

ASERS

# Journal of Environmental Management and Tourism

Quarterly

Volume XIV

Issue 5(69)

Fall 2023

ISSN 2068 – 7729

Journal DOI

<https://doi.org/10.14505/jemt>

ASERS  
Publishing



## Table of Contents:

	<b>Waste Utilization Potential of Oil Palm Industry in North Kalimantan Province, Indonesia</b>	
1	Mohamad Nur UTOMO, Ahmad MUBARAK, Sulistya Rini PRATIWI, Najmudin NAJMUDIN	2159
	<b>Legal Regulation of Civil Liability for Environmental Damage: How Appropriate are Civil Liability Provisions with the Privacy of Environmental Damage?</b>	
2	Lana AL-KHALAILEH, Tareq AL-BILLEH, Majd MANASRA, Abdullah ALKHSEILAT, Noor ALZYUOD, Noor AL-KHAWAJAH	2174
	<b>Study the Nexus between Indicators of Surface Water Quality on the Small River for Better Basin Management</b>	
3	Olena MITRYASOVA, Andrii MATS, Ivan SALAMON, Victor SMYRNOV, Vadym CHVYR	2187
	<b>Attracting Investment for Rural Development: Introduction of Organic Agriculture and ESG Principles in Kazakhstan</b>	
4	Marzhan KUANDYKOVA, Aidos AKPANOV, Santay TLEUBAYEVA, Anuar BELGIBAYEV, Askar MAKHMUDOV, Aigul ATCHABAROVA	2196
	<b>Forty-Seven Years of Environmental Management Accounting Research: A Bibliometric Analysis</b>	
5	Chetanraj DB, Senthil Kumar JP	2207
	<b>Accumulation of Heavy Metals in the Needles of Scots Pine of the Semipalatinsk Pre-Irtysh Region and Burabay National Park</b>	
6	Botakoz YELKENOVA, Raikhan BEISENOVA, Rumiya TAZITDINOVA, Zhanar RAKHYMZHAN, Nurziya KARIPBAEVA	2242
	<b>Identifying Karst Aquifer Recharge Area Using Environmental Stable Isotopes and Hydrochemical Data: A Case Study in Nusa Penida Island</b>	
7	I Ketut ARIANTANA, Made Sudiana MAHENDRA, I Wayan NUARSA, I Wayan Sandi ADNYANA, Lambok HUTASOIT, Irwan ISKANDAR, MUSTIATIN, Putu Doddy Heka ARDANA	2253
	<b>Regulatory and Legal Support for the Development of Digital Infrastructure in Rural areas as a Factor in Improving the Level of Sustainable Development and Quality of Life of the Rural Population</b>	
8	Serikbai YDYRYS, Nazgul IBRAYEVA, Fariza ABUGALIYEVA, Mira ZHASKAIRAT, Aiman UVALIYEVA	2271
	<b>Do Environmentally Responsible Practices in Accommodation Establishments Matter?</b>	
9	Lulama NDZUNGU, Carina KLEYNHANS, Antoinette ROELOFFZE	2281
	<b>Development of a Model of Strategic Priorities for Sustainable Development of Rural Areas in Kazakhstan until 2030. Example of the East Kazakhstan Region</b>	
10	Kalamkas NURALINA, Raisa BAIZHLOVA, Yergali ABENOV, Dinara MUKHIYAYEVA, Yerkezhan MOLDAKENOVA	2290
	<b>Investing in Human Capital for Green and Sustainable Development</b>	
11	Ansagan BEISEMBINA, Alla GIZZATOVA, Yerlan KUNYAZOV, Takhir ERNAZAROV, Nurlan MASHRAPOV, Sergey DONTSOV	2300
	<b>Top Management Support, Green Intellectual Capital and Green HRM: A Proposed Framework for Sustainability</b>	
12	Abdur Rachman ALKAF, Mohd Yusoff YUSLIZA, Amauche Justina EHIDO, Jumadil SAPUTRA, Zikri MUHAMMAD	2308
	<b>Human Capital Management Based on the Principles of Green Economy and the Creation of Green Jobs for Sustainable Territorial Development</b>	
13	Gulmira RAKHIMZHANOVA, Aigul MAIDYROVA, Ainura KOCHERBAEVA	2319

### Editor in Chief:

**Ramona Pirvu**,  
University of Craiova, Romania

### Co-Editor:

**Cristina Mihaela Barbu**,  
Spiru Haret University, Romania

### Editorial Advisory Board:

**Omrans Abdelnaser**, University Sains  
Malaysia, Malaysia

**Huong Ha**, Singapore University of Social  
Sciences, Singapore

**Harjeet Kaur**, HELP University College,  
Malaysia

**Janusz Grabara**, Czestochowa University of  
Technology, Poland

**Vicky Katsoni**, Technological Educational  
Institute of Athens, Greece

**Sebastian Kot**, Czestochowa University of  
Technology, The Institute of Logistics and  
International Management, Poland

