transformation, enhancing the sustainable development and recreational use of urban green belts.</td>
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<td>16</td>
<td>Witter (2021)</td>
<td>The article examines the Caribbean’s economic, social, and environmental challenges, focusing on their evolution before and during the COVID-19 pandemic, using a qualitative analysis of neoliberal globalization impacts and sectoral shifts.</td>
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<td>The study highlights the interconnectedness of environment, economy, and public health, proposing policy directions for short, medium, and long-term responses to the Caribbean’s existential crisis.</td>
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<td>17</td>
<td>Tasso et al. (2021)</td>
<td>The study uses exploratory qualitative research, conducting structured interviews with 29 renowned tourism researchers in Brazil.</td>
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<td>Findings suggest that future tourism policies should prioritize human and sustainable development over mere economic progress to mitigate COVID-19 effects and promote the common good.</td>
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<td>18</td>
<td>Chaves et al. (2020)</td>
<td>The research employs a qualitative methodology, building a conceptual framework of tourism and public policies. It includes a literature review on sustainable tourism policies in Costa Rica (2010-2014) and a comparison with Colombia to identify replicable policies.</td>
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<td>Costa Rica’s public policies in sustainable tourism have evolved, promoting cultural and heritage conservation, environmental resource management, and economic growth, contributing $2,636 million to the economy in 2014.</td>
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<td>19</td>
<td>Cejas Martinez et al. (2020)</td>
<td>The study employs the scientific method to analyze government intervention in environmental, risk, and tourism issues, following the World Tourism Organization’s approach.</td>
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<td>The research highlights the need for comprehensive public policies in Ecuador that integrate environmental, economic, socio-cultural, and institutional dimensions to ensure sustainable tourism development and regional integration.</td>
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<td>20</td>
<td>Castanho et al. (2020)</td>
<td>The study uses surveys to evaluate public perceptions of how regional policies affect tourism activities in the Azores Islands.</td>
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<td>Findings indicate that over 90% of participants believe spatial planning strategies impact tourism, highlighting the need for better territorial planning to improve residents’ quality of life while sustaining tourism growth focused on high-market segments.</td>
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</table>
Tourism, while generating a considerable amount of informal employment, maintains nearly half of these jobs on a permanent basis. This implies that, following the resumption of tourism activities, many workers return under conditions similar to those before the crisis, assuming that the current crisis is part of the inherent risks in the tourism sector (Carballo et al., 2023). However, this situation differs for professionals with specific training in tourism and for mid- to high-level workers compared to those without tourism training or who have recently entered the industry.

After the COVID-19 pandemic, a new landscape is observed in the tourism sector with a potential shift in the business model, focusing on more sustainable products, innovation, and technology that add value. The process of globalization and deregulation demands more responsible public policies that protect and revalue culture, promoting equity and the psychological empowerment of the population, as well as resilience to adapt to the new economic, social, political, and environmental reality. The participation of all civil society representatives and communities is crucial to facing various crises and promoting structural changes that stimulate the economy (Araníbar & Patiño, 2022).

It is not enough to have tourist attractions; there is also a need for responsible commitment from the local government to generate business opportunities, foster intangible heritage, and boost tourism in the region, ensuring that the revenues justify the efforts made. The pre- and post-pandemic situations are closely related, implying that after a crisis, there is always an opportunity for reconstruction in the tourism industry. This process
requires changes and adaptations from all agents involved in the various categories of the tourism chain (Hernández-Sánchez et al., 2023).

Intervention in tourism has been innovated with the use of technology and virtual networks, which diversify new forms of the tourism market, improve consumer morale, and reduce the risks associated with physical presence, promoting economic reactivation through virtual payments and other digital modalities. It is essential to formulate a tourism industry reactivation plan based on management policies that identify possible changes in market supply and demand, readjusting the marketing proposals of tourism agencies' products.

The uncertainty that characterized the pandemic delayed and deteriorated the measures adopted by tourism agents, slowing decision-making in seeking reactivation strategies. Some travel agency associations, such as the Association of Official Operators of the Inca Trail Network, have proposed reactivating the sector by reducing service costs, involving representatives from railways, airlines, and other sectors, with government support and the application of strategies to better redirect the tourism offer (Barrio de Mendoza et al., 2020).

Responsible destination management for sustainable tourism development will be carried out in the business environment, strategic areas, and business resources, through interviews with officials, participation of merchants, tourists, and residents of the historic center, and on-site observation. This management will be complemented with the standards and regulations of international organizations, various levels of government, the Ministry of Culture, and others, implementing contingency plans and best practices to avoid future problems. This approach will contribute to the development of operational consensus to achieve sustainable tourism development.
5 DISCUSSION

The COVID-19 pandemic profoundly disrupted the tourism industry, causing significant economic and employment losses worldwide. According to the World Tourism Organization (UNWTO, 2023), the pandemic led to a drastic reduction in tourism-related jobs from 1.46 million in 2019 to 0.83 million in 2020. This decline highlights the sector's vulnerability to global crises. However, the subsequent recovery in 2021, facilitated by the rollout of vaccines, saw notable increases in international tourist arrivals in countries such as France, Mexico, and Spain, underscoring the resilience and potential for recovery in the tourism sector.

