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

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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 Spindola (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

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$$X^2 = 11.764 \quad gl = 1 \quad P\text{-value} = 0.003$$

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

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<th>Planning with a territorial approach</th>
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$$X^2 = 8.467 \quad gl = 1 \quad P\text{-value} = 0.005$$

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

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<td>31</td>
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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

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<tr>
<td>Good</td>
<td>3</td>
<td>7.9</td>
<td>29</td>
</tr>
<tr>
<td>Total</td>
<td>7</td>
<td>18.4</td>
<td>31</td>
</tr>
</tbody>
</table>

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 Callejoñ 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 climactic changes, or indeed the COVID-19 pandemic, can be aggravates 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 Dasi 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 Spindola (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.

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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.

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