**Andreea Marin-Pantelescu**, Academy of  
Economic Studies Bucharest, Romania

**Piotr Misztal**, The Jan Kochanowski  
University in Kielce, Faculty of Management  
and Administration, Poland

**Agnieszka Mrozik**, Faculty of Biology and  
Environmental Protection, University of  
Silesia, Katowice, Poland

**Chuen-Chee Pek**, Nottingham University  
Business School, Malaysia

**Roberta De Santis**, LUISS University, Italy

**Fabio Gaetano Santeramo**, University of  
Foggia, Italy

**Dan Selisteanu**, University of Craiova,  
Romania

**Lesia Kucher**, Lviv Polytechnic National  
University, Ukraine

**Lóránt Dénes Dávid**, Eötvös Loránd  
University, Hungary

**Laura Ungureanu**, Spiru Haret University,  
Romania

**Sergey Evgenievich Barykin**, Peter the  
Great St. Petersburg Polytechnic University,  
Russian Federation

**Omar Abedalla Alananzeh**, Faculty of  
Tourism and Hotel Management, Yarmouk  
University, Jordan

**Marco Martins**, Polytechnic Institute of  
Tomar, Portugal

**Konstantinos Antoniadis**, University of  
Macedonia Thessaloniki, Greece

ASERS Publishing

<http://www.aserspublishing.eu>

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Editor in Chief:

**Ramona Pîrvu**,  
University of Craiova, Romania

Co-Editor:

**Cristina Mihaela Barbu**,  
Spiru Haret University, Romania

Editorial Advisory Board:

**Omrans Abdelnaser**, University Sains  
Malaysia, Malaysia

**Huong Ha**, Singapore University of Social  
Sciences, Singapore

**Harjeet Kaur**, HELP University College,  
Malaysia

**Janusz Grabara**, Czestochowa University of  
Technology, Poland

**Vicky Katsoni**, Technological Educational  
Institute of Athens, Greece

**Sebastian Kot**, Czestochowa University of  
Technology, The Institute of Logistics and  
International Management, Poland

**Andreea Marin-Pantelescu**, Academy of  
Economic Studies Bucharest, Romania

**Piotr Misztal**, The Jan Kochanowski  
University in Kielce, Faculty of Management  
and Administration, Poland

**Agnieszka Mrozik**, Faculty of Biology and  
Environmental Protection, University of  
Silesia, Katowice, Poland

**Chuen-Chee Pek**, Nottingham University  
Business School, Malaysia

**Roberta De Santis**, LUISS University, Italy

**Fabio Gaetano Santeramo**, University of  
Foggia, Italy

**Dan Selişteanu**, University of Craiova,  
Romania

**Lesia Kucher**, Lviv Polytechnic National  
University, Ukraine

**Lóránt Dénes Dávid**, Eötvös Loránd  
University, Hungary

**Laura Ungureanu**, Spiru Haret University,  
Romania

**Sergey Evgenievich Barykin**, Peter the  
Great St. Petersburg Polytechnic University,  
Russian Federation

**Omar Abedalla Alananzeh**, Faculty of  
Tourism and Hotel Management, Yarmouk  
University, Jordan

**Marco Martins**, Polytechnic Institute of  
Tomar, Portugal

**Konstantinos Antoniadis**, University of  
Macedonia Thessaloniki, Greece

ASERS Publishing

<http://www.aserspublishing.eu>

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

14	<b>Integrated Urban Solid Waste Management: Knowledge, Practices, and Implementation</b> Riza Stephanie A. ALFARAS	2328
15	<b>Issues Concerning the Improving Organizational and Legal Support of Victimological Prevention for Environmental Crimes</b> DaurenMALIKOV, Natalya SIDOROVA, Saltanat ATAKHANOVA, Manshuk RAKHIMGULOVA, Sholpan MALIKOVA, Larissa KUSSAINOVA	2336
16	<b>Management of Bioculture Potential with Environmental Perspective Based on Local Wisdom</b> Trio Beni PUTRA, Thamrin THAMRIN, Zulfan SAAM, Sofyan HUSEIN	2345
17	<b>Analysis of the Environment Impact on the Inclusion of Children with Special Educational Needs</b> Marzhan TURLUBEKOVA, Valeriy BIRYUKOV, Zulfiya MAGRUPOVA, Galiya KISHIBEKOVA, Roza BUGUBAYEVA	2354
18	<b>Perception and Awareness of Marine Plastic Pollution in Selected Tourism Beaches of Barobo, Surigao del Sur, Philippines</b> Sherley Ann T. INOCENTE, Carlo S. GUTIERREZ, Maria Pia M. SISON, John Roderick V. MADARCOS, Judea Christine M. REQUIRON, Christine Joy M. PACILAN, Shiela Mae M. GABOY, Jayson Leigh M. SEGOVIA, Hernando P. BACOSA	2367
19	<b>Role of State Institutions in Protecting the Environment. Improving Management System of the Public Services</b> Yuliya KIM, Serik DARIBEKOV, Laura KUNDAKOVA, Dinar SIKHIMBAYEVA, Gulnara SRAILOVA	2379
20	<b>Interactive Planning as Part of a Territorial Strategy to Develop Tourism Sites</b> Edwin RAMIREZ-ASIS, Abu Bakar Bin Abdul HAMID, Nor Hazila Binti Mohd ZAIN, Mohsin RAZA, Jose RODRIGUEZ-KONG, Cinthy ESPINOZA-REQUEJO	2390
21	<b>Travels and Sustainable Tourism in Italy. Selected Dilemmas</b> Michał MROZEK	2398
22	<b>Safety Management Model of Tourism City Municipalities in Eastern Economic Corridor</b> Chayapoj LEE-ANANT	2406
23	<b>Impact of War on the Natural Preserve Fund: Challenges for the Development of Ecological Tourism and Environmental Protection</b> Anatolii KUCHER, Anna HONCHAROVA, Lesia KUCHER, Mariia BIELOBORODOVA, Liudmyla BONDARENKO	2414
24	<b>Sustainable Development and Environmental Tourism. The Case of Lake Karla – Thessaly, Greece</b> Georgia TRAKALA, Aristotelis MARTINIS, Georgios KARRIS, Charicleia MINOTOU, Achilleas TSIROUKIS	2426
25	<b>Post-COVID-19 Community-Based Tourism Sustainable Development in China. Study Case of Hebian Village</b> Mingjing QU, Wong Ming WONG	2440
26	<b>Predicting the Intention to Implement Green Practices by Small and Medium Sized Hotels in South Africa</b> Proceed Lerato MASEBE, Olawale FATOKI	2455

# Call for Papers Winter Issues 2023 Journal of Environmental Management and Tourism

**Journal of Environmental Management and Tourism** is an open access, peer-reviewed interdisciplinary research journal, aimed to publish articles and original research papers that contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences. The Journal publishes original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modelling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies.