The research by Koščak et al. (2024) emphasizes the importance of including children's perspectives in tourism policies. This child-centered approach not only promotes social justice but also aligns with Sustainable Development Goals (SDGs), highlighting the need for inclusive strategies in tourism development. In contrast, Yin and Zhao (2024) focused on the relationship between public strategies and natural resource efficiency in China, demonstrating that effective public policies significantly enhance resource efficiency and promote sustainable development. These findings suggest that well-designed public policies are crucial for fostering sustainable tourism, especially in the face of environmental and economic challenges.

Pontes da Fonseca et al. (2023) examined inland tourism in Brazil and Spain, revealing how public policies have promoted spatial dynamics and the diffusion of tourism activities. This longitudinal study aligns with the principles of sustainability by enhancing regional tourism while preserving cultural and natural resources. Similarly, Couto et al. (2023) highlighted the role of regional public policies in the Azores Islands, demonstrating that creative and rural tourism can drive sustainable development through effective land-use management.

Santos et al. (2023) explored the perceptions of Portuguese emigrants regarding public policies for low-density territories using questionnaires and Geographic Information Systems (GIS). The study revealed that public policies often overlook the most needed areas of mainland Portugal, focusing more on
tourism development and rural lifestyles. This finding suggests a gap in policy implementation that needs to be addressed to ensure balanced and inclusive tourism development across different regions.

The Economic Commission for Latin America & the Caribbean (2023) conducted an extensive analysis of development challenges in the region, proposing a comprehensive public policy agenda based on a 10-point catalogue of gaps. The study emphasized the need for improved governance, institutional capacities, and social dialogue to achieve a sustainable future. This aligns with findings by Hailiang et al. (2023), who showed that green finance and renewable energy positively impact tourism sustainability in China, further supporting the argument that integrated policies are essential for sustainable development.

In Peru, the informal nature of tourism activities in regions such as Cusco presents significant challenges. According to the National Chamber of Tourism (CANATUR), 72% of tourism companies in Cusco are informal, with precarious working conditions for many workers (Barrio de Mendoza et al., 2018). This informality hinders sustainable development and exacerbates economic inequalities. However, the recognition of four tourist destinations in Cusco with the Safe Travels seal indicates progress towards improving safety and standards in the tourism sector.

Mata & Fernandez (2023) highlighted the critical role of an integral brand and effective governance in the sustainable development of Los Cabos, Mexico. Their qualitative study underscores the importance of cohesive and inclusive policies in driving tourism growth. Similarly, Solorio et al. (2023) stressed the necessity of indigenous consultations in policy integration for sustainable development in Mexico, pointing out the complexities and essential nature of inclusive decision-making processes.

The study by Hernandez-Sanchez et al. (2023) on eco-innovation in tourism revealed advanced research in Asia but nascent stages in Latin America, emphasizing the importance of environmental and regulatory policies. This aligns with findings from Garcia et al. (2023), who conducted a comprehensive literature review on sustainable tourism development, highlighting governance, innovation, and SDGs as key themes.
The Caribbean’s tourism industry faces unique challenges, as detailed by Sheresheva and Oborin (2022), who analyzed the impact of COVID-19 on the region. Their research suggests that systematic state actions are necessary to stimulate domestic tourism and balance stakeholder interests for economic recovery. This need for balanced and inclusive policies is echoed by Tasso et al. (2021), who argued for the reintroduction of ethics in public tourism policies to prioritize human and sustainable development over mere economic progress.

Witter (2021) examined the Caribbean’s economic, social, and environmental challenges before and during the COVID-19 pandemic. The study proposed policy directions for short, medium, and long-term responses to address the Caribbean’s existential crisis, emphasizing the interconnectedness of environment, economy, and public health.

Chaves et al. (2020) highlighted the evolution of Costa Rica’s public policies in sustainable tourism during Laura Chinchilla’s presidency (2010-2014), promoting cultural and heritage conservation, environmental resource management, and economic growth. This aligns with findings by Cejas Martinez et al. (2020), who stressed the need for comprehensive public policies in Ecuador that integrate environmental, economic, socio-cultural, and institutional dimensions for sustainable tourism development.

The study by Castanho et al. (2020) using surveys in the Azores Islands highlighted that over 90% of participants believe spatial planning strategies impact tourism. This underscores the importance of territorial planning to improve residents’ quality of life while sustaining tourism growth. Similarly, Talmaciu et al. (2020) examined the implications of European neighborhood policies on sustainable tourism development in Eastern European countries, emphasizing the need for integrated management of borders, environment, transport, and regional tourist markets.

Raffaelli et al. (2022) explored tourists’ willingness to pay for decarbonizing tourism strategies in the Dolomites, Italy, using discrete choice experiments. Their findings show a low willingness to pay, indicating a need for public-private partnerships and policy interventions to promote sustainable tourism and increase awareness of decarbonizing strategies.
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Formal analysis: Ricardo Edmundo Ruiz-Villavicencio.
Writing—original draft preparation: Jacquelin Margareth Asto-Jinez.
Writing—review and editing: Oscar David Carreño-Flores, Hans Mejia-Guerrero.
All authors have read and agreed to the published version of the manuscript.
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