Authors are encouraged to submit high quality, original works that discuss the latest developments in environmental management research and application with the certain scope to share experiences and research findings and to stimulate more ideas and useful insights regarding current best-practices and future directions in Environmental Management.

Also, this journal is committed to a broad range of topics regarding Tourism and Travel Management, leisure and recreation studies and the emerging field of event management. It contains both theoretical and applied research papers and encourages obtaining results through collaboration between researchers and those working in the tourism industry.

The journal takes an interdisciplinary approach and includes planning and policy aspects of international, national and regional tourism as well as specific management studies. Case studies are welcomed when the authors indicate the wider applications of their insights or techniques, emphasizing the global perspective of the problem they address.

This issue has a special importance for us, marking a new stage in the history of this journal. So, starting with Issue 5(69), Fall 2023 **Journal of Environmental Management and Tourism** will be published in Open Access system. Journal of Environmental Management and Tourism' articles are published under the [Creative Commons Attribution 4.0 International License BB CY](https://creativecommons.org/licenses/by/4.0/), which permits unrestricted use, distribution, and reproduction in any medium, provided the original authors and the source are credited.

**Journal of Environmental Management and Tourism** is indexed in SCOPUS, RePEc, CEEOL, ProQuest, EBSCO and Cabell Directory databases.

Details regarding the publication in this journal are here: <https://journals.aserspublishing.eu/jemt/about>

<b>Deadline for submission:</b>	21 <sup>st</sup> October 2023
<b>Expected publication date:</b>	December 2023
<b>Website:</b>	<a href="https://journals.aserspublishing.eu/jemt">https://journals.aserspublishing.eu/jemt</a>
<b>E-mail:</b>	<a href="mailto:jemt@aserspublishing.eu">jemt@aserspublishing.eu</a>

To prepare your paper for submission, please see full author guidelines in the following file:

[JEMT Full Paper Template.docx](#), then send it via email at [jemt@aserspublishing.eu](mailto:jemt@aserspublishing.eu).



DOI: [https://doi.org/10.14505/jemt.v14.5\(69\).20](https://doi.org/10.14505/jemt.v14.5(69).20)

## Interactive Planning as Part of a Territorial Strategy to Develop Tourism Sites

Edwin RAMIREZ-ASIS

Universidad Señor de Sipán, Chiclayo, Peru

ORCID: 0000-0002-9918-7607

[ramirezas@crece.uss.edu.pe](mailto:ramirezas@crece.uss.edu.pe)

Abu Bakar Bin Abdul HAMID

Infrastructure University Kuala Lumpur, Malaysia

ORCID: 0000-0001-6872-2921

[abubakarhamid@iukl.edu.my](mailto:abubakarhamid@iukl.edu.my)

Nor Hazila Binti Mohd ZAIN

Infrastructure University Kuala Lumpur, Malaysia

ORCID: 0000-0002-2613-3966

[norhazila@iukl.edu.my](mailto:norhazila@iukl.edu.my)

Mohsin RAZA

Prince of Songkla University, Phuket, Thailand

ORCID: 0000-0001-5865-1285

[mohsinraza006@gmail.com](mailto:mohsinraza006@gmail.com)

Jose RODRIGUEZ-KONG

Universidad Señor de Sipán, Chiclayo, Peru

ORCID: 0000-0002-9526-8231

[rodriguezka@crece.uss.edu.pe](mailto:rodriguezka@crece.uss.edu.pe)

Cinthy ESPINOZA-REQUEJO

Universidad Señor de Sipán, Chiclayo, Peru

ORCID: 0000-0001-6174-7675

[erequejo@crece.uss.edu.pe](mailto:erequejo@crece.uss.edu.pe)

**Article info:** Received 22 May 2023; Received in revised form 17 June 2023; Accepted for publication 19 July 2023; Published 1 September 2023. Copyright© 2023 The Author(s). Published by ASERS Publishing 2023. This is an open access article distributed under the terms of CC-BY 4.0 license.

**Abstract:** Using the Callejón de Huaylas region as a case study, this article analyzes the role of interactive planning in the design of tourism areas from a territorial perspective. To begin tackling the complexity of the Callejón de Huaylas region, we chose degrees of municipal intervention in planning and the units of analysis for the questionnaire, and practices of participatory planning. This study is of a cross-sectional, non-experimental, descriptive design. As its instrument, a web-based questionnaire was provided by the out-of-the-ordinary circumstance, verified by a panel of 5 experts, and sent to a sample of 38 agents involved in direct and indirect roles in interactive planning for tourism places. In the end, it was found that the Callejón de Huaylas neighborhood benefits from a direct connection between the participatory planning procedures and the territorial planning strategy in the creation of tourism places.

**Keywords:** territorial strategy; interactive planning; tourism zone; Callejón de Huaylas.

**JEL Classification:** R58; Z32; Q56; O21; R11.

### Introduction

The evolution and development of tourism in our nation, and especially in the region of the Callejón de Huaylas (CDH) as a place of study, is an important economic and natural phenomenon with an important physical geographic diversity that the visitor enjoys during his stay in the area. According to the statistical report, it receives an annual flow of visitors only in its most important support center, the city of Huaraz. For this reason, it



is necessary to broaden the study beyond economic considerations and orient its analysis towards the sustainable use of tourist areas with a real and visible territorial planning for the future.

At present, tourism in the Callejón de Huaylas has become a less competitive area for tourist visits compared to other tourist destinations at national level, placing us in a less significant position (we are in 16th place according to a market study carried out by Promperú), which makes tourism an unsustainable activity. This is evidenced by the fact that the Ancash Region and its capital, Huaraz, have a low level of competitiveness. The absence of a tourism planning model is evident in the insecurity of decision-makers in the whole process, which also translates into a lack of knowledge and commitment of local agents and actors. In addition, local tourism must be reoriented towards quality and diversification, solutions must be found for regular tourist transport, communication and productive structures in order to increase the tourist value of new locations through new tourism planning procedures and regular regeneration of older sites. Tourism development should be planned in such a way as to minimize the damage caused by the activity, while taking advantage of its proximity to the resident and visitor population.

Likewise, the potential of the study area can be seen as a strategy for the development, transformation and management of the territory, so it is necessary to plan the natural, historical, cultural, landscape and biodiversity resources as emerging heritage elements in an innovative way and with adaptation to adverse conditions both internally (local population, residents and tourist population) and externally (policies, intervention and tools) in a way that benefits society, but also serves as a guarantor of its preservation; To establish a link between interactive planning with a territorial approach in the Callejón de Huaylas region. In this order of ideas, also the purpose of this study is to establish a connection between interactive planning and the change of procedures with a territorial approach in the Callejón de Huaylas region. To establish a connection between interactive planning and the development of methods and techniques of territorial planning in the Callejón de Huaylas area, as well as to establish a connection between interactive planning and the development of methods of territorial intervention in the Callejón de Huaylas area.

The article is also justified in pointing out some of the works pointed out that strengthen the theoretical bases as found in Rojas-Vega *et al.* (2023) concludes that a plan focused on the environment and sustainability should be elaborated for the region of Orpesa. The municipality needs a tourism strategy that can identify the problems of the local tourism system from a broad point of view, not only from the point of view of urban development, but no matter also how sustainable the urban development plan is planned. Therefore, Yumisaca *et al.* (2022) provide an integrated model based on specific methods and indicators, which, articulated from their actors, guide a tourism planning effort towards the optimal use of both indigenous and migratory assets and Espinoza *et al.* (2022) Despite the vast territory of the Metropolitan District of Quito, where different scenarios can be determined, there is an important dynamic that has affected the landscape and natural resources, with visible changes in the physical-environmental structure in some sectors, particularly near the population centres and the city of Quito. Other communities, often located in rural areas, develop a wide range of activities, but nevertheless prioritise the preservation of vital ecosystems.

It is hoped that the following contents will provide valuable elements for tourism specialists and planners to take on a much more relevant task in establishing a methodology for the processes and tools used in the plans and their implementation.

## 1. Tourism Planning

According to the literature found on the genesis and historicity of the evolution of the term planning, it is said that it began as a tool for reconstruction after the First World War, was first used by the Soviet Union in its five-year plans, then was adopted by free market countries after the Second World War and, finally, was applied to developing nations in the 1950s. On the other hand, we seek to account for the term planning and then tourism planning, just as in its conceptualization, the definitions expressed by international bodies such as the World Tourism Organization or by some recognized authors in the academic and intellectual sphere of the field of tourism are very diverse. For this reason, we deal with some definitions related to the study (Ciriquián *et al.* 2018, Castillo *et al.* 2022).

The Royal Spanish Academy explains that the word planification has two meanings: to draw up the plans for the execution of a work or to make a plan or project for an action. The former is derived from an architectural and clearly territorial concept, while the latter seems to allude to any set of actions programmed in order to achieve a goal. Both meanings, although insufficient from the point of view of the specialists, give us the starting point to differentiate Territorial Planning, the former, from the latter.

In general, the notions of planning and planning are used synonymously. In this case, we always refer to planning. According to Bustos and Molina (2012) planning is a process, a technique, a set of practices of contemplation and prospective studies or prefiguration of the future that are used to determine the methods and courses of action to be produced in pursuit of certain objectives with the intention of intervening in a given reality. The plan is the ultimate deliverable of this procedure, it is an intellectual product prior to action (Vinuesa and Torralba 2018) that takes the form of a written record. According to Spíndola (2016), the planning process consists of two main stages: the creation of the plan and its implementation. It is crucial to finalize both stages of planning so that the documents are more than just pieces of paper. The planning of tourism activities, as well as the creation of the plan and its implementation, which is reflected in a document, are considered crucial in the definitions of both theorists.

While for the definition of the term tourism planning or tourism planning; According to Yumisaca *et al.* (2022) it coincides with the UNWTO definition of tourism planning as an instrument that aims to establish the general circumstances of a region over a broad period of time and as an important instrument of tourism development that has changed its focus over time. The physical design of tourist attractions and services, as well as advertising, used to be the main focus, but today it has broadened to include the demands of businesses, visitors, the neighborhood and even the environment and sustainability.

For Schenkel (2019), to ensure the continued viability of a destination's natural and cultural resources and the ability of the local community to benefit from and enjoy tourist attractions both now and in the future, tourism planning must address three fundamental conditions. First, the plan must be forward-looking, following a thorough examination of the current situation of the destination. Secondly, the plan must constitute a forum for consensus among the different territorial stakeholders involved in tourism-related activities (Melgarejo *et al.* 2018; Ramirez *et al.* 2022). Thirdly, the plan must establish a program that defines a series of important strategic lines and, based on these, launch a series of programs and initiatives.

The above definition proposes that tourism planning should be guided by the principles of sustainability and by the basic conditions that concern the plan: its projection into the future, the creation of a space for consensus and participation of all the territorial agents involved in tourism activity and the management of a programming of major strategic lines, based on long-term sequential programs and flexible projects aimed at solving the problems that spontaneously arise during the planning process of any tourist destination, as cited in Rojas (2017).

Mora *et al.* (2020) planning in the tourist industry may be defined as the method used to determine the sector's goals and strategy. First, and most importantly, a diagnosis is established, which is the initial stage of any tourist planning process. This phase involves establishing and assessing the current state of a destination, as well as cutting off time to compare the tourism conditions of the place before and after planning. It is also the main resource for determining the feasibility of plans, programs and initiatives, and for locating the instruments needed to evaluate the results of these efforts (Masot *et al.* 2020; Soto *et al.* 2023). Additionally, Baidal and Rebollo (2019), tourism planning is a destination management technique that focuses on how visitors imagine the present and future of the destination. In this way, we can methodically build a procedure that moves the destination away from the present and towards the future, making the most of the resources at our disposal.

A close examination of the above concepts and the information obtained above leads to the conclusion that tourism planning is best done in the context of spatial planning that actively involves the local community. As such, it is a management tool for tourism sites that considers visitors' impressions of the site today and their expectations for the future, determined by a methodical and well-thought-out analysis of the relevant data. From this analysis, objectives, and strategies for achieving them can be deduced, allowing for the early incorporation of considerations of environmental sustainability, economic vitality and community well-being into current planning (Montes de Oca and Cabrera 2020).

## 2. Interactive Planning and Its Close Link with the Territorial Approach

Tourism planning, according to UNWTO, has the same ultimate objective as tourism policy, which is to develop high quality destinations and increase productivity (Bustos and Molina 2012), but UNWTO also points out that there is a significant difference between the traditional and interactive approaches to planning. The aim of the new approach is to develop appropriate mechanisms to meet the objectives decided by the different actors involved in tourism activity. This requires the use of a technique, such as meetings and encounters between the different stakeholders, in order to identify the key lines of growth for the future, which can be enunciated by technical specialists and adapted to the objectives of the tourism policy (Schenkel 2019, Huaranga-Toledo *et al.* 2023).

Consequently, sectoral (or thematic) and territorial planning must be in line with public policies, both socio-economic, sectoral and regional, as these are materialized respectively in planning proposals such as development plans, sectoral strategic plans and land-use plans, to name but one type of each, it should be borne in mind that public intervention in the field of tourism involves a set of clearly interrelated sectoral and territorial policies and planning. However, it is the planners and political representatives who are the decision-makers. On the other hand, the cooperation of private actors is necessary for its development, but it is not a consensus-based model like strategic planning (Montero *et al.* 2016). Public action can substitute private action if necessary and legal instruments exist. However, with the development of new governance criteria at the local level, strategic planning practices (such as Local Agendas) are being put in place that condition territorial planning, in such a way that the latter indirectly becomes an expression of the consensus of the actors involved. Trade-offs, cooperation and agreement are becoming increasingly important in the development of planning with a territorial approach.

Finally, the authors argue that interactive planning is closely linked to the territorial approach and can be complemented in the new processes as a method of tourism planning from a scientific perspective, oriented towards interdisciplinarity, local community involvement and sustainability of tourism.

### 3. Methodology and Research Results

A descriptive-correlational, cross-sectional, descriptive-correlational research methodological process with a quantitative approach was used. The unit of analysis was constituted by agents of the public activity, private and mixed activity in a total of 38 actors that intervene in the processes of the tourist planning of the zone of the Callejón de Huaylas. Document analysis, observation and statistical methods were used to obtain information.

Table 1. Relationship between interactive planning and the territorial approach

Planning with a territorial approach	Interactive planning					
	Regular		Adequate		Total	
	n	%	n	%	n	%
Regular	4	10.5	3	7.9	7	18.4
Good	3	7.9	28	73.7	31	81.6
Total	7	18.4	31	81.6	38	100.0
$\chi^2 = 11.764$ $gl = 1$ $P\text{-value} = 0.003$						

Source: Prepared by authors (2023)

The table shows that 79.4% of the total number of actors involved in the spatial tourism activity in the area of the CDH state that there is adequate interactive planning and consequently territorial planning is good. It can also be seen that 8.8% of the total number of actors involved in the spatial tourism activity in the area of the CDH perceive that there is regular interactive planning and therefore territorial planning is also regular.

Table 2. Relationship between interactive planning and the development of processes with a territorial approach

Planning with a territorial approach	Interactive planning					
	Regular		Adequate		Total	
	n	%	n	%	n	%
Regular	4	10.5	4	10.5	8	21.0
Good	3	7.9	27	71.1	30	79.0
Total	7	18.4	31	81.6	38	100.0
$\chi^2 = 8.467$ $gl = 1$ $P\text{-value} = 0.005$						

Source: Prepared by authors (2023)

The table shows that 76.5% of the total number of actors involved in the spatial tourism activity in the CDH area say that there is adequate interactive planning and consequently the development of territorial planning



processes is good. It can also be seen that 8.8% of the total number of actors involved in the spatial tourism activity in the CDH area perceive that there is regular interactive planning and therefore the development of territorial planning processes is also regular.

Table 3. Relationship between interactive planning and development of methods and techniques with a territorial approach

Planning with a territorial approach	Interactive planning					
	Regular		Adequate		Total	
	n	%	n	%	n	%
Regular	6	15.8	4	0.5	10	26.3
Good	1	2.6	27	1.1	28	73.7
Total	7	17.4	31	1.6	38	100.0
$X^2=21.134$ $gl=1$ P-value = 0.001						

Source: Prepared by authors (2023)

The table shows that 76.5% of the total number of actors involved in spatial tourism activity in the area of the CDH say that there is adequate interactive planning and consequently the development of methods and techniques of territorial planning is good. In addition, 14.7% of the total number of actors involved in spatial tourism activity in the area of the CDH perceive that there is regular interactive planning and therefore the development of methods and techniques of territorial planning is also regular.

Table 4. Relationship between interactive planning and the development of methods of territorial intervention

Planning with a territorial approach	Interactive planning					
	Regular		Adequate		Total	
	n	%	n	%	n	%
Regular	4	10.5	2	.3	6	15.8
Good	3	7.9	29	6.3	32	84.2
Total	7	18.4	31	1.6	38	100.0
$X^2 = 14.268$ $gl = 1$ P-value = 0.002						

Source: Prepared by authors (2023)

The table shows that 82.4% of the total number of agents involved in the spatial tourist activity in the CDH area say that there is adequate interactive planning and consequently the development of methods of territorial intervention is good. It can also be seen that 8.8% of the total number of agents involved in the spatial tourist activity in the CDH area perceive that there is regular interactive planning and consequently the development of methods of territorial intervention is also regular.

#### 4. Discussion

The study's methodological examination indicates unintended consequences of expanding tourism. These discrepancies exist both in the technologies themselves and in the rhetorical language surrounding their use. To curb the production of unsustainable growth, physical-spatial planners employed sub-regional planning methods in the instance of the Callejón de Huaylas. One of its weaknesses is that it has been developed slowly in comparison to other parts of Peru. This is especially true when considering the growth planning policies that have been in place in other parts of Peru for over a decade.

In addition, it details the range of ideologically linked planning interpretations that might be applied to a territorial focus. Unsustainability is sometimes pinned on the most economically and socially disadvantaged segments of society, however this is merely one interpretation of tourist planning, relating only to the quantitative demographic variety. True proponents of degrowth say it should help the most disadvantaged people in society (Cirio, 2016). In oversaturated tourist areas, when a decrease in the number of customers is needed, creating a pro-growth consensus can help accomplish the former by discouraging visits from individuals with weaker

purchasing power. Urban-tourist territorial planning is used as a tool of confinement by these alliances of socioeconomic classes and hegemonic power (Cartuche *et al.* 2018). So, the value of the Callejón de Huaylas region rises as a result of the creation of unpaid externalities as a result of the protection of the land, with the elimination of the expectation of additional tourism development. Growth control measures reduce supply, which in turn stimulates economic expansion.

Another contradiction of interactive planning in touristic spaces is that this territorial model of tourism uses the discourse of sustainability as a device to favor the monopolization of services in the region and control mechanisms to exercise power in tourist services (Bustos and Molina 2012). Tourism pressure on these territories and climatic changes, or indeed the COVID-19 pandemic, can be aggravated by social policies to restrict tourists' access to tourism spaces. The contradictory relationship between the implementation of limitations and the subsequent growth of tourism business borders is also noted. As a result, areas outside of the city that are near to urban tourist hotspots might benefit from tourism growth as much as the conventional urban core. Capital looking for profit and convenience is drawn to areas with monopolies due to the potential of higher profits (Baidal and Rebollo 2019). Social movements that oppose tourist gentrification and demand the right to the city and access to housing coexist with organizations that support tourist rental housing.

Results show that the general hypothesis was correct; Callejón de Huaylas is intrinsically linked to the iterative processes of territorial design in touristic zones. These findings are similar to those identified by Blázquez-Salom *et al.* (2019), who note that the planning shows inconsistencies in terms of compliance with the regulatory measures for tourist use in practice. The failure to implement monitoring and punishment procedures to reduce disparities and boost competition on the Spanish island of Mallorca is a major flaw in the rule. And it reaffirms what Dasí *et al.* (2018) in their discourse comments on the relationship of territorial cooperation and tourism development from the transregional scale and of metropolitan and rural tourist spaces.

Regarding the first specific hypothesis it is confirmed that interactive planning and the development of territorial planning processes have a direct relationship in the area of the CDH, this result complements what is stated by Rojas (2017) defends that the treatments of Andalusian urban tourist spaces in territorial and sectorial planning are of vital importance and supports that it would improve the development of tourism in the localities near the tourist attractions. Furthermore, it is supported by the theory proposed by Saehu *et al.* (2022) who advocates the inclusion of tourism in the development of rural areas in order to preserve cultural and natural resources.

Regarding the second specific hypothesis, it is confirmed that interactive planning and the development of methods and techniques of territorial planning are directly and significantly related in the Callejón de Huaylas area, i.e. One of the plans' flaws is that choices are decided through political consultative processes, and another has to do with societal tensions and outside interference, this reality is similar to that described by Corzo-Arévalo (2019), who conducted a diagnosis on the organization of the tourism development plan for the destination of Santander, Colombia (2019) who conducted a diagnosis on the organization of the tourism development plan of the destination Santander, Colombia and complements what is defined by Spíndola (2016) on space, territory and territoriality proposes that a particularly rich aspect in the postcolonial approach is the interaction between space and subject that occurs within the limits of an interdisciplinary perspective to understand the fundamental conceptual and methodological challenges involved in the study of space.

To conclude, the third hypothesis confirms that interactive planning and the development of territorial intervention methods are directly related in the area of the Callejón de Huaylas, which is why the present result contradicts those shown by Vinuesa and Torralba (2018) presents a territorial vision of heritage and sustainability of tourism and exposes that interactive planning lacks a monitoring and evaluation program of the effectiveness of the approved proposal, this implies the impossibility of implementing a long-term action due to the need to modify the established processes.

## Conclusion

Tourist hotspots like the Callejón de Huaylas are intrinsically tied to the iterative, territorial-based development procedures that characterize these locales. Interactive planning with a territorial approach complements the new tourism planning processes by adapting to external (policies, interventions and tools) and internal (local population, residents and tourist population) conditions.

## Acknowledgments

Special thanks to the directors of the Chamber of Commerce, Industry and Tourism of Ancash, for facilitating the connections to carry out the interviews with the tourism actors of the Callejón de Huaylas - Peru. The authors declare that they have no conflict of interest.

### Credit Authorship Contribution Statement

**Edwin Ramirez-Asis:** Conceptualization of the research idea, supervision of the execution of the research, review and editing of the final article Interactive Planning as Part of a Territorial Strategy to Develop Tourism Sites.

**Abu Bakar Bin Abdul Hamid:** Design of the research methodology, research background research at national and international level with scientific articles published in Scopus and web of science indexed journals.

**Nor Hazila Binti Mohd Zain:** Construction of the theoretical framework, with scientific articles published in journals indexed in Scopus and web of science on the title Interactive Planning as Part of a Territorial Strategy to Develop Tourism Sites.

**Mohsin Raza:** Administration of the database with the collected information, SPSS v26 software, statistical analysis using tables and hypothesis testing, uploading the paper to the journal, and raising comments as corresponding author.

**Jose Rodriguez-Kong:** Reliability and validity of the data collection instruments, application of the questionnaire to the participants of the research entitled Interactive Planning as Part of a Territorial Strategy to Develop Tourism Sites.

**Cinthy Espinoza-Requejo:** Writing of the original draft, proofreading, and spell-checking and adaptation to the publication standards of the Journal of Environmental Management and Tourism.

### Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

### References

- [1] Baidal, J. I., and Rebollo, J. F. 2019. Planificación turística en España. De los paradigmas tradicionales a los nuevos enfoques: planificación turística inteligente. *Boletín de la Asociación de Geógrafos Españoles* (82), 2765. 1-31. DOI: <http://doi.org/10.21138/bage.2765>
- [2] Blázquez-Salom, M., Blanco-Romero, A., Vera-Rebollo, F., and Ivars-Baidal, J. 2019. Territorial tourism planning in Spain: From boosterism to tourism degrowth? *Journal of Sustainable Tourism* 27(12): 1764-1785. DOI: <https://doi.org/10.1080/09669582.2019.1675073>
- [3] Bustos, E. H. and Molina, A. 2012. *El concepto de territorio: Una Totalidad o una idea a partir de lo multicultural*. In the 11th Annual International Conference of Territorial intelligence of INTI, Territorial intelligence and globalization tensions, transition and transformation. DOI: <https://shs.hal.science/halshs-00941226/>
- [4] Cartuche, D., Romero, J., and Romero, Y. 2018. Evaluación multicriterio de los recursos turísticos en la Parroquia Uzhcurrumi, Canton Pasaje, Provincia de El Oro. *Revista interamericana de ambiente y turismo* 14(2): 102-113. DOI: <http://doi.org/10.4067/S0718-235X2018000200102>
- [5] Castillo, A., Fernández, C. E., Camones, O. G., and Guerra, M. E. 2022. Digitalización de la cadena de suministro y la competitividad de las empresas peruanas del sector minorista. *Revista Científica Epistemia* 6(2): 77–95. DOI: <https://doi.org/10.26495/re.v6i2.2297>
- [6] Ciriquíán, P. M., Nolasco-Cirugeda, A., and Serrano-Estrada, L. 2018. Estrategias de ocupación territorial en áreas turísticas consolidadas de la Costa Blanca (España). *Boletín de la Asociación de Geógrafos Españoles* (76): 430-454. DOI: <https://doi.org/10.21138/bage.2529>
- [7] Corzo-Arévalo, D. H. 2019. Diagnóstico preliminar para la organización del plan de desarrollo turístico del destino Santander, Colombia. *Gestión Turística*, (31): 7-47. DOI: <https://doi.org/10.4206/gest.tur.2019.n31-02>
- [8] Dasí, J. F., Abella, O. M., and Pizarro, J. E. 2018. Cooperación territorial y desarrollo: una mirada desde la escala transregional y de los espacios metropolitanos, rurales y turísticos. *Redes: Revista do Desenvolvimento Regional*, 23(3): 35-65. DOI: <https://doi.org/10.17058/redes.v23i3.12219>
- [9] Espinoza, M. R., Fuentes, G. A., Asnate, E. J., and Rondón, A. J. 2022. Planificación interactiva en espacios turísticos, bajo el enfoque de territorio en el Callejón de Huaylas – Peru. *Revista Científica Epistemia* 6(2): 50–63. DOI: <https://doi.org/10.26495/re.v6i2.2295>

- [10] Huaranga-Toledo, H. L., Ruiz, J. R., Vergara, C. S., and Rodríguez, J. L. 2023. Cultura organizativa y el crecimiento empresarial de la medianas empresa de la ciudad de Huaraz, Perú. *Revista Científica Epistemia* 7(1): 1–13. DOI: <https://doi.org/10.26495/re.v7i1.2426>
- [11] Masot, A. N., Rodríguez, N. R., and Alonso, G. C. 2020. Planificación turística en Extremadura. Análisis de sus territorios turísticos. *Cuadernos de Turismo* 46: 291-317. DOI: <https://doi.org/10.6018/turismo.451851>
- [12] Melgarejo, A. M., López, I. S., and Bercial, R. Á. 2018. La planificación y la gestión como herramientas de desarrollo de los destinos turísticos. *TURYDES: Revista sobre Turismo y Desarrollo local sostenible* 11(25): 1-16. <https://www.eumed.net/rev/tsydes/25/gestion-destinos.html>
- [13] Montero, G. I., Freyre, J. A., and Iglesias, M. I. M. 2016. La producción del espacio. Territorio y gestión participativa. *Revista Universidad de Guayaquil* 123(2): 24-32. DOI: <https://doi.org/10.53591/rug.v123i2.405>
- [14] Montes de oca, I. M., and Cabrera, G. L. A. 2020. La zonificación territorial como instrumento de planificación y gestión de destinos turísticos afectados por desastres naturales. *Revista Internacional de Turismo, Empresa y Territorio* 4(1): 1-21. DOI: <https://doi.org/10.21071/riturem.v4i1.12718>
- [15] Mora, M. G. C., Camargo, O. A. G., and Camargo, O. A. G. 2020. Inserción del riesgo natural en la planificación territorial. *Cuadernos de Vivienda y Urbanismo* 13. DOI:<https://doi.org/10.11144/Javeriana.cvu13.irnp>
- [16] Ramirez-Asis, E., Huerta-Soto, R., Nivin-Vargas, L., Huaranga-Toledo, H., Valera-Taredo, J., and Flores-Leiva, V. 2022. Distribution of Public Service and Individual Job Performance in Peruvian Municipality. *The Journal of Distribution Science* 20(10): 11-17. DOI: <https://doi.org/10.15722/jds.20.10.202210.11>
- [17] Rojas, D. G. 2017. Tratamiento de los espacios fluviales urbanos andaluces en la planificación territorial y sectorial. *Cuadernos Geográficos* 56(2): 72-93. DOI: <https://doi.org/10.30827/cuadgeo.v56i2.5211>
- [18] Rojas-Vega, J. A., Brito, E., Medrano, W., and Leiva, O. C. 2023. Relación de la responsabilidad empresarial en los conflictos medioambientales y sociales en una unidad minera de la Región Ancash. *Revista Científica Epistemia* 7(1): 69–82. DOI: <https://doi.org/10.26495/re.v7i1.2436>
- [19] Saehu, M. S., Diah, A. M., Julca-Guerrero, F., Huerta-Soto, R., and Valderrama-Plasencia, L. 2022. Environmental awareness and environmental management practices: Mediating effect of environmental data distribution. *Journal of Environmental Management and Tourism* 13(5): 1339-1352. DOI:[https://doi.org/10.14505/jemt.v13.5\(61\).11](https://doi.org/10.14505/jemt.v13.5(61).11)
- [20] Schenkel, E. 2019. Turismo y política turística. Un análisis teórico desde la ciencia política. *Revista Reflexiones* 98(2): 129-140. DOI: <http://doi.org/10.15517/rr.v98i2.34212>
- [21] Soto, R. H., Asis, E. H., Figueroa, R. P., and Plasencia, L. 2023. Autoeficacia emprendedora y desempeño de micro y pequeñas empresas peruanas. *Revista Venezolana de Gerencia: RVG* 28(102): 751-768. V DOI:<https://doi.org/10.52080/rvgluz.28.102.19>
- [22] Spíndola, O. 2016. Espacio, territorio y territorialidad: una aproximación teórica a la frontera. *Revista Mexicana de Ciencias Políticas y Sociales* 61(228): 27-56. <https://www.revistas.unam.mx/index.php/rmcpys/issue/view/4400>
- [23] Vinuesa, M. Á., and Torralba, L. T. 2018. Visión territorial del patrimonio y sostenibilidad del turismo. *Boletín de la Asociación de Geógrafos Españoles* (78): 212-244. DOI: <http://doi.org/10.21138/bage.2716>
- [24] Yumisaca, J., Plaza, S., and Mendoza, A., 2022. Bottom-up en la planificación del turismo sostenible: el caso de las comunidades del litoral santaelenense en Ecuador. *Revista Ciencias Pedagógicas e Innovación* 12(2): 46-53. DOI: <https://doi.org/10.26423/rcpi.v9i2.429>



# ASERS



The logo for ASERS Publishing, featuring the word "ASERS" in a bold, orange, sans-serif font with a stylized fan-like graphic to the left, and the word "Publishing" in a smaller, orange, sans-serif font below it.

Web: [www.aserspublishing.eu](http://www.aserspublishing.eu)

URL: <http://www.journals.aserspublishing.eu/jemt>

E-mail: [jemt@aserspublishing.eu](mailto:jemt@aserspublishing.eu)

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Journal's Issue DOI: [https://doi.org/10.14505/jemt.v14.5\(69\).00](https://doi.org/10.14505/jemt.v14.5(69).00)